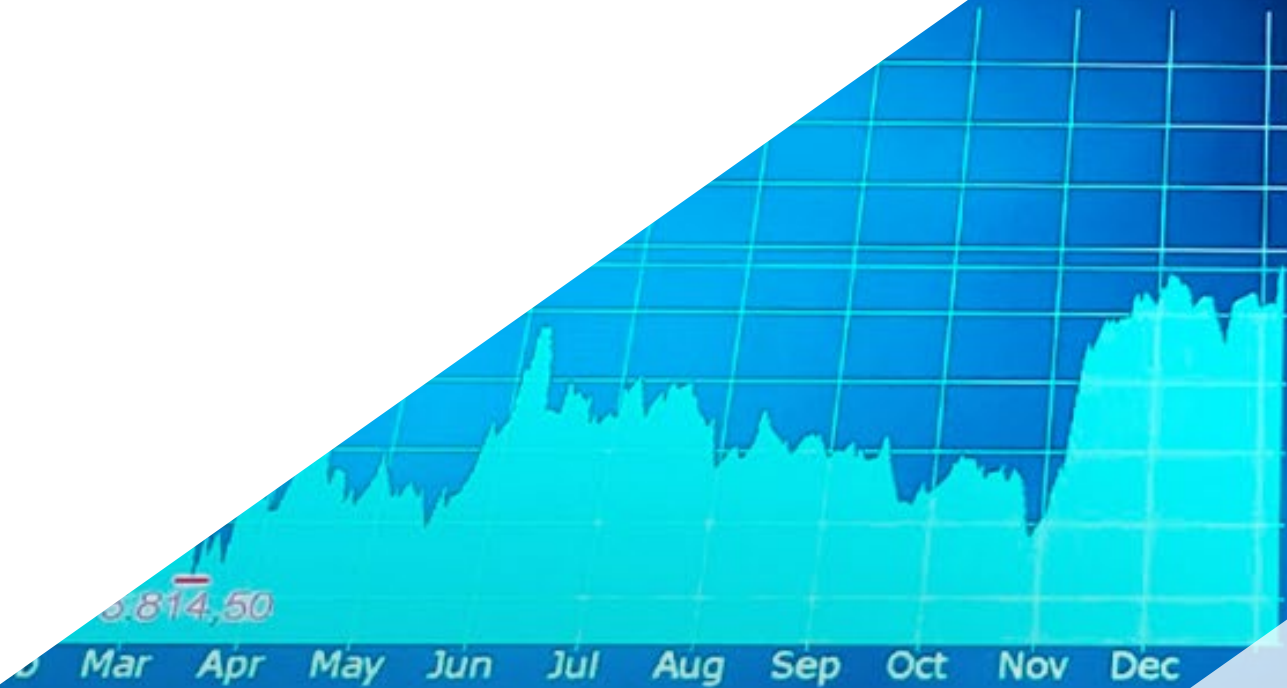


# Postgraduate Certificate Economy Press and Magazine



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## Postgraduate Certificate Economy Press and Magazine

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Credits: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/economy-press-magazine](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/economy-press-magazine)

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# 01

# Introduction

The specialized press uses a very specific type of language and a very specific informative approach. In the case of economic information, knowledge of this lexicon, as well as of the specific tools that the journalist must use, is an essential condition to be part of this sector. For this reason, TECH has created this program in which the professional will delve into the creation of articles and formats for the written media. All this through audiovisual resources, complementary readings and exercises put into practice, resulting in learning based on experience and leaving behind the long hours of long hours of forced memorization. This is a 100% virtual program that can be followed from anywhere in the world and from any device with an internet connection.



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TÓ 14.5% DE RECAUDACIONES EN 20



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*Work as a journalist specialized in economics in the press and specialized magazines with the training of a specialist”*

The growth and diffusion of journalism has brought with it new communication channels such as radio, television and web portals. However, one of the most effective and, at the same time, with the longest trajectory at a global level has been the written press and the publication of magazines. The economy is one of the areas that uses this medium the most, therefore, professionals with specific skills in the management of economic information and creation of informative articles are increasingly required.

Therefore, this program arises as an opportunity for professionals who wish to be trained in the modus operandi of a magazine specialized in economic and business information who wish to be trained in the modus operandi of a magazine specialized in economic and business information and the different information that may appear in it. Likewise, the most effective journalistic genres for a medium such as this one will be learned.

