

# Professional Master's Degree Economic Journalism





## Professional Master's Degree Economic Journalism

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/professional-master-degree/master-economic-journalism](http://www.techtitute.com/us/journalism-communication/professional-master-degree/master-economic-journalism)

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01

# Introduction

Economic Journalism has, in recent years, become one of the most demanded communication specialties in the newsrooms of all media, due to the high interest and impact it generates, , more so now because of the pandemic and the effects of the coronavirus. In this program TECH Global University has have collected all the contents that the professional in this field needs to master to become an economic journalist, knowing how to collect and transmit data with the ability to perform the appropriate specific analysis, becoming a specialist in this field.

«sin  
financiar proy





oxígeno»  
ectos

50.000 millones de euros el dinero prestado a los diferentes países de la UE, que al final fueron 60.000 millones.

**P** ¿Qué hará ahora?

**R** Si se nos pide que aumentemos de nuevo la capacidad de préstamos y obtenemos capital suficiente estamos dispuestos a mantener las aportaciones.

**P** El BEI ha sido una herramienta clave para impulsar el crecimiento de las diferentes regiones y dinamizar las inversiones en I+D, educación u

blica. ¿Acuden las instituciones públicas, empresas y universidades a las puertas en esas áreas? Los que la han abierto el grifo de

**R**

sistema bancario. Hemos mantenido una actividad constante a pesar de todo. Es el principal receptor de las líneas de financiación antes y a pesar de la crisis tenemos confianza en que las medidas anunciadas den sus frutos. La posición de nuestra economía en la Unión Europea y el comercio de

**P** ¿E



*Acquire the ability to work as a specialist in economic journalism, with a high-quality program that will provide you with the skills of a first level professional"*

Economic news occupies more news space nowadays. Radio and television news programs, the front pages of the press, online newspapers and news agencies open their news almost every day or publish a final segment with information related to economic journalism: unemployment data, the rise or fall of VAT, company layoffs, creation of new job opportunities, etc.

In politics, in sports and in different sectors of society, especially in the business world, we perceive a great interest in the economy because of its importance and influence. Job creation or layoffs are always of social interest, with repercussion and valuation by political parties, unions, employers and workers themselves. When the economy grows, there is a "social optimism", on the contrary, with crisis and in decline society enters into pessimism and almost depression

In order to communicate efficiently in this field, journalism professionals require specific education that allows them to understand the data they are going to handle, being able to analyze the data adequately, creating journalistic pieces that include economic graphics and other visual forms of informative compilation.

The contents developed in the modules analyze the origin of economic journalism, the most useful techniques for obtaining economic news and its sources and the work of the chronicler specialized in this information. All of this presented through audiovisual resources, complementary readings, and practical exercises using the Relearning, methodology focused on dynamic learning and leaving behind the long hours of study and memorization.

This **Professional Master's Degree in Economic Journalism** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Economics Journalism
- ♦ 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 self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



*Include in your CV a specific education in economic journalism and give your professional career a boost towards excellence"*

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*A program supported by the best technology, which will allow you to learn in a fluid and efficient way"*

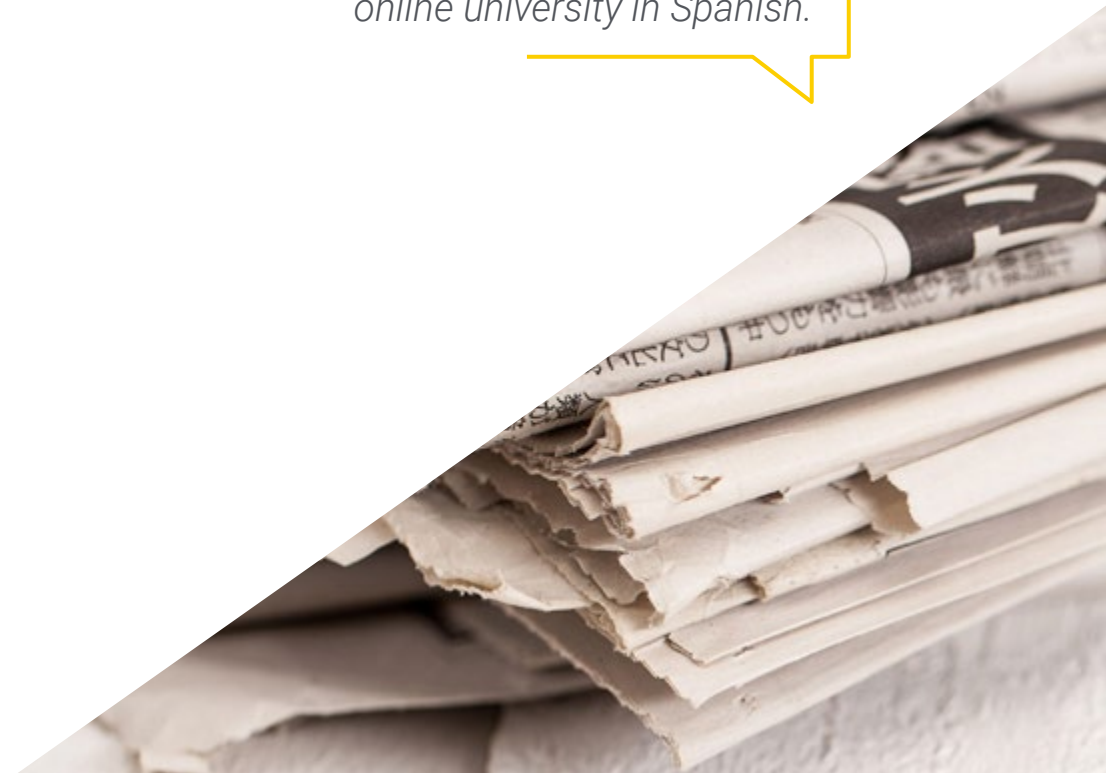
The team of professors of the professional program in Economic Journalism has extensive experience in teaching at the university level, both in Postgraduate and graduate programs. In addition, they offer to the program their vision as active professionals, which allows them to know, firsthand, the deep transformation that the communication sector is undergoing.

The methodology of the Professional Master's Degree offered by TECH University Technological, in an online format, allows us to break the barriers imposed by work obligations and the difficult reconciliation with personal life. Attending face-to-face classes is practically impossible for those who are involved in the daily demands of work. That is why this Professional PROGRAM is the quality answer to your educational needs.

All this educational compendium makes this a program of specialization in Economic Journalism that compiles all the aspects that are relevant and essential to turn the journalism professional into an authentic expert in the fields related to this type of information.

*From the way of counting to the sources of economic information you should handle: this program provides you with all the tools you may need.*

*Advanced in one of the most interesting fields of journalism with the security of the world's largest online university in Spanish.*





# 02

# Objectives

The program in Economic Journalism is designed to allow the journalism professionals to develop their career in this area in an optimal way. In order to achieve it, we have developed the essential theoretical content that will enable you with the knowledge and tools necessary to move on to practice, which will be developed intensively throughout the training.





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*A high education process that will allow you to acquire the necessary work routines to plan, obtain and transmit economic information with expert quality"*



## General Objectives

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- ♦ Establish the theoretical basis for understanding the importance of economic journalism as one of the main aspects of specialized journalism
- ♦ Provide the basic tools to understand the need for journalistic specialization as an elemental value in the future perspective of journalism
- ♦ Examine the characteristics of specialized magazines as a support and vehicle for the transmission of economic and business information
- ♦ Analyze the importance of economic information due to its public importance and its interest for society
- ♦ Analyze the important differences that the journalist must take into account when preparing an economic information according to the media in which it will be published
- ♦ Generate advanced knowledge so that the Journalist specialized in Economic Journalism can elaborate each of the journalistic genres to be used, showing daily work tools
- ♦ Show how a local and non-specialized newspaper deals with economic issues
- ♦ Determine the conditioning factors of economic news, both in the choice of subject matter and in the way they are approached
- ♦ Show how an economics correspondent works
- ♦ Teach how economic news is chosen and handled for the foreign press
- ♦ Explain the function of the notary's office as a factor of legal and economic security
- ♦ Show the functions of the press office of a notarial association and its impact on the economic press
- ♦ Examine the socio-economic framework in which sport activities are found
- ♦ Assimilate the different business models associated with sport
- ♦ Recognize how the economic activity of sport has an impact on other aspects of society
- ♦ Improve the quality of financial journalism by preparing people capable of understanding, analyzing, interpreting and reporting on financial processes in the country and the world
- ♦ Analyze and know the fishing sector and its institutions in order to report in the economic section of a media outlet
- ♦ Deal with the specific terminology of the fishing sector in the field of economics
- ♦ Generate specialized knowledge on the diffusion of fishing news in the media
- ♦ Identify relevant concepts within the main areas of knowledge of economics and business
- ♦ Define key terminology that avoids confusion for the reader, the specialist in economics and business, and to establish the guidelines to be followed by the writer when presenting the fundamental ideas
- ♦ Delve into the specialization in Economics and Business terminology, as well as the identification of the underlying and relevant areas of knowledge of the same
- ♦ Present and propose an updated glossary of Economics and Business terms that will allow to develop in an autonomous and specialized way the correct elaboration of texts



