

Postgraduate Diploma Communication and Managerial Skills



Postgraduate Diploma Communication and Managerial Skills

Course Modality: **Online**

Duration: **6 months.**

Certificate: **TECH Technological University**

Official N° of Hours: **375 h.**

Website: www.techtute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-managerial-skills

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01

Introduction

Communication is a key aspect when it comes to developing good managerial skills because, without it, managers run the risk of becoming strict bosses who are frowned upon by the rest of the company's employees. Conscious of this, TECH's faculty has designed this academic program with the objective of providing students with the knowledge and key communication and managerial skills. This program, therefore, aims to provide professionals with all the skills required by this labor market that is increasingly demanding journalists and communicators who are experts in this field.





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Don't miss this great opportunity to work side by side with company managers, helping them to foster your skills and improving the organizational climate”

In the midst of the digital era, there is no doubt that communication is a mandatory tool in any field, especially in business. No company can afford to do without a solid communication strategy to achieve its objectives. In the same way that blood keeps the organs alive, internal communication oxygenates each department of the corporate body, facilitating the development of its functions from a global perspective.

Knowing how to manage means knowing how to lead, and this ability entails the need to reach the hearts and minds of people with transparency, effectiveness and power. A good manager can only be a good leader to the greatest extent that they are able to transmit their ideas, plans and strategies in a way that awakens and activates all the motivation in each team member and encourages them to contribute their virtues to the project in question. One of the professional skills most valued by Jeff Bezos, founder and CEO of Amazon, is the ability to express oneself impeccably in writing. Thus, during this program, students will learn to sharpen their aim when using communication as a weapon. In this sense, TECH offers you a faculty made up of academics with a great professional career behind them and a large degree of specialization in different branches of journalism that will instruct you in the art of influencing and creating synergies through different communication strategies. Communication will therefore be dissected in both its theoretical and practical dimensions.

The syllabus of the academic program has been created to promote the acquisition of the professional skills necessary to foster the most rigorous decision-making in environments of the most varied natures. Therefore, students will be able to create tailor-made communication strategies for the business sector in which they will develop their professional activity. For this purpose, this program will address in depth all the aspects involved in the different corporate communication processes, from a strategic and international perspective, as well as the work of specialized journalists from a global perspective.

This **Postgraduate Diploma in Communication and Managerial Skills** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Immersion in case studies presented by experts in Corporate Communication
- ♦ Graphic, schematic and practical contents designed to transmit scientific and practical information on those disciplines that are essential for the accurate performance of the profession
- ♦ The latest advancements on corporate communication
- ♦ Practical exercises aimed at the self-assessment process to optimise learning
- ♦ Special emphasis on innovative methodologies in Communication and Managerial Skills
- ♦ 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 improve your Managerial Skills and become a successful Communicator”

“

TECH offers you the best academic experience on the market in Communication and Managerial Skills. You only have to bring your enthusiasm to study”

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 developed by renowned experts in the field of Judicial Journalism and with great experience.

Become an excellent communicator and learn how to perform well in the communication offices of companies in any sector.

The journalism profession has undergone a great diversification in the last two decades. Today, one of the professional opportunities with more job openings is in the field of communication for business management.

