

# Professional Master's Degree

MBA in Corporate  
Communications Management  
(CCO, Chief Communications Officer)





## Professional Master's Degree

MBA Corporate

Communications Management

(CCO, Chief Communications Officer)

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

Website: [www.techtute.com/pk/journalism-communication/professional-master-degree/master-mba-corporate-communications-management-cco-chief-communications-officer](http://www.techtute.com/pk/journalism-communication/professional-master-degree/master-mba-corporate-communications-management-cco-chief-communications-officer)

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# 01

# Introduction

Communication, at an integral level, plays a crucial role in fulfilling company objectives. For this reason, more and more organizations are opting for communication plans that optimally control the way in which the company communicates with each and every one of its audiences (whether internal or external). With this in mind, professionals at TECH have designed this academic program, which aims to provide professionals with in-depth knowledge that will enable them to act as a Chief Communications Officer, designing and implementing highly effective strategies that promote the correct use of messages for each of the company's audiences.



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*We offer you the best teaching methodology and a multitude of practical cases to simulate the real-life situations which you may face throughout your career”*



Without a doubt, it has been proven that communication is a very powerful tool in many scenarios, particularly in the business environment. In this field, communication is a powerful resource for directing a certain message through various channels such as social media, mass communication media or circles of influence.

Over the years, leaders have identified communication as an indispensable tool in the art of telling stories, improving the general mood of a group and as information transmitters, capable of "creating movement" through messages which incite some form of action.

For all these reasons, this Professional Master's Degree will analyze communication as a field of study and application. For this purpose, this program is created by professionals with great professional careers at the head of companies in different sectors, as well as specialized journalists. There are also academic professionals, highly specialized in the field of corporate communication, who are also authors of numerous high impact publications with in-depth knowledge of the latest developments in this sector.

This Professional Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer) deals, in great detail, with all the aspects that influence the communication of a company from a strategic and international perspective, as well as the work of the specialized journalist from a global point of view. In this way, students will be able to take on their responsibilities with a more accurate vision of the sector and, therefore, be better prepared to take actions that will lead to professional success.

This **Professional Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer)** contains the most complete and up-to-date academic program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Corporate 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.
- ♦ The latest information on corporate communication
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ With a special emphasis on innovative methodologies in Journalism and MBA Corporate Communications Management (CCO, Chief Communications Officer).
- ♦ Algorithm-based interactive learning system for decision-making in situations focused on journalism and digital communication
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Work with the best professionals in the field with this Professional Master's Degree with curricular excellence"*

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*TECH offers you the best academic program on the market in MBA in Corporate Communication Management (CCO, Chief Communications Officer). You only have to bring your enthusiasm to study”*

The teaching staff includes professionals from journalism and communication field, who bring their experience to this training 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; a simulated environment that will provide an immersive training program designed to practice in real situations.

This program is designed around Problem-Based Learning, where professionals must try to solve the different professional practice situations that arise throughout the program. For this purpose, professionals will be assisted by an innovative interactive video system created by renowned and experienced experts

*Become an outstanding journalist and learn how to successfully work in the communications offices of companies in all sectors.*

*The career of a journalist has become considerably more diverse in the last few years. Today, one of the professional opportunities with plenty of job openings is in the field of corporate communication.*



# 02

# Objectives

This program is designed to perfect students' skills and to help them develop new abilities and skills in the corporate communications management field. After the program, professionals will be able to design and implement specific actions aimed at improving the company's position in a complex communication scenario. These are characterized by an increasingly enlightened public opinion that demands a high level of information accuracy. This way, students can become successful professionals in the field, acquiring advanced skills and being able to manage diverse, large-scale projects.







