

# Professional Master's Degree

## Social Networks and Community Management



## Professional Master's Degree

### Social Networks and Community Management

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

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

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# 01.

# Introduction

The success of social networks has led to millions of people using them on a daily basis and has consolidated the figure of the community manager as a key player in managing the profiles of public figures and companies from a wide range of sectors. The constant updating of the technology itself or the adaptation of the language (written, audiovisual, visual) for each of them, requires professionals who have a wide mastery of communication and digital tools. A tremendously favorable outlook for journalism graduates who wish to progress in a growing sector. For this, TECH provides a 100% online program, with which you will be able to keep abreast of the latest news on creativity, essential software for the management of graphic design, corporate identity and strategic marketing.





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*With this Professional Master's Degree, you will be able to obtain the latest content on social network management so that you can become a true community manager”*



When social networks were born in the early 1990s, a few theorists and experts in digital technologies were able to glimpse the great potential for communication and interaction that they had. This development has led to the constant emergence of new virtual environments in which to exchange content and conversations, create spaces for debate and even generate public opinion, which has brought about substantial changes in socioeconomic issues.

Few are strangers to networks such as YouTube, Twitter, LinkedIn or Facebook. Each one occupies a space on the Internet with its target audience, content and specific characteristics, where the figure of community management has become key for the most appropriate management of public and private profiles. An administration that requires in-depth knowledge of digital environments, the essential tools for content generation and the keys to be able to create a positive and relevant image of the professional or business profile you manage.

In a growing market, TECH offers the Professional Master's Degree in Social Networks and Community Management, which will allow the journalists or communicators to acquire a learning process that will boost their professional career in this field. To do so, you will be provided with innovative multimedia content that will introduce you to monitoring tools, active listening, programming and the main market research techniques.

Additionally, students will find in this program the necessary practical material to be able to approach in a much more direct and clear way the daily reality of the community manager.

A 100% online degree that provides students with an excellent opportunity to advance in their work environment through a convenient and flexible university education. All you need is a computer, tablet or cell phone to access the entire syllabus of the university program. This will also allow you to distribute the teaching load according to your needs, making it compatible with your professional and/or personal responsibilities.

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

- ♦ The development of practical cases presented by experts in Social Networks
- ♦ The graphic, schematic, and practical contents with which they are created, provide technical and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an internet connection



*Stand out in a competitive sector thanks to the up-to-date knowledge you will obtain in this program. Take the step and enroll now"*

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*From and when you wish, you can access the entire syllabus that makes up this university degree. Enroll now”*

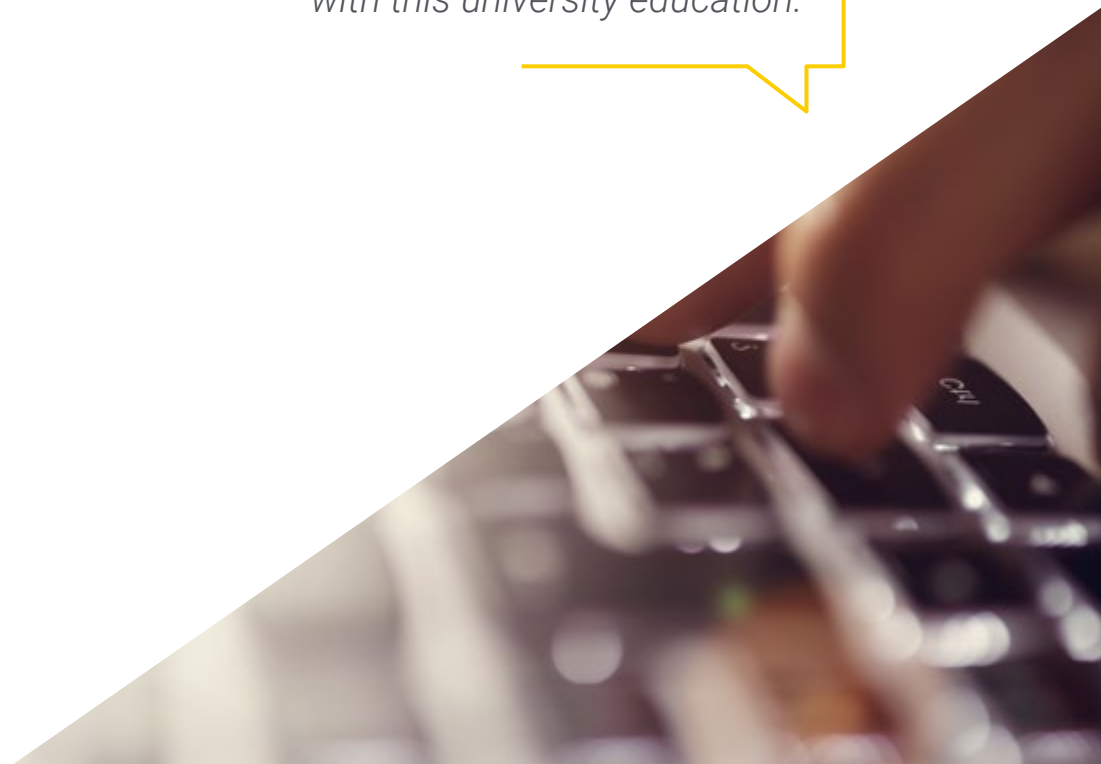
The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train 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 throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Delve into public opinion, public communication and media influence models with a 100% online program that adapts to you.*

