

# Professional Master's Degree

MBA in Communication

Company Management





## Professional Master's Degree

### MBA in Communication Company Management

- » Modality: Online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

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

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01

# Introduction

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





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

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

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

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

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

- ♦ Case studies presented by experts in Communication Company Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Communication Company Management
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



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

“

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

The teaching staff includes professionals from the communication field who bring their experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

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

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

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



# 02 Objectives

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







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



## General Objective

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



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



## Specific Objectives

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### Module 1. Management and Leadership

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

### Module 2. Business Strategy

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

### Module 3. Organization, Management and Corporate Policies

- ♦ Define the company's policies according to the vision and mission to be achieved
- ♦ Design management guidelines for a correct business organization
- ♦ Design company policies in order to achieve the proposed objectives
- ♦ Design a structure that allows to identify the organization of positions within the company

### Module 4. Communication Company Management

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

**Module 5. Strategic and Corporate Communication**

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

**Module 6. Communication Methods**

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

**Module 7. Social Media**

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

**Module 8. Information Product Management**

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

**Module 9. Market and Communication Environments**

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

**Module 10. Market and Customer Management**

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

**Module 11. 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 12. 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 13. 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 14. Commercial and Strategic Marketing Management**

- ♦ Structure the conceptual framework and the importance of commercial management in companies
- ♦ Delve into the fundamental elements and activities of marketing and their impact on the organization
- ♦ Determine the stages of the strategic marketing planning process.
- ♦ Evaluate strategies to improve corporate communication and the digital reputation of the company

#### **Module 15. 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 in Communication Company Management, the professional will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.



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



## General Skill

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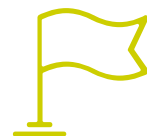
- Manage a large media company with an overview of what is happening in their company and in their competition

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







## Specific Skills

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- ♦ Apply the latest trends in business management in the company
- ♦ Develop their own personal and managerial skills
- ♦ Make decisions in a complex and unstable environment
- ♦ Identify the audiences of the media and the competition and develop new projects that will help improvement

04

# Course Management

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



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More  
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household

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

## 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 NBCUniversal 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-performing 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

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- 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.

“

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

## International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloudservices 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 has 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

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- 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

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- ♦ 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*

## International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## Mr. Arens, Manuel

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- 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

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*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

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- 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 Luminare'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

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- ♦ 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

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- 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

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*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

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- ♦ 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.



*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



### **Ms. Iñesta Fernández, Noelia**

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



04

# Structure and Content

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





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

## Module 1. Management and Leadership

- 1.1. General Management
  - 1.1.1. The Concept of General Management
  - 1.1.2. The Role of the Director
  - 1.1.3. The CEO and their Responsibilities
  - 1.1.4. Transforming the Work of Management
- 1.2. Management and Leadership Development
  - 1.2.1. Concept of Management Development
  - 1.2.2. Concept of Leadership
  - 1.2.3. Leadership Theories
  - 1.2.4. Leadership Styles
  - 1.2.5. Intelligence in Leadership
  - 1.2.6. The Challenges of Today's Leader
- 1.3. Negotiation
  - 1.3.1. Intercultural Negotiation
  - 1.3.2. Negotiation Focuses
  - 1.3.3. Effective Negotiation Techniques
  - 1.3.4. Restructuring
- 1.4. Human Resources Management by Competencies
  - 1.4.1. Analysis of the Potential
  - 1.4.2. Remuneration Policy
  - 1.4.3. Career/Succession Planning
- 1.5. Talent Management and Commitment
  - 1.5.1. Keys for Positive Management
  - 1.5.2. Talent Map of the Organization
  - 1.5.3. Cost and Added Value
- 1.6. Innovation in Talent and People Management
  - 1.6.1. Strategic Talent Management Models
  - 1.6.2. Talent Identification, Training and Development
  - 1.6.3. Loyalty and Retention
  - 1.6.4. Proactivity and Innovation

- 1.7. Developing High Performance Teams
  - 1.7.1. Personal Factors and Motivation for Successful Work
  - 1.7.2. Integrating a High Performance Team
  - 1.7.3. People and Business Change and Development Projects
  - 1.7.4. Financial Keys for HR: Business and People
- 1.8. Motivation
  - 1.8.1. The Nature of Motivation
  - 1.8.2. Expectations Theory
  - 1.8.3. Needs Theory
  - 1.8.4. Motivation and Financial Compensation
- 1.9. Organizational Changes
  - 1.9.1. The Transformation Process
  - 1.9.2. Anticipation and Action
  - 1.9.3. Organizational Learning
  - 1.9.4. Resistance to Change
- 1.10. Financial Diagnosis
  - 1.10.1. Concept of Financial Diagnosis
  - 1.10.2. Stages of Financial Diagnosis
  - 1.10.3. Assessment Methods for Financial Diagnosis

