

# Postgraduate Diploma

## Political and Electoral Analysis





## Postgraduate Diploma Political and Electoral Analysis

- » 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-political-electoral-analysis](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-political-electoral-analysis)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 18*

05

Methodology

---

*p. 24*

06

Certificate

---

*p. 32*

# 01

# Introduction

Acting as a professional expert in political communication involves much more than being a mere transcriber of facts. Possessing the ability to carry out a deep and solvent political and electoral analysis is a determining factor to practice as a first-class professional. With this program the student will get the practical tools, knowledge and support needed to become one of the best in the industry. An opportunity to study with the quality of the world's largest online university.







“

*In just a few months, develop the capacity for in-depth and critical political and electoral analysis of an expert and give a boost of excellence to your education”*

Political Communication, as well as depending on the latest decisions within national contexts and approaching everything related to a certain territory, requires an in-depth analysis which helps to interpret and question the actions of those within the government.

In this aspect, the role of the journalist is fundamental given that it is the first channel of communication between society and higher powers. The most demanding seasons for journalists is when there are elections, and they have to start from the initial idea of who the candidates are, what their proposals are, which parties they belong to and so on.

Therefore, in order for journalists to be able to operate in the political context, they must deepen and update their knowledge of information gathering, source search and format presentation. For this reason, this Postgraduate Diploma seeks to perfect the journalist's skills and direct them to the world of political and electoral analysis.

This is a 100% online program, with first-hand audiovisual material created by experts in the field in order to provide the best tools. Another particularity of the program is that it can be accessed from any mobile device with an internet connection, which means that the student does not have to travel to any on-site center.

This **Postgraduate Diploma in Political and Electoral Analysis** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program



*The experience of a solvent and expert university is available to you in this complete program"*

“

*A Postgraduate Diploma supported by the best technology, which will allow you to learn in a fluent and efficient way”*

Our teaching staff is made up of practising specialists. A multidisciplinary team of trained and experienced professionals in different environments, who will develop the theoretical knowledge efficiently, but, above all, will contribute the practical knowledge derived from their own experience to the program.

This mastery of the subject matter is complemented by the effectiveness of the methodological design, developed by a multidisciplinary team of e-learning experts who integrate the latest advances in educational technology.

In order to achieve success in this program, the professional will have the help of a innovative interactive video system, through which they will be able to put into practice the telepractice and *learning from an expert* systems. A concept that will allow them to integrate and fix learning in a more realistic and permanent way.

*Learn all the aspects that successful political communication professionals must master.*

*With professors who are experts in this area of work, this program is a unique opportunity for professional development.*



02

# Objectives

The Postgraduate Diploma in Political and Electoral Analysis is aimed at obtaining a higher degree of specialization that allows the journalism professional to develop their career in this area in an optimal way. For this purpose, we have developed the essential theoretical content that will provide students with the necessary knowledge and tools to transfer into practice, which will be developed intensively throughout the program.





“

*Act as an expert in Political and Electoral Analysis: a goal easily attainable with this highly educationally intensive Postgraduate Diploma”*



## General Objectives

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- ♦ Develop specialized knowledge of political communication
- ♦ Examine and relate political communication with social sciences and, in particular, with communication theories
- ♦ Analyze the role of communication of political institutions in the framework of contemporary democracies
- ♦ Create and analyze political speeches aimed at different environments and audiences, as well as to execute them verbally with communicative effectiveness
- ♦ Identify communication strategies applied in political discourses
- ♦ Analyze the rhetoric of political speeches and the different persuasion strategies in political and electoral campaigns
- ♦ Develop skills in the use of oral expression techniques which allow the student to acquire the ability to create and analyze political discourse
- ♦ Develop effective communication skills to become an excellent spokesperson and communicator in a professional environment
- ♦ Establish the operation and the process for creating surveys
- ♦ Analyze the impact of the polling data on the population and political parties
- ♦ Determine the use and application of political data within the media





## Specific Objectives

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### Module 1. Ideologies and Political Parties

- ♦ Critically analyze the different ideological scales and political orientations
- ♦ Examine the positioning of the parties within political systems
- ♦ Determine the importance of lobbying groups associated with civil movements with a political aspect
- ♦ Establish the different political identities of both parties and citizens, which is fundamental to interpret their ideological positions
- ♦ Examine how a party functions, its rules and internal standards and what causes divisions or unions with different families
- ♦ Examine the changes that may occur in parties as their political progress develops towards institutionalization