*Design a strategy, create quality content, schedule and monitor. Follow all the steps for professional success with this university education.*



# 02. Objectives

The main objective of this program is to provide students with the necessary knowledge to develop successfully in a sector that has become more relevant in all companies, as it allows to bring the public closer to the company, improve its image and reputation. However, this close communication can have negative effects, so it is necessary for community managers to have the appropriate knowledge and skills, which can be obtained through the syllabus developed by the specialized teaching team that teaches this degree.







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*Click and register now for a Professional Master's Degree that will help you progress in your career as a community manager"*



## General Objectives

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- ♦ Acquire the necessary knowledge to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style
- ♦ Master the main tools, techniques and communication strategies for social network management
- ♦ Be able to create quality content adapted to each social network





## Specific Objectives

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### Module 1. Fundamentals of Communication in the Digital Environment

- ♦ Use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- ♦ Be able to understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ♦ Allow the student to have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

### Module 2. Integrated Marketing Communication

- ♦ Be able to understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ♦ Have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ♦ Understand the importance of social networks and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

### Module 3. Creativity in Communication

- ♦ Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- ♦ Encourage creativity and persuasion through different formats and communication media
- ♦ Gain knowledge about the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Know the significant and appropriate tools for the study of advertising and public relations
- ♦ Gain knowledge about the fields of advertising and public relations and their processes and organizational structures
- ♦ Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ♦ Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication

#### **Module 4. Strategic Marketing**

- ♦ Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations
- ♦ Be able to deal with the informative treatment of scientific advances in an understandable and effective way
- ♦ Be able to relate advertising and public relations coherently with other social and human sciences
- ♦ Analyze the main characteristics and processes of strategic and applied political communication
- ♦ Manage existing tools to contribute to the successful positioning of the company in the online and offline environment

#### **Module 5. Research in Digital Media**

- ♦ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ♦ Have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ♦ Know how to apply advertising communication research techniques
- ♦ Organize the research and communication work in digital media
- ♦ Master the strategies and tools for Internet research, knowing the different formats, supports and data storage sites in the service of advertising and public relations
- ♦ Know and understand the importance of the Internet in the research work in the field of advertising and public relations

#### **Module 6. Creative Advertising I: Copywriting**

- ♦ Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations
- ♦ Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements
- ♦ Assume the role of a creative editor within an advertising agency or advertising department in a company or institution
- ♦ Have the ability to carry out the role of a creative editor within an advertising agency or advertising department in a company or institution

#### **Module 7. Creative Advertising II: Art Management**

- ♦ Understand the nature and communicative potential of images and graphic design.
- ♦ Know the creative advertising process
- ♦ Prepare advertising pieces in due time and form according to the specifications of the different advertising and public relations genres
- ♦ Have the ability to perform the professional role of art director within an advertising agency or an advertising department of a company or institution
- ♦ Participate in the creation of audiovisual advertising
- ♦ Encourage creativity and persuasion through different formats and communication media

### Module 8. The Fundamentals of Graphic Design

- ♦ Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements
- ♦ Understand the nature and communicative potential of images and graphic design
- ♦ Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Encourage creativity and persuasion through different formats and communication media
- ♦ Gain knowledge about the elements, forms and processes of advertising languages and other forms of persuasive communication

### Module 9. Corporate Identity

- ♦ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Enable the student to foster creativity and persuasion through different formats and media
- ♦ Train the student to understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Prepare the student to know the significant and appropriate tools for the study of advertising and public relations
- ♦ Enable the student to act as an advertising and public relations professional in accordance with the legal and ethical standards of the profession
- ♦ Understand the communication department within businesses and institutions
- ♦ Be able to apply the necessary techniques for the management of a communication department within companies and institutions
- ♦ Know how to organize events in the private and public sphere, following protocol guidelines

### Module 10. Public Opinion

- ♦ Be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Know how to reflect with theoretical soundness and empirical rigor on the processes by which the advertising and public relations professional helps build and express public opinion
- ♦ Identify multiple expressions, phenomena and processes of public opinion
- ♦ Relate advertising and public relations in a coherent manner with other social and human sciences



*Instagram, YouTube, Twitter... it doesn't matter which profile or channel you use. This program provides you with the essential information to succeed in them. Enroll now"*



# 03. Skills

This Professional Master's Degree in Social Networks and Community Management has an intensive format that will provide journalism and communication professionals with the technical, linguistic and communicative competencies and skills necessary to promote the management of social networks of companies in any sector. Successful case studies and practical cases are available to complement the theoretical framework of this degree.



