

# Postgraduate Certificate Institutional Marketing and Communication





## Postgraduate Certificate Institutional Marketing and Communication

- » 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/institutional-marketing-communication](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/institutional-marketing-communication)

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# 01

# Introduction

Communication and Marketing are very important aspects for companies when it comes to generating a positive image of the organization and reaching the right audience. For this reason, this educational program focuses on providing journalists and communication professionals with the necessary tools to work successfully in this sector. Additionally, this prestigious program contains an intensive plan that prepares you to face challenges and corporate decisions in the field of communication and Institutional Marketing. The main objective is to promote your personal and professional growth. If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.





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*Communication and marketing play a decisive role for organizations. Learn how to manage these aspects through this Postgraduate Certificate"*

The content of the Postgraduate Certificate in Institutional Marketing and Communication is designed to promote the development of professional skills of journalists that allow them to make decisions with greater rigor in uncertain environments.

Throughout this educational program, the journalist will analyze a multitude of practical cases through individual and team work. It is, therefore, a complete immersion in real situations related to the area of Institutional Marketing and Communication.

This Postgraduate Certificate deals in depth with Institutional Marketing and Communication, and is designed to train communication professionals who want to learn more about how to manage these processes successfully and from a strategic, international and innovative perspective.

A plan created to favor students, focused on their professional improvement and that prepares them to achieve excellence in the field of Institutional Marketing and Communication. A program that understands the educational needs of the student and meets them through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will provide the professional with the competencies to solve critical situations in a creative and efficient way.

Furthermore, the 100% online format of the course allows the student to manage their own studies, without the inconvenience of traveling to an education center for classes.

This **Postgraduate Certificate in Institutional Marketing and Communication** contains the most complete and up to date program on the market. The most important features include:

- ♦ Practical cases presented by experts in Journalism and Institutional Communication
- ♦ 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
- ♦ New developments in the world of journalism and communication
- ♦ Practical exercises where a self assessment process is carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in institutional communication
- ♦ The interactive learning system based on algorithms for decision making on the situations posed in Journalism and Digital Communication
- ♦ 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



*Don't miss out on this great educational opportunity, as it will allow you to successfully perform within this exciting field"*

“

*Welcome to the educational program that will enhance your professional profile and help you reach the top"*

The program includes, in its teaching staff, professionals belonging to the field of journalism and communication, who bring to this training the experience of their work, as well as recognized specialists from prestigious reference societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training program designed to train in real situations.

This program is designed around Problem Based Learning, where the student must try to solve different professional practice situations that arise during the course. For this purpose, the professional will be assisted by an innovative interactive video system developed by renowned experts in the field of Judicial Journalism and with great experience.

*You will learn from the best professionals in the sector and you will feel how you begin to build up your professional career.*

*Institutional Communication is booming. Learn how to intervene in this exciting field with this TECH program.*



# 02

# Objectives

TECH designs all its programs with the objective of training the best professionals in the sector. To this end, it generates educational update plans that stand out for the quality of their contents and the academic rigor with which they have been created. In the specific case of this program, this objective becomes a reality by providing the professional with the necessary tools to face the challenge of creating a strategic plan in institutional communication. A goal that, in only a month, the student will be able to achieve, with a high intensity and precision Postgraduate Certificate.







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*Your goals are our goals. If you grow, so does this University"*



## General Objectives

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- Gain knowledge about the basics of Institutional Communication
- Understand the functioning of Institutions
- Gain knowledge about the objectives and tools of Institutional Communication
- Understand the steps to create an Institutional Communication plan





## Specific Objectives

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- Gain knowledge about the techniques in communication and leadership
- Apply interpersonal communication, personal skills and influence in the company
- Analyze what strategic leadership is and how it works
- Gain knowledge about the importance of public speaking
- Analyze how power is structured in the organization
- Develop aspects of the management function and CSR
- Study about emotional intelligence and Personal *Branding*

“


*Learn the latest formulas to work in Institutional Communication and become a prestigious professional"*

# 03

# Course Management

The design of this educational program has been created by a team of professionals in Journalism and Political Communication, with years of professional and teaching experience. All of them, aware of the current need for quality training in the journalism and communication sector, have joined their knowledge to provide students with the most complete competencies in the market, which will allow them to develop in the field of institutional communication, achieving first class professional skills and becoming a much more reputable professional in the sector.