We will also delve into how the economy is reflected in the traditional and local media, redirecting the informative approaches and exposing in a more natural way the contexts in which the facts reported are developed, no matter how distant they may seem from the dominant economic flows.

Therefore, this Postgraduate Certificate is positioned as an updating tool full of audiovisual resources, complementary readings and evidence-based exercises. It should be noted that, since it is digital, the student will not have to attend classroom sessions and will be able to complete his or her degree through any device with an Internet connection.

This **Postgraduate Certificate in Economy Press and Magazine** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Economics Journalism
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Give your professional career a boost towards specialization with this complete and innovative Postgraduate Certificate”*

“

*Be part of one of the most interesting sectors of journalism today with the security of the world's largest online university in Spanish”*

The team of professors of the Postgraduate Certificate in Economy Press and Magazine has extensive experience in teaching at the university level, both in postgraduate and graduate programs. In addition, they offer to the Postgraduate Certificate in Economy Press and Magazine their vision as active professionals, which allows them to know, firsthand, the deep transformation that the communication sector is undergoing.

The methodology of the programs offered at TECH Global University, in online format, allows students to break down the barriers imposed by work obligations and the difficult balance between work and personal life. Attending face-to-face classes is practically impossible for those who are involved in the daily demands of work. That is why this Professional Postgraduate Certificate is the quality answer to your educational needs.

All this educational compendium makes this a Postgraduate Certificate of specialization that compiles all the aspects that are relevant and essential to turn the Journalism professional into an authentic expert in the fields related to this type of information.

*A high-quality Postgraduate Certificate that will allow you to work with confidence in any specialized media.*

*Add an intensive program to your résumé with this exceptional Postgraduate Certificate that we offer you.*

COMISIÓN  
PARA EL MERCADO  
FINANCIERO

02

# Objectives

The Postgraduate Certificate in Economy Press and Magazine is a process of specialization that offers journalists the ability to develop their careers in these media with the use of the tools of this work. For this purpose, we have developed the essential theoretical content that will serve as a foundation for the practice, which will be developed intensively throughout the program.



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220000

J A S O



“

*Be able to use the language and tools used in magazines and specialized press in economics, with the quality of an expert”*



## General Objectives

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- ♦ Establish the theoretical basis for understanding the importance of economic journalism as one of the main aspects of specialized journalism
- ♦ Provide the basic tools to understand the need for journalistic specialization as an elemental value in the future perspective of journalism
- ♦ Examine the characteristics of specialized magazines as a support and vehicle for the transmission of economic and business information
- ♦ Analyze the importance of economic information due to its public importance and its interest for society
- ♦ Analyze the important differences that the journalist must take into account when preparing an economic information according to the media in which it will be published
- ♦ Build advanced knowledge for the Journalist specialized in Journalism
- ♦ Provide advanced knowledge so that the Journalist specialized in Economic Journalism can elaborate each of the journalistic genres to be used, showing daily work tools
- ♦ Show how an economics correspondent works
- ♦ Teach how economic news is chosen and handled for the foreign press
- ♦ Explain the function of the notary's office as a factor of legal and economic security
- ♦ Show the functions of the press office of a notarial association and its impact on the economic press
- ♦ Examine the socio-economic framework in which sport activities are found
- ♦ Assimilate the different business models associated with sport
- ♦ Recognize how the economic activity of sport has an impact on other aspects of society
- ♦ Improve the quality of financial journalism by preparing people capable of understanding, analyzing, interpreting and reporting on financial processes in the country and the world
- ♦ Analyze and know the fishing sector and its institutions in order to report in the economic section of a media outlet
- ♦ Deal with the specific terminology of the fishing sector in the field of economics
- ♦ Generate specialized knowledge on the diffusion of fishing news in the media
- ♦ Identify relevant concepts within the main areas of knowledge of economics and business
- ♦ Define key terminology that avoids confusion for the reader, the specialist in economics and business, and to establish the guidelines to be followed by the writer when presenting the fundamental ideas
- ♦ Delve into the specialization in Economics and Business terminology, as well as the identification of the underlying and relevant fields of knowledge
- ♦ Present and propose an updated glossary of Economics and Business terms that will allow to develop in an autonomous and specialized way the correct elaboration of texts