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*If your objective is to develop yourself as a journalist and communicator within the business sector, creating strategies and successful plans, then this Professional Master's Degree is for you”*



## General Objectives

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- ♦ Gain an integral and professional vision of the communication environment, identifying the defining characteristics of the sector, as well as their impact and consequences on the business structure as a whole
- ♦ Acquire basic and advanced knowledge so students are capable of creating new communication ecosystems
- ♦ Enhance management, analysis, creativity and leadership skills as the main competencies of corporate communication
- ♦ Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal
- ♦ Achieve the necessary ethical responsibility for carrying out the duties required of a corporate communications manager
- ♦ Develop critical thinking skills
- ♦ Generate a competitive communication strategy based on in-depth knowledge of the dynamics of communication and the determining components
- ♦ Identify opportunities and be able to evolve personally through scrutinizing your own work
- ♦ Generate a social impact and direct public opinion with ethical and professional responsibility
- ♦ Improve skills in decision-making thanks to observation, analysis, interpretation and action in relation to the professional criteria and the elaboration of critical reports
- ♦ Understand and be able to execute the communication process in an effective way, adapting it to each channel, company profile and public objective





## Specific Objectives

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### Module 1. Organizational Management

- ◆ Perform appropriate communication using the most advanced digital tools
- ◆ Implement integral communication plans
- ◆ Apply the necessary techniques for managing a communication department within different companies and institutions

### Module 2. Managerial Skills

- ◆ Apply the creative processes to the field to corporate communication
- ◆ Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- ◆ Identify the audiences of media communication. Efficiently manage all aspects of the communication department of any organization

### Module 3. Ethics and Corporate Social Responsibility

- ◆ Draw up a roadmap for sustainability, transparency and social economy that will allow the company to adapt to the global ecological framework of the sector in question
- ◆ Identify the organization's social responsibility and share it through internal communication channels

### Module 4. Corporate Communication, Brand Strategy and Reputation

- ◆ Design innovative strategies and policies to improve management and business efficiency
- ◆ Plan and implement integral communication plans

### Module 5. Strategic Planning in Corporate Communication

- ◆ Elaborate texts based on the structural and linguistic conventions of each textual typology
- ◆ Develop communication strategies for project planning, identifying the main objective of each one

### Module 6. Managing Aspects of Corporate Communication

- ◆ Implement management models which allow you to optimize internal communication
- ◆ Identify the main roles and managers that are part of the company's board of directors

### Module 7. Communication in Specialized Sectors

- ◆ Identify the company environment and their target audience
- ◆ Establish complex communication strategies to achieve a link with all audiences

### Module 8. Marketing and Communication

- ◆ Manage the company's reputation
- ◆ Use social media and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

### Module 9. Customer Relationship Management

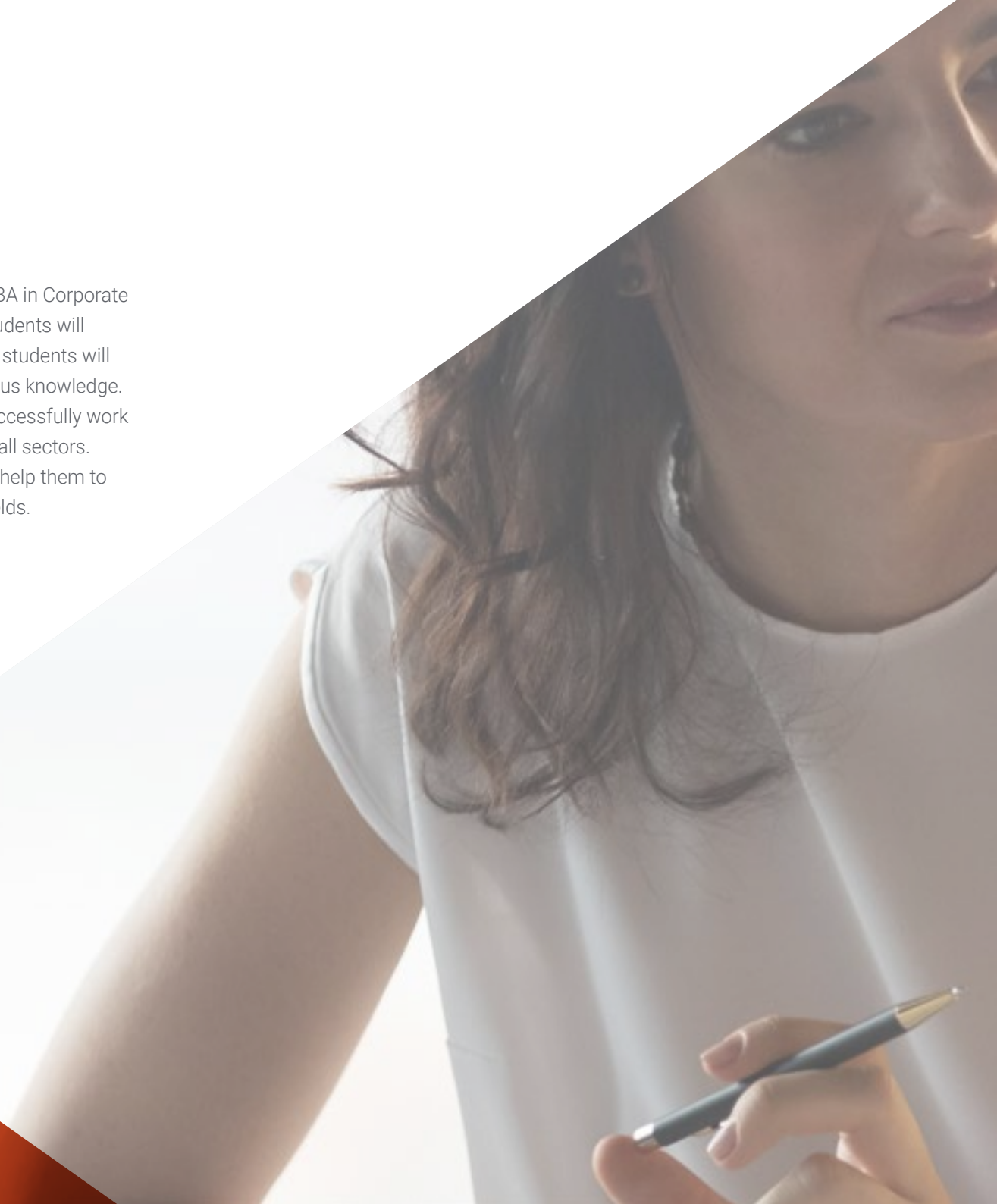
- ◆ Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence

