Postgraduate Diploma
Communication and Marketing

tec**h** global university

Postgraduate Diploma
Communication and Marketing

- » Modality: **Online**
- » Duration: **6 months.**
- » Certificate: **TECH Global University**
- » Credits: **15 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-marketing**

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01
Introduction

The program in Communication and Marketing is an intensive program that prepares you to face challenges and business decisions in the field of marketing communication. The main objective is to promote personal and professional growth. If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work"

Advertising is one of the possibilities a company has to communicate with the market and therefore support its marketing objectives. It is communication at the service of marketing. In fact, any organization, in order to grow or maintain itself, needs its offer to be accepted by the market, understood in its broadest sense. The marketing department is in charge of designing products and services that meet the needs of certain groups of people, of producing them, of getting them accepted and ensuring that the recipients are satisfied, so much so that they are willing to continue purchasing goods, voting for a certain program or believing in what we stand for.

One of the activities that can be carried out to make the product known is advertising. The company will advertise when it needs to communicate who it is and what it offers to a sufficiently large group of people in which the company has an interest, either because they can buy its product, consume it, recommend it or simply talk about it.

Today, any organization must know that the basis of its business is the relationship with its customers, so it has to take care of it by providing them with products and services in the quantity, quality and time they need. Marketing means knowing that they can only make a profit - not just an economic one - if they satisfy their needs.

With this specialization you will get all the keys to understand the consumer, innovate in the product, devise strategies and creativities and plan the media and channels of marketing and communication actions. In addition, some of these contents will be addressed in a series of Masterclasses organized by a prestigious International Guest Director.

The Postgraduate Diploma in Communication and Marketing offers you an integrated, demanding and practical specialization to discover new professional paths and understand increasingly dynamic online business opportunities. If you are a professional in the field of communication and marketing, this is your best option to become an expert capable of managing and making any project profitable.

This **Postgraduate Diploma in Communication and Marketing** contains the most complete and up-to-date 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
- 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 offers you the unique opportunity to learn in Masterclasses from an international expert recognized for his excellent performance in this field"

" *TECH offers you the best academic program in the market in Communication and Marketing. You only have to bring your enthusiasm to study"*

Become an outstanding journalist and learn how to successfully work in the communications offices of companies in all sectors.

The career of a journalist has 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.

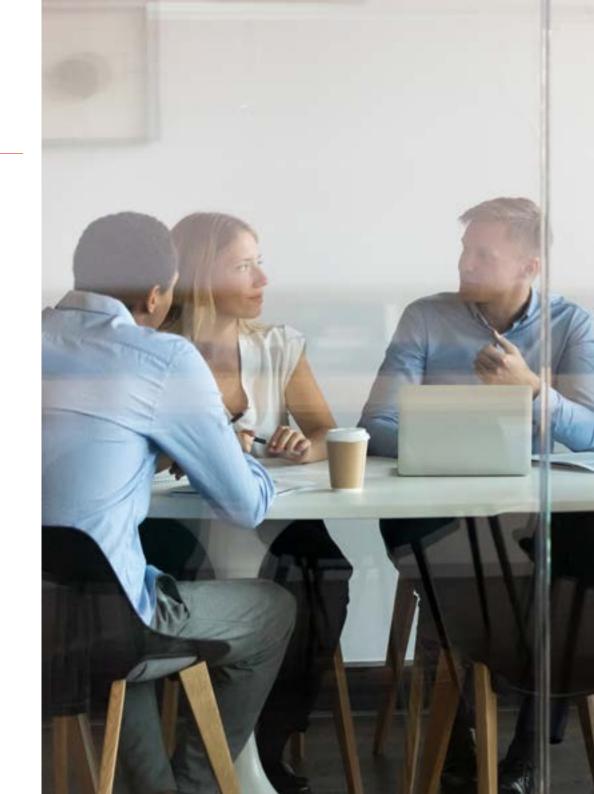The program includes professionals belonging to the field of journalism and communication in its teaching staff, who bring their work experience to this course, along with recognized specialists from prestigious reference societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning; a simulated environment that will provide an immersive learning program designed to practice in real situations.

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

02
Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program will be equipped to make global decisions with an innovative perspective and an international vision.