## Specific Objectives

- ♦ Make economic journalists responsible for their pedagogical work when it comes to explaining and making information understandable and attractive to the general public
- ♦ Specialize the economic journalist in the elaboration of the different journalistic genres that have a place in a specialized magazine
- ♦ Show the advantages of reporting on economics in a specialized magazine as opposed to other general media
- ♦ Differentiate between objective news and conditioned information
- ♦ Show some of the informative routines (and vices) in economic news
- ♦ Analyze to what extent the quantification of economic language has influenced local journalism
- ♦ Bring the student closer to a reality about the economic journalist that is very different from the vision that can be shown in movies, series and other works of fiction
- ♦ Provide the student with the tools to form his own criteria about the economic news that appear in the local media
- ♦ Underline the translation of macroeconomics to microeconomics through local journalism



*We provide you with the most advanced teaching resources for your development, so that you can achieve the best results with little effort"*

03

# Course Management

Take advantage of the opportunity to learn with accredited professionals in teaching, with extensive experience in journalism, which will give you an up-to-date and close vision of the profession. Therefore, we have developed an educational program specially focused on professional development from a perspective fully adjusted to the reality of the sector.





*Increase your capacity and start moving in a dynamic and interesting profession"*

## Management



### Dr. Ronda Iglesias, Javier

- Journalist in charge of "Events and Courts" at Canal Sur Radio
- President of the Management Board of the Press Association of Campo de Gibraltar
- Associate Professor at the Faculty of Communication of the University of Seville
- Researcher
- Author of the book Vecino de Guardia, Tricornio de Guardia and Manual de Periodismo Judicial of the University of Seville.
- D. in Journalism and Communication from the University of Sevilla
- Degree in Information Sciences University of Seville
- Law Degree Studies at the Ouberta University of Cataluña
- He received the Honorary Soldier Distinction from the UME, Military Emergency Unit of the Ministry of Defence. Morón de la Frontera Base, Sevilla
- National award of the Civil Guard in the modality of radio.
- Member of: Seville Press Association, FAPE and Association of Legal Communicators and Informers



### Dr. Campra García de Viguera, Marián

- ♦ Communications Director and Advisor
- ♦ Director of Communications of the Association of Chiefs and Managers of the Local Police of Andalusia, AJDEPLA
- ♦ Communication Director of the Casa de Galicia in Seville, Lar Gallego
- ♦ Director of Communication of the Aesthetic Clinic GOLDEN
- ♦ Director of Communications of the +21 Foundation
- ♦ Director of Communications of the National Federation of Fishermen's Guilds
- ♦ Communications Advisor at Unixa Abogados y Consultores
- ♦ PhD in Journalism and Communication from the University of Seville
- ♦ Degree in Communication Sciences from Universidad Camilo José Cela, Madrid
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Summer Course "Image and Power of the Media"
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Conference "Gender Violence and the Media"

## Professors

### Ms. Balbontín Valle, Patricia

- ♦ Andalucía Económica Editor-in-Chief
- ♦ Coordinator of the magazine Para Vivir Andalucía
- ♦ Collaborator in the company Magnum Comunicación, performing external communication tasks for certain companies
- ♦ Editor of the Local section of the newspaper La Voz de Huelva
- ♦ Editor ABC, Huelva
- ♦ Degree in Communication Sciences from the University of Seville
- ♦ Knowledge in InDesign layout and Wordpress management

### Mr. García Latorre, Andrés

- ♦ Publisher / editor / coordinator of the newspaper the voice de Cádiz
- ♦ Editor at El Correo de Andalucía
- ♦ Editor and Broadcaster at Cadena SER
- ♦ Postgraduate Diploma in community management from the National University of Remote Education
- ♦ Degree in Journalism from the University of Seville

