Professional Master's Degree
MBA in Marketing Management and Political Communication

tech global university

Professional Master's Degree
MBA in Marketing Management and Political Communication

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **90 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/professional-master-degree/master-mba-marketing-management-political-communication**

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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.
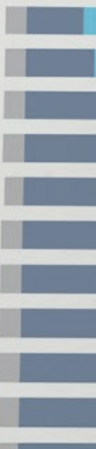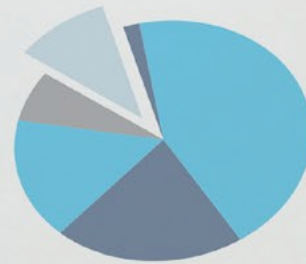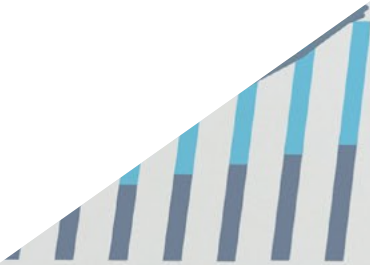
Become a political communication professional with all the guarantees offered by TECH"

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 program.

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.

Knowledge that will be developed in this program in a clear and effective way to allow professionals to acquire knowledge gradually and efficiently.

This MBA 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. All this with the academic guidance of a prestigious teaching staff that includes an International Guest Director of the highest prestige and the best results in the field of political communication.

Furthermore, the 100% online format of the course allows students to control their hours of study, without the inconvenience of traveling to an education center for classes.

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

- 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

An academic itinerary that integrates 10 exclusive Masterclassesgiven by a prestigious International Guest Conductor"

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

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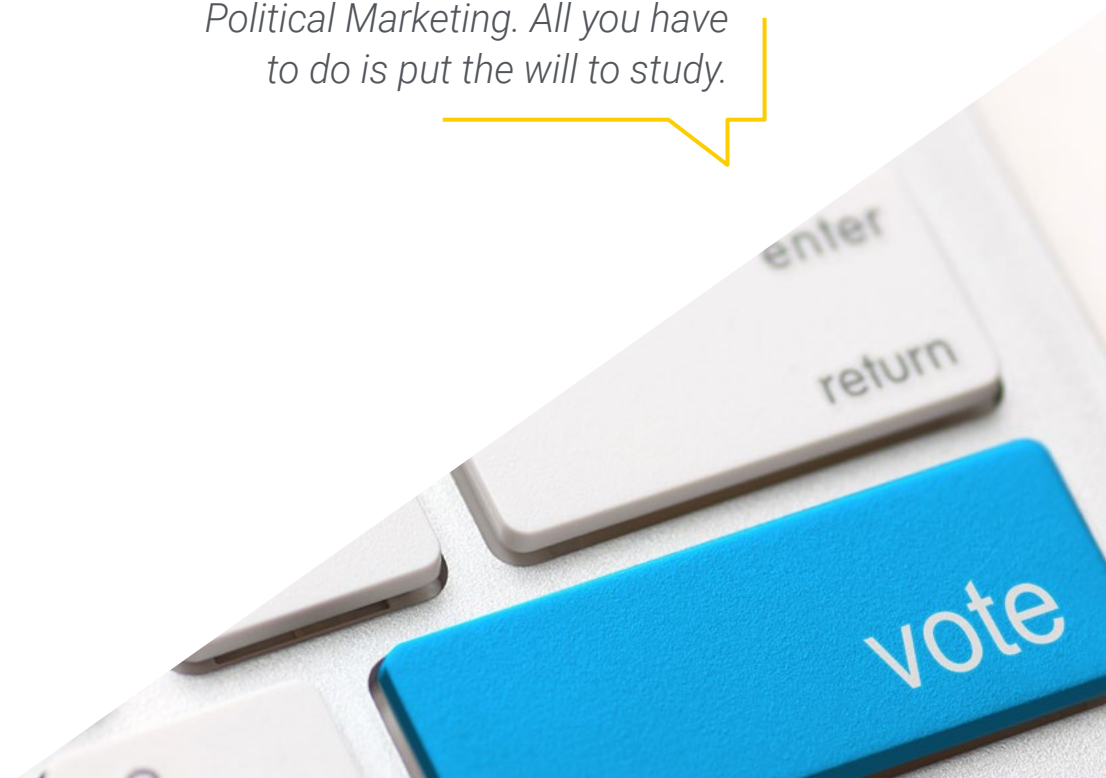
The program includes in its teaching staff professionals belonging to the field of journalism and communication, who bring to this program the experience of their work, as well as recognized specialists from renowned societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn 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.

