

# Postgraduate Diploma Communication





## Postgraduate Diploma Communication

Course Modality: Online

Duration: 6 months

Certificate: TECH Technological University

Teaching Hours: 600 h.

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

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# 01

# Introduction

Communication is essential in the field of advertising and public relations, since messages must have a series of specific characteristics that serve to persuade the public and encourage them to buy. This program has been designed by TECH to offer students the latest techniques and communication tools, as well as the most advanced knowledge of the sector, which will be essential for their personal and, above all, professional growth. A high-quality program that stands out for its complete and up-to-date content and its effective learning methodology.



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*Access relevant positions in the field of Communication by improving your skills and competencies with this Postgraduate Diploma”*



This Postgraduate Diploma aims to provide students with the necessary tools and knowledge to obtain a global and exhaustive vision of Communication and to understand the media system and its structure in the world panorama and its global context. The program will address the configuration of the global communication structure composed of large media conglomerates, news agencies, advertising groups and the film industry. Thus, students will learn who are part of the media system and which companies participate in the shareholding of the large communication companies and the policies of national and transnational public bodies with respect to the media.

Corporate communication has become one of the most important pillars within any company. All entities want to be present in the media or have better communication with their customers, suppliers and employees. On many occasions, this eagerness to communicate at any cost does not follow any tactic to achieve a defined strategy, but involves an improvisation that a company cannot afford. Therefore, it is essential that professionals acquire a higher qualification in this field, allowing them to master the main communication techniques and tools to put them into practice in their daily work, which will allow them to access relevant positions.

To this end, this program also offers the student a detailed overview of creative thinking and its application to the field of Communication, which will allow the student to understand and assimilate the creative process in any vital circumstance, paying special attention to persuasive Communication. The goal is to offer theories and techniques to overcome prejudices, develop imagination and awaken an attitude to generate original ideas in any communicative sphere.

This **Postgraduate Diploma in Communication** 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 intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practicing 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, debate and knowledge forums
- ♦ Communication with the teaching team and individual reflection work
- ♦ Content that is accessible from any fixed or portable electronic device with an Internet connection
- ♦ Complementary resource banks that are permanently available



*Learn the specifics Communication and become an expert in the field"*

“

*This program will teach you how to handle the fundamental aspects of Communication with solvency”*

The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different environments, who will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, telepractice is used. Therefore, with the help of an innovative interactive video system, and Learning from an Expert, students will be able to acquire the knowledge as if they were facing the very cases being studied. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

*Enroll in this Postgraduate Diploma and have unlimited access to all its educational resources.*

*The use of telepractice will give you the opportunity to learn through an immersive experience, which will provide you with a faster integration and a much more realistic view of the contents.*



# 02

# Objectives

The completion of this Postgraduate Diploma in Communication of TECH Technological University will allow students to achieve their educational objectives in this field, so that they can acquire the necessary knowledge to transfer them successfully to their daily work, which will be a great asset to achieve a professional improvement in this field. Undoubtedly, a program that will mark a before and after in the education of students.





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HUMAN RIGHTS



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*If your objective is to broaden your skills set to access new routes to success and professional development, this is the program for you”*