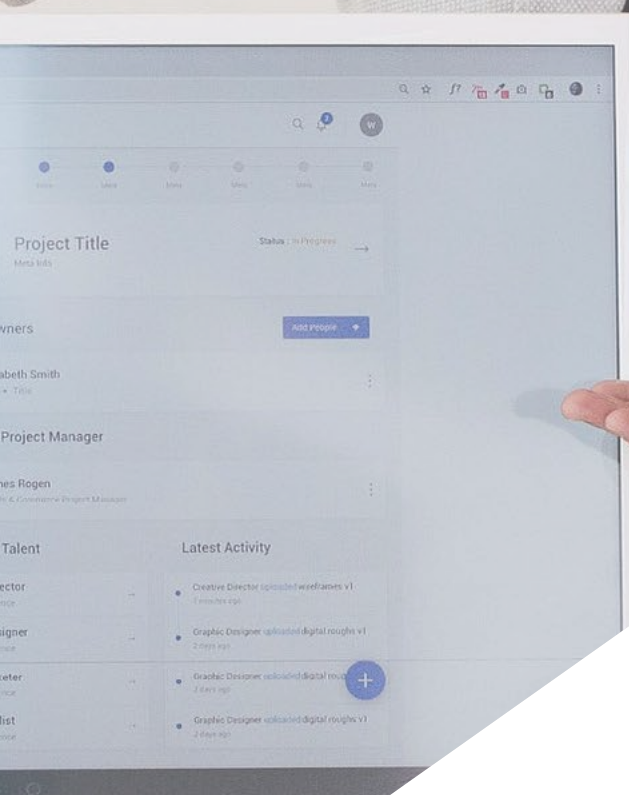


02

Objectives

This academic program has been designed to strengthen students' capabilities and help them develop new competencies and skills in the field of communication and managerial skills. After the program, students will be able to plan and implement specific decisions, either as part of a company's press office or as a member of a company's management team. You will position yourself as a successful professional with skills that will enable you to manage projects of any size.





“

If you want to develop your corporate journalistic skills, whilst generating successful communication strategies and plans, this program is for you"



General Objectives

- ♦ Gain an integral and professional vision of the communication environment, identifying the defining characteristics of the sector, as well as their impact and consequences on the business structure as a whole
- ♦ Acquire basic and advanced knowledge to generate new communicative biomes within the company
- ♦ Enhance management, analysis, creativity and leadership skills as the main competencies of corporate communication
- ♦ Provide the student excellent reporting and communication skills, both spoken/verbal and written/non-verbal
- ♦ Have a thorough knowledge of the ethical issues intrinsic to the practice of the profession
- ♦ Develop critical thinking and analytical skills
- ♦ Identify opportunities and weaknesses while attending to feedback generated by the work itself in order to improve it
- ♦ Optimize agility in decision-making by constantly observing, analyzing, interpreting and acting on processes in relation to professional criteria through highly accurate reporting
- ♦ Understand and reproduce the communication process effectively by adapting it to different channels, business profiles and target audiences



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





Specific Objectives

Module 1. Executive Coaching

- ♦ Understand the cognitive processes underlying the effective use of the brain and cognitive abilities
- ♦ Learn what cognitive processes underlie, and how to improve management through knowledge of how the brain works

Module 2. Management Skills

- ♦ Apply the creative processes to the field to corporate communication
- ♦ Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- ♦ Identify the audiences of media communication. Efficiently manage all aspects of the communication department of any organization

Module 3. Corporate Communication, Brand Strategy and Reputation

- ♦ Design innovative strategies and policies to improve management and business efficiency
- ♦ Plan and implement integral communication plans

Module 4. Managing Aspects of Corporate Communication

- ♦ Implement management models which allow you to optimize internal communication
- ♦ Identify the main roles and managers that are part of the company's board of directors

03

Structure and Content

The content structure of this program has been designed by a team of Journalism, Marketing and Communication professionals. Aware of the importance that professional development in this field has nowadays as a means to enter this area of knowledge, they have designed a seamless syllabus. The objective: provide future experts in Communication and Managerial Skills with a millimetric knowledge of the idiosyncrasies of the sector. In this way, at the end of the program, students will be in an optimal position to carry out their work in this field independently and competently.





“

We have the most complete and up-to-date academic program on the international educational market, which will allow you to delve deeper, with every prospect of success, into an increasingly exciting world"

Module 1. Executive Coaching

- 1.1. Neuromanagement
 - 1.1.1. Evolution, Brain Function, Survival, Values and Rewards
 - 1.1.2. Self-awareness and Sense of Pleasure
 - 1.1.3. Neurobiological Bases of Emotions, Empathy and Social Behavior
 - 1.1.4. Cultures and values. Morality, Values and Executive Function
- 1.2. Neuroeconomics
 - 1.2.1. Value Measurement
 - 1.2.2. Evaluation, Risk and Decision Making
 - 1.2.3. Adaptation, Microeconomic Theory, Value and Market
- 1.3. Self-Management
 - 1.3.1. Search for Consistency
 - 1.3.2. Learning Towards Authenticity
 - 1.3.3. Social Values, Identity and Meaning of Life
- 1.4. Self-Control and Self-Efficacy
 - 1.4.1. Mindfulness and Homeostasis
 - 1.4.2. Personal Style of Relationship and Organization
 - 1.4.3. Relational Efficiency Map
- 1.5. Improve Knowledge of Oneself
 - 1.5.1. Patterns of Behavior and Interpersonal Relationships
 - 1.5.2. Basic Areas of Behavior Common to All Persons
 - 1.5.3. Increase Personal and Interpersonal Effectiveness through Feedback and Reflection
- 1.6. Executive Coaching
 - 1.6.1. Use of Coaching in the Personnel Development
 - 1.6.2. Coaching Models and Fields
 - 1.6.3. Action and Limits of Executive Coaching
- 1.7. Managing Positive Change
 - 1.7.1. Stakeholder Management and Dialogue
 - 1.7.2. Appreciative Inquiry
 - 1.7.3. Select, Evaluate and Provide Feedback





