

# Professional Master's Degree

## Marketing Management and Political Communication



## Professional Master's Degree Marketing Management and Political Communication

Course Modality: **Online**

Duration: **12 months**

Certificate: **TECH Technological University**

Official N° of hours: **1,500 h.**

Website: [www.techtute.com/in/journalism-communication/professional-master-degree/master-marketing-management-political-communication](http://www.techtute.com/in/journalism-communication/professional-master-degree/master-marketing-management-political-communication)

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Skills

---

p. 14

04

Course Management

---

p. 18

05

Structure and Content

---

p. 22

06

Methodology

---

p. 34

07

Certificate

---

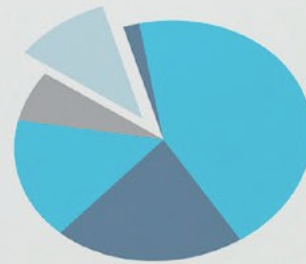
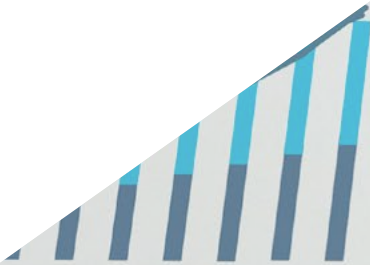
p. 42

# 01

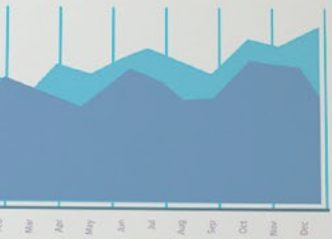
# Introduction

Knowledge of the fields of society, citizenship and politics, the functioning of political organizations and administrative institutions, together with skills in strategy, marketing, communication and management, are basic tools for the development of journalism professionals. Therefore, this academic program focuses on providing journalists with the skills to understand political activity in its attempt to shape society according to individual and collective ideals, as well as the correct ways to communicate all these aspects. This knowledge will be the professional's main asset when it comes to successfully entering the political communication market.

# Releas



se



“

*Learn about the latest trends in Journalism and Political Marketing and bring high-level skills to your professional profile”*

Politics and its action strategies are aimed at increasing and consolidating followers and voters. This makes them a complex discipline. Therefore, the professional who manages it must have knowledge and skills in marketing and communication, as these are fundamental aspects to make the best decisions on planning and development. This will also make it possible to persuade the greatest number of citizens of the suitability of their proposals.

The analysis of the political situation, the knowledge of citizen's concerns, the diagnosis of the competitive situation of the political organization, the definition of its objectives, planning, organization and execution of the actions to achieve them, are the main milestones in the construction of a winning Political Marketing and Communication campaign. Teaching these aspects in depth will be the main objective of this Professional Master's Degree.

The professional demands of this area require the experts to have knowledge and mastery of the techniques of management, strategy, marketing and communication, as this will allow them to make a specialized application in the political and electoral market.

The contents of this Professional Master's Degree will be developed in a clear and effective way, to allow professionals to acquire knowledge gradually and efficiently.

This program in Marketing Management and Political Communication has been created to allow the Journalism professional to acquire the necessary knowledge and competencies in this field, in an intensive and efficient manner.

An opportunity to improve your training, with the convenience of the most effective online method in the teaching market. TECH provides the opportunity to incorporate knowledge in this area into the student's academic training. In addition, with this program, you will have access to a way of working that is designed to be fully compatible with your professional or personal life.

If you want to excel as a professional, achieve a positive change at a professional level, interact with the best through an interesting online universe and belong to the new generation of professionals, able to develop their work anywhere in the world, this may be your path. Furthermore, the 100% online format of the course allows the student to control their hours of study, without the inconvenience of traveling to an education center for classes.

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

- ♦ The development of case studies presented by experts in journalism and political communication
- ♦ 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
- ♦ New developments in Political Communication
- ♦ Practical exercises where a self-assessment process is carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in Journalism and Political Communication
- ♦ The interactive learning system based on algorithms for decision making on the situations posed in Journalism and Political Communication
- ♦ 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



*Work with the best professionals in this area through an academic program with an outstanding professional value"*



“

*Today, the journalism profession has diversified and encompasses many more options. One of them is Political Communication”*

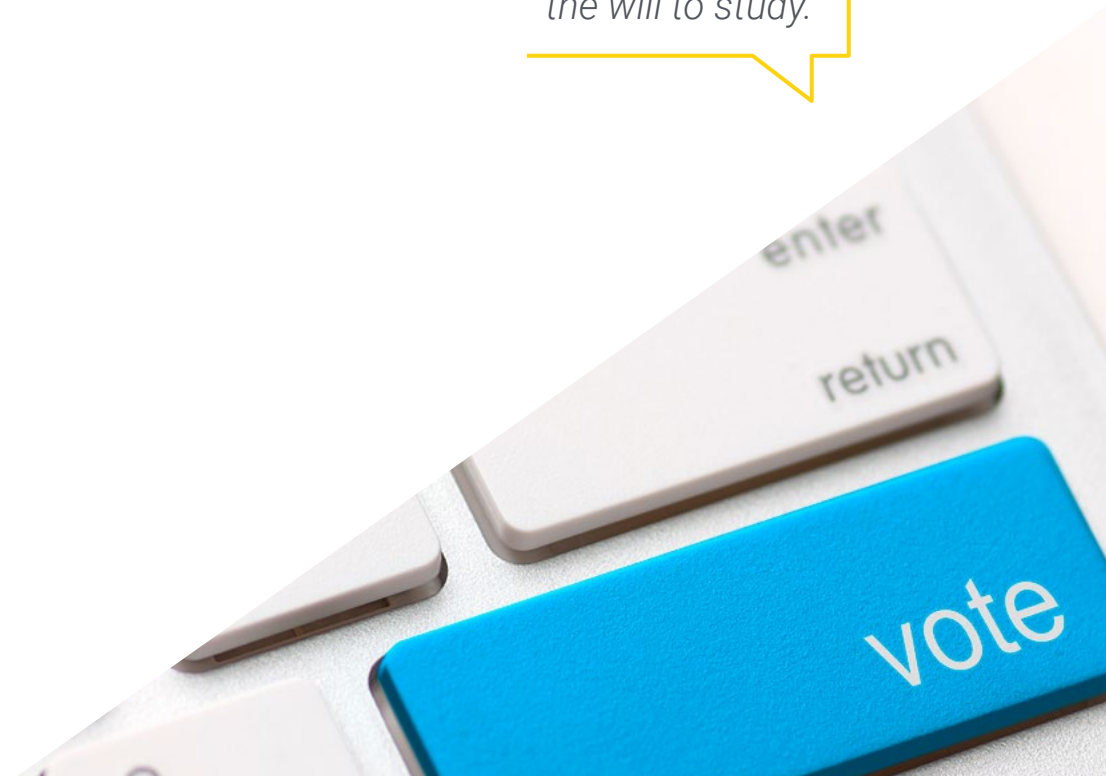
The program includes, in its teaching staff, professionals belonging to the field of journalism and communication, who bring to this training the experience of their work, as well as recognized specialists from prestigious reference societies and universities.

