

Postgraduate Certificate  
Research Methodology  
in Communication

**COVER THE FACTS**



## Postgraduate Certificate

### Research Methodology in Communication

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: [www.techtute.com/pk/journalism-communication/postgraduate-certificate/research-methodology-communication](http://www.techtute.com/pk/journalism-communication/postgraduate-certificate/research-methodology-communication)

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01

# Introduction

Research in communication is one of the most exciting and fascinating projects that a professional can develop. However, it is also a field that can become one of the most important professional outlets for growth today. This program will prepare students in the work methods of this field, which include essential methodological strategies that will ensure the quality of their projects.





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*Learn how to develop a complete and well-founded research project in communication, incorporating the appropriate tools to traditional models and new paradigms”*



Research in communication sciences has its own protocols. Learning to identify the right approach, depending on the purposes pursued in the project, and recognizing and mastering the right tools for its development, is not so easy. The speed of technological evolution, on the one hand, forces professionals to be in constant contact with innovation. On the other hand, changes in consumer profiles, attitudes and expectations, make the message itself and its reality changeable and different according to the variables involved.

One of the major weaknesses in the world of communication research is the lack of specific training many professionals have upon completing their studies. They are asked to generate a research project without having been properly trained in the area. This shortcoming makes it impossible for them to undertake a research project with any expectations of success.

This program will provide students with a solid specialization that will cover all the phases involved in developing a feasible and substantiated research project. They will learn to identify the right approach based on the specific purposes of the project. They will also learn to select the best tools to gather and process information.

The update will also address the different methodologies and approaches used in research to teach our students to discern which is best suited for the purposes of their project.

In short, our students will have access to the work routines involved in conducting research in communication, and will develop the ability to successfully carry out any project.

With the guarantee and prestige of an online university that has already trained thousands of students.

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

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program



*The different methodologies and research processes in communication included in a high-impact Postgraduate Certificate”*

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*A contextualized and real learning experience that you will be able to put into practice by means of new skills and competences”*

Our teaching staff is made up of working professionals. That way, TECH is sure to offer students the update objective it aims to provide. A multidisciplinary team of trained and experienced professors in different environments, who will impart the theoretical knowledge in an efficient way, but above all, who will put at the service of the program the practical knowledge derived from their own experience; one of the differential qualities of this update course.

This mastery of the subject is complemented by the effectiveness of the methodological design of this Postgraduate Certificate. Developed by a multidisciplinary team of *e-learning* experts, it integrates the latest advances in educational technology. Students will cover with a range of convenient and versatile multimedia tools that will give them the operability they need during the training.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To do this remotely, TECH uses telepractice: with the help of an innovative, interactive video system and *Learning from an Expert*, our students will be able to acquire the knowledge as if they were facing the scenario they are working on in real life. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*Acquire the work routines any communication researcher must have and give your projects a highly competitive level of quality.*

*Learn how to gather and process information using the protocols and routines of the best communication research systems.*

gations

# 02

# Objectives

TECH's objective is to create highly qualified professionals for work experience. An objective that is complemented in a global manner by promoting human development that lays the foundations for a better society. This objective is focused on helping Communication professionals reach a much higher level of expertise and command. A goal that our students will be able to achieve in only six months with this highly intensive and accurate Postgraduate Certificate.







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*Throughout the Postgraduate Certificate, you will acquire the ability to identify problematic situations and research opportunities, and to address them professionally with the right tools”*



## General Objectives

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- ♦ Learn to pose research problems
- ♦ Elaborate contextual frameworks
- ♦ Build and validate models
- ♦ Create and validate data collection instruments
- ♦ Master data analysis techniques
- ♦ Learn to structure academic and scientific texts
- ♦ Master academic and scientific writing
- ♦ Learn to participate in scientific meetings and make the results visible
- ♦ Develop information management, critical thinking and problem-solving skills





## Specific Objectives

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- ♦ Distinguish the different methodologies and approaches in research and select the most suitable one for a research project
- ♦ Select the appropriate methodology according to the nature of the research to be conducted

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*A Postgraduate Certificate to develop professional and personal skills that will allow you to boost your professional qualifications”*



03

# Course Management

For our program to be of the highest quality, we are proud to work with a teaching staff of the highest level, chosen for their proven track record in the field of education. Professionals from different areas and fields of expertise that make up a complete, multidisciplinary team. A unique opportunity to learn from the best.



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*Learn the latest advances in Research Methodologies in Communication from leading professionals”*



## Management



### **Dr. Del Valle Mejías, María Elena**

- ♦ Doctorate in Educational Sciences
- ♦ Expert in e-Learning, Platforms and Content
- ♦ Expert in Instructional Design by Competencies



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*An impressive teaching staff, made up of professionals from different areas of expertise, will be your professors during the training: A unique opportunity not to be missed”*

04

# Structure and Content

The contents of this program have been developed by the different experts on this course, with a clear purpose: to ensure that our students acquire each and every one of the necessary skills to become true experts in this field.

A complete and well-structured program that will take you to the highest standards of quality and success.