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*This Professional Master's Degree will allow you to properly manage a company's reputation on social networks”*



## General Skills

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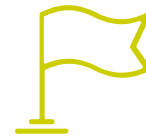
- ♦ Acquire the necessary skills to manage social networks and work as a *community manager* for any organization or company
- ♦ Develop the corporate identity of an organization

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*Boost your professional career as a community management in a digital environment in constant growth”*







## Specific Skills

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- ♦ Describe the characteristics and fundamentals of communication in the digital environment
- ♦ Know about social media and the work of the community manager
- ♦ Develop creative communication
- ♦ Develop a strategic marketing plan
- ♦ Carry out research in digital media
- ♦ Effectively write advertising copy
- ♦ Carry out management of art campaigns
- ♦ Create graphic pieces in advertising
- ♦ Develop a corporate Identity
- ♦ Analyze and manage communication in the context of public opinion

# 04.

## Structure and Content

The contents of this program have been developed with the aim of ensuring that students acquire each and every one of the skills necessary to become a professional specialized in Social Networks and Community Management. A program structured in 10 modules, which provide the necessary keys for successful communication in digital environments. All this, through a syllabus enriched with multimedia didactic material and a Relearning learning system, which will allow you to flow through the program in a more agile way while reducing the hours of study.







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*Generate the most engaging content for major social networks with the tools and techniques this university teaching shows you”*

## Module 1. Fundamentals of Communication in the Digital Environment

- 1.1 Web 2.0 or the Social Web
  - 1.1.1 Organization in the Age of Conversation
  - 1.1.2 Web 2.0 Is All About People
  - 1.1.3 Digital Environment and New Communication Formats
- 1.2 Digital Communication and Reputation
  - 1.2.1 Online Reputation Report
  - 1.2.2 Netiquette and Good Practices on Social Networks
  - 1.2.3 Branding and 2.0 Networks
- 1.3 Online Reputation Plan Design and Planning
  - 1.3.1 Overview of the Main Social Media
  - 1.3.2 Brand Reputation Plan
  - 1.3.3 General Metrics, ROI, and Social CRM
  - 1.3.4 Online Crisis and Reputational SEO
- 1.4 General, Professional, and Microblogging Platforms
  - 1.4.1 Facebook
  - 1.4.2 LinkedIn
  - 1.4.3 Google +
  - 1.4.4 Twitter
- 1.5 Video, Image, and Mobility Platforms
  - 1.5.1 Youtube
  - 1.5.2 Instagram
  - 1.5.3 Flickr
  - 1.5.4 Vimeo
  - 1.5.5 Pinterest
- 1.6 Content and Storytelling Strategy
  - 1.6.1 Corporate Blogging
  - 1.6.2 Content Marketing Strategy
  - 1.6.3 Creating a Content Plan
  - 1.6.4 Content Curation Strategy





- 1.7 Social Media Strategies
  - 1.7.1 Corporate PR and Social Media
  - 1.7.2 Defining the Strategy to be Applied in Each Media
  - 1.7.3 Analysis and Evaluation of Results
- 1.8 Community Administration
  - 1.8.1 Roles, Tasks and Responsibilities of the Community Administration
  - 1.8.2 Social Media Manager
  - 1.8.3 Social Media Strategist
- 1.9 Social Media Plan
  - 1.9.1 Designing a Social Media Plan
  - 1.9.2 Schedule, Budget, Expectations and Monitoring
  - 1.9.3 Contingency Protocol in Case of Crisis
- 1.10 Online Monitoring Tools
  - 1.10.1 Management Tools and Desktop Applications
  - 1.10.2 Monitoring and Research Tools

## Module 2. Integrated Marketing Communication

- 2.1. *Below the Line* Advertising
- 2.2. Direct and Interactive Marketing
- 2.3. Point-of-Sale Marketing Techniques
- 2.4. Importance of Public Relations
- 2.5. *Branded Entertainment* Marketing Trends
- 2.6. Digital Communication Strategy
- 2.7. Metrics of Digital Communication
- 2.8. Importance of Social Networks
- 2.9. Effective Segmentation and Social Media Tools
- 2.10. Advantages of Mobile Marketing