International experience, ethical commitment, and business vision are some of the most sought-after characteristics in executives in the digital age"

General Objectives

- Describe how to integrate the Internet into the organization's communication marketing strategy

- Describe the role of personal selling within marketing communication, as well as the basis for relationship management and the integration of communication efforts

- Design and implement the external communication procedures available to the company: advertising, public relations, sponsorship, direct and interactive marketing, promotion and personal selling

- List the communication processes on the Internet and their differences with respect to those that take place through other media

- Explain the importance of the brand as a strategic asset and its management in conventional and digital environments

- Analyze and assess the importance of management skills for personal and professional development

- Develop optimal marketing communication projects

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

Specific Objectives

Module 1 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 2 Marketing and Communication
- Manage the company's reputation
- Use social networks and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

Module 3 Customer Relationship Management
- Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence

Module 4 Communication Strategy in the Digital World
- Be capable of designing a successful Social Media Plan based on a timeline and a budget
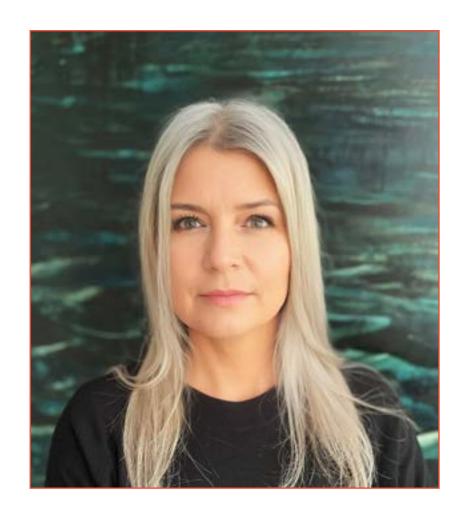- Understand the main digital tools for strategy creation

03
Course Management

The teaching staff of this Postgraduate Diploma is composed of experienced and highly qualified professionals in the fields of communication and marketing. In fact, their extensive knowledge ranges from integrated communication strategies to the most advanced marketing techniques. These mentors combine their practical experience with a solid theoretical background, providing graduates with a comprehensive understanding of how communication and marketing are intertwined in today's business environment. Therefore, their educational approach will focus on developing the skills necessary to design and execute effective marketing campaigns that generate impact and value.

The faculty is committed to keeping up to date with the latest trends and technologies in both fields, ensuring that you acquire up-to-date and relevant knowledge to succeed in the industry"

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

- 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

Thanks to TECH you will be able to learn with the best professionals in the world"

Management

Dr. González Fernández, Sara

- Specialist in Institutional and Corporate Communication in several companies
- Audiovisual Editor at Castilla la Mancha Media
- Editor in the Territorial Centre of TVE Andalucía
- Editor at Radio Nacional de España
- Editor at Diario JAÉN
- PhD in Communication from the University of Seville
- Master's Degree in Scriptwriting, Narrative and Audiovisual Creativity from the University of Seville
- Degree in Journalism from the University of Seville
- Member of: Seville Press Association and the Federation of Spanish Journalists' Associations

04
Structure and Content

The Postgraduate Diploma in Communication and Marketing is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 9 months and is intended to be a unique and stimulating experience that lay the foundation for your success in the management of communication in the digital environment.

We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world with every guarantee of success"

Module 1. Managerial Skills

1.1. Public Speaking and Spokesperson Education
    1.1.1. Interpersonal Communication
    1.1.2. Communication Skills and Influence
    1.1.3. Communication Barriers
1.2. Communication and Leadership
    1.2.1. Leadership and Leadership Styles
    1.2.2. Motivation
    1.2.3. Skills and Abilities of the Leader 2.0
1.3. Personal Branding
    1.3.1. Strategies for Personal Brand Development
    1.3.2. Personal Branding Laws
    1.3.3. Tools for Creating Personal Brands
1.4. Team Management
    1.4.1. Work Teams and Management Meetings
    1.4.2. Managing Change Processes
    1.4.3. Managing Multicultural Teams
    1.4.4. Coaching
1.5. Negotiation and Conflict Resolution
    1.5.1. Effective Negotiation Techniques
    1.5.2. Interpersonal Conflicts
    1.5.3. Intercultural Negotiation
1.6. Emotional Intelligence
    1.6.1. Emotional Intelligence and Communication
    1.6.2. Assertiveness, Empathy, and Active Listening
    1.6.3. Self-Esteem and Emotional Language
1.7. Relational Capital: Coworking
    1.7.1. Managing Human Capital
    1.7.2. Performance Analysis
    1.7.3. Managing Equality and Diversity
    1.7.4. Innovation in People Management
1.8. Time Management
    1.8.1. Planning, Organization and Control
    1.8.2. The Methodology of Time Management
    1.8.3. Action Plans
    1.8.4. Tools for Efficient Time Management