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 an immersive training program designed to train in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise during the course. For this purpose, the professional will be assisted by an innovative interactive video system developed by renowned experts in the field of journalism and political communication with extensive experience.

*Become an excellent journalist and learn to narrate news and political information with a new perspective.*

*TECH offers you the best training in the market in Journalism and Political Marketing. All you have to do is put the will to study.*



# 02

# Objectives

TECH's objective is to train highly qualified journalism professionals for their professional development and career advancement. An objective that is complemented in a global manner, with the promotion of human development that lays the foundations for a more responsible and committed society. In this Professional Master's Degree, this objective is materialized by providing the necessary tools to face the challenge of creating a strategic planning of Marketing and Political Communication that includes ethical propositions in the political proposal. A goal that, in only twelve months, the student will be able to achieve, with a high intensity and precision program.







“

*If your goal is to develop as a journalist in the area of politics, then this Professional Master's Degree is ideal for you"*



## General Objectives

---

- Knowledge of the fundamentals of management, strategy, marketing and communication
- Understand the functioning of Political Institutions and Organizations
- Know the objectives and tools of Marketing and Political Communication
- Know how to apply marketing and communication tools according to the political product: program, party and candidate
- Know the stages and development of a political and electoral campaign



*Develop your skills to become a versatile journalist at the forefront of the the latest trends”*





## Specific Objectives

---

### Module 1. Society, Citizenship and Politics

- ♦ Develop the concepts of citizenship and society in order to recognize their rights and duties
- ♦ Analyze the development of social changes
- ♦ Study citizen participation and the concept of public opinion
- ♦ Develop aspects of politics and ideologies
- ♦ Analyze the different concepts of democracy
- ♦ Analyze the current international political scenarios

### Module 2. Management and Strategy of Companies and Organizations

- ♦ Know the concept of General Management and its functions
- ♦ Study the concept of management development and leadership
- ♦ Describe the elaboration and development of a strategic plan
- ♦ Knowledge of the concept of strategic management
- ♦ Review the characteristics and peculiarities of digital strategy, corporate strategy and technology strategy
- ♦ Develop the implementation of the strategy
- ♦ Deepening in financial management
- ♦ Review all necessary aspects of strategic human resources management

### Module 3. Strategic and Operational Marketing

- ♦ Know the basics of Marketing
- ♦ Know the concept of Marketing Management
- ♦ Know the functions of Strategic Marketing
- ♦ Learn the dimensions of the Marketing strategy

- ♦ Understand how the Marketing mix works
- ♦ Knowing how to carry out marketing strategies in digital marketing
- ♦ Learn what Inbound Marketing is and how it works
- ♦ Develop a Marketing Plan
- ♦ Know how to manage Marketing and Social Business groups

### Module 4. Corporate Communication

- ♦ Learn how communication works and is managed in organizations
- ♦ Analyze trends in business communication
- ♦ Understand the concept of advertising communication
- ♦ Study the effects of commercial and advertising communication
- ♦ Learn about communication in times of crisis
- ♦ Understand digital reputation
- ♦ Know the basics of internal communication
- ♦ Know what Branding is and how it is developed
- ♦ Learn what a comprehensive communication plan is and how it should be developed

### Module 5. Organizations: Crisis Management and Social Responsibility

- ♦ Knowledge of the organizational design and structure
- ♦ Define corporate social responsibility
- ♦ Study what social responsibility is within an organization
- ♦ Understand how to manage reputation, risks and crises
- ♦ Recognize conflicts in organizations
- ♦ Delve into the analysis of lobbies and pressure groups
- ♦ Know how to develop a brand strategy

### **Module 6. Marketing and Institutional Communication**

- ♦ Analyze political action in institutions
- ♦ Know the concepts and operation of Institutional Marketing and Public Communication
- ♦ Develop institutional communication strategies
- ♦ Know how the institutional political agenda is planned
- ♦ Study how to carry out a governmental communication and the concept of open government
- ♦ Analyze communication in democracies and what is digital democracy
- ♦ Learn what social responsibility is and how it works in the institutions

### **Module 7. Political Marketing**

- ♦ Know the functioning of Social Marketing, Political Marketing and Electoral Marketing
- ♦ Define the components of the political market
- ♦ Learn how to conduct social and political research and diagnosis of the situation
- ♦ Carrying out a Political Marketing Plan
- ♦ Understand the purpose and functioning of a political organization
- ♦ Define the objectives and strategies of the Political Marketing plan and how to implement them

