Postgraduate Diploma
Social Communication

tech global university

Postgraduate Diploma

Social Communication

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

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

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01
Introduction

The study of Social Communication is fundamental for advertising and public relations professionals, as it provides them with a deep knowledge of the way society relates and expresses itself. Therefore, specialization in this field acquires great value, since communication is the basis of advertising. Thus, throughout this program, students will learn how to express themselves fluently and effectively in oral and written communication, knowing how to exploit the most appropriate linguistic and literary resources for each job.

Learn to express yourself with the competence of a communication specialist and apply all the linguistic tools at your disposal in the advertising messages you design"

Acquiring an advanced knowledge in Social Communication is essential for advertising and public relations professionals, as they acquire an excellent command of the language, adapted to the needs of the messages and the target audience. Therefore, TECH's Postgraduate Diploma in Social Communication is designed to offer journalists a comprehensive knowledge of this field, which will be essential for their professional development.

Specifically, this program aims to sensitize and train students in the understanding and critical analysis of social reality, based on the conceptual and theoretical contributions of Sociology. The qualification of professionals in this area requires providing them with an adequate knowledge of the structures, processes and relationships present in the social contexts where the daily life of individuals, groups and organizations takes place. Their specialized intervention in these areas must take into account the influence and limitations that introduce in people's behavior and in the evolution of societies, the socio-political, economic and cultural dimensions

TECH will conduct an interdisciplinary study of the basic concepts of communication sciences and subsequently, will address the research performed on the symbolic process of human communication. From there, the public function of information and the structure of the communicative system are analyzed, with special attention paid to the responsibility that communicators have with society. This learning involves the study of the effects of the media on public opinion and the control of the information process.

In this way, this Postgraduate Diploma aims to provide a complete and concrete review of Social Communication, which will enable students to work in the advertising area, whether at a technical or managerial level, with greater security and precision in the use of language adapted to the communicative messages to be addressed to the target audiences.

This **Postgraduate Diploma in Social 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 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 device with an Internet connection
- Complementary resource banks that are permanently available

The completion of this Postgraduate Diploma will allow you to understand, in a clear way, the importance of communication in society"

Studying at TECH means studying at a 21st century university that is committed to an online modality to promote the knowledge of its students"

Specialize in Social Communication and apply what you have learned to your daily practice.

The didactic methodology of this program will allow you to obtain a much more realistic vision of Social Communication.

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 focuses 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 real cases. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

02
Objectives

TECH has designed a comprehensive program on Social Communication with the main objective that students understand the importance of this concept for their professional development, as well as the evolution that communication has experienced throughout history. An objective that will be fulfilled thanks to a high educational level syllabus, which includes the most relevant aspects of this field to provide students with the necessary qualifications to improve their daily practice, achieving, in turn, personal and professional growth.

Achieve the professional improvement you desire by improving your qualification with the completion of this Postgraduate Diploma"

General Objectives

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

- Learn to manage organizational and corporate communications in times of crisis

A study path and professional growth that will propel you towards a greater level of competitiveness in the job market"

Specific Objectives

Module 1. General Sociology

- Perform critical analysis of social reality based on its sociological reading

- Express themselves fluently and effectively in oral and written communication, using the most appropriate linguistic resources

- Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication

- Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function

- Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations

- Know how to deal with the informative treatment of scientific advances in an understandable and effective way

Module 2. Social Communication Theory

- Knowledge of the fields of advertising and public relations and their processes and organizational structures

- Know how to 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 3. Introduction to the Psychology of Communication

- 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 and public relations communication

03
Structure and Content

This program has a comprehensive syllabus that covers the most relevant aspects of Social Communication, a fundamental area of knowledge in advertising and public relations. A syllabus created by a first class teaching team with a clear objective: to improve the qualification of professionals to help them achieve a positive change in their profession. Undoubtedly, the best program that professionals in this field can find in the market.