## Module 2. Business Strategy

- 2.1. Strategic Management
  - 2.1.1. The Concept of Strategy
  - 2.1.2. The Process of Strategic Management
  - 2.1.3. Approaches in Strategic Management
- 2.2. Planning and Strategy
  - 2.2.1. The Plan in a Strategy
  - 2.2.2. Strategic Positioning
  - 2.2.3. Strategy in Companies
  - 2.2.4. Planning
- 2.3. Strategy Implementation
  - 2.3.1. Indicator Systems and Process Approach
  - 2.3.2. Strategic Map
  - 2.3.3. Differentiation and Alignment



- 2.4. Corporate Strategy
  - 2.4.1. The Concept of Corporate Strategy
  - 2.4.2. Types of Corporate Strategies
  - 2.4.3. Corporate Strategy Definition Tools
- 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 and Technology Strategy
  - 2.6.1. Creating Value for Customers and Shareholders
  - 2.6.2. Strategic IS/IT Decisions
  - 2.6.3. Corporate Strategy vs Technology and Digital Strategy
- 2.7. Competitive Strategy
  - 2.7.1. The Concept of Competitive Strategy
  - 2.7.2. Competitive Advantage
  - 2.7.3. Choosing a Competitive Strategy
  - 2.7.4. Strategies Based on the Strategic Clock Model
  - 2.7.5. Types of Strategies according to the Industrial Sector Life Cycle
- 2.8. Marketing Strategy Dimensions
  - 2.8.1. Marketing Strategies
  - 2.8.2. Types of Marketing Strategies
- 2.9. Sales Strategy
  - 2.9.1. Sales Methods
  - 2.9.2. Acquisition Strategies
  - 2.9.3. Service Strategies
- 2.10. *Social Business*
  - 2.10.1. Web 2.0 Strategic Vision and its Challenges
  - 2.10.2. Convergence Opportunities and ICT Trends
  - 2.10.3. How to Monetize Web 2.0 and Social Media
  - 2.10.4. Mobility and Digital Business

### Module 3. Organization, Management and Company Policies

- 3.1. Organizational Structure
  - 3.1.1. Main Coordination Mechanisms
  - 3.1.2. Departments and Organization Charts
  - 3.1.3. Authority and Responsibility
  - 3.1.4. Empowerment
- 3.2. Organizational Design
  - 3.2.1. Organizational Design Concept
  - 3.2.2. Organizational Structure
  - 3.2.3. Types of Organizational Designs
- 3.3. Strategic Human Resources Management
  - 3.3.1. Job Design, Recruitment, and Selection
  - 3.3.2. Training and Career Development
  - 3.3.3. Strategic Approach to People Management
  - 3.3.4. Design and Implementation of Personnel Policies and Practices
- 3.4. Financial Management
  - 3.4.1. Sector Opportunities and Threats
  - 3.4.2. The Concept of Value and Value Chain
  - 3.4.3. Scenario Analysis, Decision-Making and Contingency Planning
- 3.5. Fundamentals of Commercial Management
  - 3.5.1. Internal and External Analysis SWOT Analysis
  - 3.5.2. Sector and Competitive Analysis
  - 3.5.3. CANVAS Model
- 3.6. Product Management
  - 3.6.1. Product Classifications
  - 3.6.2. Differentiation
  - 3.6.3. The Design
  - 3.6.4. Luxury
  - 3.6.5. Environmental Issues
- 3.7. Pricing Principles
  - 3.7.1. Introduction to Pricing
  - 3.7.2. Stages in Pricing

- 3.8. Distribution Channel Management
  - 3.8.1. Concept and Functions of Commercial Distribution
  - 3.8.2. Design and Management of Distribution Channels
- 3.9. Advertising Communication
  - 3.9.1. Integrated Marketing Communication
  - 3.9.2. Advertising Communication Plan
  - 3.9.3. Merchandising as a Communication Technique
- 3.10. E-Commerce
  - 3.10.1. Introduction to E-Commerce
  - 3.10.2. Differences between Traditional Commerce and E-commerce
  - 3.10.3. Technological E-Commerce Platforms