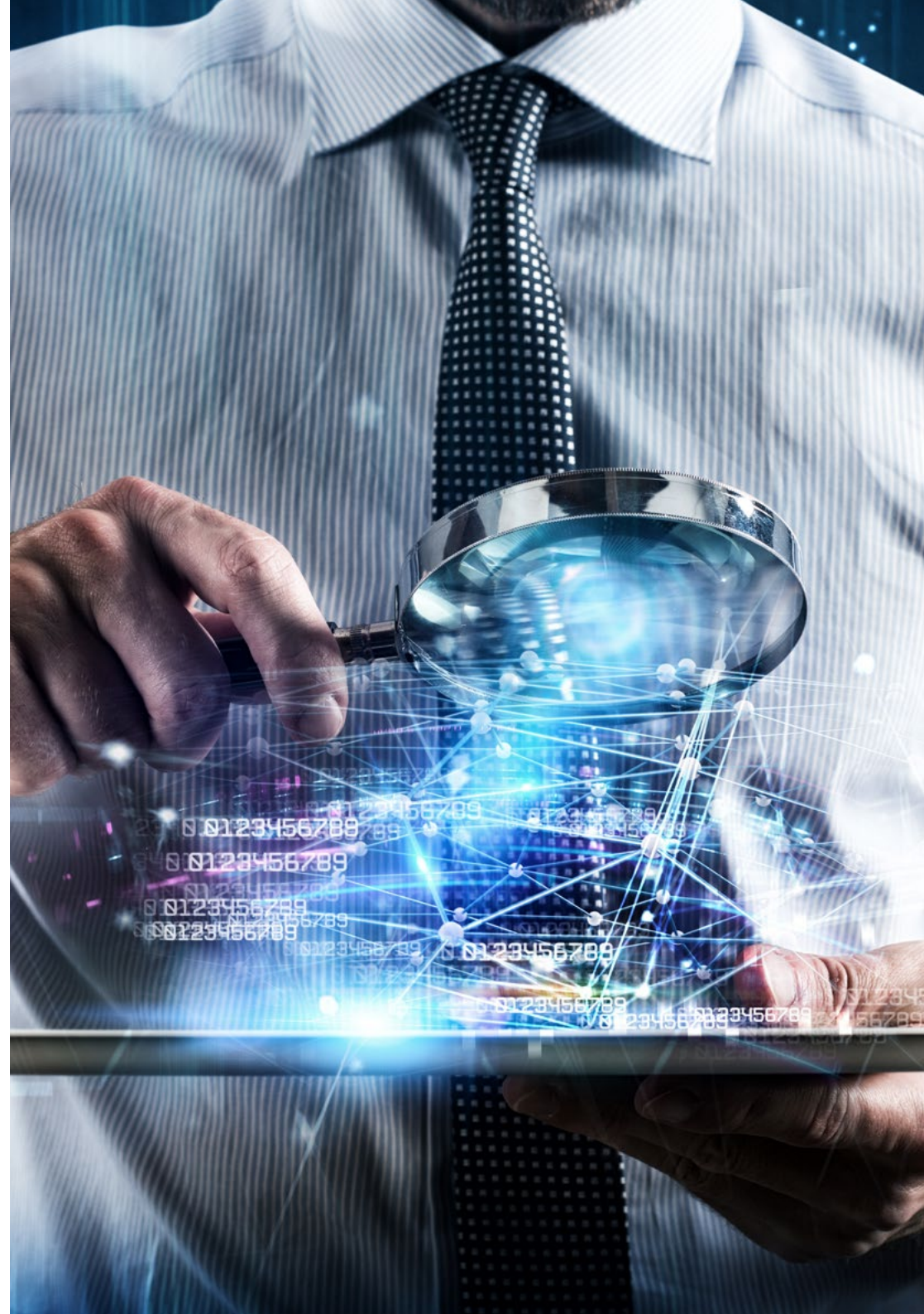
### General Objective

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- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools



*Achieve your educational goals in the field of Communication and take a step further in this field”*







## Specific Objectives

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### Module 1. Communication Structure

- ♦ Be able to understand the basic concepts and theoretical models of human communication, its components and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Have the ability to adequately contextualize the media systems and in particular the global communication structure
- ♦ Know how to describe the main research trends in social communication, as well as their different models: behaviorist, functional, constructivist and structuralist
- ♦ Know how to define the framework of action of the large media groups and their concentration processes