## Specific Objectives

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### Module 1. Economic Journalism

- ♦ Provide the basic notions of specialized journalism and economic journalism
- ♦ Understand the need for journalistic specialization as a tool to differentiate journalism in a context of “infoxication.”
- ♦ Develop fundamental concepts for the understanding of economic journalism
- ♦ Know the historical perspective to understand the current situation and visualize the future perspective of economic journalism

### Module 2. Economic Journalism in Specialized Magazines

- ♦ Make economic journalists responsible for their pedagogical work when it comes to explaining and making information understandable and attractive to the general public
- ♦ Specialize the economic journalist in the elaboration of the different journalistic genres that have a place in a specialized magazine
- ♦ Show the advantages of reporting on economics in a specialized magazine as opposed to other general media

### Module 3. Economic Journalism in Audiovisual Media

- ♦ Discern the journalistic genre to be addressed The Professional at any given moment and the language to be used in each of them
- ♦ show how to elaborate and prepare information so that it is accessible to the general public using specific tools
- ♦ Introduce the student to SEO positioning and the use of Keywords for economic information

### Module 4. Economic Journalism in a Local Newspaper

- ♦ Differentiate between objective news and conditioned information
- ♦ Show some of the informative routines (and vices) in economic news
- ♦ Analyze to what extent the quantification of economic language has influenced local journalism
- ♦ Bring the student closer to a reality about the economic journalist that is very different from the vision that can be shown in movies, series and other works of fiction
- ♦ Provide the student with the tools to form his own criteria about the economic news that appear in the local media
- ♦ Underline the translation of macroeconomics to microeconomics through local journalism

### Module 5. Economic Journalism in foreign Media

- ♦ Examine the chain of transmission of economic information in foreign media, the choice of topics and the limits imposed
- ♦ Show the reality of correspondent work on economic issues, its constraints, difficulties, challenges and obligations
- ♦ Analyze how the most relevant companies are highlighted and how they are followed up
- ♦ Introduce the professional journalist to the nuances of economic journalism for foreign media, from macroeconomics to microeconomics, and the importance of pedagogy
- ♦ Develop the keys to on-the-ground economic journalism in times of crisis



### **Module 6. Economic Journalism and Notary's Office**

- ♦ Explain the functions of the notary as an impartial public official who helps, advises and guarantees the legal and economic security needed by the population
- ♦ Define the professional profile of the journalist in the press office of a professional association that handles economic data on a daily basis
- ♦ Describe the importance of new technologies in the notary's office and the fundamental work of the Community Manager within the organization
- ♦ Show the way in which the economic data of the notary's statistics are daily included in the economic section of the media
- ♦ Show how the notary's office approaches consumers to defend their rights in procedures as common as buying a home, signing a mortgage loan or processing an inheritance, among others

### **Module 7. Journalism, Economics and Sport**

- ♦ Analyze the different ways of structuring sports companies and how they become major players in a macroeconomic business
- ♦ Examine the media importance of sport and its social repercussions
- ♦ Consider and reflect on the major economic impacts generated by certain sporting events
- ♦ Study the new sports journalism and the importance of social networks in it

### **Module 8. Economic Journalism in Banking**

- ♦ Enable students who journalists specialized in financial topics who can understand and analyze the facts with rigor
- ♦ Improve the ability to synthesize and interpret economic data for the objective elaboration of economic news
- ♦ Better understand the financial sector, its history, the current context and the communicative levers to be able to elaborate economic news
- ♦ Improve the quality of economic information disseminated by the media

### **Module 9. Economic Journalism and the Primary Sector. The fishing sector in the economic press**

- ♦ Analyze the informative structure of the "Federación Nacional de Cofradías de Pescadores" in the economic press
- ♦ Approach the informative strategy of the press offices of the fishing sector
- ♦ Delve into the informative work of a journalist specialized in the fishing sector
- ♦ Approach the fishing news in the specialized magazines of Economy



### Module 10. Concepts and Terminology of Economics and Business

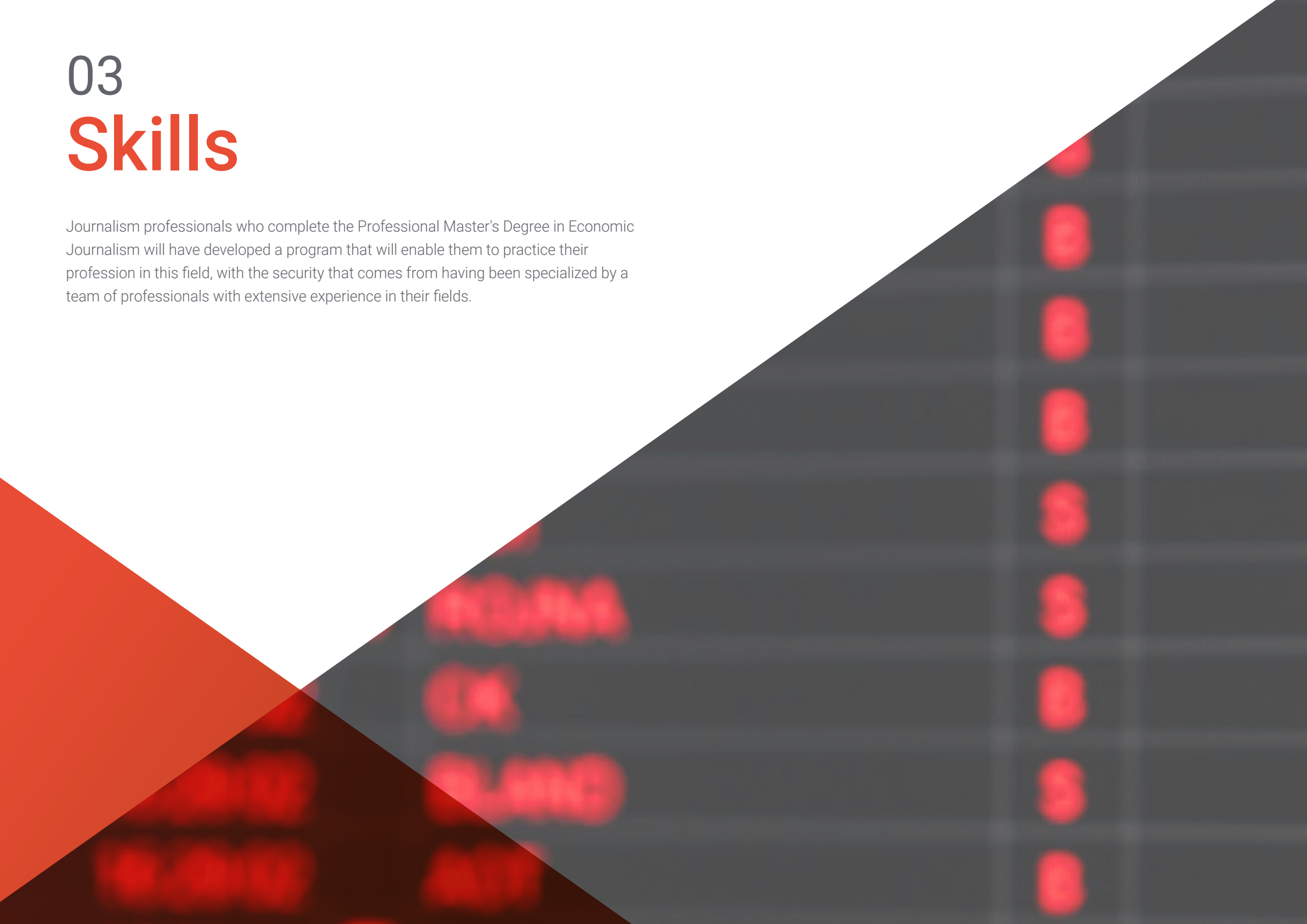
- ♦ Understand and identify the terminology of general economics, macroeconomics and microeconomics, in order to contextualize the current economic situation and its influence on society and companies
- ♦ Present organizations and companies through their terminology, as well as the main relationships with their environment and other organizations
- ♦ Identify the role of Finance, financial markets and the stock market in today's economy and their relevance in society and in companies
- ♦ Define, through its terminology, accounting as a key instrument in management, taxation, presentation of financial statements and determination of corporate profitability

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

# 03 Skills

Journalism professionals who complete the Professional Master's Degree in Economic Journalism will have developed a program that will enable them to practice their profession in this field, with the security that comes from having been specialized by a team of professionals with extensive experience in their fields.