### Module 3. Creativity in Communication

- 3.1. To Create is to Think
  - 3.1.1 The Art of Thinking
  - 3.1.2 Creative Thinking and Creativity
  - 3.1.3 Thinking and Brain
  - 3.1.4 The Lines of Research on Creativity: Systematization
- 3.2. Nature of the Creative Process
  - 3.2.1 Nature of Creativity
  - 3.2.2 The Notion of Creativity: Creation and Creativity
  - 3.2.3 The Creation of Ideas for Persuasive Communication
  - 3.2.4 Nature of the Creative Process in Advertising
- 3.3. The Invention
  - 3.3.1 Evolution and Historical Analysis of the Creation Process
  - 3.3.2 Nature of the Classical Canon of the Invention
  - 3.3.3 The Classical View of Inspiration in the Origin of Ideas
  - 3.3.4 Invention, Inspiration, Persuasion
- 3.4. Rhetoric and Persuasive Communication
  - 3.4.1 Rhetoric and Advertising
  - 3.4.2 The Rhetorical Parts of Persuasive Communication
  - 3.4.3 Rhetorical Figures
  - 3.4.4 Rhetorical Laws and Functions of Advertising Language
- 3.5. Creative Behavior and Personality
  - 3.5.1 Creativity as a Personal Characteristic, as a Product and as a Process
  - 3.5.2 Creative Behavior and Motivation
  - 3.5.3 Perception and Creative Thinking
  - 3.5.4 Components of Creativity
- 3.6. Creative Skills and Abilities
  - 3.6.1 Thinking Systems and Models of Creative Intelligence
  - 3.6.2 Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 3.6.3 Interaction Between Factors and Intellectual Capabilities
  - 3.6.4 Creative Skills
  - 3.6.5 Creative Capabilities

- 3.7 The Phases of the Creative Process
  - 3.7.1. Creativity as a Process
  - 3.7.2. The Phases of the Creative Process
  - 3.7.3. The Phases of the Creative Process in Advertising
- 3.8. Troubleshooting
  - 3.8.1. Creativity and Problem Solving
  - 3.8.2. Perceptual Blocks and Emotional Blocks
  - 3.8.3. Methodology of Invention: Creative Programs and Methods
- 3.9. The Methods of Creative Thinking
  - 3.9.1. *Brainstorming* as a Model for the Creation of Ideas
  - 3.9.2. Vertical Thinking and Lateral Thinking
  - 3.9.3. Methodology of Invention: Creative Programs and Methods
- 3.10. Creativity and Advertising Communication
  - 3.10.1. The Creative Process as a Specific Product of Advertising Communication
  - 3.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
  - 3.10.3. Methodological Principles and Effects of Advertising Creation
  - 3.10.4. Advertising Creation: From Problem to Solution
  - 3.10.5. Creativity and Persuasive Communication

### Module 4. Strategic Marketing

- 4.1. Strategic Management and Marketing
  - 4.1.1. Marketing in the Context of Strategic Management: Orientation Towards the Market
  - 4.1.2. Strategic Management and Marketing of the Company
  - 4.1.3. Marketing Information Systems
- 4.2. External Analysis: Markets, Competition and Environment in General
  - 4.2.1. Market and Customer Analysis
  - 4.2.2. Competitive Analysis
  - 4.2.3. Analysis of Other Variable of the Environment. Social Demand
  - 4.2.4. Strategic Uncertainty

- 4.3. Internal Analysis
  - 4.3.1. Financial Indicators and Performance Indicators
  - 4.3.2. Business Matrices and Decision Support Systems
  - 4.3.3. Formulation of Goals and Objectives
- 4.4. Marketing Strategies (I): The Company
  - 4.4.1. Environment Management and Socially Oriented Marketing
  - 4.4.2. Divestment Strategies
  - 4.4.3. Growth Strategies
- 4.5. Marketing Strategies (II): the Product-Market
  - 4.5.1. Market Coverage Strategies and Determination of Target Audience
  - 4.5.2. Competitive Strategy
  - 4.5.3. Strategic Partnerships.
- 4.6. Marketing Strategies (III): The Product
  - 4.6.1. New Product Strategy: Process of Diffusion and Adoption
  - 4.6.2. Differentiation and Positioning Strategy
  - 4.6.3. Product Life Cycle Strategies
- 4.7. Offer Strategies
  - 4.7.1. Introduction
  - 4.7.2. Brand Strategies
  - 4.7.3. Product Strategies
  - 4.7.4. Pricing Strategies
  - 4.7.5. Service Strategies
- 4.8. Go-to-Market Strategies
  - 4.8.1. Distribution Strategies
  - 4.8.2. Communication Strategies
  - 4.8.3. Sales Force, Internet and Direct Marketing Strategies
- 4.9. Organization of Marketing Activities and Relations
  - 4.9.1. Organization of Marketing Activities
  - 4.9.2. Concept of Marketing Relations
  - 4.9.3. Marketing Connections

- 4.10. Marketing Strategy Implementation and Control
  - 4.10.1. Introduction
  - 4.10.2. Marketing Plan
  - 4.10.3. Execution of the Marketing Plan
  - 4.10.4. Internal Marketing
  - 4.10.5. Evaluation and Control