“*The best faculty is at the best university.  
Don't miss this educational opportunity”*

## International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.



## Dña. McIntoch, Jess

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- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### **Dr. López Rausell, Adolfo**

- ♦ Director of TECH Business School
- ♦ Technical Direction in Projects and Market Studies at Investgroup
- ♦ Management in Innovation Club of the Valencian Community
- ♦ Degree in Economics and Business Administration from the Universitat de Valencia
- ♦ Diploma in Marketing in ESEM Business School





## Professors

### Mr. Eskibel, Daniel

- ♦ Psychologist and political consultant, world reference in political psychology

### Morcillo, Guadalupe

- ♦ Expert in Political Communication
- ♦ Dr. in Classical Philology
- ♦ Master's Degree in Governance, Political Marketing and Strategic Communication

### Landero Madroñal, Jordi

- ♦ Degree in Information Sciences
- ♦ Journalist

### Sanz Campos, Ana

- ♦ Executive and political *coaching and mentoring*

# 04

# Structure and Content

The structure of the contents has been designed by a team of professionals in Journalism and Institutional Communication who, aware of the relevance of the current importance of training in this field as a means to deepen the area of knowledge, have designed a very complete syllabus designed especially to train professionals in the Information Sciences on the singularities and characteristics of the world of Institutional Communication. As a result, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.



PLANNER & CALENDAR

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FREDAY	SATURDAY
			1	2	3	4
	5	6	7	8	9	10
	11	12	13	14	15	16
	17	18	19	20	21	22
	23	24	25	26	27	28

**Business**

Our mission is to create a good company for US, our CUSTOMERS, and the WORLD.

US: Fun, purposeful team with a good work-life balance.  
CUSTOMERS: Connected with our customers, and provide them with the best design resources and images. Ultimately we will be successful because we have the best quality work.  
WORLD: I love get into photography through travel - I understand a very different side to the world to what I am growing up in Redmire, Gloucestershire.

The world is messed up but before we are in a position now to help agriculture by the best of a lot of people.  
At least 50% of all revenue generated by Instagram will go to disaster charities.  
Over the following years I plan to focus more and more on this side of the business and believe there is a huge potential.  
Make a difference through design photography and marketing.  
Classically this company will be our venture capital. On the one hand this is making a very hard to implement but plan.  
I believe we are better off for it as we have to focus on a quality product and efficiency to achieve our goals.

Having said that, we are exploring options for space to businesses things.

**SAMPLE STRATEGY** (we assume we will be successful)

Our biggest advantage is the whole stock industry is completely unexplored. The industry is massively underdeveloped. What we are doing appears with our systems is a complete already the world is here.

Virtually all stock photographers work alone or in small teams. They are all competing with each other. Nobody has their 'daily managed' to scale. Several people have started themselves to produce more of the same look.

We are creating a system where very talented designers can develop their own style and share everything. Some pricing tailored for clients along with our better images than any. It's taken our images and able to create it to begin the number one spot. At the end of the day, something photographer takes a photo in New York and uploads it. By the end of the day, your amazing photographs have all added to their own style and our best graphic design and have already added their graphic concepts to it. We keep being the most talented

**Shoot Project Process | Move photo to system**

Company has been dedicated to creating fresh and amazing images for nearly a decade. We do better together. You need about 1000 photos that reflect your work and your brand. Our images combine original, unique, and professional quality. The result? Authentic, outstanding work with endless potential applications. The job is to offer our photos, so you can get a lot better than Company has been dedicated to creating fresh and amazing stock images for nearly a decade. We do better together. You need about 1000 photos that reflect your work and your brand. Our images combine original, unique, and professional quality. The result? Authentic, outstanding work with endless potential applications. The job is to offer our photos, so you can get a lot better than Company has been dedicated to creating fresh and amazing stock images for nearly a decade. We do better together.

Our photos, like us, are real and genuine. We put a lot into our photos, so you can get a lot better than, tell us what you need from a stock photo - we're hearingCompany has been dedicated to creating fresh and amazing images for nearly a decade. We do better together.