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*Learn to work in the economic area as an expert, through this complete program that will allow you to master the tools and ways of working specific to this field"*



## General Skills

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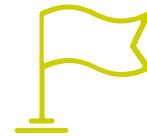
- Act as an economic reporter through real theoretical and practical cases
- Work confidently as an Economic Journalist
- Act with solvency as a Journalist of Communication Offices

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*Update yourself in all the fields of journalistic communication in the different fields of economics with this complete Professional Master's Degree that will allow you to master all the new processes and ways of working"*







## Specific Skills

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- ♦ Manage the vocabulary of economic journalism
- ♦ Recognize the peculiarities of economic journalism in specialized magazines
- ♦ Use the tools of audiovisual economic journalism
- ♦ Act as an economic journalist in a local newspaper
- ♦ Analyze economic journalism in foreign media
- ♦ Acting with solvency in economic journalism and notary's office
- ♦ Possess a broad knowledge of journalism, economics and sport
- ♦ Know the ins and outs of economic journalism related to the primary sector
- ♦ Master the concepts of business communication



# 04

# Course Management

The Professional Master's Degree in Economic Journalism is taught by professionals in the sector, with extensive experience in journalism teaching, who will try to give students you an up to date and close vision of the profession. For this reason, an educational program has been developed with a special focus on professional development from a perspective that is fully tailored to the reality of the sector.



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*Learn from experts in the field and start moving in a dynamic and interesting profession"*

## Management



### Dr. Ronda Iglesias, Javier

- ♦ Journalist in charge of " Events and Courts" at Canal Sur Radio
- ♦ President of the Management Board of the Press Association of Campo de Gibraltar
- ♦ Associate Professor at the Faculty of Communication of the University of Seville
- ♦ Researcher
- ♦ Author of the book Vecino de Guardia, Tricornio de Guardia and Manual de Periodismo Judicial of the University of Seville
- ♦ D. in Journalism and Communication from the University of Sevilla
- ♦ Degree in Information Sciences University of Seville
- ♦ Law Degree Studies at the Ouberta University of Cataluña
- ♦ He received the Honorary Soldier Distinction from the UME, Military Emergency Unit of the Ministry of Defence. Morón de la Frontera Base, Sevilla
- ♦ National award of the Civil Guard in the modality of radio
- ♦ Member of: Seville Press Association, FAPE and Association of Legal Communicators and Informers





### **Dr. Campra García de Viguera, Marián**

- ♦ Communications Director and Advisor
- ♦ Director of Communications of the Association of Chiefs and Managers of the Local Police of Andalusia, AJDEPLA
- ♦ Communication Director of the Casa de Galicia in Seville, Lar Gallego
- ♦ Director of Communication of the Aesthetic Clinic GOLDEN
- ♦ Director of Communications of the +21 Foundation
- ♦ Director of Communications of the National Federation of Fishermen's Guilds (Federación Nacional de Cofradías de Pescadores)
- ♦ Communications Advisor at Unixa Abogados y Consultores
- ♦ PhD in Journalism and Communication from the University of Seville
- ♦ Degree in Communication Sciences from Universidad Camilo José Cela, Madrid
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Summer Course "Image and Power of the Media"
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Conference "Gender Violence and the Media"

## **Professors**

### **Ms. González Morales, Cristina**

- ♦ Editor and reporter for Televisión Canaria
- ♦ Reporter at Informativos Telecinco
- ♦ Editor and broadcaster at Canarias Radio La Autónoma
- ♦ Graduate in Journalism and Audiovisual Communication from the University of Seville

### **Mr. Figuero Benítez, Juan Carlos**

- ♦ Specialized journalism in Institutional and Political Communication
- ♦ Degree in Journalism from the University of Sevilla
- ♦ Master's Degree in Institutional and Political Communication, at the University of Seville

**Ms. Gimeno Pons, Carolina**

- ♦ Head of Communications at the Notarial Association of Valencia
- ♦ Responsible for the Communication and Institutional Relations Department of the Notarial Association of Valencia
- ♦ Responsible for Communication at Dos Rodes BMW Motorrad
- ♦ Communications Manager of Platform of People Affected by the New Taxi Law)
- ♦ Public Relations CIVA Communications Director
- ♦ Journalist of the EFE agency
- ♦ Editor at Canal 9 RTVV
- ♦ Degree in Information Sciences: Journalism, CEU Cardenal Herrera University of Valencia

**D. Lorenzo Pérez, Adrián**

- ♦ Communication and institutional relations specialist at CECABANK and CECA
- ♦ Communication Consultant at Pulpomatic
- ♦ Corporate Communications Specialist at BBVA
- ♦ Consultant at Sanchis&Asociados
- ♦ Editor at El Diario de Vigo
- ♦ Editor at La Voz de Galicia
- ♦ Degree in Political Science and Administration from the National Distance Education University
- ♦ Degree in Journalism from the University of Santiago de Compostela
- ♦ Master's Degree in Political Communication from the José Ortega y Gasset Foundation
- ♦ Master's Degree in Marketing, Consulting and Political Communication at the University of Santiago de Compostela

**Ms. Balbontín Valle, Patricia**

- ♦ Chief Editor of Andalucía Económica
- ♦ Coordinator of the magazine Para Vivir Andalucía
- ♦ Collaborator in the company Magnum Comunicación, performing external communication tasks for certain companies
- ♦ Editor of the Local section of the newspaper La Voz de Huelva
- ♦ Copywriter ABC, Huelva
- ♦ Degree in Communication Sciences from the University of Seville
- ♦ Knowledge in InDesign layout and Wordpress management

**Mr. García Latorre, Andrés**

- ♦ Publisher / editor / coordinator of the newspaper the voice de Cádiz
- ♦ Editor at El Correo de Andalucía
- ♦ Editor and broadcaster at Cadena SER
- ♦ Postgraduate Diploma in Community Management from the National University of Remote Education
- ♦ Degree in Journalism from the University of Seville

**Dr. Martínez Leyva, Mónica**

- ♦ Journalist Specializing in Audiovisual Media
- ♦ Reporter in the documentary program Centenarios in Canal Sur TV
- ♦ Reporter of Reports and Direct Reports for Andalucía Directo in Canal Sur TV
- ♦ Specialist in Digital Marketing and at Infoautónomos
- ♦ Editor at El Economista
- ♦ PhD in Journalism and Communication from the University of Seville
- ♦ Master's Degree in Institutional and Political Communication, at the University of Seville
- ♦ Postgraduate Diploma in Communication. from the University of Granada



**Ms. Chamerois, Aurélie**

- ♦ Co-founder and Editor-in-Chief of Equinox
- ♦ Correspondent in Spain for French French-speaking media (BFM TV, TV5 Monde, RTL, Ouest-France)
- ♦ Journalist at LN 24, Medi 1, Le JDD, France TV and TV5 Mond
- ♦ Occasional collaborations with media in Switzerland, Belgium and Morocco
- ♦ Journalist for Bons Plans magazine
- ♦ Journalist for Virgin Radio International Limited and NRJ GROUP
- ♦ Degree in Anglo-Saxon and Hispanic Civilizations and Languages for Foreign Affairs by the University of