### Module 2. Analysis and Management of Social Media for Influencing and Communicating

- ♦ Identify relevant communities and political actors in social networks
- ♦ Identify political social media
- ♦ Defining guidelines for action in social networks
- ♦ Verify the content of social media
- ♦ Manage social media correctly
- ♦ Generate social media data for subsequent analysis
- ♦ Create useful reports for the evaluation of action on the internet
- ♦ Monitor political activity on social media
- ♦ Explore political innovation on the internet

### Module 3. Analysis of Political Data and Polls

- ♦ Analyze the history of political data and its use throughout the history of democracy
- ♦ Establish the use of surveys and their preparation and creation phases
- ♦ Determine the role of the “kitchen” in the leaking of political data
- ♦ Analyze the use that parties, media and citizens make of surveys
- ♦ Develop expertise in using a survey and understanding its data as it is to be processed
- ♦ Determine the use of data visualization within the media work and its processing essential to the understanding of the particular user



*Our goal is simple: to offer you high-quality specialization, with the most developed teaching resources so that you achieve the best results with little effort”*

03

# Course Management

The Postgraduate Diploma in Political and Electoral Analysis has an added value that stands out from any other similar specialization: The teachers who make up the team of professors know, first hand, the real workings of political communication. For this reason, an informative program has been prepared with a special focus on professional development from a perspective that is fully adjusted to the reality of the sector.







“

*Learning first hand from experts in the subject is the best way to learn how to act with confidence in your work as a political journalist”*

## Management



### Mr. Hernández De La Morena, Marcos

- ◆ Positions: Journalist specialized in political communication
- ◆ Graduate in Journalism from Complutense University of Madrid-CU Villanueva
- ◆ Master's Degree in Advanced Studies in Political Communication from the Complutense University of Madrid
- ◆ Analyst and columnist from the perspective of Political Communication in parallel voice
- ◆ Economic editor specialized in sourcing journalism and data analysis at La Tribuna de Automoción
- ◆ Web editor, SEO analyst, and Community Manager at Expansión Newspaper
- ◆ Press officer for the Escudería El Piélago sports club, with web and print content creation, press release writing, Community Manager, cover designer, photo, video and poster editor
- ◆ Press collaborator at Juventudes Socialistas de España
- ◆ Broadcaster and reporter for Cadena SER (head of Castilla-La Mancha)

## Professors

### Ms. Cáceres, Karina

- ◆ Positions: Head of digital strategy for the Network of Women Political Scientists
- ◆ Degree in International Relations from the Catholic University of Cordoba
- ◆ Master's Degree in Latin American Studies from the University of Salamanca
- ◆ Communication and Research Assistant in the University of Salamanca
- ◆ Research Assistant for the Organization of American States (OAS)
- ◆ Freelance analyst of digital research projects

### Mr. Espinosa Mateo, Carlos

- ◆ Positions: Journalist specializing in Political Science and Government from Carlos III University of Madrid
- ◆ Professional Master's Degree in Image Consulting and Political Consultancy
- ◆ Communication technician at Ospina Abogados
- ◆ Founding partner and head of communications at Prima Comunicación

**Ms. Dominguez Liaño, Sara**

- ♦ Positions: Advisory member of the Ministry of the Presidency of the Government of Spain
- ♦ Degree in Political Science from Carlos III University, Madrid (UC3M)
- ♦ Postgraduate Diploma in International Crisis Prevention and Management from the Carlos III University (UC3M)
- ♦ Technician Socialist Parliamentary Group of the Assembly of Madrid
- ♦ Participant in Think Tank Common Action Forum
- ♦ Postgraduate Diploma in International Crisis Prevention from the UC3M
- ♦ She will present her thesis on the Master's Degree in Peace, Security and Defence of the Gutiérrez Mellado University Institute

**Ms. Sánchez Zambrano, Isabel**

- ♦ Positions: Journalist specialized in International Studies at Carlos III University Madrid
- ♦ Policy advisor trainee at the European Parliament within the Regional Development Committee
- ♦ International and Cooperation Area of the Spanish Federation of Municipalities and Provinces (FEMP)