### Module 2. Institutional Communication

- ♦ Know the communications department within companies and institutions
- ♦ Apply the necessary techniques for managing a communication department within different companies and institutions
- ♦ Know how to organize events in the private and public sphere, following protocol guidelines
- ♦ Learn about the techniques of corporate image research and to know how to apply the tools of communication to manage it effectively in companies and public organizations
- ♦ Apply corporate identity and reputation analysis tools
- ♦ Analyze the nature and functioning of interest and pressure groups in today's democracies
- ♦ Understand the importance of social networks and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

### Module 3. Creativity in Communication

- ♦ Explore the structure and transformation of today's society in terms of the features, forms and processes of Advertising Communication and public relations
- ♦ Encourage creativity and persuasion through different supports and different means of communication
- ♦ Know the features, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Know the significant and appropriate tools for the study of advertising and public relations
- ♦ Knowledge of the fields of advertising and public relations and their processes and organizational structures
- ♦ Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ♦ Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication

### Module 4. Advertising and Public Relations Company

- ♦ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Prepare the student to identify and analyze the psychosocial, cognitive and emotional processes of advertising communication and public relations

03

# Structure and Content

The contents of this program were developed by the different experts with a clear goal: achieve that the students acquire the necessary skills to become real specialists in Communication and apply everything they have learned to their daily work. A comprehensive and well-structured program that will propel students towards excellence and success, and allow them to have access relevant positions in the field of advertising and public relations.





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*The syllabus is structured in well-developed teaching units, which will allow you to make a successful educational journey in the field of Communication”*



## Module 1. Communication Structure

- 1.1. Theory, Concept and Method of the Structure of Communication
  - 1.1.2. The Structuralist Method
  - 1.1.3. Definition and Object of the Structure of Communication
  - 1.1.4. Guide for the Analysis of the Structure of Communication
- 1.2. New International Communication Order
  - 1.2.1. Control and Ownership of Communication
  - 1.2.2. Communication Commercialization
  - 1.2.3. Cultural Dimension of Communication
- 1.3. Major Information Agencies
  - 1.3.1. What is an Information Agency?
  - 1.3.2. Information and News. Importance of the Journalist
  - 1.3.3. Before the Internet, the Great Unknowns
  - 1.3.4. A Globalized Map From Local to Transnational
  - 1.3.5. News Agencies Can Be Seen Thanks to the Internet
  - 1.3.6. The World's Major Agencies
- 1.4. The Advertising Industry and its Relationship with the Media System
  - 1.4.1. Advertising Industry, Consciousness Industries
  - 1.4.2. The Need for Advertising for the Media
  - 1.4.3. Structure of the Advertising Industry
  - 1.4.4. The Media and its Relationship with the Advertising Industry
  - 1.4.5. Advertising Regulation and Ethics
- 1.5. Cinema and the Culture and Leisure Market
  - 1.5.1. Introduction
  - 1.5.2. The Complex Nature of Cinema
  - 1.5.3. The Origin of the Industry
  - 1.5.4. Hollywood, the Film Capital of the World
  - 1.5.5. The Power of Hollywood
  - 1.5.6. From the Golden Hollywood Oscars to the Photocall of New Platforms







- 1.6. Political Power and the Media
  - 1.6.1. Influence of the Media in the Formation of Society
  - 1.6.2. Media and Political Power
  - 1.6.3. Manipulation and (Political) Power
- 1.7. Media Concentration and Communication Policies
  - 1.7.1. Theoretical Approach to External Growth Processes
  - 1.7.2. Competition and Communication Policies in the European Union
- 1.8. Communication Structure in Spain
  - 1.8.1. The Communication Sector within the Framework of Spain's Economic Activity
  - 1.8.2. Communication Market
  - 1.8.3. Communication in the Spanish Production System: Between Perfect Competition and Oligopoly
  - 1.8.4. The Public and Private Communication Sectors in Spain
  - 1.8.5. Main Media Sectors in the Spanish Information Market
  - 1.8.6. Television Structure in Spain
  - 1.8.7. The Radio in Spain
  - 1.8.8. Written and Digital Press
  - 1.8.9. Communication Groups and Supplements
  - 1.8.10. The Decline of the Free Press and the Emerging Digital Press
- 1.9. Communication Structure in Latin America
  - 1.9.1. Introduction
  - 1.9.2. Historical Approach
  - 1.9.3. Bipolarity of the Latin American Media System
  - 1.9.4. U.S. Hispanic Media
- 1.10. A Prospective of the Structure of Communication and Journalism
  - 1.10.1. Digitalization and the New Media Structure
  - 1.10.2. The Structure of Communication in Democratic Countries

