Professional Master's Degree
Communication
Company Management

tech technological university

Professional Master's Degree
Communication Company Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/in/journalism-communication/professional-master-degree/master-communication-company-management**

Index

01

Introduction

The manager of a communication company must have an up-to-date vision of everything that is happening in and around the company, and know each area of the business from a global perspective, which helps them to make the right decisions at all times and to be always aware of current events.

Communication professionals must continue their education to adapt to new developments in this field in a professional manner"

The teaching team of this Professional Master's Degree in Communication Company Management has made a careful selection of each of the topics of this program to offer the student a program as complete as possible which is always linked to current events.

As it is a Professional Master's Degree, students are not bound by fixed schedules or the need to move to another physical location, rather, they can access the content at any time of the day, balancing their professional or personal life with their academic life.

This Professional Master's Degree provides students with specific tools and skills to successfully develop their professional career in the broad environment of Communication Company Management. It focuses on key skills such as knowledge of the reality and daily practice in the media and develops responsibility in the monitoring and supervision of their work, as well as communication skills within the essential teamwork.

This **Professional Master's Degree in Communication Company Management** contains the most complete and up-to-date program on the market. Its most notable features are:

- Case studies presented by experts in Communication Company Management
- 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
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies in Communication Company Management
- 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

Don't miss the opportunity to study this Professional Master's Degree, in Communication Company Management with us. It's the perfect opportunity to advance your career"

This Professional Master's Degree, is the best investment you can make in selecting a refresher program to update your knowledge in Communication Company Management"

This program comes with the best educational material, providing you with a contextual approach that will facilitate your learning.

This 100% online Professional Master's Degree will allow you to balance your studies with your professional work while increasing your knowledge in this field.

The teaching staff includes professionals from the communication field who bring their experience to this educational program, as well as renowned specialists from leading societies and prestigious 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 immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year The professionals will be assisted by an innovative interactive video system created by renowned and experienced experts in Communication Company Management.

02
Objectives

The program in Communication Company Management is designed to facilitate professional performance in the field to acquire knowledge of the main developments in the sector communication environments.

This is the best option to learn about the latest advances in Communication Company Management"

General Objective

- Prepare the media professional to manage a large company, acquiring the necessary knowledge in each area of the company

Develop your research skills and learn to identify thematic nodes and problems in everyday environments"

Specific Objectives

Module 1. Management and Leadership
- Develop strategies to carry out decision-making in a complex and unstable environment
- Identify the main qualities and skills of a leader
- Recognize the benefits that a leader can provide in comparison to a top manager of a company
- Acquire oratory techniques to know how to motivate from the role of leader

Module 2. Business strategy
- Define the latest trends developments in business management
- Identify the main and most recent updates in the business sector
- Develop a roadmap for monitoring the achievement of the objectives
- Maintain a clear understanding of the company's priorities and, in the same way, look for alternatives to achieve the goals

Module 3. Organization, Management and Corporate Policies
- Define the company's policies according to the vision and mission to be achieved
- Design management guidelines for a correct business organization
- Design company policies in order to achieve the proposed objectives
- Design a structure that allows to identify the organization of positions within the company

Module 4. Communication Company Management
- Build a plan for the development and improvement of personal and managerial skills
- Develop the ability to detect, analyze and solve and problem solving
- Define the mission and vision of the company, as well as its public and what it wants to transmit from the role of communication

Module 5. Strategic and Corporate Communication
- Gain knowledge about all the techniques to manage a communication company
- Identify tools and techniques for corporate growth
- Know the communication channels within the company, so that ideas can be shared immediately
- Carry out a strategic plan that allows communication to create a corporate impulse within the business world

Module 6. Communication Methods
- Identify media communication audiences
- Know which media can help the company's growth
- Advertise with media that promotes the corporate mission and vision
- Create advertising guidelines with the media for corporate growth

Module 7. *Social Media*
- Know all the available platforms to promote their media
- Create content for networks to catch potential customers to the company
- Create content to generate interactions and grow within social media
- Know which channels are appropriate and enact with the company's purposes

Module 8. Information Product Management
- Generate informative content that allows you to attract a large audience
- Produce quality products that show important aspects of interest for today's society
- Have a database with important contacts of governmental organizations, international entities and relevant personalities

Module 9. Market and Communication Environments
- Know how to manage your company's reputation
- Create guidelines to reach a wider target audience
- Identify what kind of brands and household name companies want patterns with the company to increase their number of sales

Module 10. Market and Customer Management
- Identify the company environment and their target audience
- Know the target audience of the media and know what kind of guidelines will be generated
- Develop a guide to facilitate mediation between private companies and the media

Skills

After passing the assessments of the Professional Master's Degree in Communication Company Management, the professional will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.