**Mr. Guisado, Daniel Vicente**

- ♦ Positions: Journalist specialized in political sciences
- ♦ Degree in Political Sciences from the Carlos III University of Madrid
- ♦ Extraordinary End-of-Studies Award, Autonomous University of Madrid
- ♦ Master's Degree in Political and Electoral Analysis from the Carlos III University, Madrid

**Mr. Romero Sánchez, David**

- ♦ Positions: Currently serves as President of the Government of Spain
- ♦ Degree in Law from the University of Granada
- ♦ Degree in Political Sciences
- ♦ Master's Degree in Political Communication and Electoral Campaign, Pablo Olavide University, Seville
- ♦ Expert in Digital Communication
- ♦ Consultant for digital communication strategies and analysis in the Dominican Republic primary elections
- ♦ Political consultant in EASIEST

**Mr. Espí Hernández, Alejandro**

- ♦ Positions: Political Advisor and Councilman in the Town Hall of Los Montesinos
- ♦ Graduate in Political Science and Public Management from the University of Elche
- ♦ Master's Degree in International Iberoamerican Relations from the Rey Juan Carlos University
- ♦ Postgraduate Diploma in Political and Institutional Communication from the San Antonio Catholic University of Murcia
- ♦ Expert in professional skills, employability and entrepreneurship from the Miguel Hernández University
- ♦ Postgraduate in Public Speaking and Political Communication Strategies
- ♦ Professor for the Documentation Science Foundation

**Mr. Pérez Guzmán, Víctor**

- ♦ Positions: Financial Advisor at Arbaizar Asesores
- ♦ Degree in Law and Economics from Rey Juan Carlos University
- ♦ Degree in Political Sciences from the Carlos III University of Madrid
- ♦ Graduate expert with Master's Degree in quantitative analysis
- ♦ Market Research Analyst at Patrick Charles Communication

**Mr. Lardiez Manzano Adrián**

- ♦ Positions: Journalist in the communication department of the International School of Communication
- ♦ Degree in Journalism from the URJC
- ♦ Master's Degree in Democratic Leadership and Political Communication, Political Science and Good Governance from the Complutense University of Madrid
- ♦ Parliamentary Correspondent of the newspaper El Plural
- ♦ Editor at CEDEU Center for University Studies





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*An impressive teaching staff, made up of professionals from different areas of expertise, will be your teachers during your program: a unique opportunity not to be missed”*

# 04

## Structure and Content

The contents of this specialization have been developed by the different teachers on this program with a clear purpose: To ensure that our students acquire each and every one of the skills required to become true experts in Political and Electoral Analysis. The content of this course will enable students to learn all aspects of the different disciplines involved in this: A complete and well-structured program that will take you to the highest standards of quality and success.