**Mr. Mateo Martín, Ignacio**

- ♦ ATOS Application Development
- ♦ Founder of the digital magazine La Paradinha
- ♦ Editor in ABC de Sevilla in the Economy section and in the Andalusia section
- ♦ Editor at Europa Press Andalucía
- ♦ Editor at El the press office of the Environment and Water Agency of Andalusia
- ♦ Editor at Estadio Deportivo
- ♦ Degree in Journalism from the University of Seville
- ♦ Senior Technician in Web Applications Development at IES Mirasierra
- ♦ Official Master's Degree in International Relations from the Pablo de Olavide University in conjunction with the International University of Andalusia

**Dr. Castañeda Taladríz, Margarita**

- ♦ Communication and Brand Manager financial sector
- ♦ Communications and Brand Manager. CECABANK
- ♦ Head of Business Development. COAS
- ♦ Market Risk Analyst. Santander Bank
- ♦ Credit and Market Risk Analyst. Santander Investment
- ♦ Master Classes at Cecabank and mentor in the projects of journalism and communication students within the Study Abroad program at Camilo José Cela University (Madrid)
- ♦ Professor of the ESCA Risk Course (former Cecabank Banking Training School)
- ♦ PhD in Quantitative Economics from the Complutense University of Madrid
- ♦ Degree in Economics, Statistics and Econometrics, Carlos III University of Madrid

**Ms. Elipe Fernández, Carolina**

- ♦ Member of the Sustainability and Stakeholder Relations Department of CECA and Cecabank
- ♦ Member of CECA's Corporate Social Responsibility Department
- ♦ Collaborator of the Financial Education Plan (Bank of Spain and CNMV)
- ♦ WSBI-ESBG Collaborator
- ♦ Contributor to Ahorro magazine
- ♦ Degree in Economics from Carlos III University of Madrid
- ♦ European Expert in Corporate Social Responsibility for the Spanish Association of Quality





**Ms. Del Río Álvarez, María Jesús**

- ♦ Archivist of from CECA's Historical Archive
- ♦ Librarian of Cecabank's corporate library
- ♦ Documentalist and librarian in Docuteria
- ♦ Curator of CECA's virtual exhibition "Learning to save"
- ♦ Librarian at university institutions such as Universidad Complutense de Madrid, Universidad Camilo José Cela and Universidad CEU San Pablo
- ♦ Degree in Documentation from the Complutense University Madrid
- ♦ Diploma in Library and Information from the Complutense University of Madrid
- ♦ Member of: Banco de España Working Group on 'Historical Banking Archives', General Council of Archives of the Community of Madrid (member), Banco de España Working Group on 'Historical Banking Archives' and General Council of Archives of the Community of Madrid (member)

**Ms. Pérez Sigüenza, Marta**

- ♦ Supply chain operations at Airbus Crisa
- ♦ Composite Materials Procurement at Airbus
- ♦ Purchasing Specialist at Tramas+
- ♦ Professor at the University Pablo de Olavide
- ♦ PhD in Strategic Management and business internationally from the University of Seville
- ♦ Double degree in Business and Law from the University Pablo de Olavide
- ♦ MBA from the University of Malaga
- ♦ Master's Degree in Biological Medicine and Aging from the University of Alcalá, Spain

**Dr. Sánchez-Gey, Nuria**

- ♦ Project Director and Head of Communications at Fundación José Manuel Lara
- ♦ Journalist, News Editor and News Reporter for Informativos Telecinco
- ♦ Professor of the Degree in Communication and the Degree in Digital Communication at the University Center San Isidoro
- ♦ Professor in the Master's Degree in Sports Journalism, Faculty of Communication, University of Seville
- ♦ Professor at the Andalusian School of Reporters
- ♦ Interuniversity Doctorate in Communication from the Faculty of Communication of the University of Seville, in the line of Journalism
- ♦ Degree in Communication Journalism, from the Faculty of Information Sciences of the University of Seville
- ♦ Diploma of Advanced Studies from the University of Seville
- ♦ International stay in Communication at the University of Lagos, Portugal

**Ms. González Martínez, Mónica**

- ♦ Internal Communication, Digital Transformation and Branding Technician: CECABANK and CECA
- ♦ Internal Communication, Digital Transformation and Branding Technician: CECABANK and CECA (Madrid)
- ♦ Senior Credit Risk Controller, Spanish Confederation of Savings Banks (CECA), Madrid
- ♦ Back Office OTC Derivatives and Collaterals in Spanish Confederation of Savings Banks (Confederación Española de Cajas de Ahorro)
- ♦ Back Office OTC in OTC Derivatives
- ♦ Degree in Economics from the Autonomous University of Madrid
- ♦ Executive Master's Degree in Financial Risk Management, Instituto BME

05

# Structure and Content

This program contents have been developed by the different professors of this course, with a clear purpose: to ensure that our students acquire each and every one of the necessary skills to become true experts in Economics Journalism. The comprehensive content that will allow you to learn all aspects of the different disciplines involved in this field, with the quality of a well-structured program that will lead you to the highest standards of quality and success.







El juez Eloy Velasco amplió ayer el cerco por la corrupción sobre el Gobierno saliente del PP en la Comunidad de Madrid al citar como imputados a dos consejeros: La cía Figar (Educación) y Salvador Victoria (Presidencia). El anuncio de nuevos imputados en el caso Púnica complica que Cristina Cifuentes (PP) logre el apoyo imprescindible de Ciudadanos para seguir en Madrid, y marcó los resacas que mantuvo ayer el líder del partido emergente, Albert Rivera, con Mariano Rajoy y Pedro Sánchez. **Págs. 19 y 26**  
**EDICIÓN DE LA PÁGINA 18**

**El empleo se dispara con más de 200.000 nuevos afiliados**

MANUEL V. GÓMEZ, Madrid  
 La mejora laboral se aceleró. En mayo la afiliación a la Seguridad Social creció en 213.615 nuevos cotizantes y el desempleo cayó en 117.896 personas. Hay que remontarse hasta 2005 para encontrar un dato mejor de afiliación. Los contratos temporales y el empleo a tiempo parcial siguen creciendo con fuerza. **Págs. 19 y 20**

**Blatter elegirá a su sustituto al frente del mandato "no tiene todo el apoyo"**

El presidente de la FIFA, Joseph Blatter, argumentó ayer en una conferencia de prensa celebrada en la sede de la FIFA en Zúrich (Suiza). La misma semana de su reelección, la policía suiza detuvo por corrupción a siete altos cargos de la entidad, entre ellos a dos vicepresidentes y estrechos aliados suyos. Lo que el propio Blatter definió el viernes en su comparecencia como "casos aislados" eran según el Departamento de Justicia estadounidense prácticas "desenfrenadas, viciadas y arrastradas". **Págs. 19 y 24**

**400 desaparecidos en un naufragio en China**

Los equipos de rescate chinos buscaban ayer a más de 400 desaparecidos en el naufragio de un crucero en el río Yangtsé. **Pág. 19**

**Primer caso de difteria en España desde 1987** **Pág. 24**

**Iberia vuelve a contratar pilotos 11 años después** **Pág. 19**

**150 fotos para 50 años de historia latinoamericana** **Pág. 19**



**«HAY QUE DEFENDER LOS VALORES DE EUROPA CON DETERMINACIÓN»**

Los Reyes agradecen la «potencia y grandeza» con que Francia los ha recibido en visita de Estado y recuerdan que «cuando actuamos en estrecho entendimiento impulsamos mejor el progreso»

[El domingo y páginas 26 y 27]

**¿PROBLEMAS DE ERECCIÓN?**  
**Terapia de Ondas**  
 • Estimula la generación de vasos sanguíneos en la zona.  
 • No invasivo e indoloro  
 ¡LLAMA YA! 902 907 600  
 B.I.S.S.T. S.L. | Clínica Médica de Salud Sexual Masculina | WWW.BISTAR.EZ

Felipe VI y Doña Letizia, ayer, cumplimentados por Hollande en el Eliseo

**diálogo con Ciudadanos**  
 ▶ Rivera traslada a PP y PSOE en las organizaciones locales sus pactos con los jueces del Gobierno y la oposición

**Blatter deja la FIFA cuatro días después de su reelección**

• El escándalo de los sobornos agrava el aislamiento mundial del mandatario deportivo

Joseph Blatter, el indolente presidente del fútbol mundial y presidente de la FIFA, lanzó ayer la batalla contra la condena del escándalo de los sobornos. Para haber reelegido estar en su cargo, su marcha por el cargo sucesor, antes de 2016. **DEPORTES**