A close-up, black and white photograph of a typewriter keyboard. The focus is on the keys, with the words "Take on" clearly visible in a bold, sans-serif font. The background is a light, textured surface, possibly the typewriter's body. The image is partially obscured by a large, dark red diagonal shape in the bottom left corner.

Take on

real

“

*This Postgraduate Certificate in Research Methodology in Communication contains the most complete and up-to-date academic program Scientist the market”*



## Module 1. Research Methodology: Perspectives and Paradigms

- 1.1. What Is a Research Project?
  - 1.1.1. Concept
  - 1.1.2. Features
  - 1.1.3. Types
  - 1.1.4. Differences
- 1.2. Phases in Scientific Research
  - 1.2.1. Concept
  - 1.2.2. Processes Involved in Each
  - 1.2.3. Tools for Each Phase
  - 1.2.4. Example Analysis
- 1.3. Research Paradigms
  - 1.3.1. Positivist
  - 1.3.2. Constructivist
  - 1.3.3. Sociocritical
  - 1.3.4. Interpretive
- 1.4. Qualitative Research
  - 1.4.1. Concept
  - 1.4.2. Features
  - 1.4.3. Tools and Instruments
  - 1.4.4. Differences with Other Approaches
- 1.5. Quantitative Research
  - 1.5.1. Concept
  - 1.5.2. Features
  - 1.5.3. Tools and Instruments
  - 1.5.4. Explanation and Causality
- 1.6. The Survey
  - 1.6.1. Concept
  - 1.6.2. Features
  - 1.6.3. Types
  - 1.6.4. Building Instruments







- 1.7. Questionnaire
  - 1.7.1. Concept
  - 1.7.2. Features
  - 1.7.3. Types
  - 1.7.4. Building Instruments
- 1.8. Elaborating Instruments
  - 1.8.1. Dimensions
  - 1.8.2. Indicators
  - 1.8.3. Basic Components
  - 1.8.4. Validation
- 1.9. In-Depth Interview
  - 1.9.1. Concept
  - 1.9.2. Features
  - 1.9.3. Types
  - 1.9.4. Building Instruments
- 1.10. Focus Group
  - 1.10.1. Definition
  - 1.10.2. Question Script
  - 1.10.3. Types
  - 1.10.4. Design



*A comprehensive academic program, structured in well-developed teaching units, oriented towards offering training that is compatible with your personal and professional life"*

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.



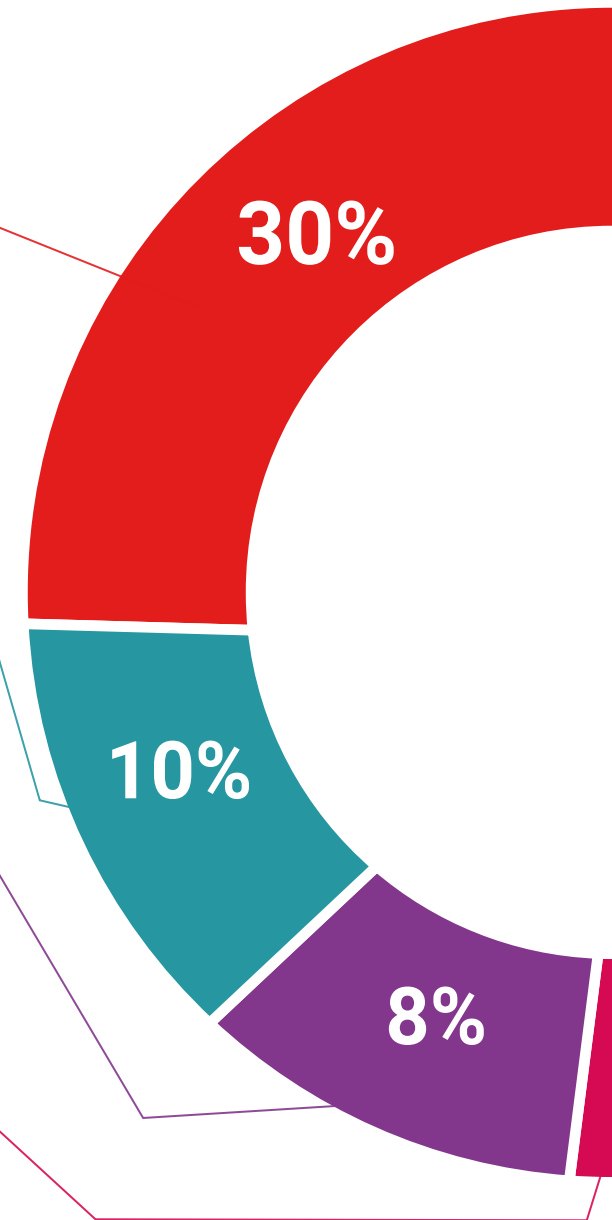
### Practising Skills and Abilities

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 Research Methodology in 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 Research Methodology in 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 certificate 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 from career evaluation committees.

Title: **Postgraduate Certificate in Research Methodology in Communication**

Official Number of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate 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**  
**Research Methodology in**  
**Communication**

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of hours: 150 h.



# Postgraduate Certificate Research Methodology in Communication