### **Module 8. Electoral Marketing**

- ♦ Describe the components of the electoral market
- ♦ Analyze electoral behavior
- ♦ Know how to conduct voting intention studies
- ♦ Learn how to make an electoral campaign diagnosis, a campaign plan and how to develop an electoral product
- ♦ Determine the action plan for an election and post-election campaign

### **Module 9. Leadership and Personal Communication**

- ♦ Know the concepts of communication and personal leadership
- ♦ Study interpersonal communication, personal skills and influence
- ♦ Analyze what strategic leadership is and how it works
- ♦ Knowing the importance of public speaking
- ♦ Analyze how power is structured in the organization
- ♦ Develop aspects of the management function and CSR
- ♦ Study emotional intelligence and Personal Branding

### **Module 10. Construction of the Political and Electoral Strategy**

- ♦ Analyze the different electoral systems
- ♦ Know how data science and big data work
- ♦ Understand what political coaching is
- ♦ Study political innovation
- ♦ Study the different aspects of the voter
- ♦ Analyze Political Branding
- ♦ Describe the fundamentals of political leadership and political messaging
- ♦ Deepen in the creation of a content strategy





### Module 11. Electoral Campaign: Conventional Performance Tools

- Study electoral communication
- Know what communication offices are and how they work
- Knowledge of public relations strategies
- Determine how political discourse is constructed
- Analyze the electoral debate and meetings with voters
- Analyze the electoral campaign
- Knowing how to organize the logistics of an electoral campaign
- Know the concepts of electoral propaganda and merchandising
- Know the process of fundraising and fund management of an electoral campaign

### Module 12. Electoral Campaign: Online Performance Tools

- Describe Social Media platforms and their strategies
- In-depth knowledge of the social web
- Know how to develop an Emailing campaign
- Understand the concept and development of mobile marketing
- Know what fake news is and how to detect it
- Study Inbound Political Marketing
- Understand how to perform web analytics and digital metrics



# 03 Skills

After passing the assessments of the Professional Master's Degree in Marketing Management and Political Communication , the students will have acquired the necessary professional competencies to perform quality work and will have new skills and techniques that will help them to enhance the knowledge they already have. In this way, the journalism and communication professional will be able to work successfully as a journalist specialized in political communication or as a member of the press offices of political parties. This will therefore increase the value of your CV and will help you to become a much more competent journalist, prepared to work in different fields.





“

*Through studying this Professional Master's Degree you will acquire the necessary skills to be able to take your performance to a higher level”*



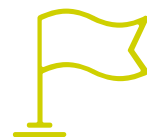
## General Skills

---

- ♦ Know how to work in a newsroom in the political area and interact with the rest of the editors of the media
- ♦ Develop a strategy and planning for the selection of information sources in the political arena
- ♦ Know how to apply the knowledge to create a strategy in Political Communication
- ♦ Generate specialized knowledge on each of the areas that influence Marketing and Political Communication
- ♦ Be able to write pieces for political purposes
- ♦ Use specialized vocabulary in this area of knowledge
- ♦ Know how to analyze the strategies of the different political parties and provide timely monitoring information
- ♦ Delimit the market niche and the audience to which the communication is addressed
- ♦ Determine the most frequent mistakes made by the director of political communication and their consequences







## Specific Skills

---

- ♦ Be able to apply the most dynamic techniques and tools of Political Coaching
- ♦ Learn about the benefits of Social Marketing
- ♦ Understand the latest trends and methodology to know more and better the electoral market
- ♦ Be able to elaborate an electoral program or a local, municipal, regional or other government program
- ♦ Communicate better verbally and non-verbally, innovate in the creation of content to inform the electorate through the development of the political content plan
- ♦ Learn about the main platforms for citizen interaction, as well as the most relevant tools to work on Digital Political Marketing

“

*Enroll in the best Marketing Management and Political Communication program in the current university panorama”*

# 04

# Course Management

The design of this academic program has been created by a team of professionals in Journalism and Political Communication, with years of professional and teaching experience. All of them, aware of the current need for quality training in the journalism and communication sector, have joined their knowledge to provide students with the most complete program on the market, which will allow the professional to develop in the field of Journalism and Political Marketing, achieving first class skills and becoming a key player in the sector.







“

*Learn, from the best professionals in the industry, the latest developments in Journalism and Political Marketing and become a sought-after professional"*

## International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.



## Dña. McIntoch, Jess

---

- ♦ Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- ♦ Host of the multi-award winning SiriusXM Signal Boost radio show
- ♦ Executive Editor of Shareblue Media
- ♦ Political analyst on news channels such as CBS, CNN and MSNBC
- ♦ Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- ♦ Former Vice President of EMILY's List
- ♦ Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- ♦ Former Press Officer for Senator Al Franken
- ♦ Political Advisor to candidates for senators, mayors and county chairs

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Mr. López Rausell, Adolfo

- ♦ Director of TECH Business School
- ♦ Technical Direction in Projects and Market Studies at Investgroup
- ♦ Management at Club Innovation Club of the Valencian Community
- ♦ Degree in Economics and Business Administration, Universitat de València
- ♦ Diploma in Marketing in ESEM Business School







05

# Structure and Content

The structure of the contents has been designed by a team of professionals in Journalism and Political Marketing who, aware of the importance of the current relevance of training in this field as a means to deepen the area of knowledge, have designed a complete syllabus specially designed to train professionals in the Information Sciences on the singularities and characteristics of the world of Political Communication. Therefore, after completing the program, the student will be much better prepared to work in this field in a more independent and competent manner.