Module 2. Marketing and Communication

2.1. Product Placement and Branded Content
    2.1.1. Unique Forms of Communication and Brand Placement
    2.1.2. Concepts, Products and Services in User-Friendly Media
2.2. Digital Media Planning and Contracting
    2.2.1. Real Time Bidding
    2.2.2. Integrated Digital Campaign Planning
    2.2.3. Advertising Investment Control Scorecard
2.3. Promotional Marketing
    2.3.1. Consumer Promotions
    2.3.2. Sales Force, Channel, Point of Sale and Special Promotions
    2.3.3. Success and Cost-Effectiveness of Promotional Actions
2.4. Planning, Execution and Measurement of SEM Campaigns
    2.4.1. Search Engine Marketing
    2.4.2. Conversion of Traffic to Qualified Traffic
    2.4.3. SEM Project Management
2.5. Metrics and Results Analysis in Public Digital Campaigns
    2.5.1. Ad servers
    2.5.2. Traditional Metrics in Digital GRPs
    2.5.3. CrossMedia and Interactions
2.6. Display Advertising, Rich Media and Viral Advertisement
    2.6.1. Media, Formats and Supports
    2.6.2. Conversion Funnel
    2.6.3. Buzz Marketing and WOM

Module 3. Customer Relationship Management

Module 4. Communication Strategy in the Digital World

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

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.

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.
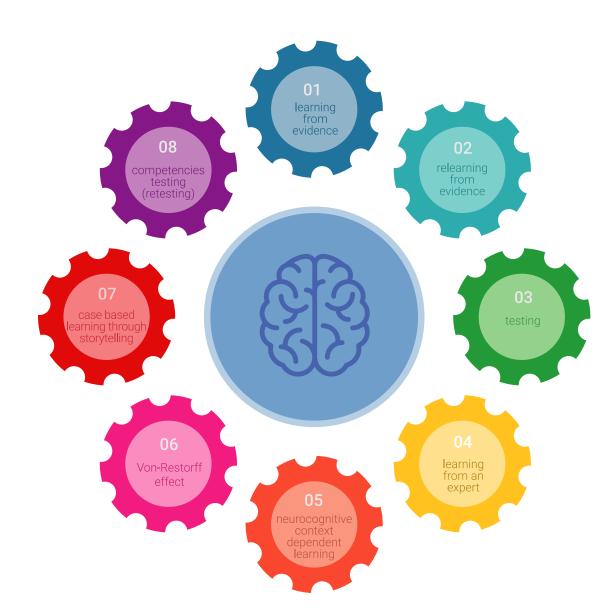
Relearning Methodology

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.
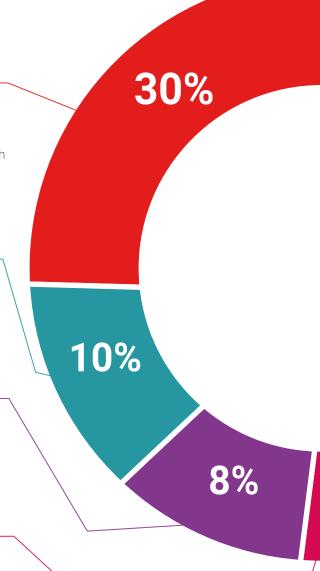
Practising Skills and Abilities

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.

Certificate

The Postgraduate Diploma in Communication and Marketing guarantees students, in addition to the most rigorous and up-to-date education program, access to a Postgraduate Diploma issued by TECH Global University.

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

This private qualification will allow you to obtain a **Postgraduate Diploma in Communication and Marketing** 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.
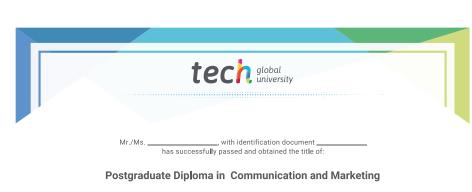
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Communication and Marketing**

Modality: **online**

Duration: **6 months**

Accreditation: **15 ECTS**

tech global university

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

Postgraduate Diploma in Communication and Marketing

This is a private qualification of 450 hours of duration equivalent to 15 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
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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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