Postgraduate Diploma

Communication Company Management and Social Media

tech technological university

Postgraduate Diploma
Communication Company Management and Social Media

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-company-management-social-media**

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01

Introduction

Major media outlets, as well as private companies and many other corporate entities have within their ranks professional journalists who perfectly perform the role of company directors. This is thanks to the most recent updates combine social media and business management. This way, this program aims to provide the professional with the most recent and up-to-date information in the sector, so that this program becomes a stepping stone to a large communications company.

This program is an opportunity for you gain further knowledge in the fields of management and communication. A unique opportunity for you"

The teaching team of this Postgraduate Diploma in Communication Company Management and Social Media has made a careful selection of each of the subjects of the program to offer students an opportunity to study a complete program, always linked to current affairs.

This Postgraduate Diploma provides students with specific tools and skills to successfully develop their professional activity in the broad environment of Communication Company Management and Social Media. It works on key skills such as knowledge of the reality and daily practice in the media and develops responsibility in monitoring and supervision of their work, as well as communication skills within the essential teamwork.

This program is designed to provide an online education, providing all the theoretical and practical knowledge presented through high-quality multimedia content, analysis of clinical cases prepared by experts, master classes and video techniques that allow the exchange of knowledge and experiences.

With this online program, students can organize their time and pace of learning, adapting it to their schedules, in addition to being able to access the contents from any computer or mobile device.

This **Postgraduate Diploma in Communication Company Management and Social Media** contains the most complete and up-to-date educational program on the market. The most important features include:

- Case studies presented by experts in Communication Company Management
- 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
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies in Communication Company Management
- 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

Do not miss the opportunity to study this Postgraduate Diploma in Communication Company Management and Social Media with us. It's the perfect opportunity to advance your career"

"

This program is the best option you can find to specialize in Communication Company Management and Social Media"

This program comes with the best teaching material, providing you with a contextual approach that will facilitate your learning.

This 100% online program will allow you to combine your studies with your professional work while increasing your knowledge in this field.

The teaching staff includes professionals from the communication sector, who bring their experience to this educational program, as well as renowned specialists from leading societies and prestigious 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 immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. The professional will be assisted by an innovative interactive video system created by renowned and experienced experts in Communication Company Management.

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Objectives

The program in Communication Company Management and Social Media is designed to facilitate professional performance in the field to acquire knowledge of the main developments in the sector communication environments.

This is the best option to learn about the latest advances in Communication Company Management and Social Media"

General Objective

• Prepare the media professional to manage a large company, acquiring the necessary knowledge in each area of the company

A high-level program that will allow you to learn in a gradual way and quickly integrate what you have learned"

Specific Objectives

Module 1. Business Strategy
- Define the latest trends developments in business management
- Identify the main and most recent updates in the business sector
- Develop a roadmap for monitoring the achievement of the objectives
- Maintain a clear understanding of the company's priorities and, in the same way, look for alternatives to achieve the goals

Module 2. Communication Company Management
- Build a plan for the development and improvement of personal and managerial skills
- Develop the ability to detect, analyze and solve and problem solving
- Define the mission and vision of the company, as well as its public and what it wants to transmit from the role of communication

Module 3. Social Media
- Know all the available platforms to promote their media
- Create content for networks to catch potential customers to the company
- Create content to generate interactions and grow within social media
- Know which channels are appropriate and enact with the company's purposes

Module 4. Market and Customer Management
- Identify the company environment and their target audience
- Know the target audience of the media and know what kind of guidelines will be generated
- Develop a guide to facilitate mediation between private companies and the media

03
Course Management

The program includes in its teaching staff leading experts in all aspects of marketing management and political communication, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.

We have the best teaching staff to help you achieve professional success"

Management

Ms. Iñesta Fernández, Noelia

- Journalist and Social Media Manager
- Communications Manager (G. Greterika Imp-Exp)
- Communications and Marketing Manager (Corporate)
- Community Manager in SMEs of Channel Horeca
- Local media writer
- D. in Media Research
- Master's Degree in Social Media Management
- Degree in Journalism.
- Higher Technician in Audiovisual Production

04

Structure and Content

The structure of the contents has been designed by the best professionals in Communication Company Management, with extensive experience and recognized prestige in the profession.

"This Postgraduate Diploma in Communication Company Management and Social Media contains the most complete and up-to-date scientific program on the market"