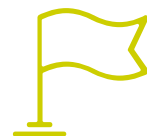*This program will help you acquire the skills you need to excel in your daily work"*

General Skill

- Manage a large media company with an overview of what is happening in their company and in their competition

"Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

Specific Skills

• Apply the latest trends in business management in the company

• Develop their own personal and managerial skills

• Make decisions in a complex and unstable environment

• Identify the audiences of the media and the competition and develop new projects that will help improvement

04
Course Management

The program includes in its teaching staff leading experts in all aspects of marketing management and political communication, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.

We have the best teaching staff to help you achieve professional success"

Management

Ms. Iñesta Fernández, Noelia

- Journalist and Social Media Manager
- Communications Manager (G. Greterika Imp-Exp)
- Communications and Marketing Manager (Corporate)
- Community Manager in SMEs of Channel Horeca
- Local media writer
- Ph.D. in Media Research
- Master's Degree in Social Media Management
- Degree in Journalism
- Higher Technician in Audiovisual Production

04
Structure and Content

The structure of the contents has been designed by the best professionals in the Communication Company Management sector, with extensive experience and recognized prestige in the profession.

tech

" *This Professional Master's Degree in Communication Company Management contains the most complete and up-to-date Scientific program on the market"*

Module 1. *Management* and Leadership

1.1. General Management
    1.1.1. The Concept of General *Management*
    1.1.2. The Role of the Director
    1.1.3. The CEO and their Responsibilities
    1.1.4. Transforming the Work of Management

1.2. Management and Leadership Development
    1.2.1. Concept of Management Development
    1.2.2. Concept of Leadership
    1.2.3. Leadership Theories
    1.2.4 Leadership Styles
    1.2.5. Intelligence in Leadership
    1.2.6. The Challenges of Today's Leader

1.3. Negotiation
    1.3.1. Intercultural Negotiation
    1.3.2. Negotiation Focuses
    1.3.3. Effective Negotiation Techniques
    1.3.4. Restructuring.

1.4. Human Resources Management by Competencies
    1.4.1. Analysis of the Potential
    1.4.2. Remuneration Policy
    1.4.3. Career/Succession Planning

1.5. Talent Management and Commitment
    1.5.1. Keys for Positive Management
    1.5.2. Talent Map of the Organization
    1.5.3. Cost and Added Value

1.6. Innovation in Talent and People Management
    1.6.1. Strategic Talent Management Models
    1.6.2. Talent Identification, Training and Development
    1.6.3. Loyalty and Retention
    1.6.4. Proactivity and Innovation

Module 2. Business strategy

Module 3. Organization, Management and Company Policies

3.1.   Organizational Structure.
    3.1.1.   Main Coordination Mechanisms
    3.1.2.   Departments and Organization Charts
    3.1.3.   Authority and Responsibility
    3.1.4.   Empowerment

3.2.   Organisational Design
    3.2.1.   Organizational Design Concept
    3.2.2.   Organizational Structure
    3.2.3.   Types of Organizational Designs

3.3.   Strategic Human Resources Management
    3.3.1.   Job Design, Recruitment, and Selection
    3.3.2.   Training and Career Development
    3.3.3.   Strategic Approach to People Management
    3.3.4.   Design and Implementation of Personnel Policies and Practices

3.4.   Financial Management
    3.4.1.   Sector Opportunities and Threats
    3.4.2.   The Concept of Value and Value Chain
    3.4.3.   Scenario Analysis, Decision-Making and Contingency Planning

3.5.   Fundamentals of Commercial Management
    3.5.1.   Internal and External Analysis. SWOT Analysis
    3.5.2.   Sector and Competitive Analysis
    3.5.3.   CANVAS Model

3.6.   Product Management
    3.6.1.   Product Classifications
    3.6.2.   Differentiation
    3.6.3.   The Design
    3.6.4.   Luxury
    3.6.5.   Environmental Issues