Module 2. Management Skills

- 2.1. Public Speaking and Spokesperson Training
 - 2.1.1. Interpersonal Communication
 - 2.1.2. Communication Skills and Influence
 - 2.1.3. Communication Barriers
- 2.2. Communication and Leadership
 - 2.2.1. Leadership and Leadership Styles
 - 2.2.2. Motivation
 - 2.2.3. Skills and Abilities of the Leader 2.0
- 2.3. Personal Branding
 - 2.3.1. Strategies for Personal Brand Development
 - 2.3.2. Personal Branding Laws
 - 2.3.3. Tools for Creating Personal Brands
- 2.4. Team Management
 - 2.4.1. Work Teams and Meeting Management
 - 2.4.2. Managing Change Processes
 - 2.4.3. Managing Multicultural Teams
 - 2.4.4. Coaching
- 2.5. Negotiation and Conflict Resolution
 - 2.5.1. Effective Negotiation Techniques
 - 2.5.2. Interpersonal Conflicts
 - 2.5.3. Intercultural Negotiation
- 2.6. Emotional Intelligence
 - 2.6.1. Emotional Intelligence and Communication
 - 2.6.2. Assertiveness, Empathy, and Active Listening
 - 2.6.3. Self-Esteem and Emotional Language
- 2.7. Relational Capital: Coworking
 - 2.7.1. Managing Human Capital
 - 2.7.2. Performance Analysis
 - 2.7.3. Managing Equality and Diversity
 - 2.7.4. Innovation in People Management

- 2.8. Time Management
 - 2.8.1. Planning, Organization and Control
 - 2.8.2. The Methodology of Time Management
 - 2.8.3. Action Plans
 - 2.8.4. Tools for Efficient Time Management

Module 3. Corporative Communication, Brand Strategy and Reputation

- 3.1. Corporate Identity and Strategic Vision
 - 3.1.1. Identity and Redefining Business Values
 - 3.1.2. Corporate Business Culture
 - 3.1.3. Communication Department Challenges
 - 3.1.4. Public Image and Projection
- 3.2. Corporate Brand Strategy
 - 3.2.1. Public Image and Stakeholders
 - 3.2.2. Corporate Branding Strategy and Management
 - 3.2.3. Corporate Communication Strategy in Line with Brand Identity
- 3.3. Reputation Theory
 - 3.3.1. Reputation as a Paradigm of a Good Company
 - 3.3.2. The Concept of Corporate Reputation
 - 3.3.3. Internal Reputation
 - 3.3.4. Influence of Internationalization on Corporative Reputation
- 3.4. Reputation Evaluation
 - 3.4.1. Corporative Reputation Audit
 - 3.4.2. Listed Companies Reputation Monitor
 - 3.4.3. Reputational Good Governance Index
 - 3.4.4. Analysis of Sectorial Reputation
- 3.5. Reputation Management
 - 3.5.1. Corporative Reputation Management
 - 3.5.2. Focus on Brand Reputation
 - 3.5.3. Leadership Reputation Management

- 3.6. Reputation Risk and Crisis Management
 - 3.6.1. Listening to and Managing Feedback
 - 3.6.2. Procedures, Crisis Manual and Contingency Plans
 - 3.6.3. Spokesperson Training in Emergency Situations
- 3.7. Ethical Sustainability
 - 3.7.1. Sustainable Criteria and Strategies
 - 3.7.2. Communication Campaigns with Sustainability Criteria
 - 3.7.3. Sustainable Brand Positioning and Image
- 3.8. Brand Metrics and Analysis and Reputation
 - 3.8.1. Introduction to the Metrics of Corporative Branding
 - 3.8.2. Internal and External Measurement Indexes
 - 3.8.3. Brand Management Tools
 - 3.8.4. Brand Assessment and Ranking