**omista.es**  
**emana la tarifa inteligentes'** **PÁG. 5**

**Hacienda ataca a los que no fueron a la amnistía**  
 Por **Esaú Abarcón** **PÁG. 4**

**Erministro' a economía**  
 de ocho miembros del Ejecutivo

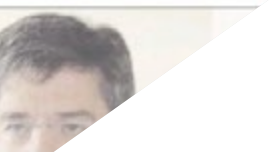
**Europa y el FMI negociarán como una sola voz con Grecia**  
 Angela Merkel impulsa una propuesta común

Una vez más, la canciller alemana Angela Merkel dio el primer paso que las instituciones europeas y el Fondo Monetario Internacional tomaron ayer para negociar con Grecia. **Pág. 20**

**MANCHA**  
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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. Economic Journalism

- 1.1. Current Panorama of Economic Journalism
  - 1.1.1. Structural Conditions
  - 1.1.2. Work Routines
  - 1.1.3. Technological environment
- 1.2. Important Concepts of Economic Journalism
  - 1.2.1. What is Specialized Journalism?
  - 1.2.2. Branches of Specialized Journalism
  - 1.2.3. Economic Journalism
- 1.3. Origin of Journalistic Specialization. Economic Journalism
  - 1.3.1. Media Saturation of Generalist Information
  - 1.3.2. Readership Crisis of the Written Press
  - 1.3.3. Fragmentation of the Mass Audience
- 1.4. Emergence of Specialized Publications
  - 1.4.1. Historical Perspective
  - 1.4.2. Main Titles
  - 1.4.3. Incorporation of Specialists Into Generalist Newsrooms
- 1.5. New Functions of the Traditional Media
  - 1.5.1. Quality Information
  - 1.5.2. Reference Media
  - 1.5.3. Slow Journalism
- 1.6. Capacity of Journalistic Information to Transmit Specialized Knowledge
- 1.7. Levels of Specialization in the Economic Press
  - 1.7.1. Economic Journalism in Generalist Publications
  - 1.7.2. Specialized Press
  - 1.7.3. Economic Journalism in Radio and Television
- 1.8. The Practice of Economic Journalism
  - 1.8.1. Main Journalistic Genres
  - 1.8.2. Reference Publications in Economic Journalism in the world
  - 1.8.3. Reference Publications in Economic Journalism in Spain

- 1.9. Communication Difficulties Between Journalists and Specialists. Change of Roles in the Relationship with Information Sources
  - 1.9.1. Typology of Information Sources
  - 1.9.2. Primary Sources for Economic Journalism
  - 1.9.3. The Relationship with the Communication Offices
- 1.10. Future Prospects of Economic Journalism
  - 1.10.1. The Information Market
  - 1.10.2. The Need for Specialization
  - 1.10.3. Job Opportunities

## Module 2. Economic Journalism in Specialized Magazines

- 2.1. Economic Information in Specialized Journals
  - 2.1.1. Boom in Economic and Business Information: The Role of Economic Journalism
  - 2.1.2. What are Specialized Magazines? Classification
  - 2.1.3. Main Economic and Business Magazines in Spain
- 2.2. Treatment of Economic Information in a Specialized Magazine
  - 2.2.1. What are the Main Topics of Interest?
  - 2.2.2. Structure of the Information: Reports, Interviews, News and Tribunes/Signatures
  - 2.2.3. Keys in the Use of Economic Terms and Graphical Resources
- 2.3. How to Prepare Economic Information to be Disseminated in a Specialized Journal
  - 2.3.1. Reports
  - 2.3.2. Interviews: Key Questions
  - 2.3.3. Highest Impact News
- 2.4. Specialized Journals General and Digital Media
  - 2.4.1. Advantages and Disadvantages in the Treatment of Information
  - 2.4.2. Keys to the Survival of the Paper in the Digital Age
  - 2.4.3. Loyalty and Attraction of New Readers
- 2.5. Main Sources of Economic Journalism
  - 2.5.1. Public Administrations
  - 2.5.2. Chambers of Commerce
  - 2.5.3. Companies and Associations



- 2.6. Economic Sectors in the Specialized Press
  - 2.6.1. Primary Sector
  - 2.6.2. Industry
  - 2.6.3. Services
- 2.7. Relationship of Companies with the Specialized Economic Magazines
  - 2.7.1. Why Companies Need to Communicate
  - 2.7.2. Advantages of Business Communication
  - 2.7.3. What Type of Information are Companies Interested in Communicating?
- 2.8. How do the Different Economic Cycles Affect Economic Journals?
  - 2.8.1. Impact on Advertising
  - 2.8.2. Impact on Information
  - 2.8.3. Resources to Survive in Times of Crisis
- 2.9. How the Magazine Specialized in Economic Journalism Works
  - 2.9.1. Staff and Staff Functions
  - 2.9.2. Media Profile and Target Audience
  - 2.9.3. Topics of Interest
- 2.10. Complementary Activities and Networking
  - 2.10.1. Awards
  - 2.10.2. Roundtables and Conferences
  - 2.10.3. Monographs

### Module 3. Economic Journalism in Audiovisual Media

- 3.1. Economic Information in the Different Audiovisual Media
  - 3.1.1. Economic Information on Television, Radio and the Internet
  - 3.1.2. Formats and Keys in the Use of Language
  - 3.1.3. What Economic News is of interest
  - 3.1.4. Bibliography and “Webography”
- 3.2. Economic Information on Television: The News Program
  - 3.2.1. News in the News
  - 3.2.2. Direct Newscasts
  - 3.2.3. Bibliography and “Webography”

- 3.3. Economic Information on Television: The Magacín (News Magazine)
  - 3.3.1. Reports in the Magazine Program
  - 3.3.2. Direct Reports in the Magazine Program
  - 3.3.3. Direct
  - 3.3.4. Direct with Interview
  - 3.3.5. Bibliography and “Webography”
- 3.4. Other Formats for Reporting on Economics on Television
  - 3.4.1. In-Depth Reporting
  - 3.4.2. Queues
  - 3.4.3. Queues + Total
  - 3.4.4. Battery of Totals
  - 3.4.5. Bibliography and “Webography”
- 3.5. Presence of Economic Information in Radio
  - 3.5.1. Media and Reference Programs
  - 3.5.2. How the Piece on Economic Information is Elaborated for the Radio
  - 3.5.3. The Importance of a Correct Locution
  - 3.5.4. Bibliography and “Webography”
- 3.6. Economic Journalism on the Internet
  - 3.6.1. Financial Portals and Specialized Digital Newspapers
  - 3.6.2. The Writing of Economic News in an Online Media
  - 3.6.3. Bibliography and “Webography”
- 3.7. Economic Journalism at the Service of Companies
  - 3.7.1. Content Marketing and Specialized Pages
  - 3.7.2. The Case of Infoautónomos
  - 3.7.3. Economic Information and Branded Content: Webinars and e-Books
  - 3.7.4. Bibliography and “Webography”
- 3.8. The Writing of Economic Information According to SEO
  - 3.8.1. The Importance of Keywords
  - 3.8.2. Tools That Will Make Your Life Easier
  - 3.8.3. Bibliography and “Webography”

- 3.9. Tourism as an Engine of Economic Information I
  - 3.9.1. Facts and Figures that Demonstrate its Close Linkage
  - 3.9.2. What Data of the Sector Reaches the Audiovisual Media
  - 3.9.3. How is the Economic Information Coming from the Tourism Sector Transmitted?
  - 3.9.4. Bibliography and "Webography"
- 3.10. Tourism as an Engine of Economic Information II
  - 3.10.1. The Monument of the Alhambra as a Generator of Economic Information
  - 3.10.2. Sierra Nevada and its Figures
  - 3.10.3. Bibliography and "Webography"

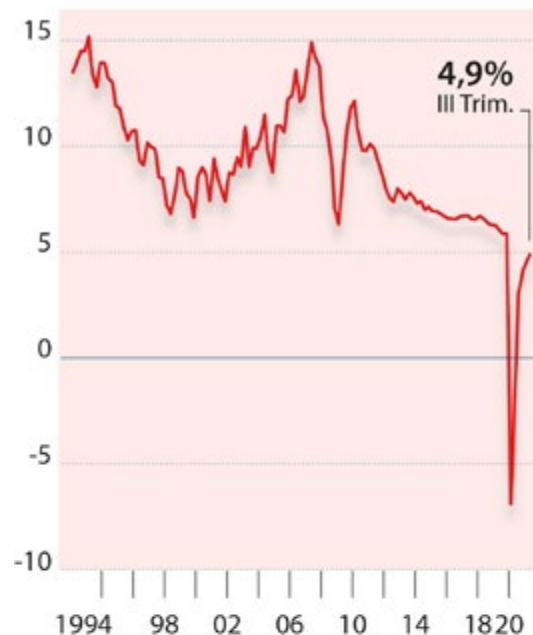
#### Module 4. Economic Journalism in a Local Newspaper