## Module 5. Research in Digital Media

- 5.1. The Scientific Method and its Techniques
  - 5.1.1. Introduction
  - 5.1.2. The Scientific Method and its Techniques
  - 5.1.3. Scientific Method and Methodological Techniques
  - 5.1.4. Research Design and Phases
  - 5.1.5. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
  - 5.1.6. Research Approaches and Perspectives
  - 5.1.7. Ethical and Deontological Rules
- 5.2. Methodology I
  - 5.2.1. Introduction
  - 5.2.2. Measurable Aspects: Quantitative Method
  - 5.2.3. Quantitative Techniques
  - 5.2.4. Types of Surveys
  - 5.2.5. Questionnaire Preparation and Presentation of Results
- 5.3. II Methodology
  - 5.3.1. Introduction
  - 5.3.2. Measurable Aspects: Qualitative Method
  - 5.3.3. Qualitative Techniques
  - 5.3.4. Individual Interviews and their Typology
  - 5.3.5. The Group Interview and its Variables: Discussion Groups or Focus Groups
  - 5.3.6. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
  - 5.3.7. Participatory – Action Research



- 5.4. III Methodology
  - 5.4.1. Introduction
  - 5.4.2. Revealing Communicative Behaviors and Interactions: Observation and its Variants
  - 5.4.3. Observation as a Scientific Method
  - 5.4.4. The Procedure: Planning Systematic Observation
  - 5.4.5. Different Types of Observation
  - 5.4.6. Online Observation: Virtual Ethnography
- 5.5. IV Methodology
  - 5.5.1. Introduction
  - 5.5.2. Uncovering the Content of Messages: Content and Discourse Analysis
  - 5.5.3. Introduction to Quantitative Content Analysis
  - 5.5.4. Sample Selection and Category Design
  - 5.5.5. Data Processing
  - 5.5.6. Critical Discourse Analysis
  - 5.5.7. Other Techniques for the Analysis of Media Texts
- 5.6. Techniques for Collecting Digital Data
  - 5.6.1. Introduction
  - 5.6.2. Knowing the Reactions: Experimenting in Communication
  - 5.6.3. Introduction to Experiments
  - 5.6.4. What is an Experiment in Communication
  - 5.6.5. Experimentation and its Types
  - 5.6.6. The Practical Design of the Experiment
- 5.7. Techniques for Organizing Digital Data
  - 5.7.1. Introduction
  - 5.7.2. Digital Information
  - 5.7.3. Problems and Methodological Proposals
  - 5.7.4. Online Press: Characteristics and Approach to its Analysis
- 5.8. Participatory Instrumental Services
  - 5.8.1. Introduction
  - 5.8.2. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
  - 5.8.3. Internet as an Object of Study
  - 5.8.4. Criteria for Evaluating the Quality and Reliability of Content on the Internet

- 5.9. Internet Quality as a Source: Validation and Confirmation Strategies
  - 5.9.1. Introduction
  - 5.9.2. Research on the Internet and Digital Platforms
  - 5.9.3. Searching and Browsing in the Online Environment
  - 5.9.4. Approach to Research on Digital Formats: Blogs
  - 5.9.5. Approach to Social Network Research Methods
  - 5.9.6. Hyperlink Research
- 5.10. Diffusion of Research Activity
  - 5.10.1. Introduction
  - 5.10.2. Research Trends in Communication
  - 5.10.3. Introduction to the Contemporary Environment of Research in Communication
  - 5.10.4. The Readaptation of the Classic Objects of Communication Research
  - 5.10.5. The Emergence of Classical Research Objects
  - 5.10.6. Towards Interdisciplinarity and Methodological Hybridization

## Module 6. Advertising Creativity I: Copywriting

- 6.1. Writing Concept
  - 6.1.1. Writing and Editing
  - 6.1.2. Copywriting and Thought
  - 6.1.3. Copywriting and Order
- 6.2. Fundamentals of Advertising Copywriting
  - 6.2.1. Correction
  - 6.2.2. Adaptation
  - 6.2.3. Efficiency
- 6.3. Characteristics of Copywriting
  - 6.3.1. Nominalization
  - 6.3.2. Destructuring
  - 6.3.3. Expressive Concentration
- 6.4. Text and Image
  - 6.4.1. From Text to Image
  - 6.4.2. Text Functions
  - 6.4.3. Image Functions
  - 6.4.4. Relationship Between Text and Imaging

- 6.5. Brand and Slogan
  - 6.5.1. The Brand
  - 6.5.2. Brand Characteristics
  - 6.5.3. The Slogan
- 6.6. Direct Advertising
  - 6.6.1. The Brochure
  - 6.6.2. The Catalogue
  - 6.6.3. Other Annexes
- 6.7. Press Advertising: The Large Format Advertisement
  - 6.7.1. Newspapers and Magazines
  - 6.7.2. Superstructure
  - 6.7.3. Formal Characteristics
  - 6.7.4. Editorial Characteristics
- 6.8. Press Advertising: Other Formats
  - 6.8.1. Word Advertisements
  - 6.8.2. Superstructure
  - 6.8.3. The Claim
  - 6.8.4. Superstructure
- 6.9. Outdoor Advertising
  - 6.9.1. Formats
  - 6.9.2. Formal Characteristics
  - 6.9.3. Editorial Characteristics
- 6.10. Radio Advertising
  - 6.10.1. Radio Language
  - 6.10.2. The Radio Spot
  - 6.10.3. Superstructure
  - 6.10.4. Wedge Types
  - 6.10.5. Formal Characteristics

