Postgraduate Certificate
Pressure and Persuasion Groups

tech global university

Postgraduate Certificate
Pressure and Persuasion Groups

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-certificate/postgraduate-certificate-pressure-persuasion-groups**

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01

Introduction

In the advertising and public relations field, it is necessary to understand how Pressure and Persuasion Groups work and how they can influence business decisions in order to achieve effective institutional and advertising communication. Their role has become increasingly important in recent years, so journalism professionals must obtain the necessary qualifications to take advantage of their benefits. This TECH program offers students a global vision of these groups, so that they can take advantage of it to be more competitive in their daily work.

Pressure groups are capable of creating changes in society, which is why this figure is increasingly immersed in the communication and public relations field. Specializing in this field will help you to be more competitive in your daily work"

The term *Lobby* originated in the 19th century in a political environment, as a way to win votes or influence party decisions. Over the years, the participation of these pressure groups has moved to other areas, although with a similar objective: to persuade other people's decisions in order to achieve interests for the company or society. Therefore, at the journalistic level, it has acquired a relevant role.

This Postgraduate Certificate in Pressure and Persuasion Groups of TECH offers students a very detailed vision of the main *lobbies*, providing them with a very close and transparent perception of how public relations should be managed in relation to pressure groups. In this way, it is possible to offer a superior specialization to the students from experts with years of experience. Thus, throughout these weeks, students will learn to recognize the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds.

A program of high educational level and that will mean a plus of quality in the resume of journalists and communicators, but which also has the advantage of being taught in a 100% online format, so that students do not have to move to any physical location, since they only need to have a computer or mobile device with internet connection to be able to study from anywhere in the world.

This **Postgraduate Certificate in Pressure and Persuasion Groups** contains the most complete and up-to-date program on the market. The most important features include:

- The use of the latest technology in e-learning software
- The teaching system, intensely visual, supported by graphic and schematic contents that are easy to assimilate and understand
- Practical case studies presented by practising experts
- State-of-the-art interactive video systems
- Teaching supported by telepractice
- Continuous updating and recycling systems
- Self-regulated learning, which makes the program completely compatible with other commitments
- Practical exercises for self-assessment and learning verification
- Support groups and educational synergies: Questions to the expert, discussion forums and knowledge
- Communication with the teacher team and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection
- Complementary resource banks that are permanently available

The completion of this Postgraduate Certificate will teach you how to efficiently manage the institutional communication of your company"

A 100% online program where you can find a multitude of theoretical and practical resources to improve your learning"

Learn about the work of Pressure and Persuasion Groups and how they have influenced the marketing and advertising field.

The methodological design of this Postgraduate Certificate is based on teaching techniques proven for their effectiveness.

The program's teaching staff includes professionals from the field who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

Its 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 education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professionals must try to solve the different professional practice situations that are presented throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

02
Objectives

The main objective of this Postgraduate Certificate is to provide students with a specialization that will enable them to develop the skills to work successfully in the advertising and public relations field Specifically, this program will open the doors to the knowledge of Pressure and Persuasion Groups, which are fundamental to achieve changes at the legislative, political or business level. In this way, the students will be better prepared to move in the competitive business world.

If you are looking for a niche in the advertising and public relations field, you need to know about the work of lobbies. And, without a doubt, this Postgraduate Certificate will help you to do so"

General Objective

• Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced tools

"Develop the precise skills to be able to persuade the public towards a certain action"

Specific Objectives

- Be able to relate advertising and public relations coherently with other social and human sciences
- Encouraging creativity and persuasion through different media and communication media
- Recognize the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- Know how to act as an advertising and public relations professional in accordance with the legal and ethical rules of the profession
- Recognize significant and appropriate tools for the study of advertising and public relations

03
Structure and Content

Knowing how *lobbies* work is a fundamental task to understand where advertising and public relations campaigns should be directed. Therefore, this Postgraduate Certificate of TECH has a comprehensive syllabus on Pressure and Persuasion Groups, ranging from its origins to its work in small business or the different types of pressure groups. A comprehensive curriculum that will provide students with an overview of this field, so that they can manage successfully when working with these teams.

"

A comprehensive syllabus that will show you the main strategies in Pressure and Persuasion Groups"

This program will help you learn about the characteristics of the main pressure groups in society"

04

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.

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.