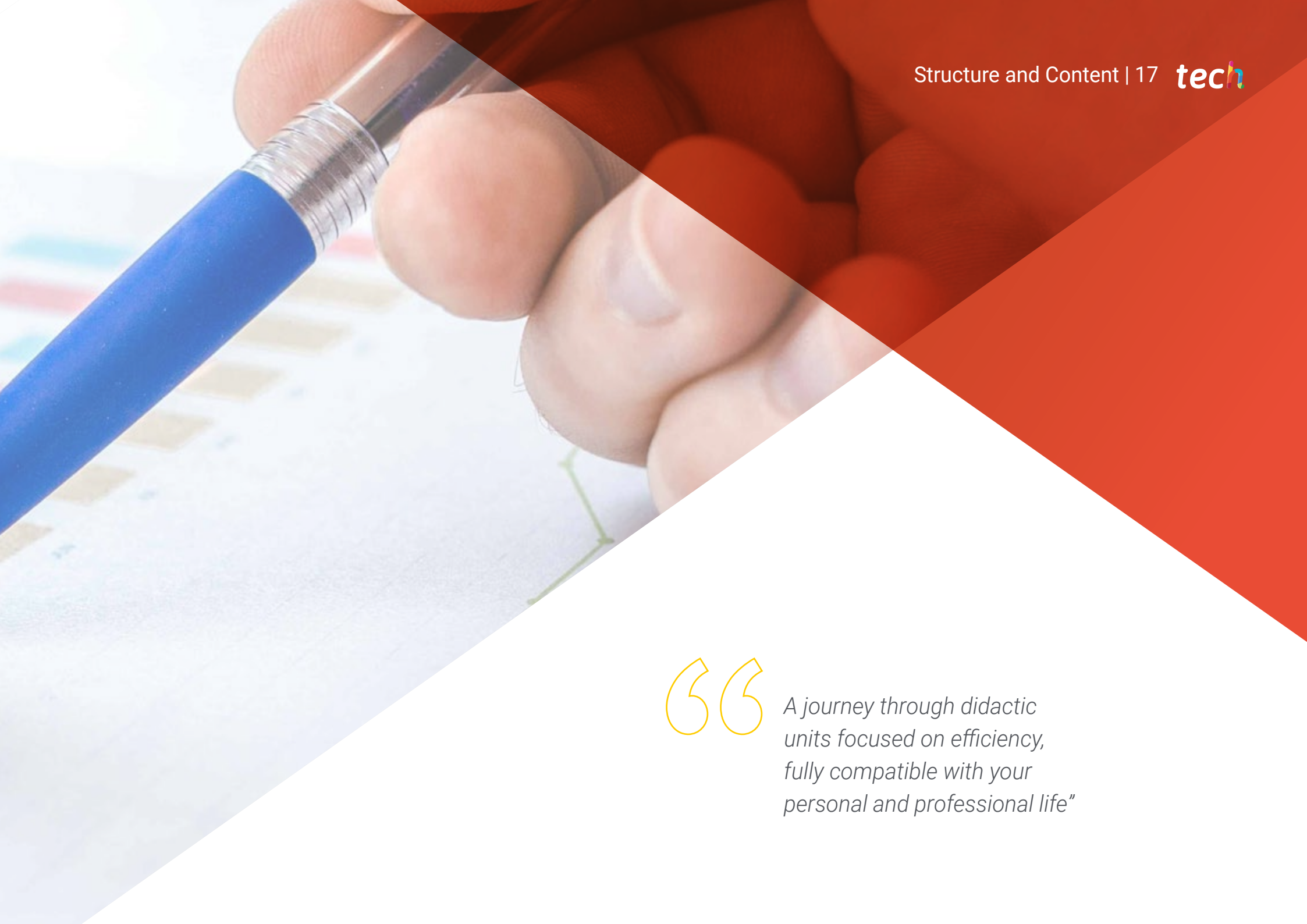
# 04

## Structure and Content

This program's contents high quality developed by the different professors of 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 Economics Journalism. The comprehensive content that will allow you to learn all aspects of the different disciplines involved in this field with the quality of a well-structured program that will lead you to the highest standards of quality and success.







“

*A journey through didactic units focused on efficiency, fully compatible with your personal and professional life”*

## Module 1. Economic Journalism in Specialized Magazines

- 1.1. Economic Information in Specialized Journals
  - 1.1.1. Boom of economic and business information: the role of Economic Journalism
  - 1.1.2. What are Specialized Magazines? Classification
  - 1.1.3. Main Economic and Business Magazines in Spain
- 1.2. Treatment of Economic Information in a Specialized Magazine
  - 1.2.1. What are the Main Topics of Interest?
  - 1.2.2. Structure of the Information: Reports, Interviews, News and Tribunes/Signatures
  - 1.2.3. Keys in the Use of Economic Terms and Graphical Resources
- 1.3. How to Prepare Economic Information to be Disseminated in a Specialized Journal
  - 1.3.1. Reports
  - 1.3.2. Interviews: Key Questions
  - 1.3.3. Highest Impact News
- 1.4. Specialized Journals. General and Digital Media
  - 1.4.1. Advantages and Disadvantages in the Treatment of Information
  - 1.4.2. Keys to the Survival of the Paper in the Digital Age
  - 1.4.3. Loyalty and Attraction of New Readers
- 1.5. Main Sources of Economic Journalism
  - 1.5.1. Public Administrations
  - 1.5.2. Chambers of Commerce
  - 1.5.3. Companies and Associations
- 1.6. Economic Sectors in the Specialized Press
  - 1.6.1. Primary Sector
  - 1.6.2. Industry
  - 1.6.3. Services
- 1.7. Relationship of the Companies with the Specialized Economic Magazines
  - 1.7.1. Why Companies Need to Communicate
  - 1.7.2. Advantages of Business Communication
  - 1.7.3. What Type of Information are Companies Interested in Communicating?