Module 1. Business Strategy

1.1. Strategic Management
    1.1.1. The Concept of Strategy
    1.1.2. The Process of Strategic Management
    1.1.3. Approaches in Strategic Management
1.2. Planning and Strategy
    1.2.1. The Plan in a Strategy
    1.2.2. Strategic Positioning
    1.2.3. Strategy in Companies
    1.2.4. Planning
1.3. Strategy Implementation
    1.3.1. Indicator Systems and Process Approach
    1.3.2. Strategic Map
    1.3.3. Differentiation and Alignment
1.4. Corporate Strategy
    1.4.1. The Concept of Corporate Strategy
    1.4.2. Types of Corporate Strategies
    1.4.3. Corporate Strategy Definition Tools
1.5. Digital Strategy
    1.5.1. Technology Strategy and its Impact on Digital Innovation
    1.5.2. Strategic Planning of Information Technologies
    1.5.3. Strategy and The Internet
1.6. Corporate Strategy and Technology Strategy
    1.6.1. Creating Value for Customers and Shareholders
    1.6.2. Strategic IS/IT Decisions
    1.6.3. Corporate Strategy vs Technology and Digital Strategy
1.7. Competitive Strategy
    1.7.1. The Concept of Competitive Strategy
    1.7.2. Competitive Advantage
    1.7.3. Choosing a Competitive Strategy
    1.7.4. Strategies Based on the Strategic Clock Model
    1.7.5. Types of Strategies according to the Industrial Sector Life Cycle
1.8. Marketing Strategy Dimensions
    1.8.1. Marketing Strategies
    1.8.2. Types of Marketing Strategies
1.9. Sales Strategy
    1.9.1. Sales Methods
    1.9.2. Acquisition Strategies
    1.9.3. Service Strategies
1.10. Social Business
    1.10.1. Web 2.0 Strategic Vision and its Challenges
    1.10.2. Convergence Opportunities and ICT Trends
    1.10.3. How to Monetize Web 2.0 and Social Media
    1.10.4. Mobility and Digital Business

Module 2. Communication Company Management

2.1. The Industries of Communication
    2.1.1. Mediamorphosis
    2.1.2. Digital Transformation
    2.1.3. Cybermedia
2.2. Legal and Economic Structure of Communication Enterprises
    2.2.1. Individual Entrepreneur
    2.2.2. Trading Companies
    2.2.3. Media Conglomerates
2.3. Structure, Administration and Challenges of Management
    2.3.1. Departmental Structure in Communication Management
    2.3.2. Current Trends in Management Models
    2.3.3. Integration of Intangibles
    2.3.4. Communication Department Challenges
2.4. Strategic Analysis and Competitiveness Factors
    2.4.1. Analysis of the Competitive Environment
    2.4.2. Competitiveness Determinants
2.5. Business ethics
    2.5.1. Ethical Behavior in Companies
    2.5.2. Deontology and Ethical Codes
    2.5.3. Fraud and Conflicts of Interest

Module 4. Market and Customer Management

This program will allow you to advance in your career comfortably"

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.

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 sºpecialization, 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%
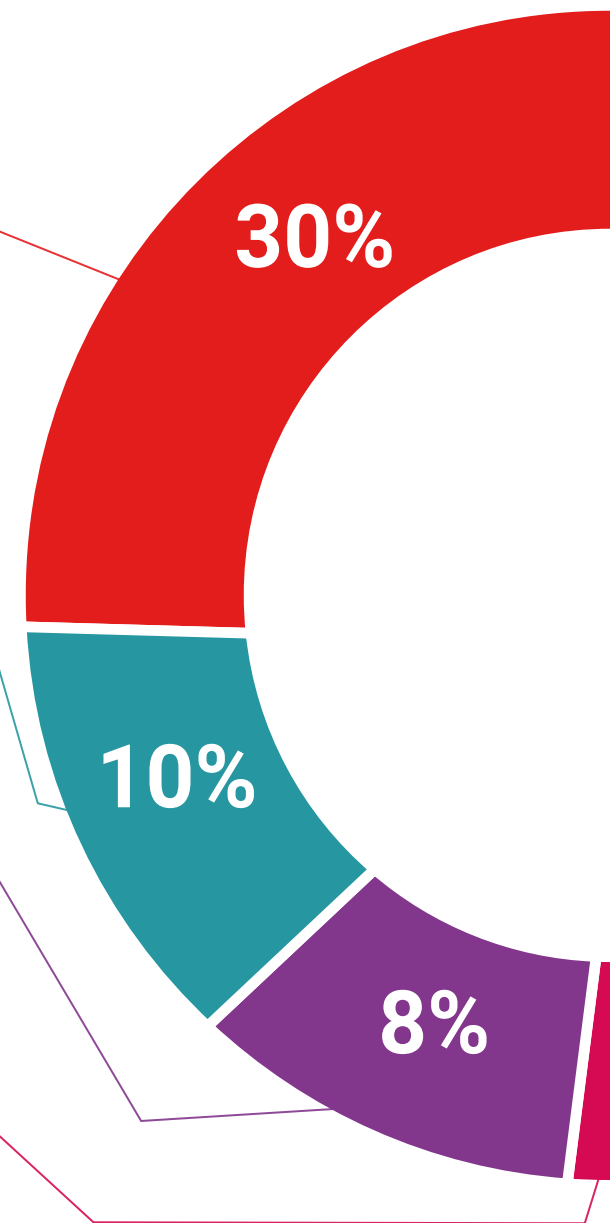
Case Studies

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.

Certificate

The Postgraduate Diploma in Communication Company Management and Social Media guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

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

This **Postgraduate Diploma in Communication Company Management and Social Media** 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Communication Company Management and Social Media**

Official Nº of Hours: **600 h.**

tech technological
university

Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in

Communication Company Management and Social Media

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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