- 4.1. Economics in a Local Environment
  - 4.1.1. What Economic Information is of Interest in a Local Newspaper?
  - 4.1.2. The Problem of Interest: Being Accurate and Being Accessible
  - 4.1.3. What is the Weight of Economic Information in a Local Newspaper?
- 4.2. The Economic Journalist in a Local Media
  - 4.2.1. Who is in Charge of Preparing Economic Information?
  - 4.2.2. The Advantages of the Local Journalist in the Field of Economics
  - 4.2.3. Threats to Local Journalists
- 4.3. Local Journalism in Crises
  - 4.3.1. What do we Consider a Crisis and How does it Condition the Information?
  - 4.3.2. The 2008 Economic Crisis
  - 4.3.3. COVID-19 and Dissemination
- 4.4. Local Events and the Economy
  - 4.4.1. The Economy to Measure the Success of an Event
  - 4.4.2. Carnival of Cadiz as an Example of Festival Economics
  - 4.4.3. La Motorada, When the Economy Surpasses the Event
- 4.5. Labor Conflicts and Media Repercussions in the Economic Press
  - 4.5.1. Labor Mobilizations
  - 4.5.2. Layoffs
  - 4.5.3. The Position of the Journalist

## La recuperación del gigante asiático

### Evolución del PIB

En porcentaje. Variación trimestral



### Producción industrial

En porcentaje



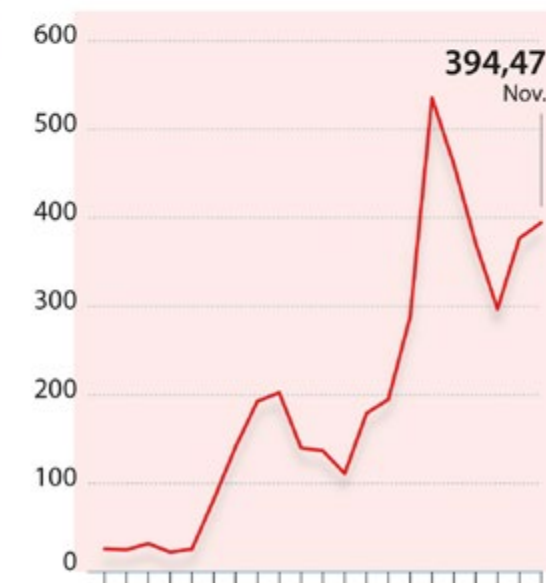
### Ventas al por menor

En porcentaje



### Balanza comercial

En miles de millones de euros



- 4.6. Relationship of the Journalist with the Companies
    - 4.6.1. Advertisers and 'Counter-Advertisers'
    - 4.6.2. The Interest of the Company Versus the Reader's Interest
    - 4.6.3. The Cabinets are Once Again Conditioning
  - 4.7. Large Companies and their Reflection in the Economic Press Section
    - 4.7.1. What Makes a Company Big?
    - 4.7.2. Navantia, Historical of the Sector
    - 4.7.3. Airbus, the Hope
  - 4.8. Economic Interlocutors in Local Journalism
    - 4.8.1. Businessmen
    - 4.8.2. Labor Unions
    - 4.8.3. Politicians
  - 4.9. Unemployment. Information. Propaganda
    - 4.9.1. Figures and Stories in the Local Press
    - 4.9.2. The Importance of Context
    - 4.9.3. Information versus Propaganda
  - 4.10. Economics in a Newspaper Outside the Newspaper
    - 4.10.1. Supplements as an Alternative
    - 4.10.2. Events
    - 4.10.3. Being in a Newspaper Without Appearing
- Module 5. Economic Journalism in the foreign Media**
- 5.1. Economic Information in Foreign Media
    - 5.1.1. What Economic Information is of Interest Abroad?
    - 5.1.2. What is the Weight of Foreign Economic Information?
    - 5.1.3. The Importance of the Connection with the Local Economy
  - 5.2. The Foreign Correspondent and Foreign Economic Journalism
    - 5.2.1. Correspondent's Work in the Economic Sphere
      - 5.2.1.1. News Agencies
      - 5.2.1.2. The Challenges of the Correspondent in the Economic Sphere
  - 5.3. The Need for Context in the Production of Foreign Economic News
    - 5.3.1. Standard of Living and Labor Market
    - 5.3.2. Economic Reference Data
    - 5.3.3. Spain in Europe
  - 5.4. The Evolution of Economic Journalism in the Foreign Media since 2000
    - 5.4.1. The Economic "Miracle"
      - 5.4.1.1. Economic Crisis
      - 5.4.1.2. COVID-19
  - 5.5. Large Companies and Media Presence in the Foreign Economic News
    - 5.5.1. The Most Followed Spanish Companies
      - 5.5.1.1. French Companies Present in Spain
      - 5.5.1.2. The Barcelona Startup Hub
  - 5.6. The Search for New Models and Dissemination in Foreign Media
    - 5.6.1. Spain, a Model of Innovation
    - 5.6.2. Tourism, Spain's Economic Engine
    - 5.6.3. The Importance of the Family, a Cushion Against Crises
  - 5.7. When the Economy Explains Politics. Diffusion in Foreign Media
    - 5.7.1. The Economic Crisis and its Political Interpretation
    - 5.7.2. Spain's Territorial System and the Powers of the Autonomous Communities
    - 5.7.3. The Catalan Conflict
  - 5.8. The Failures of the System and Media Influence in the Foreign Press
    - 5.8.1. The Underground Economy
    - 5.8.2. Corruption and Revolving Doors
    - 5.8.3. The Case of Aid Delays During the COVID-19 Crisis
  - 5.9. The Interlocutors as Sources of Information in Economic Journalism
    - 5.9.1. Administrations
    - 5.9.2. Companies
    - 5.9.3. Labor Unions
  - 5.10. Tools in Economic Information for Foreign Media
    - 5.10.1. Networking
    - 5.10.2. National and Local Economic Information
    - 5.10.3. Daily life

## Module 6. Economic Journalism and Notary's Office

- 6.1. Notarial Activity as a Guarantee of Legal and Economic Security
  - 6.1.1. The Notary's Office as a Public Service and Guarantor of Legality in Extrajudicial Legal Transactions
  - 6.1.2. Public Faith and Preventive Legal Certainty in Economic Procedures
  - 6.1.3. Prevention of Money Laundering and the Fight Against Tax Fraud with the Centralized Body for the Prevention of Money Laundering of the Notary Public's Office
- 6.2. Day to Day in the Press Office of a Notarial Association. Treatment and Dissemination of Economic Information
  - 6.2.1. Introduction and Organization
  - 6.2.2. Preparation and Management of Contents
  - 6.2.3. Treatment and Dissemination of Economic Information
- 6.3. The Importance of New Technologies in the Notary's Office in the Economics Section
  - 6.3.1. New Digital Citizen Portal and Electronic Signature
  - 6.3.2. Social Media Department and Professional Use of Social Networks
  - 6.3.3. Website Content Maintenance
- 6.4. Relationship with the Press. Notarial News in the Economy Section
  - 6.4.1. Press Releases, Press Conferences and Management of Media Interviews
  - 6.4.2. Notarial News in the Economy Section
  - 6.4.3. Information in the Media Specialized in Economics
- 6.5. Notarial Data of Interest in the Economy Sections of the Mass Media (MMC):
  - 6.5.1. Purchase and Sale of Real Estate
  - 6.5.2. Mortgage Loans
  - 6.5.3. Incorporation of Companies
- 6.6. Special Treatment of Data on the Purchase and Sale of Dwellings by Foreigners in the Economy Section
  - 6.6.1. Reports on the Evolution of Home Sales and Purchases by Foreigners
  - 6.6.2. Media Interest (MMC) in Brexit and its Consequences
- 6.7. The Real Estate Credit Contracts Law. Key Concepts for the Economic Journalist I
  - 6.7.1. Fundamental Points of Law 6/2019 of March 15, 2009, on Real Estate Credit Contracts and Free Choice of Notary
  - 6.7.2. Consumer Protection and the Notary's Role in the Pre-Contractual Phase of Mortgage Loans
  - 6.7.3. How the Notary Public Assists Citizens in the Purchase of a Home?