“

*TECH offers you the most comprehensive and up-to-date educational program in the academic market”*

## Module 1. Society, Citizenship and Politics

- 1.1. Citizens and Society
  - 1.1.1. Concept of Society
  - 1.1.2. Types of Citizens
- 1.2. Social Change
  - 1.2.1. Concept of Social Change
  - 1.2.2. Factors of Social Change
  - 1.2.3. Social Change Transformation
- 1.3. Citizen Participation
  - 1.3.1. Social and Citizen Participation
  - 1.3.2. Collective Decision Making
  - 1.3.3. Forms of Citizen Participation
- 1.4. Public Opinion
  - 1.4.1. Forms of Public Opinion
  - 1.4.2. Pressure Groups
  - 1.4.3. Population Groups in Public Opinion
- 1.5. Society, Politics and Power
  - 1.5.1. Power in Society
  - 1.5.2. Policy Reality
  - 1.5.3. Political Behavioral Factors
- 1.6. Ideologies and Political Action
  - 1.6.1. Concept and Dimensions of Ideology
  - 1.6.2. Ideological Groups
  - 1.6.3. Manifestations of Ideology
- 1.7. Policy Dimensions
  - 1.7.1. Political Regimes
  - 1.7.2. Political Systems
  - 1.7.3. Public Policy Factors
- 1.8. Political Systems
  - 1.8.1. Concept and Characteristics
  - 1.8.2. Types of Policy Systems

- 1.9. Democracy: Representation and Participation
  - 1.9.1. Definition of Democracy
  - 1.9.2. Types of Democracy
  - 1.9.3. Levels of Citizen Participation
- 1.10. International Political Scenarios: Europe, North America, Central America and Latin America
  - 1.10.1. Policy Scenarios in Europe
  - 1.10.2. Policy Scenarios in North America
  - 1.10.3. Policy Scenarios in Central America
  - 1.10.4. Policy Scenarios in Latin America

## Module 2. Management and Strategy of Companies and Organizations

- 2.1. General Management
  - 2.1.1. The Concept of General Management
  - 2.1.2. The General Manager's Action
  - 2.1.3. The General Manager and its Functions
  - 2.1.4. Transforming the Work of Management
- 2.2. Management and Leadership Development
  - 2.2.1. Concept of Management Development
  - 2.2.2. Concept of Leadership
  - 2.2.3. Leadership Theories
  - 2.2.4. Leadership Styles
  - 2.2.5. Intelligence in Leadership
  - 2.2.6. The Challenges of Today's Leader
- 2.3. Planning and Strategy
  - 2.3.1. The Plan in a Strategy
  - 2.3.2. Strategic Positioning
  - 2.3.3. Strategy in Companies
  - 2.3.4. Plan
- 2.4. Strategic Management
  - 2.4.1. The Concept of Strategy
  - 2.4.2. The Process of Strategic Management
  - 2.4.3. Approaches in Strategic Management

- 2.5. Digital Strategy
  - 2.5.1. Technology Strategy and its Impact on Digital Innovation
  - 2.5.2. Strategic Planning of Information Technologies
  - 2.5.3. Strategy and The Internet
- 2.6. Corporate Strategy
  - 2.6.1. The Concept of Corporate Strategy
  - 2.6.2. Types of Corporate Strategies
  - 2.6.3. Corporate Strategy Definition Tools
- 2.7. Corporate Strategy and Technology Strategy
  - 2.7.1. Creating Value for Customers and Shareholders
  - 2.7.2. Strategic IS/IT Decisions
  - 2.7.3. Corporate Estrategy vs. Technology and Digital Strategy
- 2.8. Strategy Implementation
  - 2.8.1. Indicator Systems and Process Approach
  - 2.8.2. Strategic Map
  - 2.8.3. Differentiation and Alignment
- 2.9. Financial Management
  - 2.9.1. Sector Opportunities and Threats
  - 2.9.2. The Concept of Value and Value Chain
  - 2.9.3. Scenario Analysis, Decision-Making and Contingency Planning
- 2.10. Strategic Human Resources Management
  - 2.10.1. Job Design, Recruitment and Selection
  - 2.10.2. Training and Career Development
  - 2.10.3. Strategic Approach to People Management
  - 2.10.4. Design and Implementation of Personnel Policies and Practices

### Module 3. Strategic and Operational Marketing

- 3.1. Fundamentals of Marketing
  - 3.1.1. The Concept of Marketing
  - 3.1.2. The Basic Elements of Marketing
  - 3.1.3. Marketing Activities in Companies
- 3.2. Marketing Management
  - 3.2.1. The Concept of Marketing Management
  - 3.2.2. New Trends in Marketing
  - 3.2.3. A New Marketplace: Consumer and Business Capabilities
  - 3.2.4. Holistic MK Orientation
  - 3.2.5. Update on the 4Ps of Marketing
  - 3.2.6. Marketing Management Tasks
- 3.3. The Function of Strategic Marketing
  - 3.3.1. The Concept of Marketing Strategic
  - 3.3.2. Concept of Strategic Marketing Planning
  - 3.3.3. Stages in the Process of Strategic Marketing Planning
- 3.4. Marketing Strategy Dimensions
  - 3.4.1. Marketing Strategies
  - 3.4.2. Types of Marketing Strategies
- 3.5. Marketing Mix
  - 3.5.1. Marketing Mix Concept
  - 3.5.2. Product Strategies
  - 3.5.3. Pricing Strategies
  - 3.5.4. Distribution Strategies
  - 3.5.5. Communication Strategies
- 3.6. Marketing Digital
  - 3.6.1. Digital Marketing Concept
  - 3.6.2. Marketing Strategies in Digital Marketing



- 3.7. Inbound Marketing
  - 3.7.1. Effective Inbound Marketing
  - 3.7.2. The Benefits of Inbound Marketing
  - 3.7.3. Measuring the Success of Inbound Marketing
- 3.8. Developing the Marketing Plan
  - 3.8.1. Marketing Plan Concept
  - 3.8.2. Situation Analysis and Diagnosis
  - 3.8.3. Strategic Marketing Decisions
  - 3.8.4. Operating Marketing Decisions
- 3.9. Managing Marketing Groups
  - 3.9.1. Marketing Groups
  - 3.9.2. The Creation of Marketing Groups
  - 3.9.3. Guidelines for Managing a Marketing Group
  - 3.9.4. The Future of Marketing Groups
- 3.10. Social Business
  - 3.10.1. Web 2.0 Strategic Vision and its Challenges
  - 3.10.2. Convergence Opportunities and ICT Trends
  - 3.10.3. How to Monetize Web 2.0 and Social Media
  - 3.10.4. Mobility and Digital Business