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 be able to face the challenge of creating a strategic planning of Marketing and Political Communication which includes ethical propositions in the political proposal. A goal that, in only twelve months, students will be able to achieve, with a high intensity and precision program.

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"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

- Gain 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 Bussiness 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 how social marketing, Political Marketing and electoral marketing work
- 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. The Electoral Campaign: Conventional Tools for Action

- 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
- Know 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. The Election Campaign: Online Tools for Action

- 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

Module 13. Leadership, Ethics and Social Responsibility in Companies

- Analyze the impact of globalization on corporate governance and corporate social responsibility
- Evaluate the importance of effective leadership in the management and success of companies
- Define cross-cultural management strategies and their relevance in diverse business environments
- Develop leadership skills and understand the current challenges faced by leaders
- Determine the principles and practices of business ethics and their application in corporate decision making
- Structure strategies for the implementation and improvement of sustainability and social responsibility in business

Module 14. People and Talent Management

- Determine the relationship between strategic direction and human resources management
- Delve into the competencies necessary for the effective management of human resources by competencies
- Delve into the methodologies for performance evaluation and management
- Integrate innovations in talent management and their impact on employee retention and staff loyalty
- Develop strategies for motivation and development of high performance teams
- Propose effective solutions for change management and conflict resolution in organizations

Module 15. Economic and Financial Management

- Analyze the macroeconomic environment and its influence on the national and international financial system
- Define the information systems and Business Intelligence for financial decision-making
- Differentiate key financial decisions and risk management in financial management
- Evaluate strategies for financial planning and obtain business financing

Module 16. Executive Management

- Define the concept of General Management and its relevance in business management
- Evaluate the roles and responsibilities of managers in organizational culture
- Analyze the importance of operations management and quality management in the value chain
- Develop interpersonal communication and public speaking skills for the formation of spokespersons

03
Skills

After passing the assessments of the Professional Master's Degree MBA in Marketing Management and Political Communication, 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, journalism and communication professionals will be able to work successfully as journalists specialized in political communication or as a members of the press offices of political parties. This will therefore increase the value of their CV and will help them to become much more competent journalists, 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 and Political Communication Management 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 specialization in the journalism and communication sector, have joined their knowledge to provide students with the most complete program on the market, which will allow professionals 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 print media, Jess McIntosh is considered one of the most prestigious political communications strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as **Director of Communication 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 of 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 several television and cable news networks across North America such as CBS, CNN and MSNBC.

He 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. American news media.

Ms. McIntoch, Jess

- Political Advisor and Former Communications Director for Hillary Clinton, New York, USA
- Host of the multi-award winning SiriusXM radio show Signal Boost
- 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 spokesperson for Minnesota's 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"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams,** Jennifer Dove is an expert in **technology recruitment and strategy.** Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-perfoming teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

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TECH counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in the most cutting-edge companies in the global market"

International Guest Director

A technology leader with decades of experience in **major technology multinationals,** Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon h**as allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

D. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

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

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy** and **Consulting.** Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential.** With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization** demands **supporting** a **"cost-effective decarbonization"** and **overhauling** a fragmented **data, digital and technology landscape.** Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence,** a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

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Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

"Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising** and **Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein,** among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani,** he has overseen a variety of **Marketing strategies** for **apparel** and **accesories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design, Communication** and **Sales departments.**

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin,** he has undertaken projects to boost the **structure,** and **development** of **different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaings.** He has also been in charge of the **terms, costs, processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Ms. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally.** His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform,** the largest of its kind in the world that is anchored in the cloud aimed at **Big Data analysis**. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,** in the United States, and the **University of Copenhagen,** in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader** of the **new global economy,** centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

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Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers.**

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.** In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.** Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