- 1.8. How do the Different Economic Cycles Affect Economic Journals?
  - 1.8.1. Impact on Advertising
  - 1.8.2. Impact on Information
  - 1.8.3. Resources to Survive in Times of Crisis
- 1.9. How the Magazine Specialized in Economic Journalism Works
  - 1.9.1. Staff and Staff Functions
  - 1.9.2. Media Profile and Target Audience
  - 1.9.3. Topics of Interest
- 1.10. Complementary Activities and Networking
  - 1.10.1. Awards
  - 1.10.2. Roundtables and Conferences
  - 1.10.3. Monographs

## Module 2. Economic Journalism in a Local Newspaper

- 2.1. Economics in a Local Environment
  - 2.1.1. What Economic Information is of Interest in a Local Newspaper?
  - 2.1.2. The Problem of Interest: Being Accurate and Being Accessible
  - 2.1.3. What is the Weight of Economic Information in a Local Newspaper?
- 2.2. The Economic Journalist in a Local Media
  - 2.2.1. Who is in Charge of Preparing Economic Information?
  - 2.2.2. The Advantages of the Local Journalist in the Field of Economics
  - 2.2.3. Threats to Local Journalists
- 2.3. Local Journalism in Crises
  - 2.3.1. What do we Consider a Crisis and How does it Condition the Information?
  - 2.3.2. The 2008 Economic Crisis
  - 2.3.3. COVID-19 and Dissemination
- 2.4. Local Events and the Economy
  - 2.4.1. The Economy to Measure the Success of an Event
  - 2.4.2. Carnival of Cadiz as an Example of Festival Economics
  - 2.4.3. La Motorada, When the Economy Surpasses the Event

- 2.5. Labor Conflicts and Media Repercussions in the Economic Press
  - 2.5.1. Labor Mobilizations
  - 2.5.2. Layoffs
  - 2.5.3. The Position of the Journalist
- 2.6. Relationship of the Journalist with the Companies
  - 2.6.1. Advertisers and 'Counter-Advertisers'
  - 2.6.2. The Interest of the Company Versus the Reader's Interest
  - 2.6.3. The Cabinets are Once Again Conditioning
- 2.7. Large Companies and their Reflection in the Economic Press Section
  - 2.7.1. What Makes a Company Big?
  - 2.7.2. Navantia, Historical of the Sector
  - 2.7.3. Airbus, the Hope
- 2.8. Economic Interlocutors in Local Journalism
  - 2.8.1. Businessmen
  - 2.8.2. Labor Unions
  - 2.8.3. Politicians
- 2.9. Unemployment. Information. Propaganda
  - 2.9.1. Figures and Stories in the Local Press
  - 2.9.2. The Importance of Context
  - 2.9.3. Information versus Propaganda
- 2.10. Economics in a Newspaper Outside the Newspaper
  - 2.10.1. Supplements as an Alternative
  - 2.10.2. Events
  - 2.10.3. Being in a Newspaper Without Appearing

“

*A complete program that will take you through the knowledge you need to compete among the best”*

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.

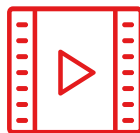
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