#### Module 4. Corporate Communication

- 4.1. Communication in Organizations
  - 4.1.1. Organizations, People and Society
  - 4.1.2. Historical Evolution of Organizational Behavior
  - 4.1.3. Bidirectional Communication
- 4.2. Trends in Business Communication
  - 4.2.1. Generation and Distribution of Corporate Content
  - 4.2.2. Business Communication on the Web 2.0
  - 4.2.3. Implementation of Metrics in the Communication Process
- 4.3. Advertising Communication
  - 4.3.1. Integrated Marketing Communication
  - 4.3.2. Advertising Communication Plan
  - 4.3.3. Merchandising as a Communication Technique



- 4.4. Media Effects
  - 4.4.1. Effectiveness of Commercial and Advertising Communication
  - 4.4.2. Theories on the Effects of the Media
  - 4.4.3. Social and Co-Creation Models
- 4.5. Online Agencies, Media and Channels
  - 4.5.1. Integral, Creative and Online Agencies
  - 4.5.2. Traditional and New Media
  - 4.5.3. Online Channels
  - 4.5.4. Other Digital Players
- 4.6. Communication in Crisis Situations
  - 4.6.1. Definition and Types of Crises
  - 4.6.2. Phases of the Crisis
  - 4.6.3. Messages: Contents and Moments
- 4.7. Digital Communication and Reputation
  - 4.7.1. Online Reputation Report
  - 4.7.2. Netiquette and Good Practices on Social Media
  - 4.7.3. Branding and Networking 2.0
- 4.8. Internal Communication
  - 4.8.1. Motivational Programs, Social Action, Participation and Training with HR
  - 4.8.2. Internal Communication Support and Tools
  - 4.8.3. Internal Communication Plan
- 4.9. Branding
  - 4.9.1. The Brand and Their Functions
  - 4.9.2. Brand Creation (Branding)
  - 4.9.3. Brand Architecture
- 4.10. Integral Communication Plans
  - 4.10.1. Audit and Diagnosis
  - 4.10.2. Elaboration of Communication Plan
  - 4.10.3. Measuring results: KPIs and ROI

## Module 5. Organizations: Crisis Management and Social Responsibility

- 5.1. Organisational Design
  - 5.1.1. Organizational Design Concept
  - 5.1.2. Organizational Structure
  - 5.1.3. Types of Organizational Designs
- 5.2. Organizational Structure
  - 5.2.1. Main Coordination Mechanisms
  - 5.2.2. Departments and Organization Charts
  - 5.2.3. Authority and Responsibility
  - 5.2.4. Empowerment
- 5.3. Corporate Social Responsibility.
  - 5.3.1. Social Commitment
  - 5.3.2. Sustainable Organizations
  - 5.3.3. Business Ethics
- 5.4. Social Responsibility in Organizations
  - 5.4.1. CSR Management in Organizations
  - 5.4.2. CSR Towards Employees
  - 5.4.3. Sustainable Action
- 5.5. Reputation Management
  - 5.5.1. Corporative Reputation Management
  - 5.5.2. Focus on Brand Reputation
  - 5.5.3. Leadership Reputation Management
- 5.6. Reputation Risk and Crisis Management
  - 5.6.1. Listening to and Managing Feedback
  - 5.6.2. Procedures, Crisis Manual and Contingency Plans
  - 5.6.3. Spokesperson Training in Emergency Situations
- 5.7. Conflicts in Organizations
  - 5.7.1. Interpersonal Conflicts
  - 5.7.2. Conflict Conditions
  - 5.7.3. Consequences of Conflicts

- 5.8. Lobbies and Pressure Groups
  - 5.8.1. Opinion Groups and Their Actions in Businesses and Institutions
  - 5.8.2. Institutional Relations and Lobbying
  - 5.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 5.9. Negotiation
  - 5.9.1. Intercultural Negotiation
  - 5.9.2. Negotiation Focuses
  - 5.9.3. Effective Negotiation Techniques
  - 5.9.4. Restructuring.
- 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. Marketing and Institutional Communication

- 6.1. Political Action in Institutions
  - 6.1.1. Concept of Institution
  - 6.1.2. Types of Institutions and Social Groups
  - 6.1.3. Institutional Actions
- 6.2. Institutional Marketing
  - 6.2.1. Institutional Markets: Citizens and Entities
  - 6.2.2. Institutional Offer
  - 6.2.3. Citizen Satisfaction
- 6.3. Marketing Plans in Institutions
  - 6.3.1. Institutional Environment Analysis
  - 6.3.2. Objectives of the Institution
  - 6.3.3. Strategic and Operational Actions
- 6.4. Public Communication
  - 6.4.1. Political Communication Agents
  - 6.4.2. Formal Media: Press and Institutions
  - 6.4.3. Informal Media: Networks and Opinion Makers
- 6.5. Institutional Communication Strategies
  - 6.5.1. Institutional Information Content
  - 6.5.2. Institutional Communication Objectives
  - 6.5.3. Main Communication Strategies
- 6.6. Institutional Policy Agenda Planning
  - 6.6.1. Development of the Institutional Agenda
  - 6.6.2. Design of Institutional Campaigns
  - 6.6.3. Target Groups of the Campaigns
- 6.7. Government Communication: Open Government
  - 6.7.1. Open Government Concept
  - 6.7.2. Media
  - 6.7.3. Types of Messages
- 6.8. Political Communication in Democracies
  - 6.8.1. Demand for Information in Democratic Societies
  - 6.8.2. Institutions as Sources of Information
  - 6.8.3. The media
- 6.9. Digital Democracy
  - 6.9.1. Concept of Digital Democracy
  - 6.9.2. Social Dialogue on the Internet
  - 6.9.3. Elements of Use on the Internet
- 6.10. Social Responsibility in Institutions
  - 6.10.1. Human Rights and Social Responsibility
  - 6.10.2. Climate Change and Social Responsibility
  - 6.10.3. Institutional Ethics

