

# Postgraduate Diploma

## Event and Protocol Management



## Postgraduate Diploma Event and Protocol Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-event-protocol-management](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-event-protocol-management)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 18*

05

Certificate

---

*p. 26*

# 01

# Introduction

Nowadays, protocol and event organization have become a fundamental communication tool for companies, so it is necessary to learn how to use it effectively. Therefore, the specialization of professionals in this field is essential nowadays. With this high-level program, students will acquire knowledge related to official protocol, organization of acts or events, management of meals and banquets, creativity in events, etc., with the aim of being able to address different audiences in a different way. A unique opportunity to specialise in a high-demand professional field.





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*The management of events and protocol is a professional field that requires a high qualification, so this Postgraduate Diploma has been designed to help students to acquire the necessary knowledge”*

The Postgraduate Diploma in Event and Protocol Management is a highly qualified tool for professionals in the field, who will find in a single program, the most complete knowledge in Event and Protocol Management. In this way, through a highly competent syllabus, the students are able to take a solid and solvent step in this field, achieving the personal and professional skills necessary to act as expert in the field.

This program will also include the fundamentals of Public Relations, a discipline which has an essential presence within organizations because it contributes to the strategic management of any organization's communication. The essence of Public Relations consists of knowing, managing and investigating the different audiences that an organization has.

In addition, a journey through the history of advertising and public relations will be made, offering the students an up-to-date program on the evolution of the fascinating world of persuasive communication. Using the synthesis capacity of advertising, this field offers a decentralized perspective of the evolution of persuasive communication, with special emphasis on national and international advertising communication. The historical study of persuasive communication may well be a determining factor with regards to understanding all of the current processes typical of advertising and public relations.

In short, students are offered the possibility of an immersive study in an area of great interest and relevance today, which is essential in any company that must create and manage their own events. A program that will mark a before and after in your preparation, allowing them to access job positions of great demand.

This **Postgraduate Diploma in Event and Protocol Management** 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 practising 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



*Join the professional elite with the completion of this Postgraduate Diploma, thanks to which you will be able to develop your skills in this field"*

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*Thanks to the telepractice, the student will have the opportunity to learn through an immersive experience, which will provide a faster integration and a much more realistic view of the contents”*

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, the 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.

*Know the rules of protocol that must be taken into account in each event and apply them safely and effectively.*

*By completing this Postgraduate Diploma, you will acquire the necessary preparation to manage top-level events.*





# 02

# Objectives

The main objective of this Postgraduate Diploma in Event and Protocol Management is to prepare journalists as high-qualified professionals, to be able to access relevant positions in the field and contribute everything they have learned in this program. In this way, it will help students not only to have clear concepts on this subject, but to know how to apply the latest techniques and strategies to achieve professional success.







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*If you are passionate about event management and wish to become an expert in protocol, this is the program for you”*



## General Objectives

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- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools
- ♦ Specialize in the management of events and protocols, knowing, first hand, the most appropriate resources and tools for it



*A path to achieve professional growth that will propel you towards a greater level of competitiveness in the job market"*





## Specific Objectives

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### Module 1. Fundamentals of 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
- ♦ Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies
- ♦ Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication
- ♦ Know how to apply creative processes in the field of communication, especially in the field of advertising and public relations
- ♦ Understand the systems for analyzing advertising and public relations campaigns
- ♦ Know how to describe the structure of advertising agencies
- ♦ Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

### Module 2. History of Advertising and Public Relations

- ♦ Know and analyze the effects of advertising communication on society and culture
- ♦ Know the historical evolution of advertising and public relations
- ♦ Know how to relate advertising to other cultural manifestations such as literature, art or cinema, among others
- ♦ Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- ♦ Relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication

### Module 3. Event and Protocol Management

- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations
- ♦ Know how to organize events in the private and public sphere, following protocol guidelines



# 03

## Structure and Content

The contents of this Postgraduate Diploma in Event and Protocol Management have been developed by different experts with a clear purpose: to ensure that our students acquire each and every one of the skills necessary to become real specialists in this field. A very complete and well-structured program that will lead professionals to the highest standards of quality and success, and will achieve this through the quality of its syllabus, its faculty and its innovative teaching methodology.