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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%
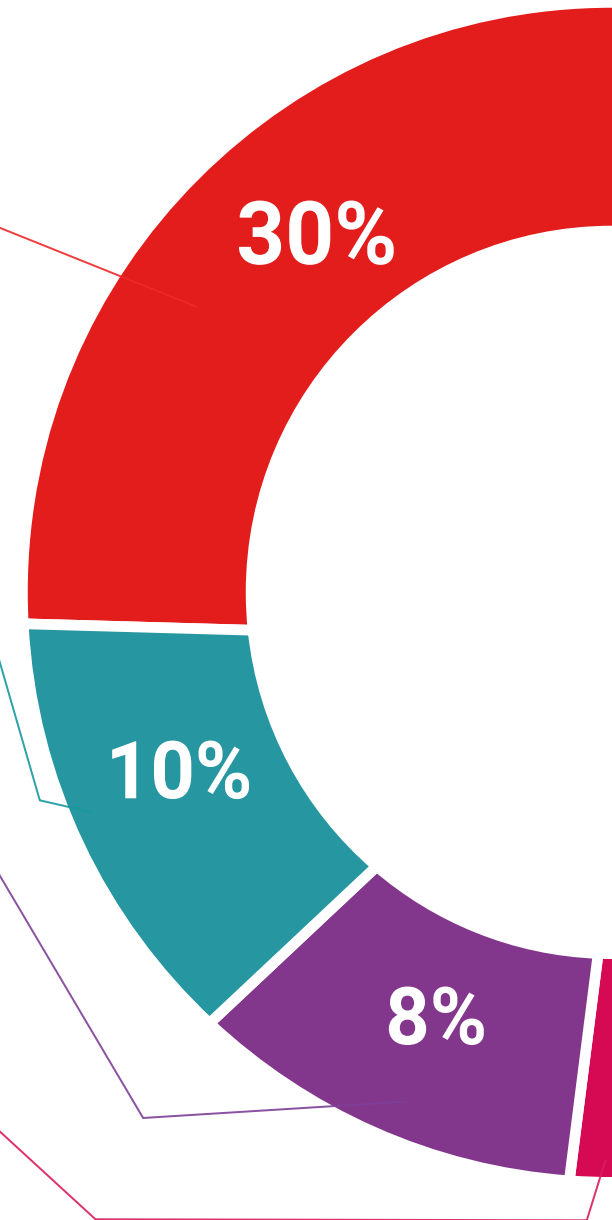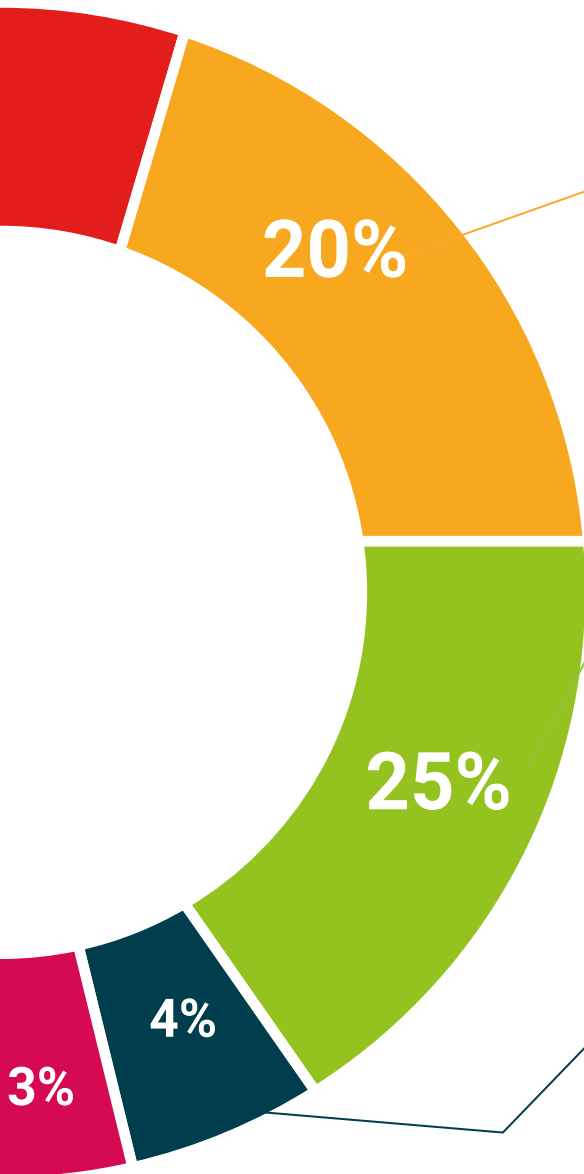
Case Studies

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.

05

Certificate

The Postgraduate Certificate in Pressure and Persuasion Groups 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 Postgraduate Certificate without having to travel or fill out laborious paperwork"

This program will allow you to obtain your **Postgraduate Certificate in Pressure and Persuasion Groups** 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 Pressure and Persuasion Groups**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Certificate in Pressure and Persuasion Groups

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

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

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