

Postgraduate Certificate

Internal Communication and
Crisis Management in Fashion,
Beauty and Luxury Companies





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Internal Communication and Crisis Management in Fashion, Beauty and Luxury Companies

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/internal-communication-crisis-management-fashion-beauty-luxury-companies

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01

Introduction

Communication is extremely important in all sectors, but if there is one where it plays a fundamental role, it is fashion. In this sense, it is very important to establish effective strategies that promote good internal communication and a correct knowledge of the brand to the outside. Therefore, this educational program will focus on providing participants with the knowledge that will enable them to understand the organizational chart of a communication company in the fashion and beauty environment and how it relates to each of its audiences, as well as how to manage crisis scenarios. This will reduce the uncertainty of employees, both in the face of internal changes, as well as those external to the organization.



A close-up photograph of a computer keyboard. The focus is on a white key with the YouTube logo, which consists of the word "You" in black and "Tube" in white inside a red rounded rectangle. To the right, a portion of a white key with the Twitter bird logo is visible. The background is a solid red color, and a white diagonal shape cuts across the bottom right of the image.

You Tube

“

This educational program will enable journalists and communicators to understand the importance of internal communication in fashion, beauty and luxury organizations"

The contents of this program are directed by professionals in the areas of communication who work in companies in the fashion and beauty sector. This teaching team pours into this program their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way.

Throughout the syllabus, all the aspects of communication management in companies of the fashion, beauty and luxury sector will be analyzed in order for the student to know in depth the functioning of these departments and learn how to manage them.

A journey that will lead students to recognize the internal communication strategies that enhance the results of companies in these sectors and to establish plans aimed at moments of crisis that may arise in the organization.

In the same way, corporatism in the fashion sector will also be studied, paying special attention to the importance of reputation building and the creation of a brand image as a means to enhance the visibility of organizations in these sectors.

All this development, with the help of professionals recognized and valued worldwide, in order to learn from the best, with the best learning system and a stimulating and attractive educational process.

Another key to the success of this program is the possibility of the student themselves deciding how they organize their learning: from the time, to the place and intensity of study. This ensures that this program is fully compatible with your personal and professional life. So that you never lose motivation.

In this sense, the program is 100% online, although you will be able to download the contents, to continue offline if you wish. You will also have access to illustrative videos, review audios, an online library with complementary material and the help and support of your tutor throughout the process.

This **Postgraduate Certificate in Internal Communication and Crisis Management in Fashion, Beauty and Luxury Companies** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in fashion, beauty and luxury 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
- ♦ Latest news in fashion, beauty and luxury journalism
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in journalism and communication in fashion, beauty and luxury
- ♦ Algorithm-based interactive learning system for decision-making in situations focused on 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



This program will allow you to enhance your skills and become a successful communication journalist"

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In this educational program, you will find all the knowledge to understand communication in fashion companies from an internal and external point of view"

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

Its multimedia content, developed with the latest educational technology, will enable the professional to contextual and situated learning, i.e. a simulated environment that will provide immersive learning programmed to prepare in real situations.

The design of this program focuses on Problem Based Learning, through which the student must try to solve the different situations of professional practice situations that may arise. For this purpose, the professional will have the assistance of an innovative interactive video system created by renowned and experienced experts in the field of fashion, beauty and luxury journalism.

TECH offers you the best program on the market in journalism and communication in fashion, beauty and luxury. All you have to do is put the will to study.

Become an expert in crisis management for companies in the fashion and beauty sector and add value to your professional profile.



02

Objectives

This program will provide you with the essential knowledge and techniques to efficiently manage the communication area in companies in the fashion industry. A program that will enable you to lead and manage projects of lesser or greater intensity and complexity, with the ability to intervene and plan smoothly and to develop successfully in all areas in which this action is carried out, both internally and externally. Thus, after completing this program, you will know all the aspects that influence a fashion company to establish a good internal communication strategy and, therefore, you will be a much more competent professional.



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A complete qualification that will allow you to know in depth the most effective metrics for companies in the fashion, beauty and luxury sector"



General Objectives

- ♦ Have a comprehensive and professional vision of the communication environment in the areas of fashion, luxury and beauty, identifying the particularities of the sector, as well as its impact and repercussion on the business fabric as a whole
- ♦ Acquire basic and advanced knowledge to be able to generate new communication ecosystems in relation to fashion
- ♦ Enhance your management, analysis, creative and leadership skills as the main competencies to grow within the industry
- ♦ Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal
- ♦ Obtain the necessary ethical responsibility
- ♦ Develop critical thinking skills
- ♦ Generate a competitive communication strategy within the industry by knowing in depth the dynamics of communication in depth, the fashion business and the determining components
- ♦ Identify opportunities and be able to evolve by looking at one's own work
- ♦ Generate a social impact and direct public opinion with ethical and professional responsibility
- ♦ Improve skills in decision-making thanks to observation, analysis, interpretation and action in relation to the professional criteria and the elaboration of critical reports
- ♦ Understand and be able to execute the communication process in an effective way, adapting it to each channel, company profile and public objective