This syllabus will enable you to conduct an immersive study on the main aspects of Social Communication"

Module 1. General Sociology

1.1.   Sociological Perspective
    1.1.1.   Sociology as a Science
    1.1.2.   Origins of Sociology: The First Sociologists
1.2.   Action, Structure and Social Change
    1.2.1.   Social Action
    1.2.2.   Social Structure
    1.2.3.   Social Change
1.3.   Person , Culture and Society
    1.3.1.   Normative Bases of Social Action
    1.3.2.   Ideal and Bases of Social Action
    1.3.3.   The Culture: Essential Component of the Society
    1.3.4.   Cultural Diversity
    1.3.5.   Ethnocentrism and Cultural Relativity
1.4.   The Socialization Process
    1.4.1.   Socialization
    1.4.2.   The Socialization Process
    1.4.3.   Mechanisms of Socialization
    1.4.4.   Phases in the Research Process
    1.4.5.   Agents Traditional of Socialization
    1.4.6.   New Socialization Agents of the Global Society
1.5.   Adaptation and Social Deviation
    1.5.1.   Adaptation and Social Conformity
    1.5.2.   Social Deviation
    1.5.3.   Main Deviations Theories
1.6.   Social Inequality, Stratification and Exclusion
    1.6.1.   Social Inequality
    1.6.2.   Social Inequality and Stratification
    1.6.3.   Social Inequality and Stratification Theories
    1.6.4.   Social Exclusion

Module 2. Social Communication Theory

Module 3. Introduction to the Psychology of Communication

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.

"

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

30%

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.

10%

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.

8%

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.

20%

25%

4%

3%
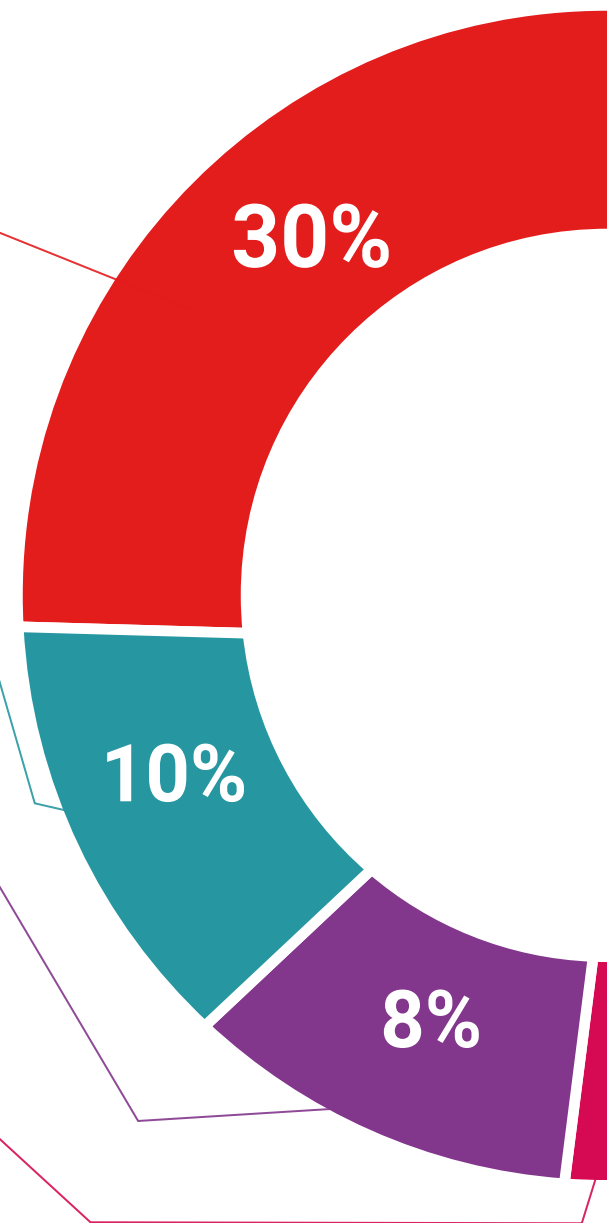
Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

05
Certificate

The Postgraduate Diploma in Social Communication 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 Social Communication** 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 Social Communication**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

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

Postgraduate Diploma in Digital Social Communication

This is a program of 450 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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