" *Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"*

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in **world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR,** based in **Florida, USA.** With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs,** managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing.**

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports..**

Finally, it is worth noting that he began his career in sports while working in **New York as a senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation.**

Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College

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Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

Management

Mr. López Rausell, Adolfo

- Independent consultant in KMC
- Commercial and Research Technician at Investgroup
- Marketing Consultant at Alcoworking
- Manager at Innovation Club of the Valencian Community
- Degree in Economics and Business Administration from the University of Valencia
- Diploma in Marketing from ESEM Business School
- Member of: AECTA (member of the Board of Directors), AINACE (member of the Board of Directors) and Club Marketing Valencia (former president)

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 specialization 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. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous 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.   Citizen's Rights and Duties
    1.1.3.   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.   Planning
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

Module 3. Strategic and Operational Marketing

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. Organizational 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

Module 9. Leadership and Personal Communication

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. Protocol and Ceremonial Rules

    11.3.3. 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

Module 12. The Election Campaign: Online Tools for Action

Module 13. Leadership, Ethics and Social Responsibility in Companies

13.1. Globalization and Governance
  13.1.1. Governance and Corporate Governance
  13.1.2. The Fundamentals of Corporate Governance in Companies
  13.1.3. The Role of the Board of Directors in the Corporate Governance Framework
13.2. Cross Cultural Management
  13.2.1. Cross Cultural Management Concept
  13.2.2. Contributions to Knowledge of National Cultures
  13.2.3. Diversity Management
13.3. Business Ethics
  13.3.1. Ethics and Morality
  13.3.2. Business Ethics
  13.3.3. Leadership and Ethics in Companies
13.4. Sustainability
  13.4.1. Sustainability and Sustainable Development
  13.4.2. The 2030 Agenda
  13.4.3. Sustainable Companies
13.5. Corporate Social Responsibility
  13.5.1. International Dimensions of Corporate Social Responsibility
  13.5.2. Implementing Corporate Social Responsibility
  13.5.3. The Impact and Measurement of Corporate Social Responsibility
13.8. Multinationals and Human Rights
  13.6.1. Globalization, Multinational Companies and Human Rights
  13.6.2. Multinational Corporations and International Law
  13.6.3. Legal Instruments for Multinationals in the Area of Human Rights
13.7. Legal Environment and Corporate Governance
  13.7.1. International Rules on Importation and Exportation
  13.7.2. Intellectual and Industrial Property
  13.7.3. International Labor Law

Module 14. People and Talent Management

14.1. Strategic People Management
  14.1.1. Strategic Management and Human Resources
  14.1.2. Strategic People Management
14.2. Human Resources Management by Competencies
  14.2.1. Analysis of the Potential
  14.2.2. Remuneration Policy
  14.2.3. Career/Succession Planning
14.3. Performance Evaluation and Performance Management
  14.3.1. Performance Management
  14.3.2. Performance Management: Objectives and Process
14.4. Innovation in Talent and People Management
  14.4.1. Strategic Talent Management Models
  14.4.2. Talent Identification, Training and Development
  14.4.3. Loyalty and Retention
  14.4.4. Proactivity and Innovation
14.5. Motivation
  14.5.1. The Nature of Motivation
  14.5.2. Expectations Theory
  14.5.3. Needs Theory
  14.5.4. Motivation and Financial Compensation
14.6. Developing High Performance Teams
  14.6.1. High-Performance Teams: Self-Managed Teams
  14.6.2. Methodologies for the Management of High Performance Self-Managed Teams
14.7. Change Management
  14.7.1. Change Management
  14.7.2. Type of Change Management Processes
  14.7.3. Stages or Phases in the Change Management Process
14.8. Productivity, Attraction, Retention and Activation of Talent
  14.8.1. Productivity
  14.8.2. Talent Attraction and Retention Levers