#### Module 4. Communication Company Management

- 4.1. The Industries of Communication
  - 4.1.1. Mediamorphosis
  - 4.1.2. Digital Transformation
  - 4.1.3. Cybermedia
- 4.2. Legal and Economic Structure of Communication Enterprises
  - 4.2.1. Individual Entrepreneur
  - 4.2.2. Trading Companies
  - 4.2.3. Media Conglomerates
- 4.3. Structure, Administration and Challenges of Management
  - 4.3.1. Departmental Structure in Communication Management
  - 4.3.2. Current Trends in Management Models
  - 4.3.3. Integration of Intangibles
  - 4.3.4. Communication Department Challenges
- 4.4. Strategic Analysis and Competitiveness Factors
  - 4.4.1. Analysis of the Competitive Environment
  - 4.4.2. Competitiveness Determinants
- 4.5. Business Ethics
  - 4.5.1. Ethical Behavior in Companies
  - 4.5.2. Deontology and Ethical Codes
  - 4.5.3. Fraud and Conflicts of Interest

- 4.6. The Importance of Marketing in Communication Companies
  - 4.6.1. Marketing Strategies in Traditional Media
  - 4.6.2. Impact of Social Networks on the Media Agenda
- 4.7. Strategic Thinking and Systems
  - 4.7.1. The Company as a System
  - 4.7.2. Strategic Thinking Derived from Corporate Culture
  - 4.7.3. The Strategic Approach From a People Management Perspective
- 4.8. *Branding*
  - 4.8.1. The Brand and Their Functions
  - 4.8.2. Branding
  - 4.8.3. Brand Architecture
- 4.9. Creative Strategy Formulation
  - 4.9.1. Explore Alternative Strategies
  - 4.9.2. Counter Briefing or Creative Briefing
  - 4.9.3. Branding and Positioning
- 4.10. Design of a Crisis Manual/Crisis Communication Plan
  - 4.10.1. Preventing the Crisis
  - 4.10.2. Managing Crisis Communication
  - 4.10.3. Recovering from the Crisis

#### Module 5. Strategic and Corporate Communication

- 5.1. Communication in Organizations
  - 5.1.1. Organizations, People and Society
  - 5.1.2. Historical Evolution of Organizational Behavior
  - 5.1.3. Bidirectional Communication
- 5.2. Trends in Business Communication
  - 5.2.1. Generation and Distribution of Corporate Content
  - 5.2.2. Business Communication on the Web 2.0
  - 5.2.3. Implementation of Metrics in the Communication Process
- 5.3. Integral Communication Plans
  - 5.3.1. Audit and Diagnosis
  - 5.3.2. Elaboration of Communication Plan
  - 5.3.3. Measuring Results: KPIs and ROI

- 5.4. Internal Communication
  - 5.4.1. Motivational Programs, Social Action, Participation and Training with HR
  - 5.4.2. Internal Communication Support and Tools
  - 5.4.3. Internal Communication Plan
- 5.5. External Communication
  - 5.5.1. External Communication Actions
  - 5.5.2. The Need for Communication Offices
- 5.6. Reputation Management
  - 5.6.1. Corporative Reputation Management
  - 5.6.2. Focus on Brand Reputation
  - 5.6.3. Leadership Reputation Management
- 5.7. Digital Communication and Reputation
  - 5.7.1. Online Reputation Report
  - 5.7.2. Netiquette and Good Practices on Social Media
  - 5.7.3. Branding and Networking 2.0
- 5.8. Communication in Crisis Situations
  - 5.8.1. Definition and Types of Crises
  - 5.8.2. Phases of the Crisis
  - 5.8.3. Messages: Contents and Moments
- 5.9. Lobbies and Pressure Groups
  - 5.9.1. Opinion Groups and Their Actions in Businesses and Institutions
  - 5.9.2. Institutional Relations and Lobbying
  - 5.9.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 5.10. Corporate Brand Strategy
  - 5.10.1. Public Image and Stakeholders
  - 5.10.2. Corporate Branding Strategy and Management
  - 5.10.3. Corporate Communication Strategy in Line with Brand Identity