## Module 7. Political Marketing

- 7.1. Marketing Social
  - 7.1.1. Marketing Social
  - 7.1.2. Socially Responsible Marketing
  - 7.1.3. Social Cause Marketing
- 7.2. Introduction to Political and Electoral Marketing
  - 7.2.1. Political Marketing
  - 7.2.2. Election Marketing
  - 7.2.3. Political Market Components
- 7.3. Citizens
  - 7.3.1. Social Organizations
  - 7.3.2. Organizations and Parties
  - 7.3.3. Affiliates and Supporters
- 7.4. Social and Political Research
  - 7.4.1. Contents of Social and Political Research
  - 7.4.2. Social Research Techniques
  - 7.4.3. Results of Social and Political Research
- 7.5. Social and Political Situation Diagnosis
  - 7.5.1. Analysis of Social and Political Demand
  - 7.5.2. Analysis of Political Offers
  - 7.5.3. Social and Political Expectations
- 7.6. Political Marketing Plan
  - 7.6.1. Introduction
  - 7.6.2. Advantages of the Political Marketing Plan
  - 7.6.3. Stages of the Political Marketing Plan
- 7.7. Analysis of the Political Organization
  - 7.7.1. Internal Analysis of the Political Organization
  - 7.7.2. Analysis of Political Competition
  - 7.7.3. Analysis of the Social and Political Environment
  - 7.7.4. SWOT Political Organization

- 7.8. Political Marketing Plan Objectives and Strategies
  - 7.8.1. Definition of Objectives
  - 7.8.2. Determination of Strategies
- 7.9. Political Strategy Action Plan
  - 7.9.1. Action Plan Contents
  - 7.9.2. Action Measurement Criteria
  - 7.9.3. Monitoring Indicators
- 7.10. Implementation of the Political Marketing Plan
  - 7.10.1. Management Committee Tasks
  - 7.10.2. Execution of the Action Plan
  - 7.10.3. Plan Contingencies

## Module 8. Electoral Marketing

- 8.1. Electoral Market Components
  - 8.1.1. Introduction to the Electoral Market
  - 8.1.2. Electoral Roll
  - 8.1.3. The Electoral Offer: Parties and Coalitions
- 8.2. Electoral Behavior
  - 8.2.1. Introduction
  - 8.2.2. Voting Trends
  - 8.2.3. Voting Motivations
- 8.3. Electoral Market Research
  - 8.3.1. Research Contents
  - 8.3.2. Qualitative Techniques
  - 8.3.3. Quantitative Techniques
- 8.4. Voting Intention Studies
  - 8.4.1. Pre-Election Studies
  - 8.4.2. Exit Polls
  - 8.4.3. Vote Estimates



- 8.5. Electoral Situation Diagnosis
  - 8.5.1. Electoral Demand Analysis
  - 8.5.2. Parties Offer Analysis
  - 8.5.3. Candidates Offer Analysis
- 8.6. Electoral Campaign Plan
  - 8.6.1. Introduction
  - 8.6.2. Stages of the Electoral Campaign
  - 8.6.3. Election Campaign Deadlines
- 8.7. Electoral Product
  - 8.7.1. Electoral Program
  - 8.7.2. Candidates
  - 8.7.3. Political Brands
- 8.8. Electoral Campaign Organization
  - 8.8.1. Election Campaign Committee
  - 8.8.2. Work Teams
- 8.9. Electoral Actions in Campaign Plan
  - 8.9.1. Personal Actions
  - 8.9.2. Virtual Actions
  - 8.9.3. Electoral Publicity Actions
  - 8.9.4. Follow-Up of Electoral Actions
- 8.10. The Electoral Result
  - 8.10.1. Post-election Analysis
  - 8.10.2. Interpretation of Electoral Results
  - 8.10.3. Political and Electoral Consequences of the Result

## Module 9. Leadership and Personal Communication

- 9.1. Communication and Leadership.
  - 9.1.1. Leadership and Leadership Styles
  - 9.1.2. Motivation
  - 9.1.3. Skills and Abilities of the Leader 2.0
- 9.2. Interpersonal Communication
  - 9.2.1. Body Language
  - 9.2.2. Assertive Communication
  - 9.2.3. Interviews
- 9.3. Personal and Influential Skills
  - 9.3.1. Impact and Influence
  - 9.3.2. Stress Mastery
  - 9.3.3. Time Management
- 9.4. Strategic Leadership
  - 9.4.1. Leadership Models
  - 9.4.2. Coaching
  - 9.4.3. Mentoring
  - 9.4.4. Transformational Leadership
- 9.5. Public Speaking and Spokesperson Training
  - 9.5.1. Interpersonal Communication
  - 9.5.2. Communication Skills and Influence
  - 9.5.3. Barriers to Personal Communication
- 9.6. Power in the Organization
  - 9.6.1. Power within Organizations
  - 9.6.2. Structural Power Sources
  - 9.6.3. Political Tactics
- 9.7. The Managerial Role and CSR
  - 9.7.1. Strategic Vision and Corporate Social Responsibility
  - 9.7.2. Systems and Models for Implementing CSR
  - 9.7.3. Organization of CSR Roles and Responsibilities