3.7.   Pricing Principles
    3.7.1.   Introduction to Pricing
    3.7.2.   Stages in Pricing

3.8.   Distribution Channel Management
    3.8.1.   Concept and Functions of Commercial Distribution
    3.8.2.   Design and Management of Distribution Channels

3.9.   Advertising Communication
    3.9.1.   Integrated Marketing Communication
    3.9.2.   Advertising Communication Plan
    3.9.3.   Merchandising as a Communication Technique

3.10.   E-Commerce
    3.10.1.   Introduction to E-Commerce
    3.10.2.   Differences between Traditional Commerce and E-commerce
    3.10.3.   Technological e-Commerce Platforms

Module 4. Communication Company Management

4.1.   The Industries of Communication
    4.1.1.   Mediamorphosis
    4.1.2.   Digital Transformation
    4.1.3.   Cybermedia

4.2.   Legal and Economic Structure of Communication Enterprises
    4.2.1.   Individual Entrepreneur
    4.2.2.   Trading Companies
    4.2.3.   Media Conglomerates

4.3.   Structure, Administration and Challenges of Management
    4.3.1.   Departmental Structure in Communication Management
    4.3.2.   Current Trends in Management Models
    4.3.3.   Integration of Intangibles
    4.3.4.   Communication Department Challenges

4.4.   Strategic Analysis and Competitiveness Factors
    4.4.1.   Analysis of the Competitive Environment
    4.4.2.   Competitiveness Determinants

4.5.   Business Ethics
    4.5.1.   Ethical Behavior in Companies
    4.5.2.   Deontology and Ethical Codes
    4.5.3.   Fraud and Conflicts of Interest

Module 5. Strategic and Corporate Communication

5.4. Internal Communication

    5.4.1. Motivational Programs, Social Action, Participation and Training with HR

    5.4.2. Internal Communication Support and Tools

    5.4.3. Internal Communication Plan

5.5. External Communication

    5.5.1. External Communication Actions

    5.5.2. The Need for Communication Offices

5.6. Reputation Management

    5.6.1. Corporative Reputation Management

    5.6.2. Focus on Brand Reputation

    5.6.3. Leadership Reputation Management

5.7. Digital Communication and Reputation

    5.7.1. Online Reputation Report

    5.7.2. Netiquette and Good Practices on Social Media

    5.7.3. *Branding* and *Networking* 2.0.