“

*The best program of the current university scenario, at your disposal in TECH”*

## Module 1. Fundamentals of Public Relations

- 1.1. Theoretical Framework of Public Relations
  - 1.1.1. Introduction
  - 1.1.2. Public Relations Research
  - 1.1.3. Main Public Relations Theorists
  - 1.1.4. Public Relations and Related Items
  - 1.1.5. Definition of Public Relations
- 1.2. Evolution Over Time
  - 1.2.1. Stages
  - 1.2.2. The Origin of Public Relations
  - 1.2.3. Trends in Public Relations
- 1.3. External Communication
  - 1.3.1. Characteristics and Audiences
  - 1.3.2. Media Relations
  - 1.3.3. Provision of Information
- 1.4. Internal Communication
  - 1.4.1. Introduction
  - 1.4.2. Functions and Objectives
  - 1.4.3. Types of Internal Communication
  - 1.4.4. Internal Communication Tools
- 1.5. Public Relations and Public Opinion
  - 1.5.1. Powerful Media Image
  - 1.5.2. The limited Influence of the Media
  - 1.5.3. Structural Effects on the Company
- 1.6. International Public Relations
  - 1.6.1. Characteristics of the International Society
  - 1.6.2. Definition
  - 1.6.3. The Role of International Public Relations
  - 1.6.4. Types of Actions
- 1.7. Public Relations and Crisis
  - 1.7.1. The Organization in the Face of a Crisis
  - 1.7.2. Characteristics of Crises
  - 1.7.3. Crisis Typologies

- 1.8. Stages of Crisis
  - 1.8.1. Preliminary Phase
  - 1.8.2. Acute Phase
  - 1.8.3. Chronic Phase
  - 1.8.4. Post-traumatic Phase
- 1.9. Preparation of a Crisis Plan
  - 1.9.1. Analysis of Possible Problems
  - 1.9.2. Planning
  - 1.9.3. Adequacy of Personnel
- 1.10. Communication Technologies in Crises
  - 1.10.1. Advantages
  - 1.10.2. Disadvantages
  - 1.10.3. Data Science

## Module 2. History of Advertising and Public Relations

- 2.1. Advertising Activity before the Printing Press
  - 2.1.1. Advertising in its Most Primitive Forms
  - 2.1.2. First Manifestations
  - 2.1.3. The Old World
- 2.2. From the Printing Press to the Industrial Revolution
  - 2.2.1. Some Aspects that Contributed to the Emergence of the Printing Press in Europe
  - 2.2.2. First Expressions: Brochures and Posters
  - 2.2.3. Brands and Labels
  - 2.2.4. The Loud and Talkative Advertisements
  - 2.2.5. The Sign and the Commercial Mural
  - 2.2.6. The Birth of a New Media
  - 2.2.7. Communication and Power: Controlling Persuasion
- 2.3. The Revolutions
  - 2.3.1. Advertising and the Industrial Revolution
  - 2.3.2. The Long and Tortuous Road to Press Freedom
  - 2.3.3. From Propaganda to Advertising
  - 2.3.4. Propaganda and Political Advertising: Concepts
  - 2.3.5. Characteristics of this Advertisement
  - 2.3.6. The Industrial Revolution in the Birth of Commercial Advertising



- 2.4. Birth of Advertising
  - 2.4.1. The Origin of Commercial Advertising
  - 2.4.2. The Technological Revolution
  - 2.4.3. Printing Systems
  - 2.4.4. The Paper
  - 2.4.5. Photography
  - 2.4.6. The Telegraph
  - 2.4.7. Print Advertising
  - 2.4.8. Posters
- 2.5. Consolidation of Advertising Activity
  - 2.5.1. Economic Factors between 1848-1914
  - 2.5.2. New Forms of Commercialization
  - 2.5.3. Newspapers
  - 2.5.4. Magazines
  - 2.5.5. The Art of the Poster
  - 2.5.6. Fundamentals of Modern Advertising
  - 2.5.7. American Advertising Agencies
  - 2.5.8. Advertising Technique and Craftsmanship
- 2.6. Advertising Between Two Wars
  - 2.6.1. Characteristics of the Period 1914-1950
  - 2.6.2. Advertising in World War I
  - 2.6.3. Consequences of World War I on Advertising
  - 2.6.4. Advertising Campaigns in the Second World War
  - 2.6.5. Consequences of World War II on Advertising
  - 2.6.6. Advertising Media
  - 2.6.7. Poster and Advertising Graphic Design
  - 2.6.8. Outdoor Advertising
  - 2.6.9. The Cinema
  - 2.6.10. Cinema as a Means of Persuasion
  - 2.6.11. The Radio
  - 2.6.12. Commercial Radio
- 2.7. The Development of the Advertising Technique
  - 2.7.1. Advertising Activity between 1914 and 1950
  - 2.7.2. Advertising Organization
  - 2.7.3. Agencies and Styles

- 2.8. Electronic Advertising
  - 2.8.1. T.V The Third Dimension of Advertising
  - 2.8.2. Advertising in the 1950s and 1960s
  - 2.8.3. The Arrival of Television
- 2.9. Current Advertising
  - 2.9.1. Introduction
  - 2.9.2. The Current Advertising Context: A Technological Perspective
  - 2.9.3. Main Challenges of Today's Advertising Communication
  - 2.9.4. Main Opportunities in Today's Advertising Communication
- 2.10. History of Public Relations
  - 2.10.1. The Origins
  - 2.10.2. Bernays and His Contributions
  - 2.10.3. Expansion: PR in the Second Half of the Twentieth Century

