

# Postgraduate Certificate

## Digital Environments and Communication Processes





## Postgraduate Certificate

### Digital Environments and Communication Processes

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/pk/journalism-communication/postgraduate-certificate/digital-environments-communication-processes](http://www.techtitute.com/pk/journalism-communication/postgraduate-certificate/digital-environments-communication-processes)

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Course Management

---

p. 12

04

Structure and Content

---

p. 16

05

Methodology

---

p. 20

06

Certificate

---

p. 28

01

# Introduction

The communicative environments have changed. New and different spaces have emerged where communication flows differently, which requires broadcasters to adapt to new models of information generation and transmission. The opportunities to do business, networking and research require specific knowledge in all these new ways of creating and interacting in this environment, such as the knowledge provided in this program.



“

*Incorporate to your professional routines the specific knowledge of the way of working in these new communication environments”*



In recent times, communication environments have undergone the greatest and most rapid transformation in history. These changes have produced what has been called mediamorphosis. Business opportunities, networking and applied research have migrated to new spaces and media. This Postgraduate Certificate will address the specificities of these new environments in full, analyzing the necessary adjustments and changes to maintain competence in this area.

But, in addition to this new approach, it is essential to stop and explore the future challenges in proposing project initiatives and making them visible.

Moreover, every aspect involved in proposing, developing and disseminating research in communication today will be studied: an immersion into the most current paradigm to keep up with the new order in communication.

In short, Our students will have access to the work routines to conduct research in communication, and will develop the ability to successfully carry out any project.

With the guarantee and prestige of an online university that has already trained thousands of students.

This **Postgraduate Certificate in Digital Environments and Communication Processes** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program



*Media transformation broken down into all its aspects for 21st century communicators"*

“

*A contextualized and real learning experience that you will be able to put into practice by means of new skills and competences”*

Our teaching staff is made up of working professionals. That way, TECH is sure to offer students the update objective it aims to provide. A multidisciplinary team of trained and experienced professors in different environments, who will impart the theoretical knowledge in an efficient way, but above all, who will put at the service of the program the practical knowledge derived from their own experience; one of the differential qualities of this course.

This mastery of the subject is complemented by the effectiveness of the methodology used in the design of this course. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. In this way, students will study with a range of convenient and versatile multimedia tools that will give them the operability they need during the training.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To do this remotely, TECH uses telepractice: with the help of an innovative, interactive video system and Learning from an Expert, our students will be able to acquire the knowledge as if they were facing the scenario they are working on in real life. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*Business opportunities, networking and applied research have migrated to new spaces and media. Update your knowledge with this complete program.*

*A practical and authentic Postgraduate Certificate that will give you the tools required to disseminate and make your products visible once completed.*



# 02 Objectives

TECH's objective is to create highly qualified professionals for work experience. An objective that is complemented in a global manner by promoting human development that lays the foundations for a better society. This objective is focused on helping Communication professionals reach a much higher level of expertise and command. A goal that, in just six months, students will be able to achieve with a highly intensive and precise program.







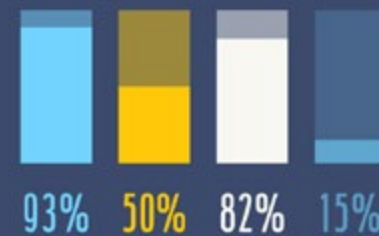
“

*Discover the new opportunities for research  
and communication in new media and ways  
of working”*



## General Objectives

- ♦ Learn to pose research problems
- ♦ Elaborate contextual frameworks
- ♦ Build and validate models
- ♦ Create and validate data collection instruments
- ♦ Master data analysis techniques
- ♦ Learn to structure academic and scientific texts
- ♦ Master academic and scientific writing
- ♦ Learn to participate in scientific meetings and make the results visible
- ♦ Develop information management, critical thinking and problem-solving skills



Lorem ipsum dolor sit amet, consectetur elit.  
Suspendisse id tincidunt sapien.

Quis autem vel eum iure reprehenderit, qui  
in ea voluptate velit esse.

nihil molestiae consequatur, vel  
illum, qui dolorem eum fugiat, quo  
voluptas nulla pariatur?

INTERNET  
PRESS  
TV



Objectives | 11 **tech**



## Specific Objectives

- Discover research and communication opportunities in new communication media and visibility of the products generated
- Distinguish the capabilities and potential of the most common new media to generate successful relationships in socio-cultural environments

“

*Develop communication skills and a formal framework to disseminate and present quality research projects in social and academic settings of greater scope”*



82%

50%

15%

Sed non mi quis dolor finibus varius. In vulputate hendrerit lectus aliquam pulvinar. Donec



03

# Course Management

For our program to be of the highest quality, we are proud to work with a teaching staff of the highest level, chosen for their proven track record in the field of education. Professionals from different areas and fields of expertise that make up a complete, multidisciplinary team. A unique opportunity to learn from the best.