- 6.11. Audiovisual Advertising
  - 6.11.1. The Image
  - 6.11.2. The Text
  - 6.11.3. Music and Sound Effects
  - 6.11.4. Advertising Formats
  - 6.11.5. The Script
  - 6.11.6. Storyboard

## Module 7. Advertising Creativity II: Art Direction

- 7.1. Subjects and Object of Advertising Graphic Design
  - 7.1.1. Related Professional Profiles
  - 7.1.2. Academic Context and Competencies
  - 7.1.3. Advertiser and Agency
- 7.2. Creative Direction and Creative Idea
  - 7.2.1. Creative Process
  - 7.2.2. Types of Creative Processes
  - 7.2.3. Art Direction and Formal Idea
- 7.3. The Role of the Art Director
  - 7.3.1. What is Art Direction?
  - 7.3.2. How Art Direction Works?
  - 7.3.3. The Creative Team
  - 7.3.4. The Role of the Art Director
- 7.4. Fundamentals of Advertising Graphic Design
  - 7.4.1. Design Concepts and Design Standards
  - 7.4.2. Trends and Styles
  - 7.4.3. Design Thinking, Process and Management
  - 7.4.4. Scientific Metaphor

- 7.5. Methodology of Advertising Graphics
  - 7.5.1. Creativity Graphics
  - 7.5.2. Design Process
  - 7.5.3. Communication and Aesthetics
- 7.6. Graphic Strategy
  - 7.6.1. Apprehension Form
  - 7.6.2. Graphic Message
  - 7.6.3. Aesthetic State
- 7.7. Graphic Architecture
  - 7.7.1. Typometry
  - 7.7.2. Graphic Spaces
  - 7.7.3. Reticle
  - 7.7.4. Pagination Standards
- 7.8. Final Arts
  - 7.8.1. Final Arts
  - 7.8.2. Processes
  - 7.8.3. Systems
- 7.9. Creation of Advertising Graphic Supports
  - 7.9.1. Publigrphy
  - 7.9.2. Organizational Visual Image (OVI)
- 7.10. Graphic Advertisements
  - 7.10.1. *Packaging*
  - 7.10.2. Websites
  - 7.10.3. Corporate Image in Web Pages

## Module 8. The Fundamentals of Graphic Design

- 8.1. Introduction to Design
  - 8.1.1. Design Concepts Art and Design
  - 8.1.2. Fields of Application of the Design
  - 8.1.3. Design and Ecology: Ecodesign
  - 8.1.4. Activist Design
- 8.2. Design and Configuration
  - 8.2.1. The Design Process
  - 8.2.2. The Idea of Progress
  - 8.2.3. The Dichotomy Between Need and Desire
- 8.3. Introduction to Adobe Lightroom I
  - 8.3.1. Interface Walkthrough: Catalog and Preferences
  - 8.3.2. Program Structure and Visualization
  - 8.3.3. Structure of the library
  - 8.3.4. File Import
- 8.4. Introduction to Adobe Lightroom II
  - 8.4.1. Fast Development, Keywords and Metadata
  - 8.4.2. Simple Collections
  - 8.4.3. Intelligent Collections
  - 8.4.4. Practice
- 8.5. Library in Adobe Lightroom
  - 8.5.1. Classification and Structuring Methods
  - 8.5.2. Stacks, Virtual Copies, Files Not Found
  - 8.5.3. Watermark and Logos
  - 8.5.4. Export

- 8.6. Revealing in Adobe Lightroom I
  - 8.6.1. Developed Module
  - 8.6.2. Lens Correction and Cropping
  - 8.6.3. The Histogram
  - 8.6.4. Calibration and Profiling
- 8.7. Presets
  - 8.7.1. What are they?
  - 8.7.2. How Are They Used?
  - 8.7.3. What Kind of Pre-Established Settings are Saved in Lightroom Presets?
  - 8.7.4. Search Resources
- 8.8. Tone in Adobe Lightroom
  - 8.8.1. Tone Curve
  - 8.8.2. HSL
  - 8.8.3. Split Tones
  - 8.8.4. Practice
- 8.9. Revealing in Adobe Lightroom II
  - 8.9.1. Masks
  - 8.9.2. Development with Brush
  - 8.9.3. Focus and Noise Reduction
  - 8.9.4. Vignetting
  - 8.9.5. Red Eye and Blemish Removal
- 8.10. Revealing in Adobe Lightroom III
  - 8.10.1. Transform an Image
  - 8.10.2. Creation of Panoramic Photographs
  - 8.10.3. HDR, What Is It? How Do We Create it?
  - 8.10.4. Synchronize Settings