## Module 6. Communication Methods

- 6.1. Introduction to the Media
  - 6.1.1. What Is the Media?
  - 6.1.2. Characteristics of the Media
  - 6.1.3. Media Utility
- 6.2. Press
  - 6.2.1. Introduction and Brief History of the Media
  - 6.2.2. Main Features
  - 6.2.3. From Paper to Digital
- 6.3. Radio
  - 6.3.1. Introduction and Brief History of the Media
  - 6.3.2. Main Features
- 6.4. Television
  - 6.4.1. Introduction and Brief History of the Media
  - 6.4.2. Traditional Television
  - 6.4.3. New Forms of Television Consumption
- 6.5. Social Networks as a Means of Communication
  - 6.5.1. The Network as a New Communication Environment
  - 6.5.2. Communicative Possibilities of Social Networks
- 6.6. New Platforms and Devices
  - 6.6.1. A Multi-Screen Environment
  - 6.6.2. Second Television Screens
  - 6.6.3. The Multitasker Consumer
- 6.7. Glocalization
  - 6.7.1. Local Media
  - 6.7.2. Proximity Journalism
- 6.8. Effects of the Media
  - 6.8.1. Efficiency of Commercial and Advertising Communication
  - 6.8.2. Theories on the Effects of the Media
  - 6.8.3. Social and Co-Creation Models
- 6.9. Media Convergence
  - 6.9.1. A New Media Ecosystem
  - 6.9.2. Convergence Culture

- 6.10. User-Generated Content
  - 6.10.1. From Consumer to Prosumer
  - 6.10.2. Participatory Culture
  - 6.10.3. Collective Intelligence

## Module 7. Social Media

- 7.1. Web 2.0
  - 7.1.1. Organization in the Age of Conversation
  - 7.1.2. Web 2.0 Is All About People
  - 7.1.3. New Environments, New Content
- 7.2. Social Media Strategies
  - 7.2.1. Corporate Communication Plan 2.0
  - 7.2.2. Corporate PR and Social Media
  - 7.2.3. Analysis and Evaluation of Results
- 7.3. Social Media Plan
  - 7.3.1. Designing a Social Media Plan
  - 7.3.2. Defining the Strategy to Be Followed in Each Medium
  - 7.3.3. Contingency Protocol in Case of Crisis
- 7.4. Approach to Network Positioning: SEO and SEM
  - 7.4.1. Introduction to SEO and SEM
  - 7.4.2. How Search Engines Work
  - 7.4.3. User Behavior
- 7.5. Generalist, Professional and Microblogging Platforms
  - 7.5.1. Facebook
  - 7.5.2. LinkedIn
  - 7.5.3. Google+
  - 7.5.4. Twitter
- 7.6. Video, Image, and Mobility Platforms
  - 7.6.1. YouTube
  - 7.6.2. Instagram
  - 7.6.3. Flickr
  - 7.6.4. Vimeo
  - 7.6.5. Pinterest

- 7.7. Corporate *Blogging*
  - 7.7.1. How to Create a Blog
  - 7.7.2. Content Marketing Strategy
  - 7.7.3. How to Create a Content Plan for Your Blog
  - 7.7.4. Content Curation Strategy
- 7.8. Online Marketing Plan
  - 7.8.1. Online Research
  - 7.8.2. Creating an Online Marketing Plan
  - 7.8.3. Configuration and Activation
  - 7.8.4. Launch and Management
- 7.9. Community Management
  - 7.9.1. Functions, Duties, and Responsibilities of the Community Manager
  - 7.9.2. *Social Media Manager*
  - 7.9.3. *Social Media Strategist*
- 7.10. Web Analytics and Social Media
  - 7.10.1. Setting Objectives and KPIs
  - 7.10.2. ROI in Digital Marketing
  - 7.10.3. Viewing and Interpreting Dashboards

## Module 8. Information Product Management

- 8.1. Information Product Definition
  - 8.1.1. Concept
  - 8.1.2. Features
  - 8.1.3. Types
- 8.2. Information Product Development Process
  - 8.2.1. Phases of Information Production
  - 8.2.2. Agenda Setting
- 8.3. Strategies for Launching New Information Products
  - 8.3.1. Tangible Strategies
  - 8.3.2. Intangible Strategies
  - 8.3.3. Product Portfolio Strategy

- 8.4. Competitor Strategy Study
  - 8.4.1. *Benchmarking*
  - 8.4.2. Types of Benchmarking
  - 8.4.3. Advantages
- 8.5. Information Product Portfolio Innovation Process
  - 8.5.1. Transmedia Narratives
  - 8.5.2. Fan Phenomenon
- 8.6. Innovation in Strategic Positioning
  - 8.6.1. Gamification
  - 8.6.2. New Narrative World
- 8.7. Journalistic Documentation
  - 8.7.1. Essential Guides to Cultural Journalism Documentation
  - 8.7.2. Historical Documentation
  - 8.7.3. Current Documentation
  - 8.7.4. The Raging News
- 8.8. Designing and Planning an Online Reputation Plan
  - 8.8.1. Brand Reputation Plan. General metrics, ROI, and Social CRM
  - 8.8.2. Online Crisis and Reputational SEO
- 8.9. The Importance of Communication in Today's Organizations
  - 8.9.1. Mechanisms and Systems for Communication with the Media
  - 8.9.2. Errors in Organizational Communication
- 8.10. Inbound Marketing.
  - 8.10.1. Effective Inbound Marketing
  - 8.10.2. The Benefits of Inbound Marketing
  - 8.10.3. Measuring the Success of Inbound Marketing