Module 4. Managing Aspects of Corporate Communication

- 4.1. Communication in Organizations
 - 4.1.1. Organizations, People and Society
 - 4.1.2. Historical Evolution of Organizational Behavior
 - 4.1.3. Bidirectional Communication
 - 4.1.4. Communication Barriers
- 4.2. Structure, Control and Challenges in Communication Management
 - 4.2.1. Departmental Structure in Communication Management
 - 4.2.2. Current Trends in Management Models
 - 4.2.3. Integration of Intangibles
 - 4.2.4. Communication Department Challenges
- 4.3. Integral Communication Plans
 - 4.3.1. Audit and Diagnosis
 - 4.3.2. Elaboration of Communication Plan
 - 4.3.3. Measuring Results: KPIs and ROI

- 4.4. Effects of the Media
 - 4.4.1. Efficiency of Commercial and Advertising Communication
 - 4.4.2. Theories on the Effects of the Media
 - 4.4.3. Social and Co-Creation Models
- 4.5. Press Offices and Their Relationship with Communication Media
 - 4.5.1. Identifying Opportunities and Information Needs
 - 4.5.2. Management of Reports and Interviews with Spokespersons
 - 4.5.3. Virtual Press Room and E-Communication
 - 4.5.4. Buying Advertising Space
- 4.6. Public Relations
 - 4.6.1. PR Strategy and Practice
 - 4.6.2. Protocol and Ceremonial Rules
 - 4.6.3. Event Organization and Creative Management
- 4.7. Lobbies and Pressure Groups
 - 4.7.1. Opinion Groups and Their Actions in Businesses and Institutions
 - 4.7.2. Institutional Relations and Lobbying
 - 4.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 4.8. Internal Communication
 - 4.8.1. Motivational Programs, Social Action, Participation and Training with HR
 - 4.8.2. Internal Communication Support and Tools
 - 4.8.3. Internal Communication Plan



You are looking at a unique, key and critical academic experience to give a boost to your professional development”

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.



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.



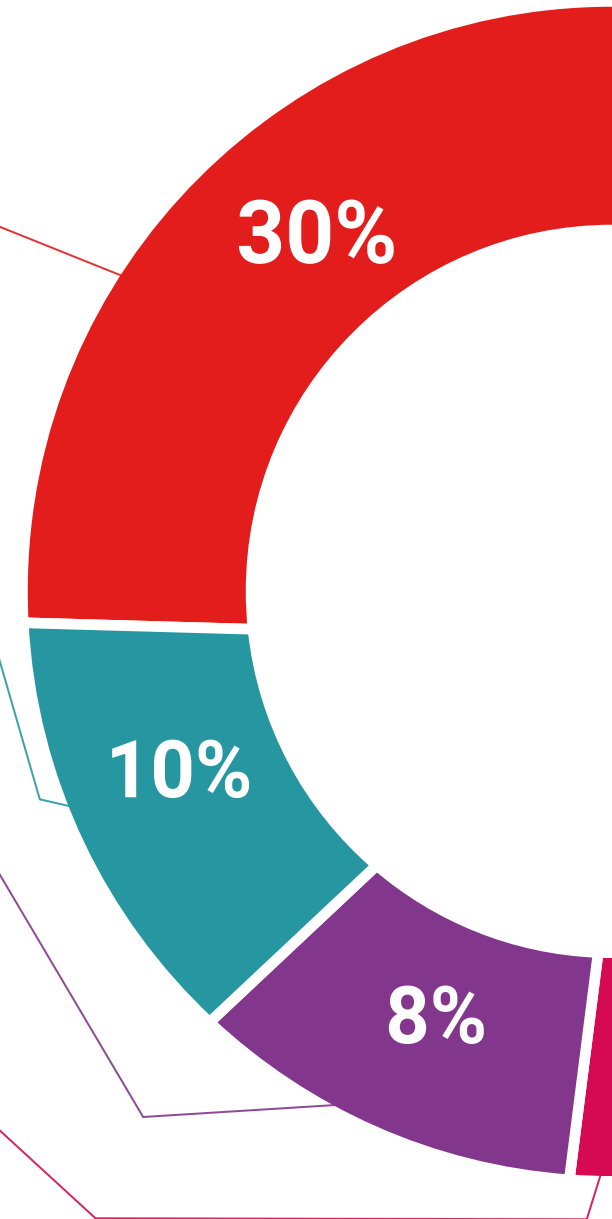
Practising Skills and Abilities

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.



05

Certificate

This Postgraduate Diploma in Communication and Managerial Skills guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Communication and Managerial Skills** 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 and Managerial Skills**

Official N° of Hours: **375 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 Diploma
Communication and
Managerial Skills

Course Modality: Online

Duration: 6 months.

Certificate: TECH Technological University

Official N° of Hours: 375 h.

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