    5.8. Communication in Crisis Situations

    5.8.1. Definition and Types of Crises

    5.8.2. Phases of the Crisis

    5.8.3. Messages: Contents and Moments

5.9. Lobbies and Pressure Groups

    5.9.1. Opinion Groups and Their Actions in Businesses and Institutions

    5.9.2. Institutional Relations and *Lobbying*

    5.9.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

5.10. Corporate Brand Strategy

    5.10.1. Public Image and *Stakeholders*

    5.10.2. Corporate *Branding* Strategy and Management

    5.10.3. Corporate Communication Strategy in Line with Brand Identity

Module 6. Communication Methods

6.1. Introduction to the Media

    6.1.1. What Is the Media?

    6.1.2. Characteristics of the Media

    6.1.3. Media Utility

6.2. Press

    6.2.1. Introduction and Brief History of the Media

    6.2.2. Main Features

    6.2.3. From Paper to Digital

6.3. Radio

    6.3.1. Introduction and Brief History of the Media

    6.3.2. Main Features

6.4. Television

    6.4.1. Introduction and Brief History of the Media

    6.4.2. Traditional Television

    6.4.3. New Forms of Television Consumption

6.5. Social Networks as a Means of Communication

    6.5.1. The Network as a New Communication Environment

    6.5.2. Communicative Possibilities of Social Networks

6.6. New Platforms and Devices

    6.6.1. A Multi-Screen Environment

    6.6.2. Second Television Screens

    6.6.3. The Multitasker Consumer

6.7. Glocalization

    6.7.1. Local Media

    6.7.2. Proximity Journalism

6.8. Effects of the Media

    6.8.1. Efficiency of Commercial and Advertising Communication

    6.8.2. Theories on the Effects of the Media

    6.8.3. Social and Co-Creation Models

Module 7. *Social Media*

Module 8. Information Product Management

8.1. Information Product Definition
    8.1.1. Concept
    8.1.2. Features
    8.1.3. Types
8.2. Information Product Development Process
    8.2.1. Phases of Information Production
    8.2.2. Agenda Setting
8.3. Strategies for Launching New Information Products
    8.3.1. Tangible Strategies
    8.3.2. Intangible Strategies
    8.3.3. Product Portfolio Strategy
8.4. Competitor Strategy Study
    8.4.1. *Benchmarking*
    8.4.2. Types of *Benchmarking*
    8.4.3. Advantages
8.5. Information Product Portfolio Innovation Process
    8.5.1. Transmedia Narratives
    8.5.2. Fan Phenomenon
8.6. Innovation in Strategic Positioning
    8.6.1. Gamification
    8.6.2. New Narrative World
8.7. Journalistic Documentation
    8.7.1. Essential Guides to Cultural Journalism Documentation
    8.7.2. Historical Documentation
    8.7.3. Current Documentation
    8.7.4. The Raging News
8.8. Designing and Planning an Online Reputation Plan
    8.8.1. Brand Reputation Plan. General metrics, ROI, and Social CRM
    8.8.2. Online Crisis and Reputational SEO
8.9. The Importance of Communication in Today's Organizations
    8.9.1. Mechanisms and Systems for Communication with the Media
    8.9.2. Errors in Organizational Communication
8.10. Inbound Marketing.
    8.10.1. Effective *Inbound* Marketing
    8.10.2. The Benefits of *Inbound* Marketing
    8.10.3. Measuring the Success of *Inbound* Marketing

Module 9. Market and Communication Environments

9.1. Company's Macro-Environment
    9.1.1. Concept of Macro-Environment
    9.1.2. Macro-Environment Variables
9.2. Company's Micro-Environment
    9.2.1. Approach to the Concept of Micro-Environment
    9.2.2. Actors in the Micro-Environment
9.3. New Competitive Environment
    9.3.1. Technological Innovation and Economic Impact
    9.3.2. Knowledge Society
    9.3.3. The New Consumer Profile
9.4. Knowing the Market and the Consumer
    9.4.1. Open Innovation
    9.4.2. Competitive Intelligence
    9.4.3. Competitive Economy
9.5. The Market and Audiences
    9.5.1. Profile of Media Users
    9.5.2. Audience Fragmentation
9.6. Developing the Marketing Plan
    9.6.1. Marketing Plan Concept
    9.6.2. Situation Analysis and Diagnosis
    9.6.3. Strategic Marketing Decisions
    9.6.4. Operating Marketing Decisions
9.7. Market Segmentation
    9.7.1. Market Segmentation Concept

Module 10. Market and Customer Management

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 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.

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

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.

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.