## Module 9. Market and Communication Environments

- 9.1. Company's Macro-Environment
  - 9.1.1. Concept of Macro-Environment
  - 9.1.2. Macro-Environment Variables
- 9.2. Company's Micro-Environment
  - 9.2.1. Approach to the Concept of Micro-Environment
  - 9.2.2. Actors in the Micro-Environment

- 9.3. New Competitive Environment
  - 9.3.1. Technological Innovation and Economic Impact
  - 9.3.2. Knowledge Society
  - 9.3.3. The New Consumer Profile
- 9.4. Knowing the Market and the Consumer
  - 9.4.1. Open Innovation
  - 9.4.2. Competitive Intelligence
  - 9.4.3. Competitive Economy
- 9.5. The Market and Audiences
  - 9.5.1. Profile of Media Users
  - 9.5.2. Audience Fragmentation
- 9.6. Developing the Marketing Plan
  - 9.6.1. Marketing Plan Concept
  - 9.6.2. Situation Analysis and Diagnosis
  - 9.6.3. Strategic Marketing Decisions
  - 9.6.4. Operating Marketing Decisions
- 9.7. Market Segmentation
  - 9.7.1. Market Segmentation Concept
  - 9.7.2. Utility and Segmentation Requirements
  - 9.7.3. Consumer Market Segmentation
  - 9.7.4. Industrial Market Segmentation
  - 9.7.5. Segmentation Strategies
  - 9.7.6. Segmentation Based on Marketing - Mix Criteria
- 9.8. Competitive Positioning
  - 9.8.1. Positioning Concept on the Market
  - 9.8.2. The Positioning Process
- 9.9. Commercial Segmentation
  - 9.9.1. Analysis of Distribution Channels, Sales Areas and Products
  - 9.9.2. Preparing Commercial Areas
  - 9.9.3. Implementing the Visiting Plan

## Module 10. Market and Customer Management

- 10.1. Marketing Management
  - 10.1.1. The Concept of Marketing Management
  - 10.1.2. New Trends in Marketing
  - 10.1.3. A New Marketplace: Consumer and Business Capabilities
  - 10.1.4. Holistic MK Orientation
  - 10.1.5. Update on the 4 Ps of Marketing
  - 10.1.6. Marketing Management Tasks
- 10.2. Relationship Marketing
  - 10.2.1. Concept of Marketing Relations
  - 10.2.2. The Customer as an Asset of the Company
  - 10.2.3. CRM as a Relationship Marketing Tool
- 10.3. Data Base Marketing
  - 10.3.1. Data Base Marketing Applications
  - 10.3.2. Information Sources
- 10.4. Types of Buying Behavior
  - 10.4.1. The Process in Purchasing Decisions
  - 10.4.2. The Stages in the Buying Process
  - 10.4.3. Types of Buying Behavior
  - 10.4.4. Features of the Types of Buying Behaviour
- 10.5. The Loyalty Process
  - 10.5.1. In-depth Knowledge of the Client
  - 10.5.2. Loyalty Process
  - 10.5.3. The Value of the Customer
- 10.6. Selecting Target Customers- CRM
  - 10.6.1. Designing an e-CRM
  - 10.6.2. BORRAR
  - 10.6.3. Orientation towards the Consumer
  - 10.6.4. 1 to 1 Planning
- 10.7. Research Project Management
  - 10.7.1. Information Analysis Tools
  - 10.7.2. Developing an Expectation Management Plan
  - 10.7.3. Assessing the Feasibility of Projects

- 10.8. Online Market Research
  - 10.8.1. Quantitative Research Tools in Online Markets
  - 10.8.2. Dynamic Qualitative Customer Research Tools
- 10.9. Study of Traditional Audiences
  - 10.9.1. Audience Measurement Origin Basic Concepts
  - 10.9.2. How are Traditional Audiences Measured?
  - 10.9.3. EGM and Kantar Media
- 10.10. Internet Audience Studies
  - 10.10.1. The Social Audience
  - 10.10.2. Measuring Social Impact: Tuitele