### Module 10. Communication Strategy in the Digital World

- ◆ Be capable of designing a successful Social Media Plan based on a timeline and a budget
- ◆ Understand the main digital tools for strategy creation

# 03 Skills

After passing the assessments in the Professional Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer), students will have acquired the skills needed to produce high-quality work. In addition, students will exhibit new skills and techniques that will help them enhance their previous knowledge. This way, journalists and communication professionals will be able to successfully work within the press, communication and marketing offices of businesses in all sectors. This will therefore increase the value of their professional profile and will help them to become much more competent journalist, prepared to work in various fields.



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*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

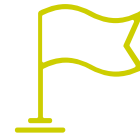
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- ♦ Specialize in the interpretation and assessment of corporate communication
- ♦ Apply the latest trends in business management in their company
- ♦ Develop personal and managerial skills
- ♦ Make decisions in a complex and unstable environment
- ♦ Identify the target audiences and any competitors, and develop new projects to help you improve
- ♦ Analyze the diverse sources used in journalism and corporate communication
- ♦ Apply innovative techniques and concepts used in the speciality
- ♦ Use innovative processes that apply to the practice of the profession
- ♦ Manage new communication channels on the internet
- ♦ Create appropriate communication plans for each sector



*Enroll in the best Corporate Communication program on the current university market"*





## Specific Skills

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- ♦ Develop strategies for corporate brand and reputation management as strategic resources for differentiation, legitimacy and business excellence
- ♦ Describe the strategic role of integrated and consistent communication with all the stakeholders
- ♦ Strengthen leadership skills and competencies of future asset managers
- ♦ Establish techniques for creating a personal and professional brand
- ♦ Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- ♦ Describe the new rules of communication, own content creation and the relationship with stakeholders in the digital world within which organizations compete
- ♦ Plan and implement integral communication plans
- ♦ Establish complex communication strategies to achieve a link with all audiences
- ♦ Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches
- ♦ Describe the essential elements of corporate communication management
- ♦ Explore the characteristics of communication in specific sectors

# 04

## Structure and Content

The content structure of this program has been designed by a team of Journalism, Marketing and Communication professionals who are aware of the relevance of up-to-date qualifications in this field as a way of deepening one's professional knowledge. They have created a comprehensive syllabus specially designed to provide information to science professionals with competencies related to the unique features and characteristics of the world of corporate communication. Therefore, after successfully completing this academic course, students will be much more prepared to carry out their work in this field in a more autonomous and competent way.