## Module 9. Corporate Identity

- 9.1. The Importance of Image in Businesses
  - 9.1.1. What is Corporate Image?
  - 9.1.2. Differences between Corporate Identity and Corporate Image
  - 9.1.3. Where can the Corporate Image be Manifested?
  - 9.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 9.2. Research Techniques in Corporate Image
  - 9.2.1. Introduction
  - 9.2.2. The Study of the Company's Image
  - 9.2.3. Corporate Image Research Techniques
  - 9.2.4. Qualitative Image Study Techniques
  - 9.2.5. Types of Quantitative Techniques
- 9.3. Image Audit and Strategy
  - 9.3.1. What is Image Audit?
  - 9.3.2. Guidelines
  - 9.3.3. Audit Methodology
  - 9.3.4. Strategic Planning
- 9.4. Corporate Culture
  - 9.4.1. What is Corporate Culture?
  - 9.4.2. Factors Involved in Corporate Culture
  - 9.4.3. Functions of Corporate Culture
  - 9.4.4. Types of Corporate Culture
- 9.5. Corporate Social Responsibility and Corporate Reputation
  - 9.5.1. CSR: Concept and Application of the Company
  - 9.5.2. Guidelines for Integrating CSR into Businesses
  - 9.5.3. CSR Communication
  - 9.5.4. Corporate Reputation

- 9.6. Corporate Visual Identity and *Naming*
  - 9.6.1. Corporate Visual Identity Strategies
  - 9.6.2. Basic Elements
  - 9.6.3. Basic Principles
  - 9.6.4. Preparation of the Manual
  - 9.6.5. The *Naming*
- 9.7. Brand Image and Positioning
  - 9.7.1. The Origins of Trademarks
  - 9.7.2. What is a Brand?
  - 9.7.3. The Need to Build a Brand
  - 9.7.4. Brand Image and Positioning
  - 9.7.5. The Value of Brands
- 9.8. Image Management through Crisis Communication
  - 9.8.1. Strategic Communication Plan
  - 9.8.2. When it All Goes Wrong: Crisis Communication
  - 9.8.3. Cases
- 9.9. The Influence of Promotions on Corporate Image
  - 9.9.1. The New Advertising Industry Landscape
  - 9.9.2. Promotional Marketing
  - 9.9.3. Features
  - 9.9.4. Dangers
  - 9.9.5. Promotional Types and Techniques
- 9.10. Distribution and Image of the Point of Sale
  - 9.10.1. The Main Players in Commercial Distribution
  - 9.10.2. The Image of Retail Distribution Companies through Positioning
  - 9.10.3. Through its Name and Logo

## Module 10. Public opinion

- 10.1. The Concept of Public Opinion
  - 10.1.1. Introduction
  - 10.1.2. Definition
  - 10.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
  - 10.1.4. Phases in the Growth of Public Opinion as a Discipline
  - 10.1.5. The 20th Century
- 10.2. Theoretical Framework of Public Opinion
  - 10.2.1. Introduction
  - 10.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century.
  - 10.2.3. Twentieth Century Authors
  - 10.2.4. Walter Lippmann: Biased Public Opinion
  - 10.2.5. Jürgen Habermas: the Political-Value Perspective
  - 10.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 10.3. Social Psychology and Public Opinion
  - 10.3.1. Introduction
  - 10.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
  - 10.3.3. The Name
  - 10.3.4. Conformism
- 10.4. Media Influence Models
  - 10.4.1. Introduction
  - 10.4.2. Media Influence Models
  - 10.4.3. Types of Media Effects
  - 10.4.4. Research on Media Effects
  - 10.4.5. The Power of the Media



- 10.5. Public Opinion and Political Communication
  - 10.5.1. Introduction
  - 10.5.2. Electoral Political Communication. Propaganda
  - 10.5.3. Government Political Communication
- 10.6. Public Opinion and Elections
  - 10.6.1. Introduction
  - 10.6.2. Do Election Campaigns Influence Public Opinion?
  - 10.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
  - 10.6.4. *Bandwagon* and *Underdog* Effects
- 10.7. Government and Public Opinion
  - 10.7.1. Introduction
  - 10.7.2. Representatives and their Constituents
  - 10.7.3. Political Parties and Public Opinion
  - 10.7.4. Public Policies as an Expression of the Government's Action
- 10.8. The Political Intermediation of the Press
  - 10.8.1. Introduction
  - 10.8.2. Journalists as Political Intermediaries
  - 10.8.3. Dysfunctions of Journalistic Intermediation
  - 10.8.4. Reliance on Journalists as Intermediaries
- 10.9. Public Sphere and Emerging Models of Democracy
  - 10.9.1. Introduction
  - 10.9.2. The Public Sphere in the Information Society
  - 10.9.3. The Public Sphere in the Information Society
  - 10.9.4. Emerging Models of Democracy
- 10.10. Methods and Techniques for Public Opinion Research
  - 10.10.1. Introduction
  - 10.10.2. Opinion Polls
  - 10.10.3. Types of Surveys
  - 10.10.4. Analysis



*Plot the best communication strategy for the social network profiles that you manage thanks to the knowledge that this degree provides you with. Enroll now"*

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.





“

*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.