## Module 11. Leadership, Ethics and Social Responsibility in Companies

- 11.1. Globalization and Governance
  - 11.1.1. Governance and Corporate Governance
  - 11.1.2. The Fundamentals of Corporate Governance in Companies
  - 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 11.2. Leadership
  - 11.2.1. Leadership A Conceptual Approach
  - 11.2.2. Leadership in Companies
  - 11.2.3. The Importance of Leaders in Business Management
- 11.3. *Cross Cultural Management*
  - 11.3.1. Cross Cultural Management Concept
  - 11.3.2. Contributions to Knowledge of National Cultures
  - 11.3.3. Diversity Management
- 11.4. Business Ethics
  - 11.4.1. Ethics and Morality
  - 11.4.2. Business Ethics
  - 11.4.3. Leadership and Ethics in Companies
- 11.5. Sustainability
  - 11.5.1. Sustainability and Sustainable Development
  - 11.5.2. The 2030 Agenda
  - 11.5.3. Sustainable Companies

- 11.6. Corporate Social Responsibility
  - 11.6.1. International Dimensions of Corporate Social Responsibility
  - 11.6.2. Implementing Corporate Social Responsibility
  - 11.6.3. The Impact and Measurement of Corporate Social Responsibility
- 11.7. Responsible Management Systems and Tools
  - 11.7.1. CSR: Corporate Social Responsibility
  - 11.7.2. Essential Aspects for Implementing a Responsible Management Strategy
  - 11.7.3. Steps for the Implementation of a Corporate Social Responsibility Management System
  - 11.7.4. CSR Tools and Standards
- 11.8. Multinationals and Human Rights
  - 11.8.1. Globalization, Multinational Companies and Human Rights
  - 11.8.2. Multinational Corporations and International Law
  - 11.8.3. Legal Instruments for Multinationals in the Area of Human Rights
- 11.9. Legal Environment and Corporate Governance
  - 11.9.1. International Rules on Importation and Exportation
  - 11.9.2. Intellectual and Industrial Property
  - 11.9.3. International Labor Law

## Module 12. People and Talent Management

- 12.1. Strategic People Management
  - 12.1.1. Strategic Management and Human Resources
  - 12.1.2. Strategic People Management
- 12.2. Performance Evaluation and Performance Management
  - 12.2.1. Performance Management
  - 12.2.2. Performance Management: Objectives and Process
- 12.3. Change Management
  - 12.3.1. Change Management
  - 12.3.2. Type of Change Management Processes
  - 12.3.3. Stages or Phases in the Change Management Process

- 12.4. Productivity, Attraction, Retention and Activation of Talent
  - 12.4.1. Productivity
  - 12.4.2. Talent Attraction and Retention Levers

## Module 13. Economic and Financial Management

- 13.1. Economic Environment
  - 13.1.1. Macroeconomic Environment and the National Financial System
  - 13.1.2. Financial Institutions
  - 13.1.3. Financial Markets
  - 13.1.4. Financial Assets
  - 13.1.5. Other Financial Sector Entities
- 13.2. Executive Accounting
  - 13.2.1. Basic Concepts
  - 13.2.2. The Company's Assets
  - 13.2.3. The Company's Liabilities
  - 13.2.4. The Company's Net Worth
  - 13.2.5. The Income Statement
- 13.3. Information Systems and Business Intelligence
  - 13.3.1. Fundamentals and Classification
  - 13.3.2. Cost Allocation Phases and Methods
  - 13.3.3. Choice of Cost Center and Impact
- 13.4. Budget and Management Control
  - 13.4.1. The Budget Model
  - 13.4.2. The Capital Budget
  - 13.4.3. The Operating Budget
  - 13.4.5. Treasury Budget
  - 13.4.6. Budget Monitoring
- 13.5. Financial Management
  - 13.5.1. The Company's Financial Decisions
  - 13.5.2. Financial Department
  - 13.5.3. Cash Surpluses
  - 13.5.4. Risks Associated with Financial Management
  - 13.5.5. Financial Administration Risk Management

- 13.6. Financial Planning
  - 13.6.1. Definition of Financial Planning
  - 13.6.2. Actions to be Taken in Financial Planning
  - 13.6.3. Creation and Establishment of the Business Strategy
  - 13.6.4. The Cash Flow Table
  - 13.6.5. The Working Capital Table
- 13.7. Corporate Financial Strategy
  - 13.7.1. Corporate Strategy and Sources of Financing
  - 13.7.2. Financial Products for Corporate Financing
- 13.8. Strategic Financing
  - 13.8.1. Self-financing
  - 13.8.2. Increase in Equity
  - 13.8.3. Hybrid Resources
  - 13.8.4. Financing Through Intermediaries
- 13.9. Financial Analysis and Planning
  - 13.9.1. Analysis of the Balance Sheet
  - 13.9.2. Analysis of the Income Statement
  - 13.9.3. Profitability Analysis
- 13.10. Analyzing and Solving Cases/Problems
  - 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