“

*We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world with every guarantee of success”*



## Module 1. Organizational Management

- 1.1. Strategic Management
  - 1.1.1. Organizational Design
  - 1.1.2. Strategic Position of the Business
  - 1.1.3. Competitive and Corporate Strategies
- 1.2. Corporate Finance
  - 1.2.1. Financial Policy and Growth
  - 1.2.2. Company Valuation Methods
  - 1.2.3. Capital Structure and Financial Leverage
  - 1.2.4. Finance for the Global Communications Officer
- 1.3. Strategic Leadership for Intangible Asset Economy
  - 1.3.1. Cultural Alignment Strategies
  - 1.3.2. Corporate and Differentiating Leadership
  - 1.3.3. Change and Transformation Agent
- 1.4. Economic Situation
  - 1.4.1. The Fundamentals of the Global Economy
  - 1.4.2. The Globalization of Companies and Financial Markets
  - 1.4.3. Entrepreneurship and New Markets
- 1.5. Innovation and Digital Transformation
  - 1.5.1. Management and Strategic Innovation
  - 1.5.2. Creative Thinking and Design Thinking
  - 1.5.3. Open Innovation
  - 1.5.4. Sharing Economy
- 1.6. International Context
  - 1.6.1. Geopolitics
  - 1.6.2. Divisive Markets and Types of Change
  - 1.6.3. Hedging with Currency Exchange Contracts
  - 1.6.4. Foreign Investments and Exportation Financing

## Module 2. Managerial Skills

- 2.1. Public Speaking and Spokesperson Training
  - 2.1.1. Interpersonal Communication
  - 2.1.2. Communication Skills and Influence
  - 2.1.3. Communication Barriers
- 2.2. Communication and Leadership
  - 2.2.1. Leadership and Leadership Styles
  - 2.2.2. Motivation
  - 2.2.3. Skills and Abilities of the Leader 2.0
- 2.3. Personal Branding
  - 2.3.1. Strategies to Develop Personal Branding
  - 2.3.2. Personal Branding Laws
  - 2.3.3. Tools for Creating Personal Brands
- 2.4. Team Management
  - 2.4.1. Work Teams and Meeting Management
  - 2.4.2. Managing Change Processes
  - 2.4.3. Managing Multicultural Teams
  - 2.4.4. Coaching
- 2.5. Negotiation and Conflict Resolution
  - 2.5.1. Effective Negotiation Techniques
  - 2.5.2. Interpersonal Conflicts
  - 2.5.3. Intercultural Negotiation
- 2.6. Emotional Intelligence
  - 2.6.1. Emotional Intelligence and Communication
  - 2.6.2. Assertiveness, Empathy, and Active Listening
  - 2.6.3. Self-Esteem and Emotional Language
- 2.7. Relational Capital: Coworking
  - 2.7.1. Managing Human Capital
  - 2.7.2. Performance Analysis
  - 2.7.3. Managing Equality and Diversity
  - 2.7.4. Innovation in People Management



- 2.8. Time Management
  - 2.8.1. Planning, Organization and Control
  - 2.8.2. The Methodology of Time Management
  - 2.8.3. Action Plans
  - 2.8.4. Tools for Efficient Time Management

### Module 3. Ethics and Corporate Social Responsibility

- 3.1. The Managerial Role and CSR
  - 3.1.1. Strategic Vision and Corporate Social Responsibility
  - 3.1.2. Balanced Scorecard
  - 3.1.3. Systems and Models for Implementing CSR
  - 3.1.4. Organization of CSR: Roles and Responsibilities
- 3.2. Corporate Responsibility
  - 3.2.1. Value Creation in an Economy of Intangibles
  - 3.2.2. CSR: Corporate Commitment
  - 3.2.3. Social, Environmental and Economic Impact
- 3.3. Responsible Finance and Investment
  - 3.3.1. Sustainability and Responsibility of the Financial Manager
  - 3.3.2. Transparency in Information
  - 3.3.3. Finance and Responsible Investment
  - 3.3.4. Social Economy, Cooperativity and Corporate Social Responsibility
- 3.4. Business and Environment
  - 3.4.1. Sustainable Development
  - 3.4.3. Response of Companies to Environmental Problems
  - 3.4.4. Waste and Emissions
- 3.5. Packaging and Environment
  - 3.5.1. Packaging as a Differentiation Business Strategy
  - 3.5.2. Encouragement and Communication at the Point of Sale
  - 3.5.3. Packaging Design and Future Trends