- 6.8. The Notary Public in the Incorporation and Evolution of a Company. Key Concepts for the Economic Journalist II
  - 6.8.1. The Notary Offers Impartial and Free Legal Advice
  - 6.8.2. Incorporation of a Company in Less than 24 Hours
  - 6.8.3. Business Situations Where the Help of a Notary Public is Important
- 6.9. Economics and Notaries in Congresses and Conferences. The Economics Section I
  - 6.9.1. Direct Contact with Consumer Associations to Give Talks of General Interest on Sales and Purchases, Mortgage Loans, Inheritance, etc
  - 6.9.2. Notarial Collaboration in Books on Economic Matters and Commercial Law, as Well as in Forums and Seminars
  - 6.9.3. Agreements with Universities and Collaboration with Institutions
- 6.10. Crisis Situations and Notarial Activity. The Economics Section II
  - 6.10.1. Crisis Office
  - 6.10.2. The Urban Development Boom and the 2008 Crisis
  - 6.10.3. Notarial Activity During the State of Alarm in the Face of COVID-19

## Module 7. Journalism, Economics and Sport

- 7.1. Professional Sports, Amateur Sports and e-Sports. A Macroeconomic Business
  - 7.1.1. Professional Sport, a Macroeconomic Business. Transfers and Commissions
  - 7.1.2. The Media Interest in Amateur Sports: The Case of Women's Soccer
  - 7.1.3. The E-Sports Phenomenon
- 7.2. Different Models of Sports Societies. Sports Empires
  - 7.2.1. Sports Societies. The Value of the Member
  - 7.2.2. Sports Corporations. The New Investors, the Social Notoriety
  - 7.2.3. North American Franchises (NBA, MLB, NFL and NHL) and Sports "Empires " (Red Bull, City Football Group, Pozzo, Duchatelet, etc
- 7.3. Sport as Mass Spectacle and Socialization. Sport in the Business Press I
  - 7.3.1. Sports Already Ignore Borders: NBA, American Soccer (Superbowl)
    - 7.3.1.1. Breaking of Schedules: Early Morning Monitoring (America) Opens a New Door
  - 7.3.2. The "Stadium-Museum Phenomenon
  - 7.3.3. COVID-19 Cools Down the Sports Industry



- 7.4. Idolatry Sells. The Sport in the Economic Press II
  - 7.4.1. Referents for Permeable Consumers: Children, Adolescents and Young People
  - 7.4.2. Heroes Without Borders: Globalization Expands the Attraction of Admirers
  - 7.4.3. The Stars, Fundamental Poles in the Sale of Television Rights
- 7.5. Sport as a Pillar of Television Audiences. The Sport in the Economic Press III
  - 7.5.1. The Power of the Live Broadcast, the Emotion and the Enthusiastic Masses
  - 7.5.2. A Key Lure to Implement Pay-Per-View Platforms
  - 7.5.3. Farewell to the Carousel. Strange Schedules for the Local Fan
- 7.6. Sponsors: 'Quid pro quo'
  - 7.6.1. Bookmakers, that Necessary Evil for Clubs
  - 7.6.2. The Moral Conflict between Bookmakers and the Media
  - 7.6.3. Local Sponsors, Basic for the Survival of Amateur Sports. The Moral Commitment of the Local Journalist
- 7.7. The Major Sports Impacts in the Global Economy and in the Business Press
  - 7.7.1. Olympic Games and World Cups as Economic Turbines. The Case of Barcelona 92
  - 7.7.2. The Champions League as a Source of Wealth and Tourist Enhancement
  - 7.7.3. The Bosman and Simutenkov Laws. Tax Havens and Peculiarities in Taxation
- 7.8. Media Monitoring Shapes the New Formats. Economic Profitability and Press
  - 7.8.1. Champions League, European League, Copa Libertadores, European Super League?
  - 7.8.2. The Adaptation of Sports in Search of Economic Profitability. The Davis Cup Reinvented
  - 7.8.3. The Nations League and the Farewell to National Teams' Friendly Matches
- 7.9. The 'Clickbait' Turns the Focus to Search for Profitability
  - 7.9.1. When Sport Ceases to be Sport in the Media
  - 7.9.2. The Danger of Overexposure in Social Networks
  - 7.9.3. The Commercial Potential of the 'Human' Side of the Idol
- 7.10. The Stylistic Reinvention of Sports Journalism to Capture Audiences. Repercussion in the Economic Press
  - 7.10.1. The Resurgent Receiver: Playing at being 'journalists'
  - 7.10.2. Former Sportsmen and Women as Focus Points to Attract Audiences
  - 7.10.3. The New Sports Language of the Digital Format

## Module 8. Economic Journalism in Banking

- 8.1. The Savings Sector through CECA's History
  - 8.1.1. The Origins in 1928
  - 8.1.2. The Expansion Period
  - 8.1.3. The Restructuring of the Sector
- 8.2. The Importance of Regulation
  - 8.2.1. Why a Regulated Sector
  - 8.2.2. Bodies that Regulate Us
  - 8.2.3. Impact of Regulation on the Activity
- 8.3. Social Work. Our Hallmark
  - 8.3.1. What it is and How it is Disseminated?
  - 8.3.2. Main Figures and Actors
  - 8.3.3. Main Actions
- 8.4. Financial Education. A Necessary Competency in 2021
  - 8.4.1. Importance of Financial Education in society
  - 8.4.2. Main Figures and Actors
  - 8.4.3. Main Actions
- 8.5. How to Interpret a Balance Sheet
  - 8.5.1. Components of Financial Status
  - 8.5.2. How to Interpretation Data
  - 8.5.3. Aggregate Sector Data
- 8.6. Social Networks: Key Element for the Digital Communication of an Association
  - 8.6.1. Associations' Communication Strategies on Social Media
  - 8.6.2. CECA's Association Profiles on Social Media
  - 8.6.3. Generating Traffic to the Web
- 8.7. Social Media Profiles
  - 8.7.1. Aggregate Sector Data
  - 8.7.2. Content Programming
  - 8.7.3. Best Performing Content
- 8.8. Issuing a Press Release
  - 8.8.1. News Event
  - 8.8.2. Selection of Media and Sending of the Press Release
  - 8.8.3. Measuring Impact

- 8.9. Briefing with Journalists: Dissemination of a Sectoral Report
  - 8.9.1. Extraction of Main Messages
  - 8.9.2. Selection of Dissemination Format
  - 8.9.3. Calling the Media
  - 8.9.4. Measuring Impact
- 8.10. How to Create a Sponsored Content Campaign
  - 8.10.1. Messages to be Conveyed. Importance of the Narrative
  - 8.10.2. Selection the Target Audience

### Module 9. Economic Journalism and the Primary Sector. The Fishing Sector in the Economic Press

- 9.1. Circular Economy and the Media
  - 9.1.1. Concept of Economic Information
  - 9.1.2. Circular Economy
  - 9.1.3. Promoting the Circular Economy
- 9.2. Fishing, Economy and Communication in the Economic Press
  - 9.2.1. Socioeconomic Impact of the Fishing Sector
  - 9.2.2. Social Concern for Natural Resources
  - 9.2.3. Sustainable Fisheries
  - 9.2.4. Marine Debris
  - 9.2.5. Dissemination for Social La Awareness
- 9.3. Fishing Organizations and Their Relationship with the Economic Press
  - 9.3.1. The Local Action Groups of the Fishing Sector (GALP)
  - 9.3.2. The National Federation of Fishermen's Guilds (FNCP)
  - 9.3.3. Spanish Fishing Confederation (CEPESCA)
- 9.4. National Federation of Fishermen's Guilds (FNCP).. Economic Press Dissemination Tools
  - 9.4.1. Creation of a Communication Office
  - 9.4.2. Information Strategy
  - 9.4.3. Dissemination Media and Tools
- 9.5. The Fishing Sector in Times of Pandemic. Dissemination in the Economics Section
  - 9.5.1. Sector of Primary Necessity
  - 9.5.2. PPE and Safety Measures EPI and Safety Measures
  - 9.5.3. Media Impact