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

## Module 1. Ideologies and Political Parties

- 1.1. Political Culture, Socialization and Ideologies
  - 1.1.1. Values, Beliefs, Attitudes and Ideologies in the Political System
  - 1.1.2. Political Culture and its Dimensions
  - 1.1.3. Political Socialization: Stages and Agents
  - 1.1.4. Political Orientations: Persistence or Change?
  - 1.1.5. Political Generations (Cohorts)
  - 1.1.6. The Political System (D. Easton)
- 1.2. The Actors and Parties in the Political System
  - 1.2.1. Political Action and its Diversity: Intensity and Specialization in Political Action
  - 1.2.2. Ways of Doing Politics: Conventional and Non-Conventional
  - 1.2.3. Approach to Actors and Political Parties
  - 1.2.4. Party Systems
  - 1.2.5. Interest Groups, Lobbies and Social Movements
  - 1.2.6. Media
- 1.3. Political Behavior and Electoral Analysis: Party Identities and Ideologies
  - 1.3.1. Political Representation
  - 1.3.2. Electoral System: Models and Elements
  - 1.3.3. Party Identity or Political Identity
  - 1.3.4. Effects of Party Identity: *Unmoved Mover or Running Tally*
  - 1.3.5. The Ambivalent (Partisan) Voter
  - 1.3.6. The Persuadable or Influenceable Voter
- 1.4. Political Parties, Party Families and Social Cleavage
  - 1.4.1. What is a Political Party? Functions and Origins
  - 1.4.2. Historical Evolution and Types of Political Parties
  - 1.4.3. Party Families and their Classification
  - 1.4.4. What is Understood by Social Cleavage? Elements and New Decisions
- 1.5. Internal Structure and Organization of Political Parties
  - 1.5.1. The Iron Law of Oligarchy and the Law of Curvilinear Disparity. The Oligarchization Process
  - 1.5.2. Democracy in Political Parties: Exit, Voice and Loyalty
  - 1.5.3. The Typology of Political Parties: Original Model and Institutionalization Model
  - 1.5.4. The Franchise Parties
  - 1.5.5. Beyond the Law of Curvilinear Disparity. Basic Steps and Ideology within the Parties: Extremist, Centrist and Deviant Leaders and Activists
- 1.6. Party Identification and Ideologies
  - 1.6.1. Electoral Behavior. Long- and Short-Term Factors
  - 1.6.2. Party Identification. Schools and Models
  - 1.6.3. The Role of Ideology in Political Parties
- 1.7. Criteria of the Party Systems and Crisis of the Political Parties
  - 1.7.1. Party System and Party Fragmentation
  - 1.7.2. Criterion 1: The Number of Parties and the Effective Number of Parties
  - 1.7.3. Criterion 2: Ideological Polarization
  - 1.7.4. Criterion 3: The Level of Institutionalization and its Dimensions: Electoral Volatility, Degree of Penetration and Coalition Patterns
  - 1.7.5. Criterion 4: Nationalization of the Party System
  - 1.7.6. Political Party Crisis. Anti-Party Feeling and its Three Dimensions
- 1.8. Main Theory and Political Ideologies
  - 1.8.1. Ideological Positioning and the Spectrum
  - 1.8.2. Liberalism and Neoliberalism
  - 1.8.3. Conservatism (Utilitarianism) and Neoconservatism
  - 1.8.4. Utopic Socialism and Scientific Socialism
  - 1.8.5. Totalitarianism



## Module 2. Analysis and Management of Social Media for Influencing and Communicating

- 2.1. Welcome to the Matrix. History of Social Media
  - 2.1.1. A Very Recent History: Where does Social Media Come From?
  - 2.1.2. How Have They Been Used in Political History?
- 2.2. What is a Social Media Platform?
  - 2.2.1. Advanced Concepts of Social Media
  - 2.2.2. What is There to Know about Social Media Algorithms?
  - 2.2.3. One Algorithm for Each Social Media Platform. How They Work
  - 2.2.4. Social Media Theory
- 2.3. Which Social Media Platforms are Political?
  - 2.3.1. Main Social Media for Political Communication
  - 2.3.2. Messaging: WhatsApp, Telegram, Signal and Others
  - 2.3.3. Mass Networks: Facebook, Twitter, Instagram
  - 2.3.4. What's Next: Tik Tok
  - 2.3.5. Ideological Networks: GAB
- 2.4. Has Social Media Been Put to Good Use?
  - 2.4.1. Manual for the Use of Different Social Media
  - 2.4.2. Common Mistakes on Social Media
  - 2.4.3. Examples of Good Communicative Use of Social Media
- 2.5. Explore and Manage Social Media
  - 2.5.1. What is the Purpose of Exploring and Managing Social Media?
  - 2.5.2. How to Do It?
  - 2.5.3. Practical Tools
- 2.6. T Influencers. Network Verification
  - 2.6.1. How has the Diffusion of Politics Changed with Social Media?
  - 2.6.2. Everything is True Until you Can Prove It
  - 2.6.3. How to Verify and Contrast Fake News on Social Media
  - 2.6.4. Tools for Verification
  - 2.6.5. How Does Each Social Media Platform Deal with Politics?