Module 15. Economic and Financial Management

15.1.   Economic Environment

15.1.1.   Macroeconomic Environment and the National Financial System

15.1.2.   Financial Institutions

15.1.3.   Financial Markets

15.1.4.   Financial Assets

15.1.5.   Other Financial Sector Entities

15.2.   Executive Accounting

15.2.1.   Basic Concepts

15.2.2.   The Company's Assets

15.2.3.   The Company's Liabilities

15.2.4.   The Company's Net Worth

15.2.5.   The Income Statement

15.3.   Information Systems and Business Intelligence

15.3.1.   Fundamentals and Classification

15.3.2.   Cost Allocation Phases and Methods

15.3.3.   Choice of Cost Center and Impact

15.4.   Budget and Management Control

15.4.1.   The Budget Model

15.4.2.   The Capital Budget

15.4.3.   The Operating Budget

15.4.4.   Treasury Budget

15.4.5.   Budget Monitoring

15.5.   Financial Planning

15.5.1.   Definition of Financial Planning

15.5.2.   Actions to be Taken in Financial Planning

15.5.3.   Creation and Establishment of the Business Strategy

15.5.4.   The Cash Flow Table

15.5.5.   The Working Capital Table

15.6.   Corporate Financial Strategy

15.6.1.   Corporate Strategy and Sources of Financing

15.6.2.   Financial Products for Corporate Financing

15.7.   Strategic Financing

15.7.1.   Self-Financing

15.7.2.   Increase in Equity

15.7.3.   Hybrid Resources

15.7.4.   Financing Through Intermediaries

15.8.   Financial Analysis and Planning

15.8.1.   Analysis of the Balance Sheet

15.8.2.   Analysis of the Income Statement

15.8.3.   Profitability Analysis

15.9.   Analyzing and Solving Cases/Problems

15.9.1.   Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 16. *Executive* Management