- 3.6. Responsible Management Systems and Tools
  - 3.6.1. Social Responsibility Management Systems
  - 3.6.2. Integration Systems
  - 3.6.3. Quality Management Systems, the Environment and Occupational Health and Safety
  - 3.6.4. Audits
- 3.8. Multinationals and Human Rights
  - 3.8.1. Globalization, Human Rights and Multinational Companies
  - 3.8.2. Multinational Companies and International Law
  - 3.8.3. Specific Legal Instruments
- 3.9. Legal Environment and Corporate Governance
  - 3.9.1. International Rules on Importation and Exportation
  - 3.9.2. Intellectual and Industrial Property
  - 3.9.3. International Labor Law

### Module 4. Corporate Communication, Brand Strategy and Reputation

- 4.1. Corporate Identity and Strategic Vision
  - 4.1.1. Identity and Redefining Business Values
  - 4.1.2. Corporate Business Culture
  - 4.1.3. Communication Department Challenges
  - 4.1.4. Public Image and Projection
- 4.2. Corporate Brand Strategy
  - 4.2.1. Public Image and Stakeholders
  - 4.2.2. Corporate Branding Strategy and Management
  - 4.2.3. Corporate Communication Strategy in Line with Brand Identity
- 4.3. Reputation Theory
  - 4.3.1. Reputation as a Paradigm of a Good Company
  - 4.3.2. The Concept of Corporate Reputation
  - 4.3.3. Internal Reputation
  - 4.3.4. Influence of Internationalization on Corporate Reputation

- 4.4. Reputation Evaluation
  - 4.4.1. Corporate Reputation Audit
  - 4.4.2. Listed Companies Reputation Monitor
  - 4.4.3. Reputational Good Governance Index
  - 4.4.4. Analysis of Sectorial Reputation
- 4.5. Reputation Management
  - 4.5.1. Corporate Reputation Management
  - 4.5.2. Focus on Brand Reputation
  - 4.5.3. Leadership Reputation Management
- 4.6. Reputational Risk and Crisis Management
  - 4.6.1. Listening to and Managing Feedback
  - 4.6.2. Procedures, Crisis Manual and Contingency Plans
  - 4.6.3. Spokesperson Training in Emergency Situations
- 4.7. Ethical Sustainability
  - 4.7.1. Sustainable Criteria and Strategies
  - 4.7.2. Communication Campaigns with Sustainability Criteria
  - 4.7.3. Sustainable Brand Positioning and Image
- 4.8. Brand Metrics and Analysis and Reputation
  - 4.8.1. Introduction to the Metrics of Corporate Branding
  - 4.8.2. Internal and External Measurement Indexes
  - 4.8.3. Brand Management Tools
  - 4.8.4. Brand Assessment and Ranking



## Module 5. Strategic Planning in Corporate Communication

- 5.1. Strategic Planner
  - 5.1.1. Strategic Planner: Origins and Functions
  - 5.1.2. The Strategic Planner in Public Businesses, Strategic Consultancies and Communication Companies
  - 5.1.3. Stakeholder Management
- 5.2. Planning Models and Schools
  - 5.2.1. Models for Intangibles Management
  - 5.2.2. Intangibles and Strategic Plans
  - 5.2.3. Evaluation of Intangibles
  - 5.2.4. Reputation and Intangibles
- 5.3. Qualitative Research in Strategic Planning
  - 5.3.1. Insights Detection
  - 5.3.2. Focus Groups for Strategic Planning
  - 5.3.3. Planning of Strategic Interviews
- 5.4. Quantitative Research in Strategic Planning
  - 5.4.1. Data Analysis and Drawing Conclusions
  - 5.4.2. Use of Psychometric Techniques
  - 5.4.3. Challenges of Applied Research in Business Communication
- 5.5. Creative Strategy Formulation
  - 5.5.1. Explore Alternative Strategies
  - 5.5.2. Counter Briefing or Creative Briefing
  - 5.5.3. Branding and Positioning
- 5.6. Strategic Use of Different Media
  - 5.6.1. 360° Campaigns
  - 5.6.2. Launching of New Products
  - 5.6.3. Social Trends
  - 5.6.4. Evaluation of Effectiveness
- 5.7. Trends in Business Communication
  - 5.7.1. Generation and Distribution of Corporate Content
  - 5.7.2. Business Communication on the Web 2.0
  - 5.7.3. Implementation of Metrics in the Communication Process