## Module 14. Commercial Management, Strategic Marketing and Corporate Communication

- 14.1. Commercial Management
  - 14.1.1. Conceptual Framework of Commercial Management
  - 14.1.2. Business Strategy and Planning
  - 14.1.3. The Role of Sales Managers
- 14.2. Marketing
  - 14.2.1. The Concept of Marketing
  - 14.2.2. The Basic Elements of Marketing
  - 14.2.3. Marketing Activities in Companies

- 14.3. Strategic Marketing Management
  - 14.3.1. The Concept of Strategic Marketing
  - 14.3.2. Concept of Strategic Marketing Planning
  - 14.3.3. Stages in the Process of Strategic Marketing Planning
- 14.4. Digital Marketing and e-Commerce
  - 14.4.1. Digital Marketing and E-commerce Objectives
  - 14.4.2. Digital Marketing and Media Used
  - 14.4.3. E-Commerce General Context
  - 14.4.4. Categories of E-commerce
  - 14.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce
- 14.5. Digital Marketing to Reinforce a Brand
  - 14.5.1. Online Strategies to Improve Your Brand's Reputation
  - 14.5.2. *Branded Content and Storytelling*
- 14.6. Digital Marketing to Attract and Retain Customers
  - 14.6.1. Loyalty and Engagement Strategies through the Internet
  - 14.6.2. *Visitor Relationship Management*
  - 14.6.3. Hypersegmentation
- 14.7. Managing Digital Campaigns
  - 14.7.1. What is a Digital Advertising Campaign?
  - 14.7.2. Steps to Launch an Online Marketing Campaign
  - 14.7.3. Mistakes in Digital Advertising Campaigns
- 14.8. Sales Strategy
  - 14.8.1. Sales Strategy
  - 14.8.2. Sales Methods
- 14.9. Corporate Communication
  - 14.9.1. Concept
  - 14.9.2. The Importance of Communication in the Organization
  - 14.9.3. Type of Communication in the Organization
  - 14.9.4. Functions of Communication in the Organization
  - 14.9.5. Elements of Communication
  - 14.9.6. Communication Problems
  - 14.9.7. Communication Scenarios



**Module 15. Executive Management**

- 15.1. Manager Functions: Organizational Culture and Approaches
  - 15.1.1. Manager Functions: Organizational Culture and Approaches
- 15.2. Operations Management
  - 15.2.1. The Importance of Management
  - 15.2.2. Value Chain
  - 15.2.3. Quality Management
- 15.3. Public Speaking and Spokesperson Education
  - 15.3.1. Interpersonal Communication
  - 15.3.2. Communication Skills and Influence
  - 15.3.3. Communication Barriers
- 15.4. Personal and Organizational Communications Tools
  - 15.4.1. Interpersonal Communication
  - 15.4.2. Interpersonal Communication Tools
  - 15.4.3. Communication in the Organization
  - 15.4.4. Tools in the Organization
- 15.5. Preparation of a Crisis Plan
  - 15.5.1. Analysis of Possible Problems
  - 15.5.2. Planning
  - 15.5.3. Adequacy of Personnel
- 15.6. Emotional Intelligence
  - 15.6.1. Emotional Intelligence and Communication
  - 15.6.2. Assertiveness, Empathy, and Active Listening
  - 15.6.3. Self-Esteem and Emotional Communication
- 15.7. Personal Branding
  - 15.7.1. Strategies for Personal Brand Development
  - 15.7.2. Personal Branding Laws
  - 15.7.3. Tools for Creating Personal Brands

- 15.8. Leadership and Team Management
  - 15.8.1. Leadership and Leadership Styles
  - 15.8.2. Leader Capabilities and Challenges
  - 15.8.3. Managing Change Processes
  - 15.8.4. Managing Multicultural Teams



*This specialization will allow you to advance in your career comfortably"*

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.