Specific Objectives

Module 1. Internal Communication, Corporatism and Crisis Management

- ◆ Know the organization chart of a communication company in the fashion and beauty environment
- ◆ Reduce employee uncertainty, both in the face of internal changes and those external to the organization
- ◆ Align and build a team loyal to the brand's objectives, mission and values
- ◆ Understand the crisis resolution process and the role of the communication director in difficult times
- ◆ Organize your own discourse for social networks and mass media aligned with the company's values
- ◆ Fit sustainability into the communication strategy without losing identity
- ◆ Identify potential adversities your brand will face in the future
- ◆ Develop a strategic plan and a recyclable contingency plan



Our goal is to propel you to the highest competence, through real and constant support, and with the flexibility of self-managed learning"

03

Course Management

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





“

Learn, from the best professionals in the industry, the latest developments in content management and message creation for companies in the fashion, beauty and luxury sector”

Management



Dr. García Barriga, María

- ♦ PhD in Design and Marketing Data
- ♦ Communicator at RTVE
- ♦ Communicator at Telemadrid
- ♦ University Teacher
- ♦ Author of *The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends*
- ♦ Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- ♦ Editor-in-Chief. Chroma Press
- ♦ Marketing and Social Media Account Executive. Servicecom
- ♦ Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- ♦ PhD, Design and Marketing Data. Polytechnic University of Madrid
- ♦ Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- ♦ Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- ♦ Certified in Data Analysis & Creativity with Python in China
- ♦ MBA Fashion Business School, the Fashion Business School of the University of Navarra



Professors

Dra. Gárgoles Saes, Paula

- ♦ PhD, Researcher and Consultant Specialist in Fashion, Communication and Sustainability
- ♦ Research Professor at the School of Communication and Head of the Corporate Communication Academy at the Panamerican University, Mexico City
- ♦ Communications and Sustainability Consultant at Ethical Fashion Space, Mexico City
- ♦ Fashion journalist at Europa Press agency and Asmoda digital magazine
- ♦ Fashion Specialist at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan
- ♦ Communication Department of the Communication and Fashion Management Degree of the University Center Villanueva and ISEM Fashion Business School
- ♦ PhD Cum Laude in Applied Creativity from the University of Navarra with the thesis "Reputational model for the fashion industry"
- ♦ Degree in Journalism from the Complutense University of Madrid
- ♦ Executive Fashion MBA at ISEM Fashion Business School

04

Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, marketing, fashion and communication who, aware of the relevance of current events in this field as a means to deepen the area of knowledge, have designed a complete syllabus specially designed to prepare information science professionals on the peculiarities and characteristics of the world of fashion and the most appropriate content for this sector. Therefore, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.





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We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world with every guarantee of success”

Module 1. Internal Communication, Corporatism and Crisis Management

- 1.1. The Stakeholder Ecosystem: Who Are My Stakeholders?
 - 1.1.1. What Is a Stakeholder?
 - 1.1.2. The Main Stakeholders in Fashion: Consumer, Employee
 - 1.1.3. The Concept of Social Responsibility: Components and Principles
- 1.2. Internal Communication I: Employer Branding
 - 1.2.1. The Management of Internal Communication: Concept and Tools
 - 1.2.2. Evolution and Principles of Employer Branding
 - 1.2.3. Human Resources as a Communication Tool in the Fashion Industry
- 1.3. Internal Communication II: Employee Advocacy
 - 1.3.1. Employee Advocacy: Concept and Evolution
 - 1.3.2. Employees as Brand Ambassadors in the Luxury Industry
 - 1.3.3. Tools: Buffer and Hootsuite
- 1.4. Building Reputation I: Brand Identity at MBL
 - 1.4.1. Concept of Brand Identity: Corporate Identity
 - 1.4.2. Brand Identity as an Element of Corporate Reputation
 - 1.4.3. Visual Identity in the MBL
- 1.5. Building Reputation II: Brand Image at MBL
 - 1.5.1. Concept of Brand Image
 - 1.5.2. Brand Image as an Element of Corporate Reputation
 - 1.5.3. Branded Content in MBL
- 1.6. Building Reputation III: Corporate Reputation at MBL
 - 1.6.1. Reputation: Concept, Characteristics and Effects
 - 1.6.2. Metrics for the Analysis of a Global Reputation
 - 1.6.3. The Rise of Corporate Activism
- 1.7. Crisis Management I: Strategic Plan
 - 1.7.1. Types of Crisis
 - 1.7.2. Contingency Plan
 - 1.7.3. The Strategic Plan





- 1.8. Crisis Management II: Crisis Communication
 - 1.8.1. Spokespersons and the Discourse of Communication Leaders
 - 1.8.2. The Impact of the Crisis on the Income Statement
 - 1.8.3. Post-Crisis Actions: Getting back to Normality
- 1.9. Sustainability and Corporate Reputation at MBL
 - 1.9.1. The Three Dimensions of Sustainability: Social, Environmental and Corporate at MBL
 - 1.9.2. The Value Chain of the Fashion Industry
 - 1.9.3. Sustainability Communication: Reporting
- 1.10. Sustainability in Crisis Management at MBL
 - 1.10.1. Types of Crisis in Each Area of Sustainability
 - 1.10.2. Authenticity and Transparency in the Eye of the Public
 - 1.10.3. Sustainability as Part of the Crisis Solution



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 Internal Communication and Crisis Management in Fashion, Beauty and Luxury Companies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Internal Communication and Crisis Management in Fashion, Beauty and Luxury Companies** 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 diploma 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 Internal Communication and Crisis Management in Fashion, Beauty and Luxury Companies**

Official N° of Hours: **150 h.**



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



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