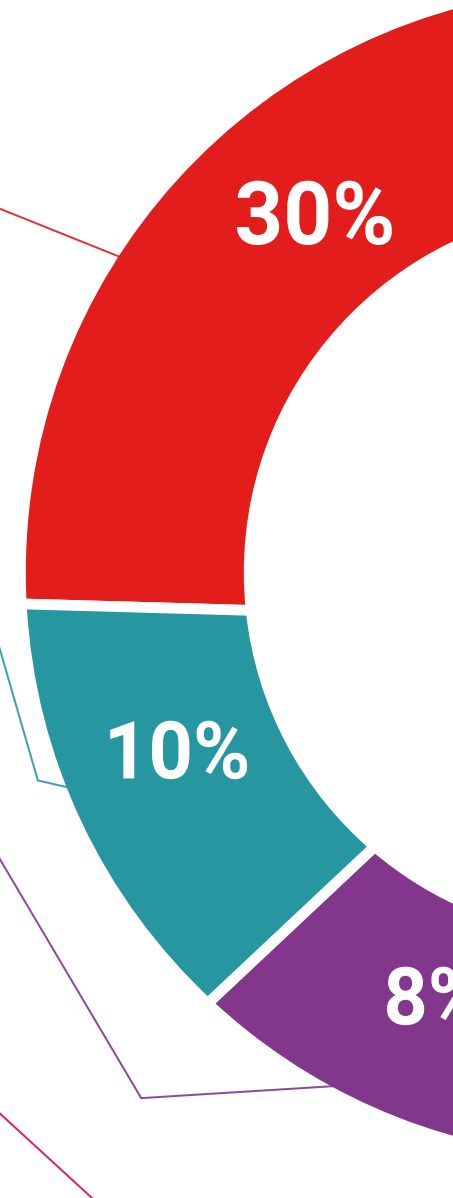
### Practising Skills and Abilities

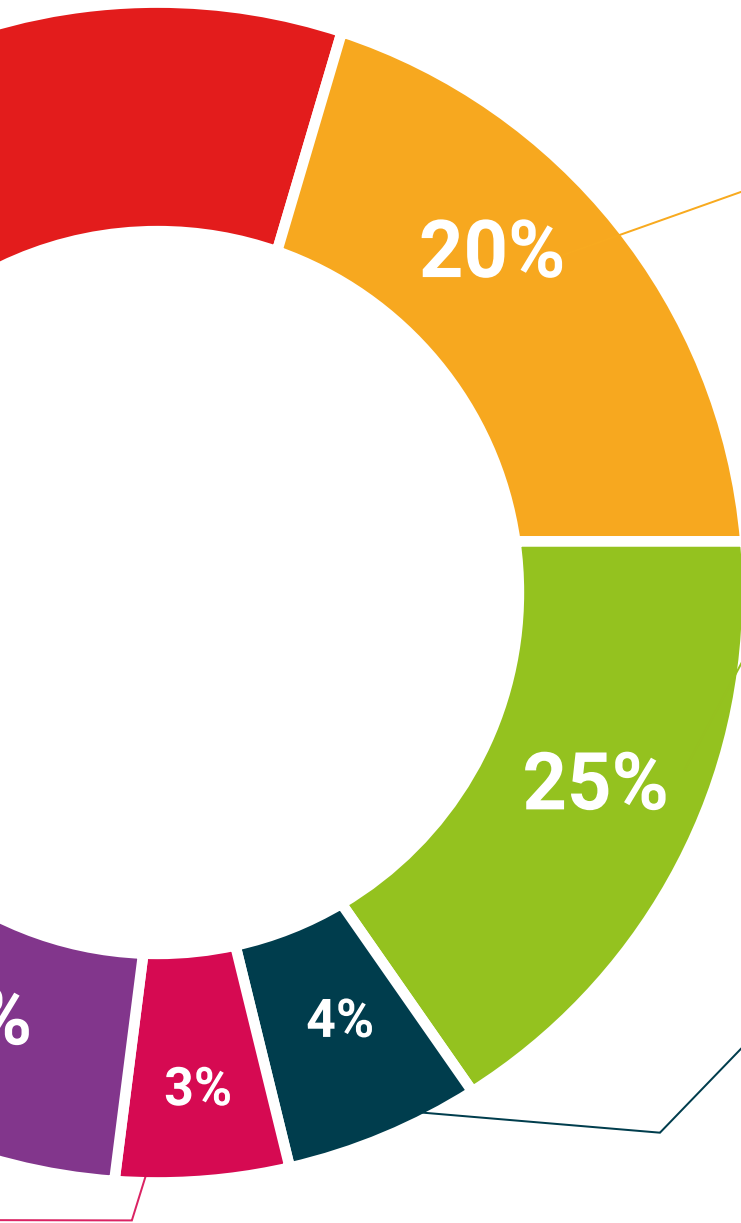
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The Postgraduate Certificate in Economy Press and Magazine guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Certificate in Economy Press and Magazine** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Economy Press and Magazine**

Modality: **online**

Duration: **12 weeks**

Accreditation: **12 ECTS**



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



**Postgraduate Certificate**  
Economy Press  
and Magazine

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Credits: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate

## Economy Press and Magazine

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