- 5.8. Sponsorship and Patronage
  - 5.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
  - 5.8.2. Communication Opportunities and Tangible and Intangible Returns
  - 5.8.3. Hospitality and Collaboration Actions

## Module 6. Managing Aspects of Corporate Communication

- 6.1. Communication in Organizations
  - 6.1.1. Organizations, People and Society
  - 6.1.2. Historical Evolution of Organizational Behavior
  - 6.1.3. Bidirectional Communication
  - 6.1.4. Communication Barriers
- 6.2. Structure, Control and Challenges in Communication Management
  - 6.2.1. Departmental Structure in Communication Management
  - 6.2.2. Current Trends in Management Models
  - 6.2.3. Integration of Intangibles
  - 6.2.4. Communication Department Challenges
- 6.3. Integral Communication Plans
  - 6.3.1. Audit and Diagnosis
  - 6.3.2. Elaboration of Communication Plan
  - 6.3.3. Measuring results: KPIs and ROI
- 6.4. Effects of the Media
  - 6.4.1. Efficiency of Commercial and Advertising Communication
  - 6.4.2. Theories on the Effects of the Media
  - 6.4.3. Social and Co-creation Models
- 6.5. Press Offices and Their Relationship with Communication Media
  - 6.5.1. Identifying Opportunities and Information Needs
  - 6.5.2. Management of Reports and Interviews with Spokespersons
  - 6.5.3. Virtual Press Room and ee-Communication
  - 6.5.4. Buying Advertising Space

- 6.6. Public Relations
  - 6.6.1. PR Strategy and Practice
  - 6.6.2. Protocol and Ceremonial Rules
  - 6.6.3. Event Organization and Creative Management
- 6.7. Lobbies and Pressure Groups
  - 6.7.1. Opinion Groups and Their Actions in Businesses and Institutions
  - 6.7.2. Institutional Relations and Lobbying
  - 6.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 6.8. Internal Communication
  - 6.8.1. Motivational Programs, Social Action, Participation and HR Training Programs
  - 6.8.2. Internal Communication Support and Tools
  - 6.8.3. Internal Communication Plan
- 6.9. Branding & Naming
  - 6.9.1. Brand Management and Coordination in Launching of New Products
  - 6.9.2. Brand Repositioning
- 6.10. Audience Forecasting and Data Sources
  - 6.10.1. Measurement Units and Audience Profiles
  - 6.10.2. Affinity, Share, Rating and GRPs
  - 6.10.3. Current Suppliers in the Advertising Market

## Module 7. Communication in Specialized Sectors

- 7.1. Financial Communication
  - 7.1.1. Value of Intangibles
  - 7.1.2. Financial Communication in Listed Companies
  - 7.1.3. The Issuers of the Financial Communication
  - 7.1.4. Public Objective in Financial Operations
- 7.2. Political and Electoral Communication
  - 7.2.1. Image in Political and Electoral Campaigns
  - 7.2.2. Political Advertising
  - 7.2.3. Political and Electoral Communication Plan
  - 7.2.4. Electoral Communication Audits

- 7.3. Communication and Health
  - 7.3.1. Journalism and Health Information
  - 7.3.2. Interpersonal and Group Communication in the Field of Health
  - 7.3.3. Communication Risk and Communicative Management in a Health Crisis
- 7.4. Digital Culture and Hypermedia Museography
  - 7.4.1. Production and Diffusion of Art in the Digital Era
  - 7.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
  - 7.4.3. Constructive Participation in the Digital Culture
- 7.5. Communication at the Forefront of Public Organizations
  - 7.5.1. Communication in the Public Sector
  - 7.5.2. Strategy and Creation in Public Organization Communications
  - 7.5.3. Intangible Assets in the Public Sector
  - 7.5.4. Information Policy of Public Organizations
- 7.6. Communications in Non-Profit Organizations
  - 7.6.1. NPO and Relationship with Government Agencies
  - 7.6.2. Corporate Reputation in Non-Profit Organizations
  - 7.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
  - 7.6.4. Different Figures and Communication Media