30%

10%

8%

20%

25%

4%

3%
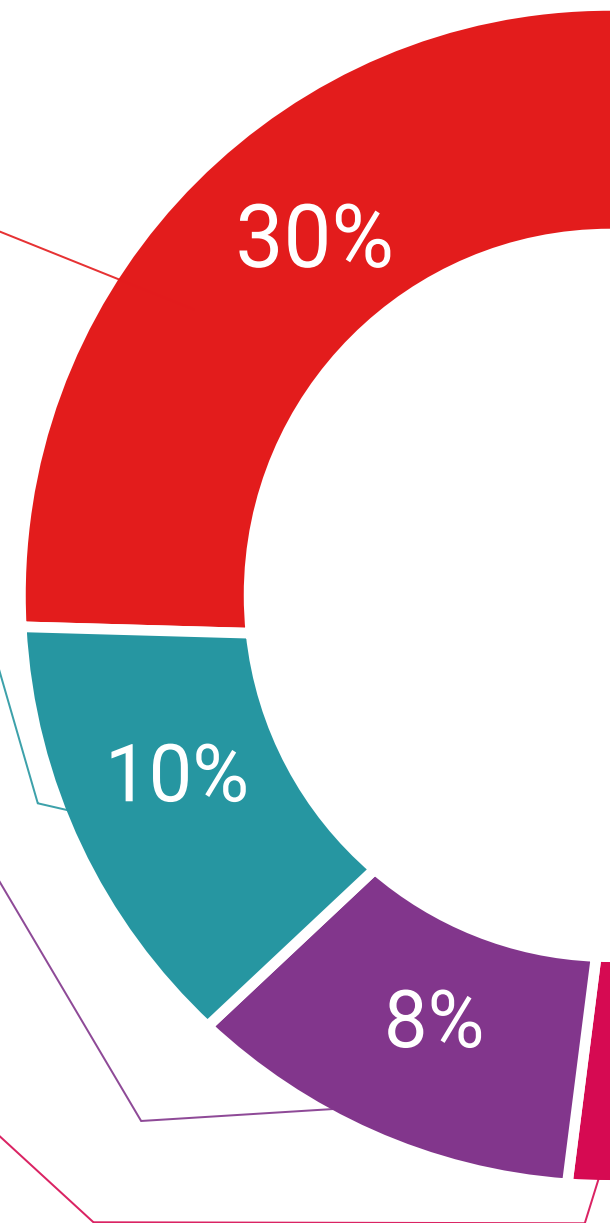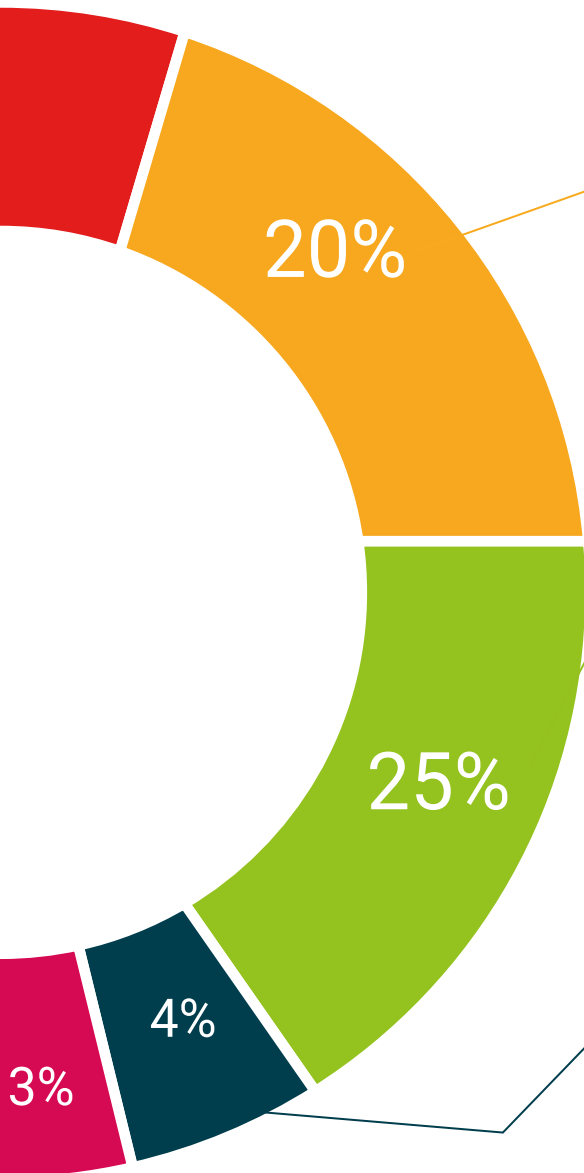
Case Studies

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.

06
Certificate

The Professional Master's Degree in Communication Company Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Technological University.

> *Successfully complete this program and receive your Degree without having to travel or fill out laborious paperwork"*

This **Professional Master's Degree in Communication Company Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Program: **Professional Master's Degree in Communication Company Management**

Official Nº of Hours: **1,500 h.**

---

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____ with identification number _____.
For having successfully passed and accredited the following program

PROFESSIONAL MASTER'S DEGREE
in

Communication Company Management

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Professional Master's Degree in Communication Company Management

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Management and Leadership	150	CO
1º	Business strategy	150	CO
1º	Organization, Management and Corporate Policies	150	CO
1º	Communication Company Management	150	CO
1º	Strategic and Corporate Communication	150	CO
1º	Communication Methods	150	CO
1º	Social Media	150	CO
1º	Information Product Management	150	CO
1º	Market and Communication Environments	150	CO
1º	Module 10. Market and Customer Management	150	CO
			CO
			CO

Tere Guevara Navarro
Dean

tech technological university

---

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

tech technological university

Professional Master's Degree
Communication Company Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

Professional Master's Degree
Communication
Company Management

tech technological university