

# Postgraduate Diploma

Corporate Communication,  
Brand Strategy and  
Reputation





## Postgraduate Diploma

### Corporate Communication, Brand Strategy and Reputation

- » Modality: online
- » Duration: 6 Months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-corporate-communication-brand-strategy-reputation](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-corporate-communication-brand-strategy-reputation)

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# 01

# Introduction

Building and consolidating a brand's image and reputation is a fundamental step in any company's business strategy. If this is not done correctly, organizations run the risk of being misperceived by their audience and not achieving their business objectives. Aware of this, TECH professionals have designed this program with the aim of preparing journalism professionals in all aspects related to building brand reputation. This will be students' main asset when it comes to entering a labor market that is increasingly demanding journalists and communicators capable of providing solutions to the challenges of this booming sector.



# REPUTATION



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*With this Postgraduate Certificate you will be able to build a successful brand strategy and become a successful corporate communications professional"*

Communication serves to direct a given message through channels such as social networks, mass media or circles of influence, issues of paramount importance in the framework of any company's brand strategy. Today brand reputation is everything, even more than the product or service they sell. Communication agencies today face the challenge of convincing audiences that are increasingly informed and critical of the information presented to them. Overcoming the biases and stereotypes of the audience, in this case, the Internet user, is one of the greatest difficulties faced by specialists in this sector.

The healthcare crisis has further transformed an economic landscape that was already undergoing abrupt changes. This situation has contributed to a proliferation of online businesses or e-Commerce. Therefore, professionals in this sector must have the ability to choose messages and channels as perfectly as a painter dips his brush on the palette, and this is precisely what the 375 hours of this academic program are aiming to achieve. During this academic program, communication will be analyzed as a field of study and application. For this purpose, TECH comes with professionals with great professional careers at the head of companies in different sectors, as well as specialized journalists. The program will also feature the most specialized academic professionals in the area of corporate communication, brand strategy and brand reputation.

A plan designed for students, focused on their professional improvement and preparing them to achieve excellence in the field of Corporate Communications, Brand Strategy and Reputation. A program that understands students' needs and drives them to achieve their goals with innovative content based on the latest trends. Supported by the best educational methodology and an exceptional teaching faculty, it will provide graduates with the skills to solve critical situations in a creative and efficient manner.

Furthermore, the 100% online format of the course allows the student to control their hours of study, without the inconvenience of traveling to an education center for classes.

This **Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation** contains the most complete and up-to-date educational 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
- » With special emphasis on innovative methodologies in Journalism and Corporate Communication, Brand Strategy and Reputation
- » 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



*Work with the best professionals  
in the field with this Postgraduate  
Diploma with curricular excellence"*

“

*TECH offers you the best academic experience on the market in Brand Strategies and Corporate Communication. 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, professionals will be assisted by an innovative interactive video system developed by renowned experts in the field of Corporate Communication, Brand Strategy and Reputation.

*Become an outstanding journalist and learn how to successfully a 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 the most job opportunities is in the field of Corporate Communication, Brand Strategy and Reputation.*



# 02

# Objectives

This program is designed to strengthen skill sets and help students develop new competencies and skills in the field of communication that will be essential in their professional development as journalists and communicators. After the program, students will be able to design and implement specific actions, either as part of a company's press office or as a specialized journalist. In this way, you can become a successful professional in the field, acquiring advanced skills and being able to manage diverse, large-scale projects.







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*If your objective is to develop yourself as a journalist and communicator within the business sector, creating strategies and successful reputation plans, then this program is for you”*



## General Objectives

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- » 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 be able to create new communication ecosystems
- » Enhance management, analysis, creativity and leadership skills as the main competencies of corporate communication
- » Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal
- » Obtain the ethical responsibility necessary for the performance of the profession
- » Develop critical thinking skills
- » Identify opportunities and be able to evolve personally through scrutinizing your own work
- » Improve skills in decision-making thanks to observation, analysis, interpretation and action in relation to the professional criteria and the elaboration of critical reports
- » Understand and be able to execute the communication process in an effective way, adapting it to each channel, company profile and public objective



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





## Specific Objectives

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### **Module 1. Corporate Communication, Brand Strategy and Reputation**