## Module 8. Marketing and Communication

- 8.1. Product Placement and Branded Content
  - 8.1.1. Unique Forms of Communication and Brand Placement
  - 8.1.2. Concepts, Products and Services in User-Friendly Media
- 8.2. Digital Media Planning and Contracting
  - 8.2.1. Real-Time Bidding
  - 8.2.2. Integrated Digital Campaign Planning
  - 8.2.3. Advertising Investment Control Scorecard
- 8.3. Promotional Marketing
  - 8.3.1. Consumer Promotions
  - 8.3.2. Sales Force, Channel, Point of Sale and Special Promotions
  - 8.3.3. Success and Cost-Effectiveness of Promotional Actions

- 8.4. Planning, Execution and Measurement of SEM Campaigns
  - 8.4.1. Search Engine Marketing
  - 8.4.2. Conversion of Traffic to Qualified Traffic
  - 8.4.3. SEM Project Management
- 8.5. Metrics and Results Analysis in Public Digital Campaigns
  - 8.5.1. Ad Servers
  - 8.5.2. Traditional Metrics in Digital GRPs
  - 8.5.3. Cross-Media and Interactions
- 8.6. Display Advertising, Rich Media and Viral Publicity
  - 8.6.1. Media, Formats and Supports
  - 8.6.2. The Conversion Cycle
  - 8.6.3. Buzz Marketing and WOM
- 8.7. Mobile Marketing, Geo-Localization and Internet TV
  - 8.7.1. New Mobile Marketing Applications
  - 8.7.2. Geo-Localization
  - 8.7.3. Applications which Integrate Websites, Geotagging and Mobile
- 8.8. Advertising Effectiveness
  - 8.8.1. Research Techniques and Tracking Campaigns
  - 8.8.2. Coverage and Effective Frequency Analysis
  - 8.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

## Module 9. Customer Relationship Management

- 9.1. CRM and Relational Marketing
  - 9.1.1. Business Philosophy or Strategic Orientation
  - 9.1.2. Customer Identification and Differentiation
  - 9.1.3. The Company and Its Stakeholders
  - 9.1.4. Clienteling
- 9.2. Database Marketing and Customer Relationship Management
  - 9.2.1. Database Marketing Applications
  - 9.2.3. Information Sources, Storage, and Processing

- 9.3. Consumer Psychology and Behavior
  - 9.3.1. The Study of Consumer Behavior
  - 9.3.2. Internal and External Consumer Factors
  - 9.3.3. Consumer Decision Process
  - 9.3.4. Consumerism, Society, Marketing, and Ethics
- 9.4. Consumer Centric Marketing
  - 9.4.1. Segmentation
  - 9.4.2. Profitability Analysis
  - 9.4.3. Customer Loyalty Strategies
- 9.5. CRM Management Techniques
  - 9.5.1. Direct Marketing
  - 9.5.2. Multichannel Integration
  - 9.5.3. Viral Marketing
- 9.6. Advantages and Risks of Implementing CRM
  - 9.6.1. CRM, Sales and Costs
  - 9.6.2. Customer Satisfaction and Loyalty
  - 9.6.3. Technology Implementation
  - 9.6.4. Strategic and Management Errors

## Module 10. Communication Strategy in the Digital World

- 10.1. Web 2.0 or the Social Web
  - 10.1.1. Organization in the Age of Conversation
  - 10.1.2. Web 2.0 Is All About People
  - 10.1.3. Digital Environment and New Communication Formats
- 10.2. Digital Communication and Reputation
  - 10.2.1. Online Reputation Report
  - 10.2.2. Etiquette and Best Practices in Social Networking
  - 10.2.3. Branding and Networking 2.0
- 10.3. Designing and Planning an Online Reputation Plan
  - 10.3.2. Brand Reputation Plan
  - 10.3.3. General Metrics, ROI, and Social CRM
  - 10.3.4. Online Crisis and Reputational SEO