## Module 2. Institutional Communication

- 2.1. Communications Management
- 2.2. Ethics Culture and Values
- 2.3. Identity and Corporate Image
- 2.4. Advertising and Communication
- 2.5. Digital Communication
- 2.6. Management of Events
- 2.7. Sponsorship and Patronage
- 2.8. Lobbies
- 2.9. Internal Communication
- 2.10. Crisis
- 2.11. Financial Communication
- 2.12. Business Protocol

## Module 3. Creativity in Communication

- 3.1. To Create is to Think
  - 3.1.1. The Art of Thinking
  - 3.1.2. Creative Thinking and Creativity
  - 3.1.3. Thought and Brain
  - 3.1.4. The Lines of Research on Creativity: Systematization
- 3.2. Nature of the Creative Process
  - 3.2.1. Nature of Creativity
  - 3.2.2. The Notion of Creativity: Creation and Creativity
  - 3.2.3. The Creation of Ideas for Persuasive Communication
  - 3.2.4. Nature of the Creative Process in Advertising
- 3.3. The Invention
  - 3.3.1. Evolution and Historical Analysis of the Creation Process
  - 3.3.2. Nature of the Classical Canon of the Invention
  - 3.3.3. The Classical View of Inspiration in the Origin of Ideas
  - 3.3.4. Invention, Inspiration, Persuasion
- 3.4. Rhetoric and Persuasive Communication
  - 3.4.1. Rhetoric and Advertising
  - 3.4.2. The Rhetorical Parts of Persuasive Communication
  - 3.4.3. Rhetorical Figures
  - 3.4.4. Rhetorical Laws and Functions of Advertising Language

- 3.5. Creative Behavior and Personality
  - 3.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
  - 3.5.2. Creative Behavior and Motivation
  - 3.5.3. Perception and Creative Thinking
  - 3.5.4. Elements of Creativity
- 3.6. Creative Skills and Abilities
  - 3.6.1. Thinking Systems and Models of Creative Intelligence
  - 3.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 3.6.3. Interaction Between Factors and Intellectual Capabilities
  - 3.6.4. Creative Skills
  - 3.6.5. Creative Capabilities
- 3.7. The Phases of the Creative Process
  - 3.7.1. Creativity as a Process
  - 3.7.2. The Phases of the Creative Process
  - 3.7.3. The Phases of the Creative Process in Advertising
- 3.8. Troubleshooting
  - 3.8.1. Creativity and Problem Solving
  - 3.8.2. Perceptual Blocks and Emotional Blocks
  - 3.8.3. Methodology of Invention: Creative Programs and Methods
- 3.9. The Methods of Creative Thinking
  - 3.9.1. Brainstorming as a Model of Idea Creation
  - 3.9.2. Vertical Thinking and Lateral Thinking
- 3.10. Creativity and Advertising Communication
  - 3.10.1. The Creative Process as a Specific Product of Advertising Communication
  - 3.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
  - 3.10.3. Methodological Principles and Effects of Advertising Creation
  - 3.10.4. Advertising Creation: From Problem to Solution
  - 3.10.5. Creativity and Persuasive Communication



