

# Postgraduate Certificate

## New Trends in Corporate Communication



## Postgraduate Certificate New Trends in Corporate Communication

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/new-trends-corporate-communication](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/new-trends-corporate-communication)

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# 01

# Introduction

Business communication has changed considerably in recent years, which makes it essential for journalism and communication professionals to update their knowledge in order to successfully apply the latest trends in communication management, and help with the fulfillment of business objectives. With this program in New Trends in Corporate Communication, students will develop their skills as communicators and obtain the necessary skills to create and produce content and design communication campaigns and plans, both online and offline. In order to better yourself, make a positive change at a professional level and network with the best, this is the place to be.





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*Thanks to this course you will learn, in-depth,  
the new trends in business communication  
in an eminently practical and effective way"*

Today, communication is one of the most fundamental pillars of the internal and external activity of any company, regardless of its size. Key factors such as the transmission of its values, campaigns and services depend on it, an issue that, today, is not a minor difficulty: that of standing out in the overabundance of information that dominates networks.

With this Postgraduate Certificate in New Trends in Business Communication, journalists or communication professionals will be able to update their knowledge in a cutting-edge and accurate way. Over the 75 hours of this Postgraduate Certificate, you will come into contact with the most avant-garde concepts and professional practices in the sector, which will equip you with the ability to face the new challenges posed by the effervescence of the digital world. Students will analyze several practical cases through individual practice and teamwork in an authentic immersion in real situations.

As for the teaching staff, it is important to highlight the presence of professionals with a great career at the head of companies in different sectors. The content of the program is designed to promote the development of professional skills that enable more thorough decision-making in uncertain environments. Therefore, students will know how to generate innovative communication strategies oriented to the business sector.

Over the course of this 75-hour program in New Trends in Corporate Communication takes a thorough look at all the influential aspects in business communication from a strategical and international perspective, as well as the role of specialized journalists from a global point of view. In this way, students will be able to take the reins of their job with a more accurate vision of the sector and, therefore, be better prepared to undertake actions aimed at achieving professional success.

A plan designed for students that focuses on their professional improvement by preparing them to achieve excellence in the field of New Trends in Business Communication. A program that understands students' needs and drives them to achieve their goals with innovative content based on the latest trends. Based on the best educational methodology, a formidable faculty will equip students with the skills to solve critical situations in a creative and efficient way.

This **Postgraduate Certificate in New Trends in Corporate Communication** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Corporate 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
- ♦ The latest information on corporate communication
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in Journalism and New Trends in Corporate Communication
- ♦ 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



*Become an excellent journalist and learn how to work in the communication offices of companies with in-depth knowledge of the new trends in the profession"*

“

*Journalists' careers have become considerably more diverse in the last few years. Today, one of the professional opportunities with plenty of job openings is in the field of Corporate Communication”*

The program includes professionals belonging to the field of journalism and communication in its teaching staff, who bring their work experience to this course, along with 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 program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned experts in the field in question.

*TECH offers you the best program in New Trends in Corporate Communication on the market, you only have to bring the motivation to study.*

*You are just a click away from becoming an excellent professional and working in the communications offices of companies in all sectors.*





# 02

# Objectives

This program is designed to strengthen skill sets of their students and help them develop new competencies in the field of communication that will be essential in their professional development as journalists and communicators. After the program, students will be able to design and implement specific actions, either as part of a company's press office or as specialized journalists. In this way, you can become a successful professional in the field, acquiring advanced skills and being able to manage diverse, large-scale projects.





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*If your objective is to develop yourself as a journalist and communicator within the business sector, creating strategies successful plans, then this Postgraduate Certificate is for you”*



## General Objective

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- ◆ Enable communication professionals to work with the New Trends in Corporate Communication

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*Develop your skills to become a versatile communicator at the forefront of the latest trends”*





## Specific Objectives

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- ♦ Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence
- ♦ Establish complex communication strategies to achieve a link with all audiences
- ♦ Plan and implement integral communication plans
- ♦ Explore the characteristics of communication in specific sectors
- ♦ Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches



03

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.





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*TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”*

## International Guest Director

Awarded with the “International Content Marketing Awards” for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized Communication Director highly specialized in the field of Reputation Management.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as Coca-Cola. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer internal interaction platform. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies’ strategic investments in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous recognitions for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global Congresses and Symposiums with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to develop successful strategic communication plans. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



## Ms. Thole-Muir, Wendy

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- ♦ Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- ♦ Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- ♦ Communications Consultant at ABI, Belgium
- ♦ Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- ♦ Master's Degree in Social Behavioral Studies, University of South Africa
- ♦ Master's Degree in Sociology and Psychology, University of South Africa
- ♦ Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- ♦ Bachelor of Arts in Psychology from the University of South Africa

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

# 04

## Structure and Content

The structure of the contents has been designed by a team of Journalism, Marketing and Communication professionals, aware of the importance of the current relevance from professional development in this field as a means to delve into knowledge area, have designed this program's syllabus specially to prepare professionals in the singularities and characteristics of the Communication and Managerial Skills world. Thus, 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 of New Trends in Corporate Communication with every guarantee of success”*

## Module 1. Corporate Communication, Brand Strategy and Reputation

- 1.1. Corporate Identity and Strategic Vision
  - 1.1.1. Identity and Redefining Business Values
  - 1.1.2. Corporate Business Culture
  - 1.1.3. Communication Department Challenges
  - 1.1.4. Public Image and Projection

## Module 2. Strategic Planning in Corporate Communication

- 2.1. Strategic Use of Different Media
  - 2.1.1. 360° Campaigns
  - 2.1.2. Launching of New Products
  - 2.1.3. Social Trends
  - 2.1.4. Evaluation of Effectiveness
- 2.2. Trends in Business Communication
  - 2.2.1. Generation and Distribution of Corporate Content
  - 2.2.2. Business Communication on the Web 2.0
  - 2.2.3. Implementation of Metrics in the Communication Process







### Module 3. Managing Aspects of Corporate Communication

- 3.1. Communication in Organizations
  - 3.1.1. Organizations, People and Society
  - 3.1.2. Historical Evolution of Organizational Behavior
  - 3.1.3. Bidirectional Communication
  - 3.1.4. Communication Barriers
- 3.2. Integral Communication Plans
  - 3.2.1. Audit and Diagnosis
  - 3.2.2. Elaboration of Communication Plan
  - 3.2.3. Measuring Results: KPIs and ROI

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*A unique, key, and decisive experience to boost your professional development”*

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.





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*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.

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*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 New Trends in Corporate Communication 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 New Trends in Corporate Communication** 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 New Trends in Corporate Communication**

Official N° of Hours: **75 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.



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



**Postgraduate Certificate**  
**New Trends in Corporate**  
**Communication**

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

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