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

### **Module 2. Strategic Planning in Corporate Communication**

- » Elaborate texts based on the structural and linguistic conventions of each textual typology
- » Develop communication strategies for project planning, identifying the main objective of each one

### **Module 3. 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

### **Module 4. Ethics and Corporate Social Responsibility**

- » Draw up a roadmap for sustainability, transparency and social economy that will allow the company to adapt to the global ecological framework of the sector in question
- » Identify the organization's social responsibility and share it through internal communication channels

03

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



“

*TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”*

## 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

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- ♦ 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”*

# 04

# Structure and Content

The structure of the contents has been designed by a team of Journalism, Marketing and Communication professionals, aware of the importance of the current relevance in professional development in this field as a means to delve into knowledge area, have designed this program's syllabus specially to prepare professionals in the singularities and characteristics of the Communication and Managerial Skills world. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.







“

*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. Corporate Communication, Brand Strategy and Reputation

- 1.1. Corporate Identity and Strategic Vision
  - 1.1.1. Identity and Redefining Business Values
  - 1.1.2. Corporate Business Culture
  - 1.1.3. Communication Department Challenges
  - 1.1.4. Public Image and Projection
- 1.2. Corporate Brand Strategy
  - 1.2.1. Public Image and Stakeholders
  - 1.2.2. Corporate Branding Strategy and Management
  - 1.2.3. Corporate Communication Strategy in Line with Brand Identity
- 1.3. Reputation Theory
  - 1.3.1. Reputation as a Paradigm of a Good Company
  - 1.3.2. The Concept of Corporate Reputation
  - 1.3.3. Internal Reputation
  - 1.3.4. Influence of Internationalization on Corporative Reputation
- 1.4. Reputation Evaluation
  - 1.4.1. Corporative Reputation Audit
  - 1.4.2. Listed Companies Reputation Monitor
  - 1.4.3. Reputational Good Governance Index
  - 1.4.4. Analysis of Sectorial Reputation
- 1.5. Reputation Management
  - 1.5.1. Corporative Reputation Management
  - 1.5.2. Focus on Brand Reputation
  - 1.5.3. Leadership Reputation Management
- 1.6. Reputation Risk and Crisis Management
  - 1.6.1. Listening to and Managing Feedback
  - 1.6.2. Procedures, Crisis Manual and Contingency Plans
  - 1.6.3. Spokesperson Training in Emergency Situations
- 1.7. Ethical Sustainability
  - 1.7.1. Sustainable Criteria and Strategies
  - 1.7.2. Communication Campaigns with Sustainability Criteria
  - 1.7.3. Sustainable Brand Positioning and Image



- 1.8. Brand Metrics and Analysis and Reputation
  - 1.8.1. Introduction to the Metrics of Corporate Branding
  - 1.8.2. Internal and External Measurement Indexes
  - 1.8.3. Brand Management Tools
  - 1.8.4. Brand Assessment and Ranking

## Module 2. Strategic Planning in Corporate Communication

- 2.1. Strategic Planner
  - 2.1.1. Strategic Planner: Origins and Functions
  - 2.1.2. The Strategic Planner in Advertising Companies, Strategic Consultancies and Communication Companies
  - 2.1.3. Stakeholder Management
- 2.2. Planning Models and Schools
  - 2.2.1. Models for Intangibles Management
  - 2.2.2. Intangibles and Strategic Plans
  - 2.2.3. Evaluation of Intangibles
  - 2.2.4. Reputation and Intangibles
- 2.3. Qualitative Research in Strategic Planning
  - 2.3.1. Insights Detection
  - 2.3.2. Focus Groups for Strategic Planning
  - 2.3.3. Planning of Strategic Interviews
- 2.4. Quantitative Research in Strategic Planning
  - 2.4.1. Data Analysis and Drawing Conclusions
  - 2.4.2. Use of Psychometric Techniques
  - 2.4.3. Challenges of Applied Research in Business Communication
- 2.5. Creative Strategy Formulation
  - 2.5.1. Explore Alternative Strategies
  - 2.5.2. Contra Briefing or Creative Briefing
  - 2.5.3. Branding and Positioning
- 2.6. Strategic Use of Different Media
  - 2.6.1. 360° Campaigns
  - 2.6.2. Launching of New Products
  - 2.6.3. Social Trends
  - 2.6.4. Evaluation of Effectiveness