**Module 4. Introduction to Communication Psychology**

- 4.1. History of Psychology
  - 4.1.1. We Begin with the Study of Psychology
  - 4.1.2. Science in Evolution. Historical and Paradigmatic Changes
  - 4.1.3. Paradigms and Stages in Psychology
  - 4.1.4. Cognitive Science
- 4.2. Introduction to Social Psychology
  - 4.2.1. Beginning with the Study of Social Psychology: The Influence of Social Psychology
  - 4.2.2. Empathy, Altruism and Helping Behavior
- 4.3. Social Cognition: The Processing of Social Information
  - 4.3.1. Thinking and Knowing, Vital Necessities
  - 4.3.2. Social Cognition
  - 4.3.3. Organizing Information
  - 4.3.4. Prototypical or Categorical Thinking
  - 4.3.5. The Mistakes We Make in Thinking: Inferential Biases
  - 4.3.6. Automatic Information Processing
- 4.4. Personality Psychology
  - 4.4.1. What is the Self? Identity and Personality
  - 4.4.2. Self-Awareness
  - 4.4.3. Self-Esteem
  - 4.4.4. Self-Knowledge
  - 4.4.5. Interpersonal Variables in Personality Shaping
  - 4.4.6. Macro-Social Variables in the Configuration of Personality
- 4.5. Emotions
  - 4.5.1. What do we Talk about When we Get Excited?
  - 4.5.2. The Nature of Emotions
  - 4.5.3. Emotions and Personality
  - 4.5.4. From another Perspective. Social Emotions
- 4.6. Psychology of Communication. Persuasion and Attitude Change
  - 4.6.1. Introduction to Communication Psychology
  - 4.6.2. Attitudes
  - 4.6.3. Historical Models in the Study of Persuasive Communication
  - 4.6.4. The Elaboration Probability Model (ELM)
  - 4.6.5. Communication Processes through the Media
- 4.7. The Sender
  - 4.7.1. The Source of Persuasive Communication
  - 4.7.2. Source Characteristics. Credibility
  - 4.7.3. Source Characteristics. The Appeal
  - 4.7.4. Emitter Characteristics. The Power
  - 4.7.5. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
- 4.8. The Message
  - 4.8.1. We Begin by Studying the Composition of the Message
  - 4.8.2. Types of Messages: Rational vs. Emotional Messages
  - 4.8.3. Emotional Messaging and Communication: Fear Inducing Messages
  - 4.8.4. Rational Messages and Communication
- 4.9. The Receiver
  - 4.9.1. The Role of the Recipient according to the Elaboration Probability Model
  - 4.9.2. Recipient Needs and Motives: Their Impact on Attitude Change
- 4.10. New Perspectives in the Study of Communication
  - 4.10.1. Non-Conscious Processing of Information. Automatic Processes
  - 4.10.2. Measuring Automatic Processes in Communication
  - 4.10.3. First Steps in the New Paradigms
  - 4.10.4. Theories of Dual Processing Systems



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

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.





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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.