The background of the slide features a close-up of a hand typing on a laptop keyboard. Overlaid on this are several white hexagonal icons connected by lines, creating a network-like pattern. The icons include a stopwatch, a rocket ship, a document with a checklist, and a play button. A large, semi-transparent hexagon in the lower-left foreground contains the text 'SEO OPTIMIZATION' in white, bold, sans-serif font. The overall color scheme is a mix of red, white, and blue tones.

**SEO**  
OPTIMIZATION

“

*Learn about the latest advances in Digital  
Environments and Communication  
Processes from leading professionals”*



## Management



### **Dr. Del Valle Mejías, María Elena**

- ♦ Doctorate in Educational Sciences
- ♦ Expert in e-Learning, Platforms and Content
- ♦ Expert in Instructional Design by Competencies



“

*An impressive teaching staff, made up of professionals from different areas of expertise, will be your teachers during your training: a unique opportunity not to be missed”*

04

# Structure and Content

The contents of this program have been developed by the different experts on this course, with a clear purpose: to ensure that our students acquire each and every one of the necessary skills to become true experts in this field.

A complete and well-structured program that will take you to the highest standards of quality and success.







“

*This Postgraduate Certificate in Digital Environments and Communication Processes contains the most complete and up-to-date scientific program on the market”*

## Module 1. Digital Environments and Communication Processes

- 1.1. Digital Environments and New Information Architectures
  - 1.1.1. Basic Concepts
  - 1.1.2. Features
  - 1.1.3. Resources
  - 1.1.4. The Importance of Digital Environments
- 1.2. Communication Opportunities in Digital Environments
  - 1.2.1. Advantages
  - 1.2.2. Disadvantages
  - 1.2.3. Using These Environments
  - 1.2.4. Web 2.0
- 1.3. The Quality of Different Media
  - 1.3.1. Features
  - 1.3.2. The Context of Different Media
  - 1.3.3. Using Language
  - 1.3.4. The Structure of Different Media
- 1.4. Rankings in Digital Environments
  - 1.4.1. Product Maps
  - 1.4.2. Supervisory Organizations
  - 1.4.3. Assessment Criteria
  - 1.4.4. Quality Standards
- 1.5. Legal Framework. Limitations
  - 1.5.1. Code of Conduct
  - 1.5.2. Intellectual Property
  - 1.5.3. Data Protection Law
  - 1.5.4. Case Studies
- 1.6. SEO and Quality Content
  - 1.6.1. Concept
  - 1.6.2. Features
  - 1.6.3. Strategies
  - 1.6.4. Creating Quality Content







- 1.7. Google Algorithms. Functioning and Characteristics
  - 1.7.1. Penguin
  - 1.7.2. Panda
  - 1.7.3. Pigeon
  - 1.7.4. Hummingbird
- 1.8. Life Cycle of Productions in Digital Environments
  - 1.8.1. Temporary Validity Media
  - 1.8.2. Identifying the Cycle
  - 1.8.3. Cultural Ecology
  - 1.8.4. The Ubiquity of Information
- 1.9. Business Models in Digital Environments
  - 1.9.1. Existing Models
  - 1.9.2. Features
  - 1.9.3. Value Proposals
  - 1.9.4. Effective Strategies
- 1.10. Success Stories

“ A comprehensive teaching program,  
structured in well-developed teaching  
units, oriented towards learning that  
is compatible with your personal and  
professional life”