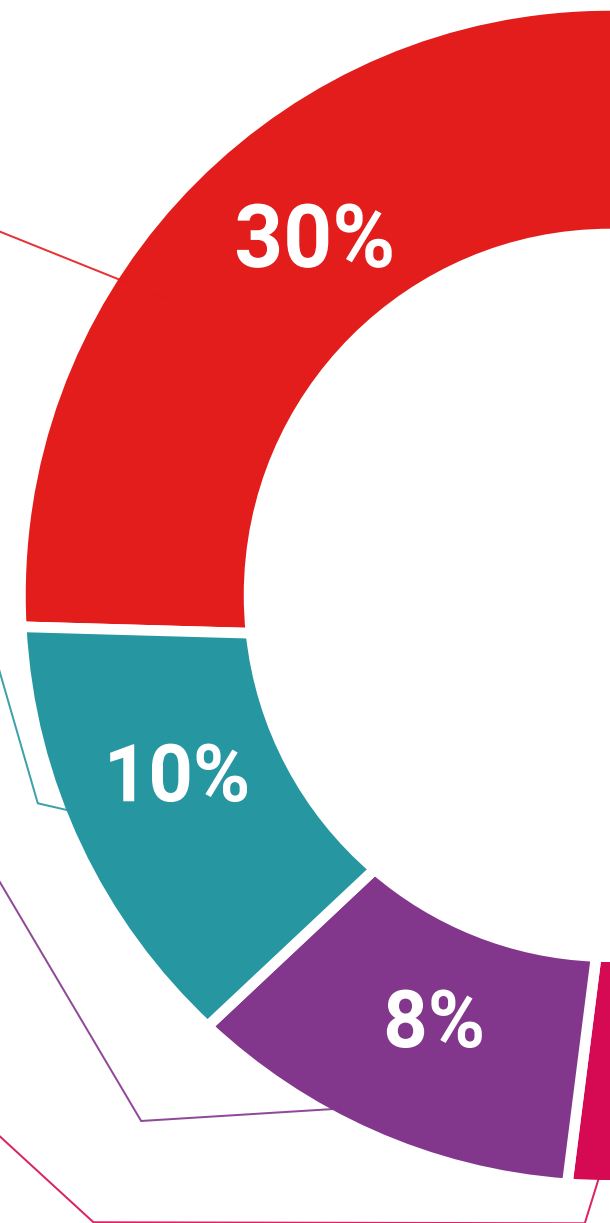
### Practising Skills and Abilities

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.



06

# Certificate

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



“

*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork”*

This **MBA in Creative Business Management** contains the most complete and up-to-date program on the market.

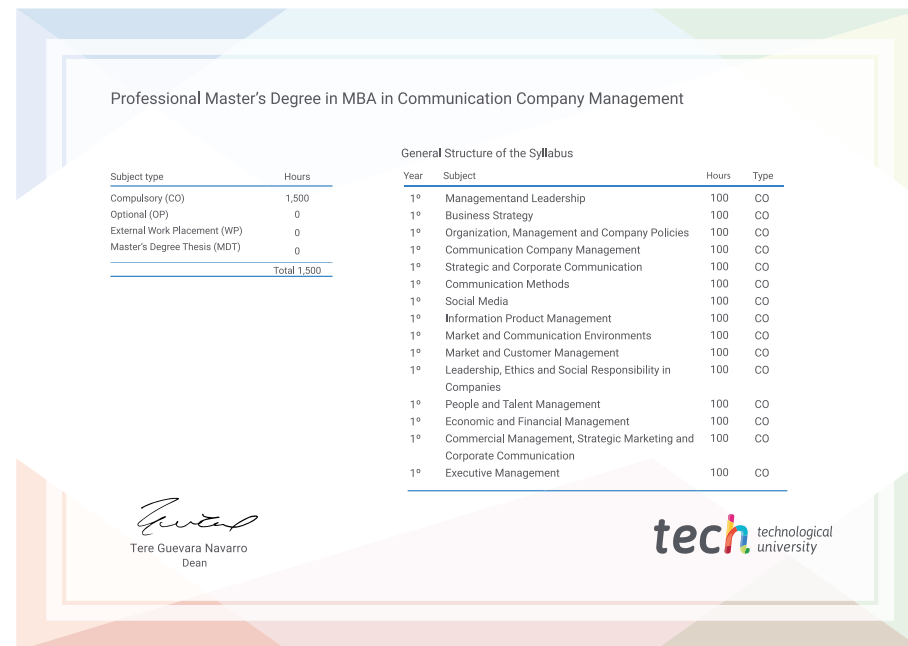
After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** diploma issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Professional Master's Degree MBA in Communication Company Management**

Modality: **online**

Duration: **12 months**



\*Apostille Convention. In the event that the student wishes to have their paper diploma 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

MBA in Communication  
Company Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Professional Master's Degree

MBA in Communication

Company Management