### Module 3. Event and Protocol Management

- 3.1. General Considerations
  - 3.1.1. The Role of the Event Manager
  - 3.1.2. Characteristics of Association and Business Meetings
  - 3.1.3. The Administrative Meeting Process
- 3.2. Administrative Process of the Event Organizer
  - 3.2.1. Forecast
  - 3.2.2. Planning
  - 3.2.3. Organisation
  - 3.2.4. Management
  - 3.2.5. Control
- 3.3. Event Planning
  - 3.3.1. Checklists
  - 3.3.2. Areas and Stages of Registration and Control
  - 3.3.3. Types of Events
  - 3.3.4. Main Areas of Responsibility
- 3.4. The Organization of a Protocol Event
  - 3.4.1. Phases in the Organization of an Event
  - 3.4.2. Elaboration of Posters and Invitations
  - 3.4.3. The Program and its Elements





- 3.5. The Current Perception of the Organization of Events, Protocol and Institutional Relations
  - 3.5.1. The Head of Protocol of an Institution
  - 3.5.2. Basic Functions and Criteria in the Performance of the Event Production and/or Protocol Department
  - 3.5.3. Conflict Resolution Guide
- 3.6. The Organization of Events in Companies
  - 3.6.1. Reasons for the Emergence of the Company Protocol
  - 3.6.2. Mixed Management
  - 3.6.2. Rules Inherited from Traditions and Legislation
- 3.7. The Internal Manual for the Event Organization in the Company
  - 3.7.1. Basic Criteria of the Company Protocol Manual
  - 3.7.2. Responsibilities of the Participants in the Organization of the Event
  - 3.7.3. Conflict Resolution Case Studies
- 3.8. Organization of University Events
  - 3.8.1. Origins of University Ceremonies
  - 3.8.2. Basic Elements of Symbology and Ceremonials at Universities
  - 3.8.3. University Precedents
- 3.9. Meals and Receptions
  - 3.9.1. Organization Techniques
  - 3.9.2. Types of Tables and Mealtime Codes of Conduct
  - 3.9.3. Assembly and Diagrams



*A unique, key, and decisive educational experience to boost 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.

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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.



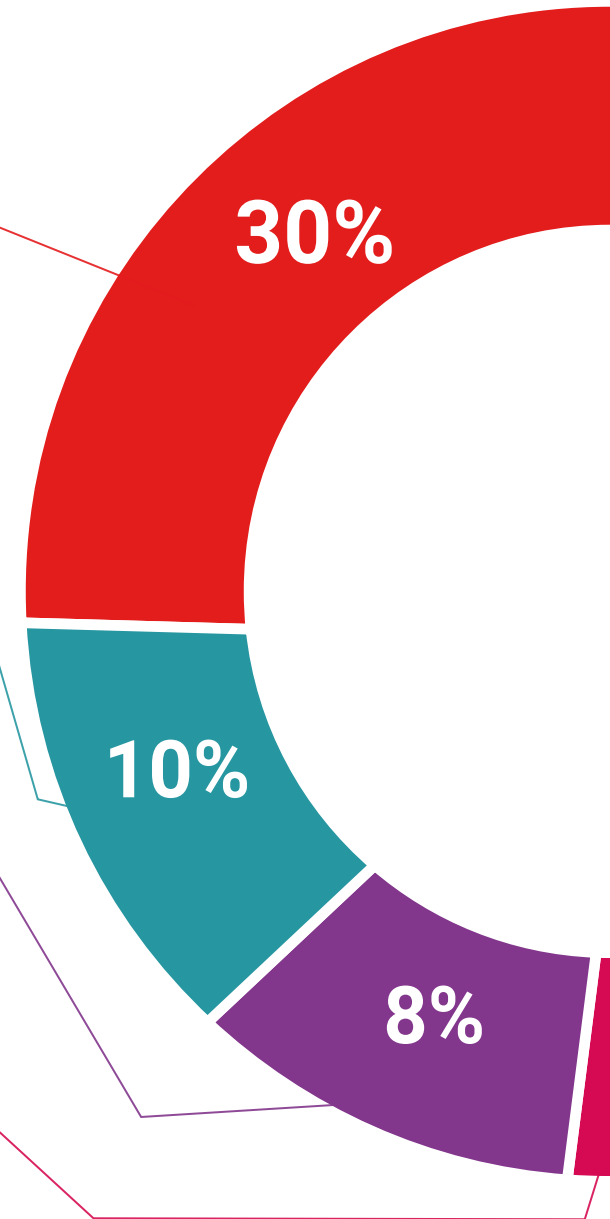
### Practising Skills and Abilities

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 Event and Protocol Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.





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

This program will allow you to obtain your **Postgraduate Diploma in Event and Protocol Management** 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** title 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 Event and Protocol Management**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



\*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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present online training  
development language  
virtual classroom



## Postgraduate Diploma Event and Protocol Management

- » Modality: online
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