Product Category	2013	2014	2015	2016	2017
General stock	+500,000	+100,000	+200,000	+300,000	+400,000
Travel & Nature	+100,000	+150,000	+200,000	+250,000	+300,000
Art & Design	+100,000	+150,000	+200,000	+250,000	+300,000
Food & Drink	+100,000	+150,000	+200,000	+250,000	+300,000
Business	+100,000	+150,000	+200,000	+250,000	+300,000
Architecture	+100,000	+150,000	+200,000	+250,000	+300,000
People	+100,000	+150,000	+200,000	+250,000	+300,000
Abstract	+100,000	+150,000	+200,000	+250,000	+300,000





*You will learn and acquire in depth skills through a high level syllabus"*

## Module 1. Leadership and Personal Communication

- 1.1. Communication and Leadership
  - 1.1.1. Leadership and Leadership Styles
  - 1.1.2. Motivation
  - 1.1.3. Skills and Abilities of the Leader 2.0
- 1.2. Interpersonal Communication
  - 1.2.1. Body Language
  - 1.2.2. Assertive Communication
  - 1.2.3. Interviews
- 1.3. Personal and Influential Skills
  - 1.3.1. Impact and Influence
  - 1.3.2. Stress Mastery
  - 1.3.3. Time Management
- 1.4. Strategic Leadership
  - 1.4.1. Leadership Models
  - 1.4.2. *Coaching*
  - 1.4.3. *Mentoring*
  - 1.4.3. Transformational Leadership
- 1.5. Public Speaking and Spokesperson Training
  - 1.5.1. Interpersonal Communication
  - 1.5.2. Communication Skills and Influence
  - 1.5.3. Barriers to Personal Communication
- 1.6. Power in the Organization
  - 1.6.1. Power in Organizations
  - 1.6.2. Structural Power Sources
  - 1.6.3. Political Tactics
- 1.7. The Managerial Role and CSR
  - 1.7.1. Strategic Vision and Corporate Social Responsibility
  - 1.7.2. Systems and Models for Implementing CSR
  - 1.7.3. Organization of CSR Roles and Responsibilities

- 1.8. Emotional Intelligence
  - 1.8.1. Emotional Intelligence and Communication
  - 1.8.2. Assertiveness, Empathy, and Active Listening
  - 1.8.3. Self Esteem and Emotional Language
- 1.9. Candidate's Psychological Profile
  - 1.9.1. Psychology of Leadership
  - 1.9.2. Politician's Personality Typology
  - 1.9.3. Expectations about the Ideal Candidate
- 1.10. Personal Branding
  - 1.10.1. Strategies for Personal Brand Development
  - 1.10.2. Personal *Branding* Laws
  - 1.10.3. Tools for Creating Personal Brands

## Module 2. Construction of the Political and Electoral Strategy

- 2.1. Electoral Systems
  - 2.1.1. Regulatory Framework
  - 2.1.2. Electoral Regulation
- 2.2. *Data Science and Big Data*
  - 2.2.1. *Business Intelligence*
  - 2.2.2. Methodology and Analysis of Large Volumes of Data
  - 2.2.3. Data Extraction, Processing and Loading
- 2.3. Political Coaching
  - 2.3.1. Concept of Coaching
  - 2.3.2. Political Coaching Methodologies
  - 2.3.3. Advantages of Political Coaching
- 2.4. Political Innovation
  - 2.4.1. Benefits of Innovation
  - 2.4.2. Sources of Idea Generation
  - 2.4.3. Innovative Ideas and Supports

- 2.5. Voter Behavior
  - 2.5.1. Political Information Processing
  - 2.5.2. Message Assessment
  - 2.5.3. Voting Decision Models
  - 2.5.4. Voting Decision Times
- 2.6. Voter Segmentation
  - 2.6.1. Voter Characteristics
  - 2.6.2. Mobilized Voters: Loyal and Volatile
  - 2.6.3. *Targeting y Microtargeting*
- 2.7. Political Branding
  - 2.7.1. Political Brand Building
  - 2.7.2. Political Brand Importance
  - 2.7.3. Political Branding and Candidate Branding
- 2.8. Political Leadership
  - 2.8.1. Definition
  - 2.8.2. Leadership Styles in Politics
  - 2.8.3. Candidate Positioning
- 2.9. Political Message
  - 2.9.1. Creative Process in Electoral Campaigns
  - 2.9.2. Core Message: Positioning of the Organization
  - 2.9.3. Tactical Messages: Positive and Negative
- 2.10. Content and *Storytelling* Strategy
  - 2.10.1. Corporate *Blogging*
  - 2.10.2. Content Marketing Strategy
  - 2.10.3. Creating a Content Plan
  - 2.10.4. Content Curation Strategy



*In a highly competitive professional world, training is the only means of professional differentiation"*

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 Institutional Marketing and Communication guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Global University.





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*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 Institutional Marketing and Communication** 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 Institutional Marketing and Communication**

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  
development language  
virtual classroom



## Postgraduate Certificate Institutional Marketing and Communication

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

# Postgraduate Certificate Institutional Marketing and Communication