- 10.4. Generalist, Professional and Microblogging Platforms
  - 10.4.1. Facebook.
  - 10.4.2. LinkedIn
  - 10.4.3. Google+
  - 10.4.4. Twitter
- 10.5. Video, Image and Mobility Platforms
  - 10.5.1. YouTube
  - 10.5.2. Instagram
  - 10.5.3. Flickr
  - 10.5.4. Vimeo
  - 10.5.5. Pinterest
- 10.6. Content Strategy and Storytelling
  - 10.6.1. Corporate Blogging
  - 10.6.2. Content Marketing Strategy
  - 10.6.3. Creating a Content Plan
  - 10.6.4. Content Curation Strategy
- 10.7. Social Media Strategies
  - 10.7.1. Corporate PR and Social Media
  - 10.7.2. Defining the Strategy to Be Followed in Each Medium
  - 10.7.3. Analysis and Evaluation of Results
- 10.8. Community Management:
  - 10.8.1. Functions, Duties, and Responsibilities of the Community Manager
  - 10.8.2. Social Media Manager
  - 10.8.3. Social Media Strategist
- 10.9. Social Media Plan
  - 10.9.1. Designing a Social Media Plan
  - 10.9.2. Schedule, Budget, Expectations and Monitoring
  - 10.9.3. Contingency Protocol in Case of Crisis
- 10.10. Online Monitoring Tools
  - 10.10.1. Management Tools and Desktop Applications
  - 10.10.2. Monitoring and Research Tools





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*A unique, key, and decisive experience to boost your professional development”*

05

# Methodology

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

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





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*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.

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*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.



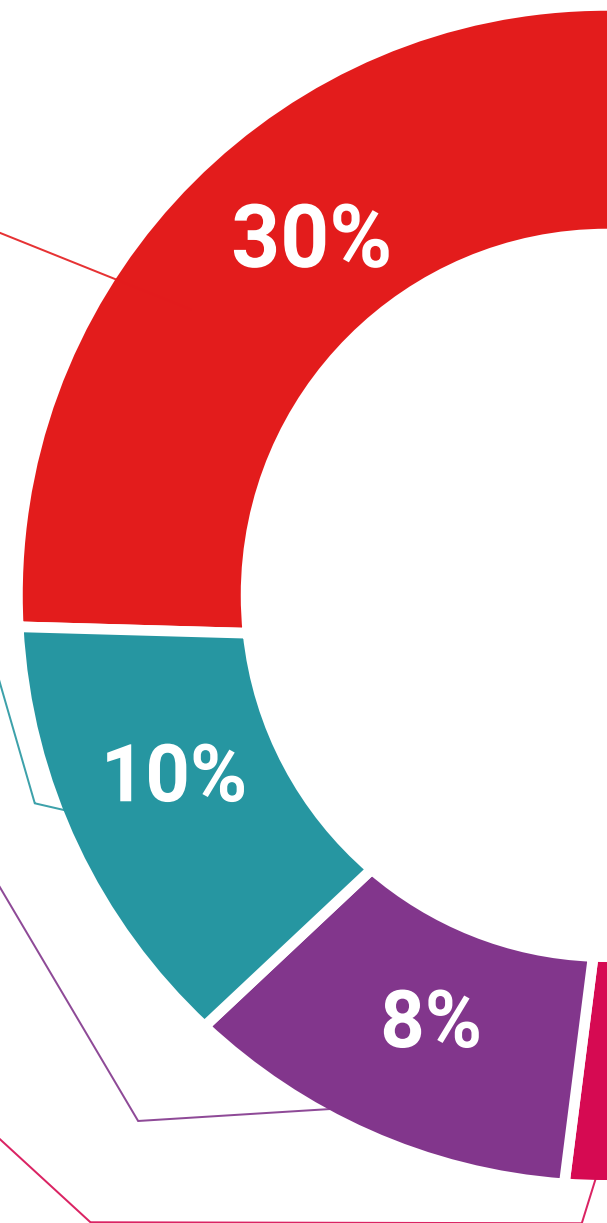
### Practising Skills and Abilities

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

This Professional Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer) guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH University.



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

This **Professional Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer)** contains the most complete and up-to-date program on the market.

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

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

Title: **Professional Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer)**

Official N° of hours: **1,500 h.**



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



**Professional Master's Degree**  
MBA Corporate  
Communications Management  
(CCO, Chief Communications Officer)

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



# Professional Master's Degree

MBA in Corporate  
Communications Management  
(CCO, Chief Communications Officer)