- 2.7. Trends in Business Communication
  - 2.7.1. Generation and Distribution of Corporate Content
  - 2.7.2. Business Communication on the Web 2.0
  - 2.7.3. Implementation of Metrics in the Communication Process
- 2.8. Sponsorship and Patronage
  - 2.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
  - 2.8.2. Communication Opportunities and Tangible and Intangible Returns
  - 2.8.3. Hospitality and Collaboration Actions

### Module 3. Managing Aspects of Corporate Communication

- 3.1. Communication within Organizations
  - 3.1.1. Organizations, People and Society
  - 3.1.2. Historical Evolution of Organizational Behavior
  - 3.1.3. Bidirectional Communication
  - 3.1.4. Communication Barriers
- 3.2. Structure, Control and Challenges in Communication Management
  - 3.2.1. Departmental Structure in Communication Management
  - 3.2.2. Current Trends in Management Models
  - 3.2.3. Integration of Intangibles
  - 3.2.4. Communication Department Challenges
- 3.3. Integral Communication Plans
  - 3.3.1. Audit and Diagnosis
  - 3.3.2. Elaboration of Communication Plan
  - 3.3.3. Measuring Results: KPIs and ROI
- 3.4. Effects of the Media
  - 3.4.1. Efficiency of Commercial and Advertising Communication
  - 3.4.2. Theories on the Effects of the Media
  - 3.4.3. Social and Co-Creation Models
- 3.5. Press Offices and Their Relationship with Communication Media
  - 3.5.1. Identifying Opportunities and Information Needs
  - 3.5.2. Management of Reports and Spokesperson Interviews
  - 3.5.3. Virtual Press Room and E-Communication
  - 3.5.4. Buying Advertising Space

- 3.6. Public Relations
  - 3.6.1. PR Strategy and Practice
  - 3.6.2. Protocol and Ceremonial Rules
  - 3.6.3. Event Organization and Creative Management
- 3.7. Lobbies and Pressure Groups
  - 3.7.1. Opinion Groups and their Actions in Businesses and Institutions
  - 3.7.2. Institutional Relations and Lobbying
  - 3.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 3.8. Internal Communication
  - 3.8.1. Motivational Programs, Social Action, Participation and Training with HR
  - 3.8.2. Internal Communication Support and Tools
  - 3.8.3. Internal Communication Plan
- 3.9. Branding & Naming
  - 3.9.1. Brand Management and Coordination in Launching of New Products
  - 3.9.2. Brand Repositioning
- 3.10. Audience Forecasting and Data Sources
  - 3.10.1. Measurement Units and Audience Profiles
  - 3.10.2. Affinity, Share, Satiny and GRPs
  - 3.10.3. Current Suppliers in the Advertising Market

### Module 4. Ethics and Corporate Social Responsibility

- 4.1. The Managerial Role and CSR
  - 4.1.1. Strategic Vision and Corporate Social Responsibility
  - 4.1.2. Balanced Scorecard
  - 4.1.3. Systems and Models for Implementing CSR
  - 4.1.4. Organization of CSR: Roles and Responsibilities
- 4.2. Corporate Responsibility
  - 4.2.1. Value Creation in an Economy of Intangibles
  - 4.2.2. CSR: Corporate Commitment
  - 4.2.3. Social, Environmental and Economic Impact



- 4.3. Responsible Finance and Investment
  - 4.3.1. Sustainability and the CFO's Responsibility
  - 4.3.2. Transparency in Information
  - 4.3.3. Finance and Responsible Investment
  - 4.3.4. Social Economy, Cooperativity and Corporate Social Responsibility
- 4.4. Business and Environment
  - 4.4.1. Sustainable Development
  - 4.4.2. Legislative Development in Environmental Responsibility
  - 4.4.3. Response of Companies to Environmental Problems
  - 4.4.4. Waste and Emissions

“ *A unique, key, and decisive training experience to boost your professional development* ”

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 student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

This Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation 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 Corporate Communication, Brand Strategy and Reputation** 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 diploma 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 Corporate Communication, Brand Strategy and Reputation**

Official N° of hours: **375 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.





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