- 9.8. Emotional Intelligence
  - 9.8.1. Emotional Intelligence and Communication
  - 9.8.2. Assertiveness, Empathy, and Active Listening
  - 9.8.3. Self-Esteem and Emotional Language
- 9.9. Psychological Profile of the Candidate
  - 9.9.1. Psychology of Leadership
  - 9.9.2. Politicians' Personality Typology
  - 9.9.3. Expectations About the Ideal Candidate
- 9.10. Personal Branding
  - 9.10.1. Strategies to Develop Personal Branding
  - 9.10.2. Personal Branding Laws
  - 9.10.3. Tools for Creating Personal Brands

## Module 10. Construction of the Political and Electoral Strategy

- 10.1. Electoral Systems
  - 10.1.1. Electoral Regulations
- 10.2. Data Science and Big Data
  - 10.2.1. Business Intelligence
  - 10.2.2. Methodology and Analysis of Large Volumes of Data
  - 10.2.3. Data Extraction, Processing, and Loading
- 10.3. Political Coaching
  - 10.3.1. Coaching Concept
  - 10.3.2. Political Coaching Methodologies
  - 10.3.3. Advantages of Political Coaching
- 10.4. Political Innovation
  - 10.4.1. Benefits of Innovation
  - 10.4.2. Sources of Idea Generation
  - 10.4.3. Innovative Ideas and Supports

- 10.5. Voter Behavior
  - 10.5.1. Political Information Processing
  - 10.5.2. Message Evaluation
  - 10.5.3. Voting Decision Models
  - 10.5.4. Voting Decision Times
- 10.6. Voter Segmentation
  - 10.6.1. Voter Characteristics
  - 10.6.2. Mobilized Voters: Loyal and Volatile
  - 10.6.3. Targeting y Microtargeting
- 10.7. Political Branding
  - 10.7.1. Political Brand Building
  - 10.7.2. Political Brand Importance
  - 10.7.3. Political Branding and Candidate Branding
- 10.8. Political Leadership
  - 10.8.1. Definition
  - 10.8.2. Leadership Styles in Politics
  - 10.8.3. Candidate Positioning
- 10.9. Political Messages
  - 10.9.1. Creative Process in Electoral Campaigns
  - 10.9.2. Core Message: Positioning of the Organization
  - 10.9.3. Tactical Messages: Positive and Negative
- 10.10. Content and Storytelling Strategy
  - 10.10.1. Corporate Blogging
  - 10.10.2. Content Marketing Strategy
  - 10.10.3. Creating a Content Plan
  - 10.10.4. Content Curation Strategy

## Module 11. The Electoral Campaign: Conventional Tools for Action

- 11.1. Electoral Communication
  - 11.1.1. Image in Electoral Campaigns
  - 11.1.2. Political Advertising
  - 11.1.3. Electoral Communication Plan
  - 11.1.4. Electoral Communication Audits
- 11.2. Communication Cabinets
  - 11.2.1. Identifying Opportunities and Information Needs
  - 11.2.2. Management of Reports and Spokesperson Interviews
  - 11.2.3. Virtual Press-Room and e-Communication
  - 11.2.4. Buying Advertising Space
- 11.3. Public Relations
  - 11.3.1. PR Strategy and Practice
  - 11.3.2. Event Organization and Creative Management
- 11.4. The Political Discourse
  - 11.4.1. Narrative Structure
  - 11.4.2. NLP-Based Storytelling
  - 11.4.3. Political Oratory
- 11.5. Electoral Debates
  - 11.5.1. Preparation: Topics, Interventions and Reactions
  - 11.5.2. The Candidate's Image
  - 11.5.3. Verbal and Non-Verbal Communication
- 11.6. Meetings with Voters
  - 11.6.1. Central Campaign Meeting
  - 11.6.2. Sectoral Events
  - 11.6.3. Segmented Meetings
- 11.7. Electoral Advertising: 360° Campaigns
  - 11.7.1. Central Claim and Campaign Complementary
  - 11.7.2. Election Photos and Videos
  - 11.7.3. Media Outlets



- 11.8. Campaign Logistics
  - 11.8.1. Organization of Events
  - 11.8.2. Physical Distribution of Content
  - 11.8.3. Human Resources in Electoral Logistics
- 11.9. Electoral Propaganda and Merchandising
  - 11.9.1. Institutional Announcements
  - 11.9.2. Election Canvassing
  - 11.9.3. Gift Material
- 11.10. Campaign Fundraising and Fund Management
  - 11.10.1. Arguments for Collection
  - 11.10.2. Collection Activities
  - 11.10.3. Crowdfunding Platforms
  - 11.10.4. Ethical Management of Funds

## Module 12. The Election Campaign: Online Tools for Action

- 12.1. Social Media Platforms
  - 12.1.1. Generalist, Professional and Microblogging Platforms
  - 12.1.2. Video, Image, and Mobility Platforms
- 12.2. Social Media Strategies
  - 12.2.1. Corporate PR and Social Media
  - 12.2.2. Defining the Strategy to Be Followed in Each Medium
  - 12.2.3. Analysis and Evaluation of Results
- 12.3. Social Web
  - 12.3.1. Organization in the Age of Conversation
  - 12.3.2. Web 2.0 is all about People
  - 12.3.3. Digital Environment and New Communication Formats
- 12.4. Developing e-Mail Campaigns
  - 12.4.1. Lists of Subscribers, Leads and Customers
  - 12.4.2. E-Mail Marketing Tools and Resources
  - 12.4.3. Online Writing for E-Mail Marketing Campaigns
- 12.5. Mobile Marketing
  - 12.5.1. New Consumption and Mobility Habits
  - 12.5.2. The SoLoMo Model
  - 12.5.3. The 4 Ps of the Marketing Mix in Mobility
- 12.6. Trends in Mobile Marketing
  - 12.6.1. Mobile Publishing
  - 12.6.2. Advergaming and Gamification
  - 12.6.3. Mobile Geolocalization
  - 12.6.4. Augmented Reality
- 12.7. Counter-Communication: Fake News
  - 12.7.1. Targets of Fake News in Campaigns
  - 12.7.2. Creation of Fake News
  - 12.7.3. Spreading of Fake News
- 12.8. Inbound Political Marketing
  - 12.8.1. How Inbound Political Marketing Works
  - 12.8.2. Attraction of Traffic to Political Brand
  - 12.8.3. Content Marketing
  - 12.8.4. Conversion of Leads to Voters or Electors
- 12.9. Web Analysis
  - 12.9.1. The Fundamentals of Web Analytics
  - 12.9.2. Classical Media vs. Digital Media
  - 12.9.3. The Web Analyst's Basic Methodology
- 12.10. Digital Metrics
  - 12.10.1. Basic Metrics.
  - 12.10.2. Ratios
  - 12.10.3. Setting Objectives and KPI