- 2.7. Measuring and Informing Social Media
  - 2.7.1. Why Measure Social Media
  - 2.7.2. How to Measure the Impact We Have on Social Media
  - 2.7.3. Tools for Measuring and Monitoring
  - 2.7.4. Explain What We Have Explaining What We Have Measured to Experts and Non-Experts
- 2.8. Advertising on Social Media
  - 2.8.1. Is Advertising Useful on Social Media
  - 2.8.2. Political Advertising on Social Media
- 2.9. The Hashtag. Innovation in Social Media
  - 2.9.1. Innovation in Political Communication on Social Media
  - 2.9.2. An Approach to Politics on Tik Tok and Other Apps that are Already the Communicative Present of Politics
- 2.10. The Future of Social Media
  - 2.10.1. Technology of the Future, Innovation Networks in Communication
  - 2.10.2. Prospecting Political Communication in Social Media

## Module 3. Analysis of Political Data and Polls

- 3.1. Data and Politics
  - 3.1.1. Introduction of Data in Politics
  - 3.1.2. First Election Polls and Surveys
  - 3.1.3. The 20th Century and the Expansion of Data
  - 3.1.4. Types of Data: Structured and Non-Structured
  - 3.1.5. Demoscopy and Public Opinion
  - 3.1.6. Data Sources: From Administration to Networks
- 3.2. Creating Surveys
  - 3.2.1. Data Extraction: The Survey and Election Polls
  - 3.2.2. Methods and Tools
  - 3.2.3. The Sample
  - 3.2.4. Sample Representation and Randomization

- 3.3. Survey Predictive Capability
  - 3.3.1. What Does the Survey Tell Us?
  - 3.3.2. Confidence Intervals and Margins of Error
  - 3.3.3. Trend and Climate of Opinion
  - 3.3.4. Recent Examples
    - 3.3.4.1. Brexit
    - 3.3.4.2. Trump
    - 3.3.4.3. Colombia
- 3.4. Electoral Kitchen
  - 3.4.1. Elements for the Electoral Kitchen
    - 3.4.1.1. Voting Intentions
    - 3.4.1.2. Sympathy
    - 3.4.1.3. Voting Recall
  - 3.4.2. The Loyal Vote
  - 3.4.3. Indecisive Vote
  - 3.4.5. Other Useful Indications of Votes
  - 3.4.6. Is it a Mistake to “Cook” the Data?
- 3.5. Big Data
  - 3.5.1. What is Big Data?
  - 3.5.2. Data on Social Media
  - 3.5.3. Bridging and Bonding Social Capital
  - 3.5.4. Disinformation
    - 3.5.4.1. Bots
    - 3.5.4.2. Echo Chamber
    - 3.5.4.3. Lies
    - 3.5.4.4. NLP. And Beyond





- 3.6. Electoral Data
  - 3.6.1. Data as a Political Tool
  - 3.6.2. Electoral Campaigns in the Data World
  - 3.6.3. Hyperinformation: Problem or Advantage?
  - 3.6.4. Towards an Ethical Use of Data
- 3.7. Data and Public Opinion
  - 3.7.1. The Public Debate as a Board
  - 3.7.2. Objective: Conditioning the Agenda
  - 3.7.3. Data and Communication Media
  - 3.7.4. Voters
  - 3.7.5. Loss of Confidence
  - 3.7.6. Other Ways of Analyzing Public Opinion: Qualitative Studies
- 3.8. Data Visualization
  - 3.8.1. Effective Communication of Data
  - 3.8.2. Aesthetic Recommendations for Graphs and Illustrations
  - 3.8.3. Geographical Maps and Visualizations
  - 3.8.4. Bad Practices in Data Visualization
- 3.9. The World in the Age of Data
  - 3.9.1. Fake News
  - 3.9.2. More Information and More Polarized
    - 3.9.2.1. New Forms of Protest
    - 3.9.2.2. Globalization: The Elephant in the Room
  - 3.9.3. Two Crises Which Define Us: Economy and Culture

“ *A complete program that will take you through the knowledge you need to compete among the best* ”



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.*



*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.