16.1.   *General Management*

16.1.1.   The Concept of General Management

16.1.2.   The Role of the CEO

16.1.3.   The CEO and their Responsibilities

16.1.4.   Transforming the Work of Management

16.2.   Manager Functions: Organizational Culture and Approaches

16.2.1.   Manager Functions: Organizational Culture and Approaches

16.3.   Operations Management

16.3.1.   The Importance of Management

16.3.2.   Value Chain

16.3.3.   Quality Management

16.4.   Personal and Organizational Communications Tools

16.4.1.   Interpersonal Communication

16.4.2.   Interpersonal Communication Tools

16.4.3.   Communication in the Organization

16.4.4.   Tools in the Organization

16.5.   Preparation of a Crisis Plan

16.5.1.   Analysis of Possible Problems

16.5.2.   Planning

16.5.3.   Adequacy of Personnel

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

> *At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

" *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

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

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

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.
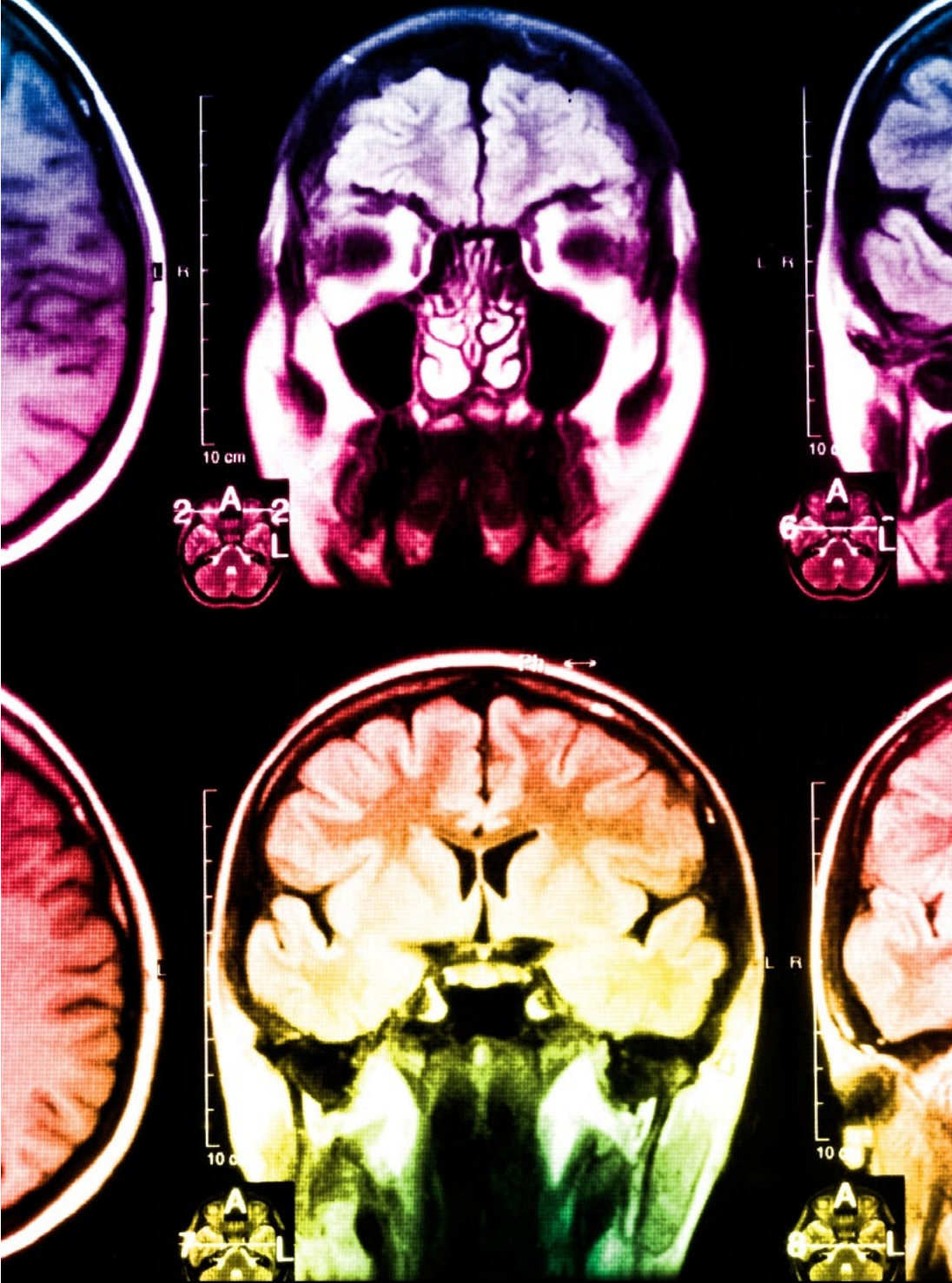
This program offers the best educational material, prepared with professionals in mind:

Study Material

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

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

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

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

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%
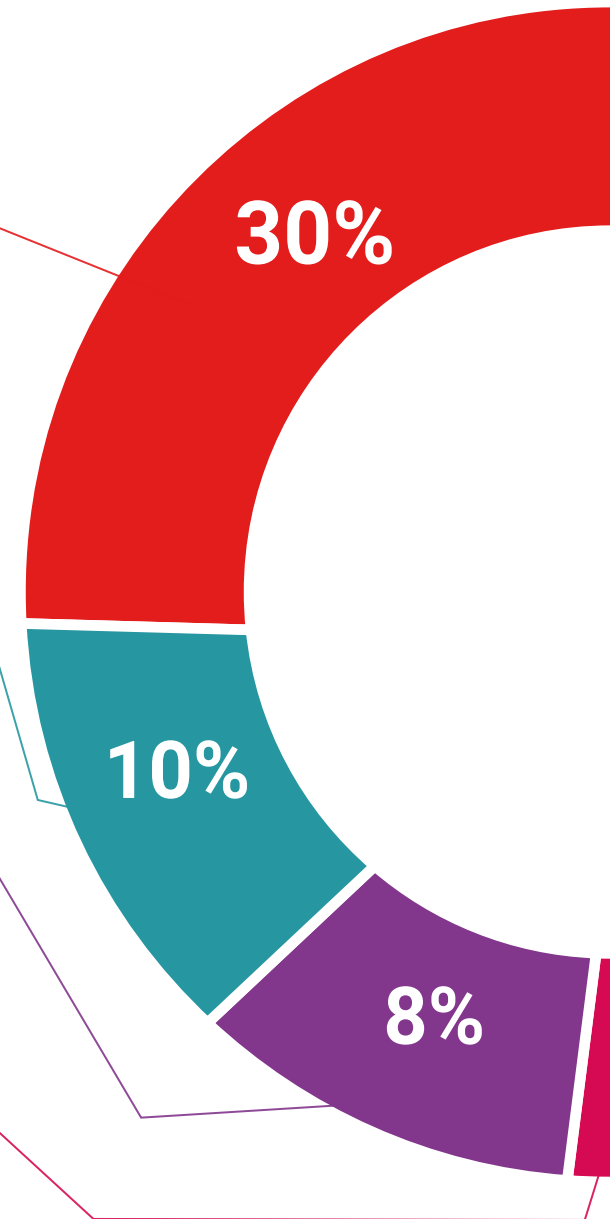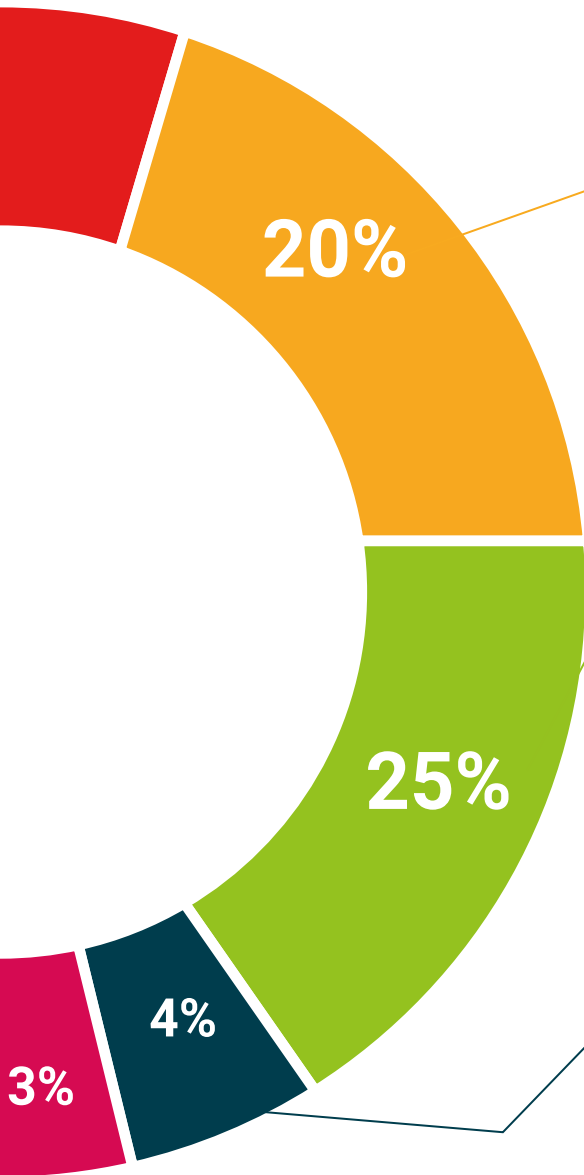
Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

Certificate

The MBA in Marketing Management and Political Communication guarantees, 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 private qualification will allow you to obtain a **MBA in Marketing Management and Political Communication** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra *(official bulletin)*. Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**

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

Professional Master's Degree in MBA in Marketing Management and Political Communication

This is a private qualification of 2,700 hours of duration equivalent to 90 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

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

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Professional Master's Degree in MBA in Marketing Management and Political Communication

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	90

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Society, Citizenship and Politics	5	CO
1º	Management and Strategy of Companies and Organizations	5	CO
1º	Strategic and Operational Marketing	5	CO
1º	Corporate Communication	5	CO
1º	Organizations: Crisis Management and Social Responsibility	5	CO
1º	Marketing and Institutional Communication	5	CO
1º	Political Marketing	5	CO
1º	Electoral Marketing	5	CO
1º	Leadership and Personal Communication	5	CO
1º	Construction of the Political and Electoral Strategy	5	CO
1º	The Electoral Campaign: Conventional Tools for Action	5	CO
1º	The Election Campaign: Online Tools for Action	5	CO
1º	Leadership, Ethics and Social Responsibility in Companies	5	CO
1º	People and Talent Management	5	CO
1º	Economic and Financial Management	5	CO
1º	Executive Management	15	CO

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Dean

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

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Professional Master's Degree

MBA in Marketing Management and Political Communication

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **90 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Professional Master's Degree
MBA in Marketing Management and Political Communication

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