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



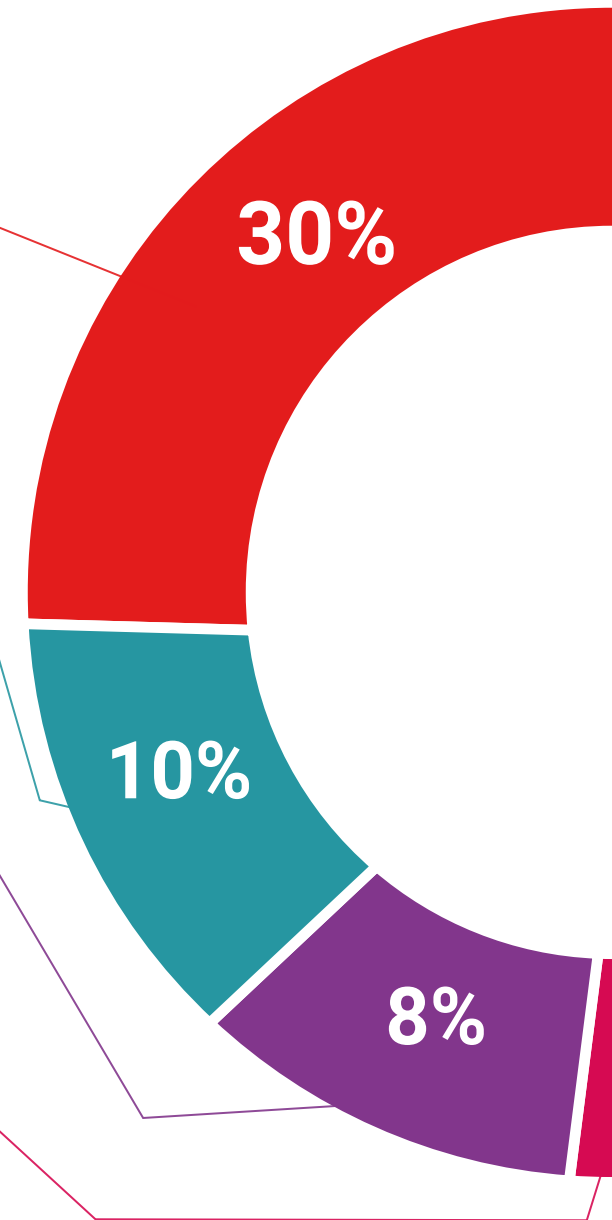
#### Practising Skills and Abilities

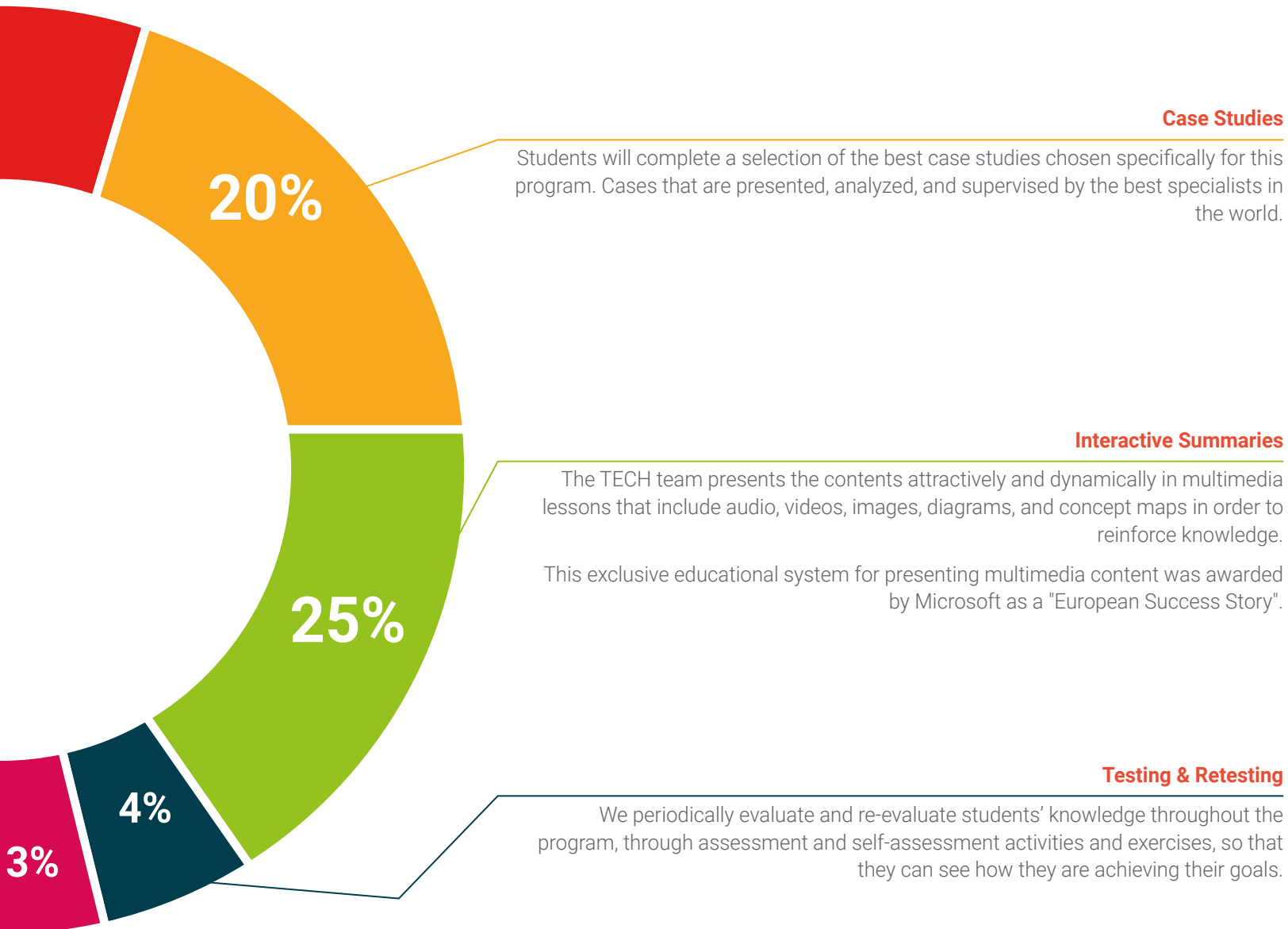
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







06

# Certificate

The Postgraduate Certificate in Digital Environments and Communication Processes guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Digital Environments and Communication Processes** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Digital Environments and Communication Processes**  
Official N° of hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



## Postgraduate Certificate Digital Environments and Communication Processes

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online



# Postgraduate Certificate

## Digital Environments and Communication Processes