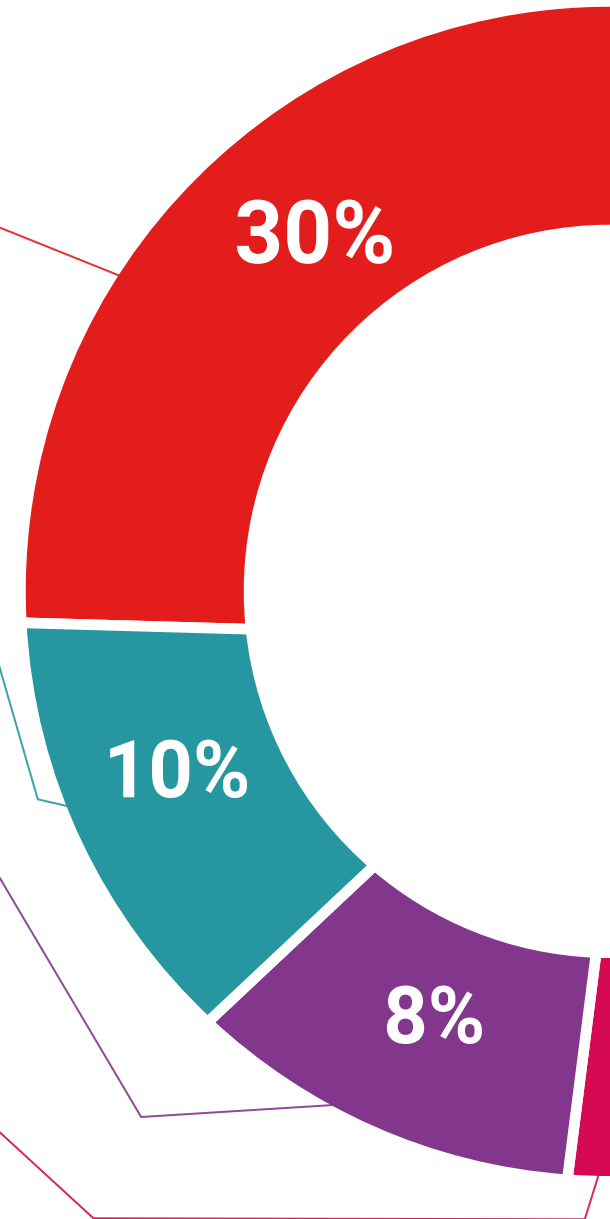
### Practising Skills and Abilities

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.



06

# Certificate

The Postgraduate Diploma in Political and Electoral Analysis guarantees students, in addition to the most rigorous and up-to-date education, 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 program will allow you to obtain your **Postgraduate Diploma in Political and Electoral Analysis** 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.

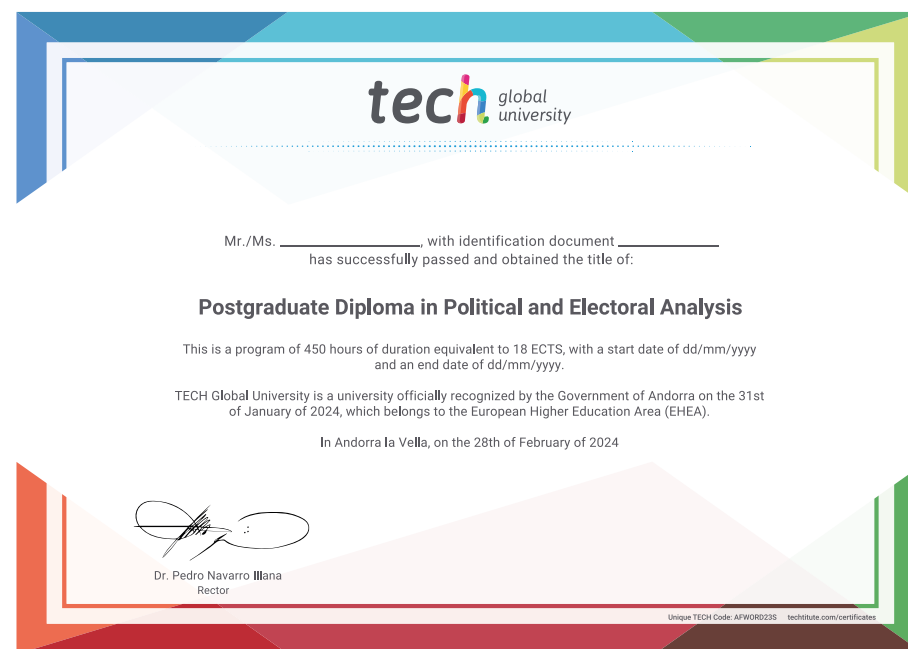
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Political and Electoral Analysis**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



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**  
Political and Electoral  
Analysis

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

# Postgraduate Diploma

## Political and Electoral Analysis