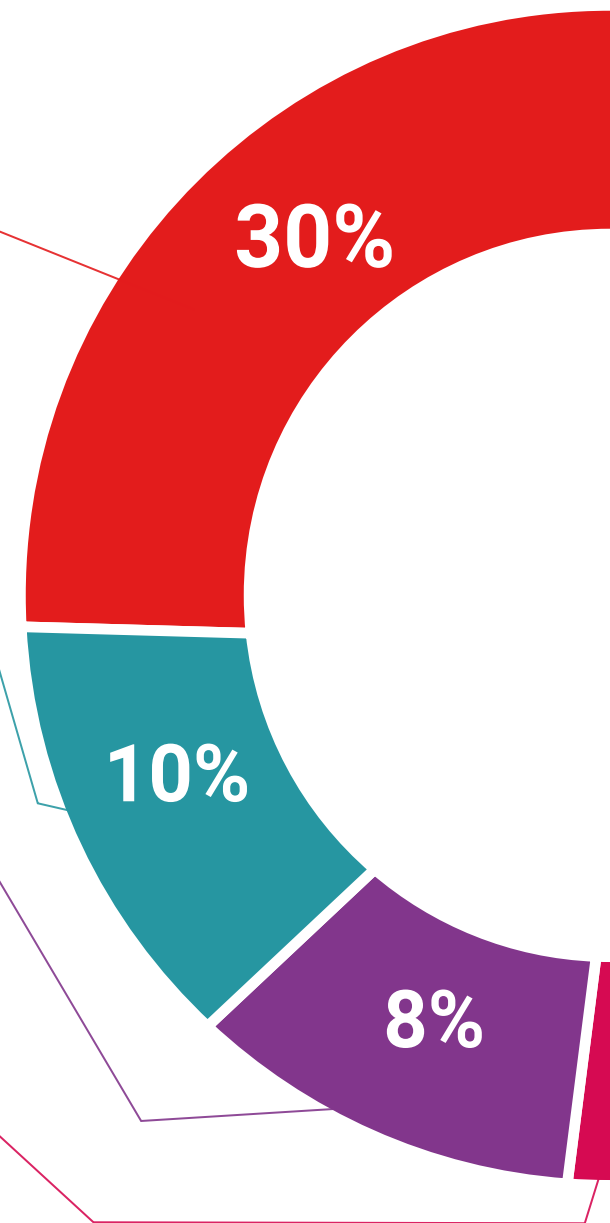
### Practising Skills and Abilities

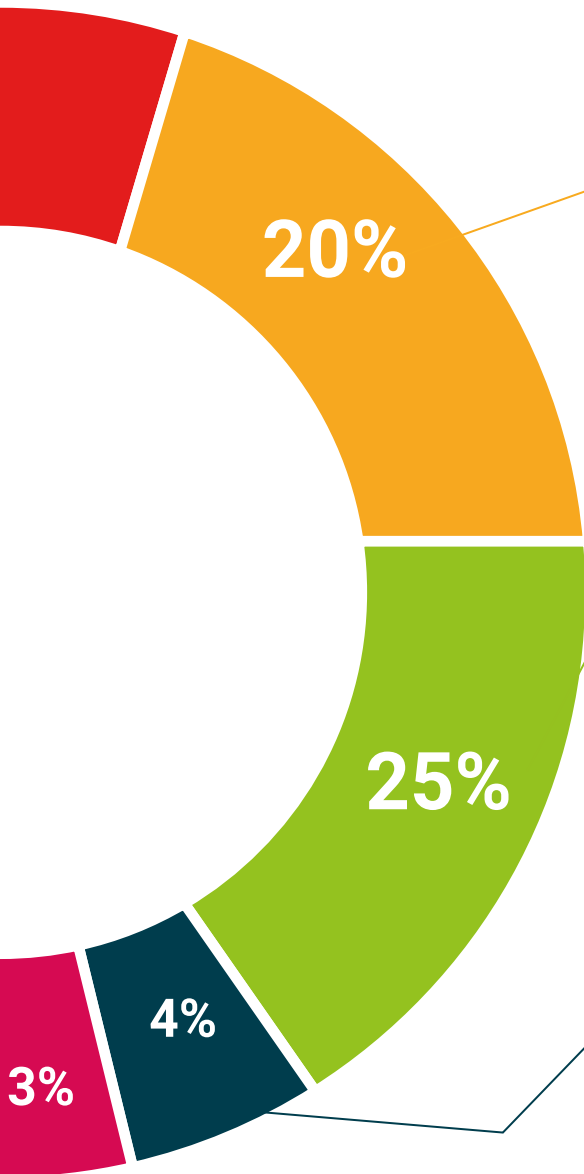
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Professional Master's Degree in Social Networks and Community Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Global University.





“

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

This program will allow you to obtain your **Professional Master's Degree diploma in Social Networks and Community Management** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Professional Master's Degree in Social Networks and Community Management**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**



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





Professional Master's Degree  
Social Networks  
and Community  
Management

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

# Professional Master's Degree

## Social Networks and Community Management