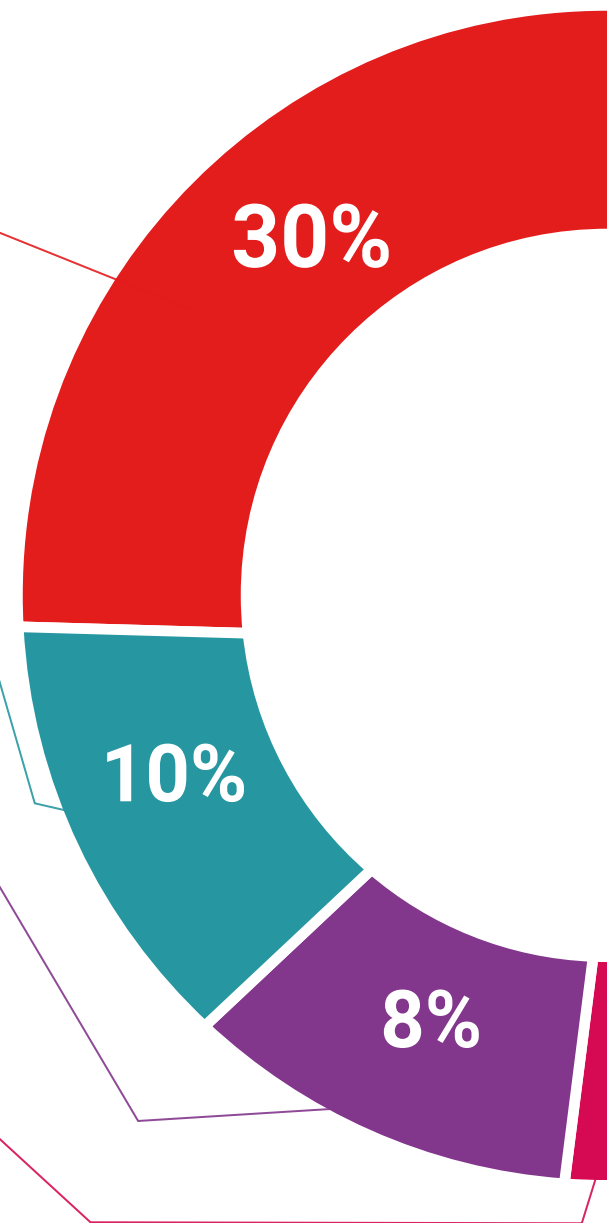
### Practising Skills and Abilities

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.

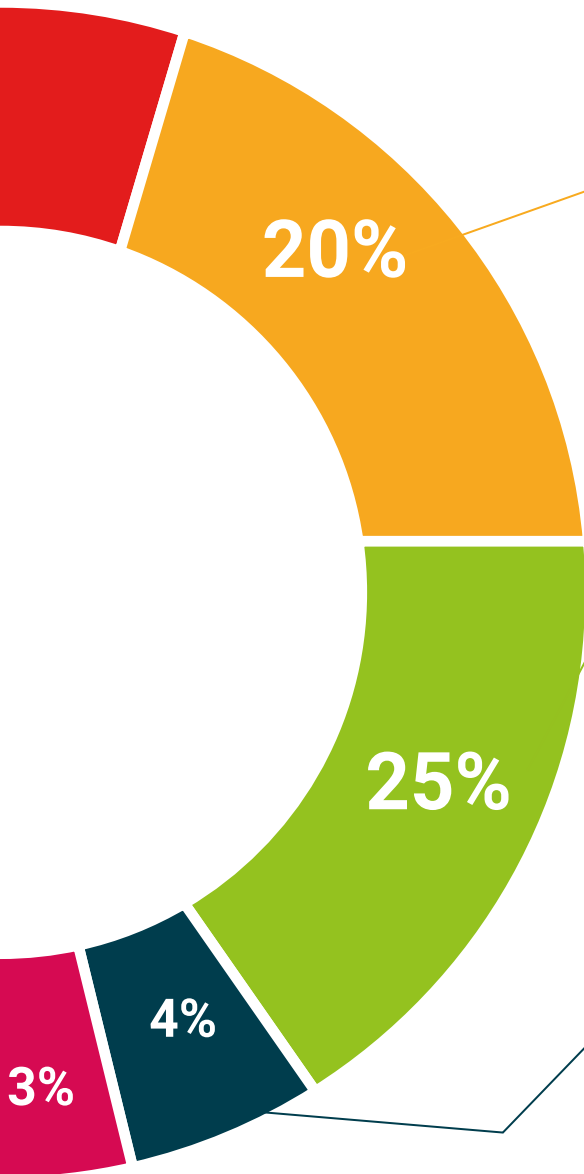


### Additional Reading

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.



05

# Certificate

The Postgraduate Diploma in Communication 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 Postgraduate Certificate without having to travel or fill out laborious paperwork”*

This **Postgraduate Diploma 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 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**

Official N° of Hours: **600 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

Course Modality: Online

Duration: 6 months

Certificate: TECH Technological University

Teaching Hours: 600 h.

# Postgraduate Diploma Communication