*Welcome to the program that  
will lay the foundation for  
your professional growth"*



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

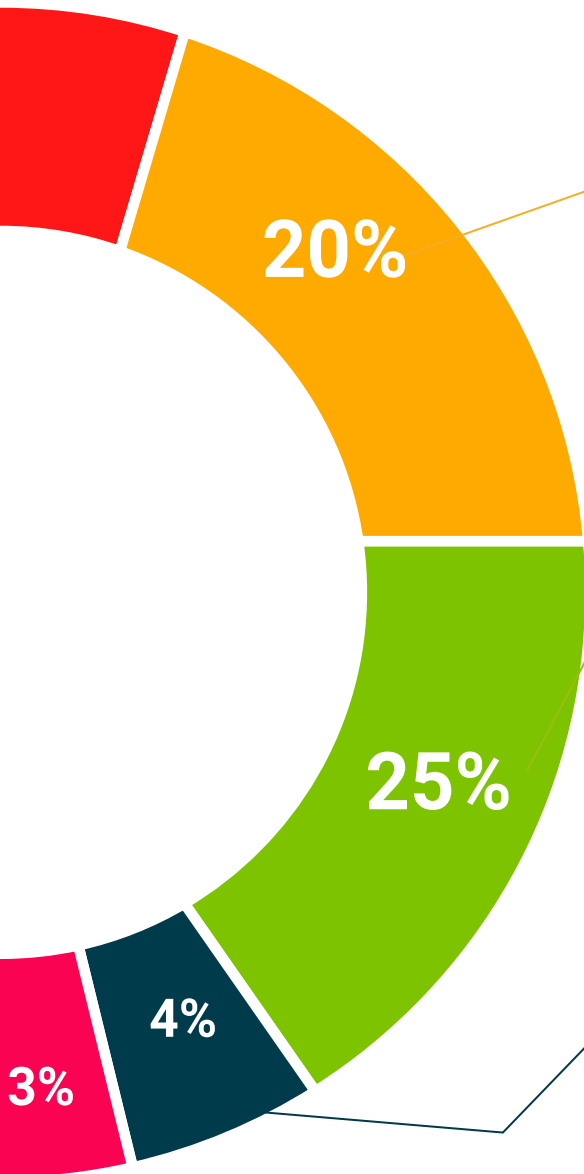
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Marketing Management and Political Communication guarantees students, in addition to the most rigorous and updated education, access to a Professional Master's Degree issued by TECH Technological University.



“

*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

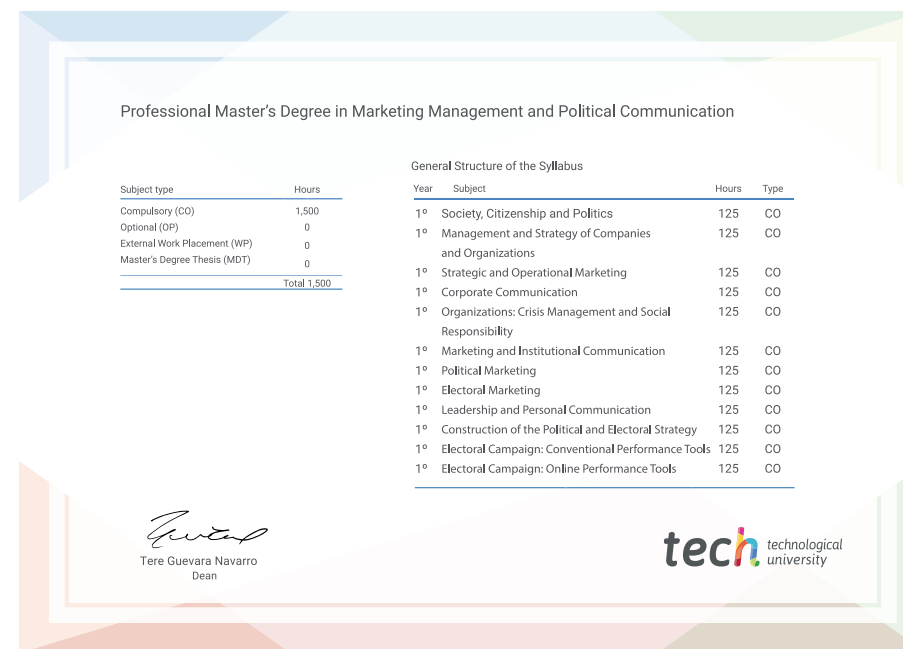
This **Professional Master's Degree in Marketing Management and Political Communication** contains the most complete and up-to-date program on the market.

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.

Title: **Professional Master's Degree in Marketing Management and Political Communication**

Official N° of hours: **1,500 h.**



\*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..



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

**tech** technological  
university

Professional Master's  
Degree

Marketing Management  
and Political  
Communication

Course Modality: Online

Duration: 12 months

Certificate: TECH Technological University

Official N° of hours: 1,500 h.



# Professional Master's Degree

## Marketing Management and Political Communication