- 9.6. Fishery Products and Health. Dissemination in the Economics Section
  - 9.6.1. Dissemination and Promotion of Fishery Products
  - 9.6.2. Influence of News on Social Trends
  - 9.6.3. Projects and Subsidies
- 9.7. News on the Fishing Sector in Specialized Economic Journals
  - 9.7.1. Introduction
  - 9.7.2. Fishing Route Magazine
  - 9.7.3. Mar Magazine
- 9.8. News of the Fishing Sector in the Economic Press
  - 9.8.1. Press
  - 9.8.2. Radio
  - 9.8.3. Television
- 9.9. The News of the National Federation of Fishermen's Guilds of Spain in La Prensa Económica
  - 9.9.1. Informative Topics
  - 9.9.2. Media Presence in the Radio and Television
  - 9.9.3. Impact in the Press and Digital Press
- 9.10. Fishing Terminology for Economic Journalists
  - 9.10.1. Specialized Language
  - 9.10.2. Some Examples of Fishing Sector News with Specialized Terminology
  - 9.10.3. Terminology

### Module 10. Concepts and Terminology of Economics and Business

- 10.1. General Economics for Economic Journalists I
  - 10.1.1. Macroeconomics
  - 10.1.2. Microeconomics
  - 10.1.3. International Economy
- 10.2. Economics and Market Structure. General Economics for Economic Journalists II
  - 10.2.1. Buyers and Demand
  - 10.2.2. Sellers and Supply
  - 10.2.3. Networks and Other Structures

- 10.3. Organizations, Companies and Corporations. Sources of Information in Business Journalism I
  - 10.3.1. Organization as an Entity
  - 10.3.2. Company, Brand and Environment
  - 10.3.3. Legal Forms of Companies
- 10.4. Other Organizational Structures as Sources of Information for the Economic Journalist II
  - 10.4.1. Business Groups
  - 10.4.2. Foundations
  - 10.4.3. Value Chains
- 10.5. Business and Strategy. Key Concepts in Economic Journalism I
  - 10.5.1. Planning and Strategy
  - 10.5.2. Generic and Traditional Strategies
  - 10.5.3. New Company Strategies
- 10.6. Markets and Finances. Key Concepts in Economic Journalism II
  - 10.6.1. Stock Market and Quotations
  - 10.6.2. Fundamental and Technical Analysis
  - 10.6.3. Futures, Options and Other Financial Derivatives
  - 10.6.4. International Finance Markets
- 10.7. Financial Management I
  - 10.7.1. Sources of Financing
  - 10.7.2. Corporate Financial Structure
  - 10.7.3. Financability, Solvency and Liquidity
  - 10.7.4. Collections and Payments
- 10.8. Accounting and Business: Financial Accounting and Informative Data II
  - 10.8.1. General Accounting Plan
  - 10.8.2. Accounting Structure
  - 10.8.3. Statement of Accounts
- 10.9. Accounting and Business: Internal Accounting and the Economic News III
  - 10.9.1. Internal Accounting
  - 10.9.2. Value Calculation
  - 10.9.3. Inventory Management
  - 10.9.4. Cost Structures
  - 10.9.5. Break-Even Analysis

- 10.10. Key Terminology for Economic Journalists
  - 10.10.1. Introduction
  - 10.10.2. Frequent Confusion
  - 10.10.3. Glossary of Terms

“*A program that will take you through the necessary knowledge to compete with the best in your profession*”

06

# 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.



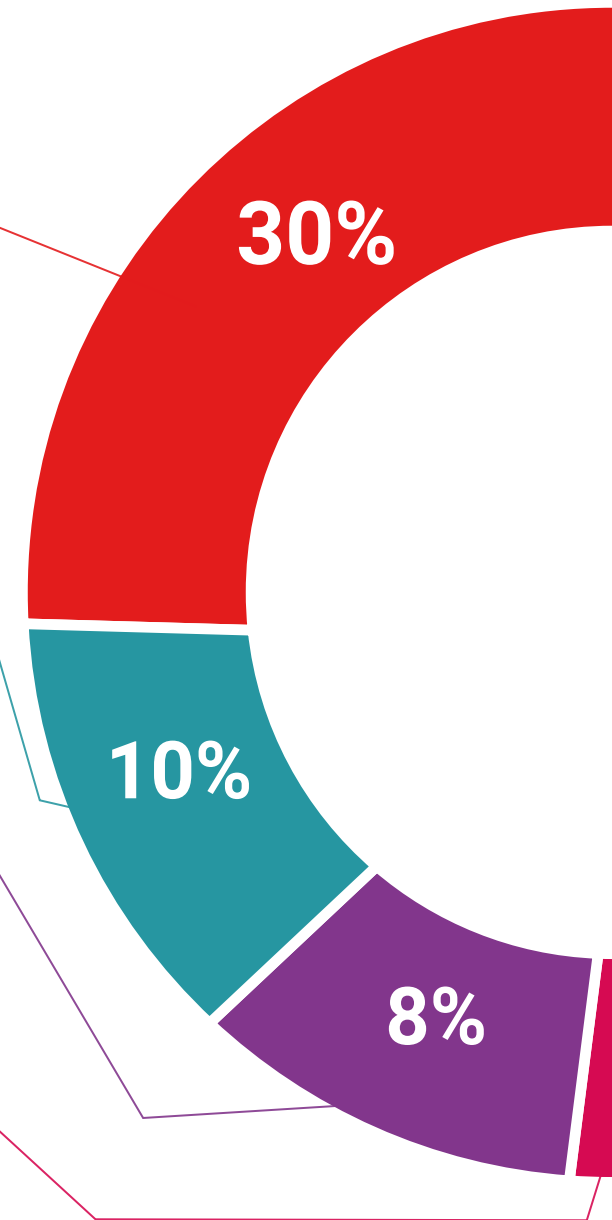
### Practising Skills and Abilities

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.



07

# Certificate

The Professional Master's Degree in Economic Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree 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 **Professional Master's Degree diploma in Economic Journalism** 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.

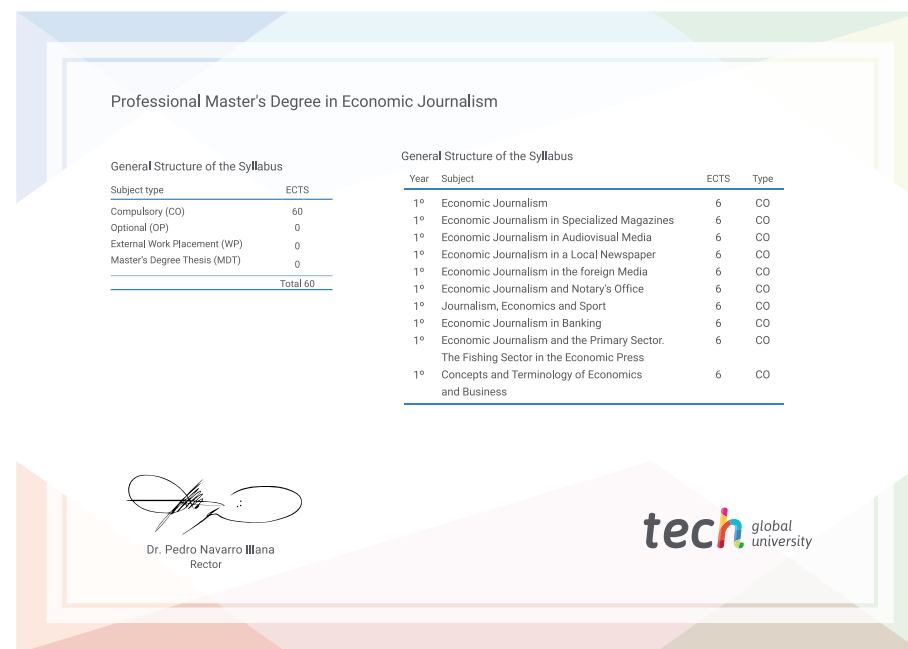
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Professional Master's Degree in Economic Journalism**

Modality: **online**

Duration: **12 months**

Accreditation: **60 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  
development language  
virtual classroom



## Professional Master's Degree Economic Journalism

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

# Professional Master's Degree Economic Journalism

