

Professional Master's Degree

MBA in Communication and Digital Reputation Management



Professional Master's Degree

MBA in Communication and Digital Reputation Management

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

Website: www.techtute.com/us/journalism-communication/professional-master-degree/master-mba-in-communication-and-digital-reputation-management

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01

Introduction

Online communication is essential in any business, as customers have changed their consumption habits and increasingly turn to websites and social media to find the desired product or service, but also to make their opinion known, which can pose serious reputational risks to the company. For this reason, more and more companies are opting to have communications professionals on staff to provide all their expertise to generate a positive image of the business and to successfully manage crises. Therefore, this TECH program is a high-quality educational tool for professionals in the sector, who will find the most comprehensive knowledge in these areas of work in a single program.



“

Learn how to generate effective digital communication for companies and position yourself as an expert in the sector"

Digital communication and crisis management is a fundamental area in any business and, for this reason, companies are increasingly contributing more resources to its development. Understanding it requires the interdisciplinary study of basic concepts of Communication Sciences as a starting point for the development of all the skills required to work in this area. Therefore, this Professional Master's Degree will explore the concepts that affect the psychology of communication, an area of compulsory knowledge for any communicative approach in the professional field.

Likewise, one of the primary objectives of the program is the understanding and knowledge of the use of digital resources applied to communication: from the search for information to its dissemination. Corporate identity and its creation will also be developed in the Professional Master's Degree with a global vision of the requirements that companies may need.

Specifically, it is a comprehensive and fully analytical tour that will lead students to know the ways of creating public opinion, its flows, forms of movement and, above all, its link with power and its capacity for historical influence. In this context, knowledge of the functioning of the media in the local and global context will be one of the most current topics of the program.

In addition, it must be taken into account that nowadays the Internet is the most powerful communication channel that exists, since it offers companies and users new ways of communication, sales, participation and knowledge exchange.

For this reason, the program will include rigorous Masterclasses given by a prestigious International Guest Director that will provide graduates with advanced skills to experience a significant leap in quality in their careers as Communication Directors.

This **MBA in Communication and Digital Reputation Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The use of the latest technology in e-learning software
- ♦ The intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulated learning, which makes the program completely compatible with other commitments
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work.
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Complementary resource banks that are permanently available



A renowned International Guest Director will offer disruptive Masterclasses that will delve into the most innovative strategies in the field of Communication and Digital Reputation Management"

“ *This program will open doors to new avenues for your professional advancement*”

The teaching staff of this program is made up of professionals from different fields related to this specialty. In this way, TECH is able to offer students the most effective way to update their knowledge, which is one of the primary objectives of the program. A multidisciplinary team of experienced professionals in different environments who will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program focuses on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, telepractice will be used. Therefore, with the help of an innovative interactive video system, and Learning from an Expert, the student will be able to acquire the knowledge as if they were facing the very cases being studied. A concept that will allow students to integrate and memorize what they have learn in a more realistic and permanent way.

A Professional Master's Degree that will enable you to work in all areas of digital communication and crisis management, with the credibility of a high-level professional.

A unique opportunity to study while continuing to work, thanks to its 100% online format.



02

Objectives

The objective of this TECH program is to provide journalism and communication professionals with the most relevant information so that they are able to create digital strategies to publicize the company's image and, at the same time, know how to resolve any type of crisis that may arise with customers through virtual communities. This program will certainly be an indispensable basic guide for professionals in the sector.

DIGITAL MARKETING

SHARE BUSINESS ANALYTICS ADVERTISING
PREDICTIVE EMPLOYEE BUSINESS
PRODUCT RISK VALUE HOLISTIC
GLOBAL PLAN

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If your objective is to reorient your work capacity towards new paths of success and development, this is the program for you"

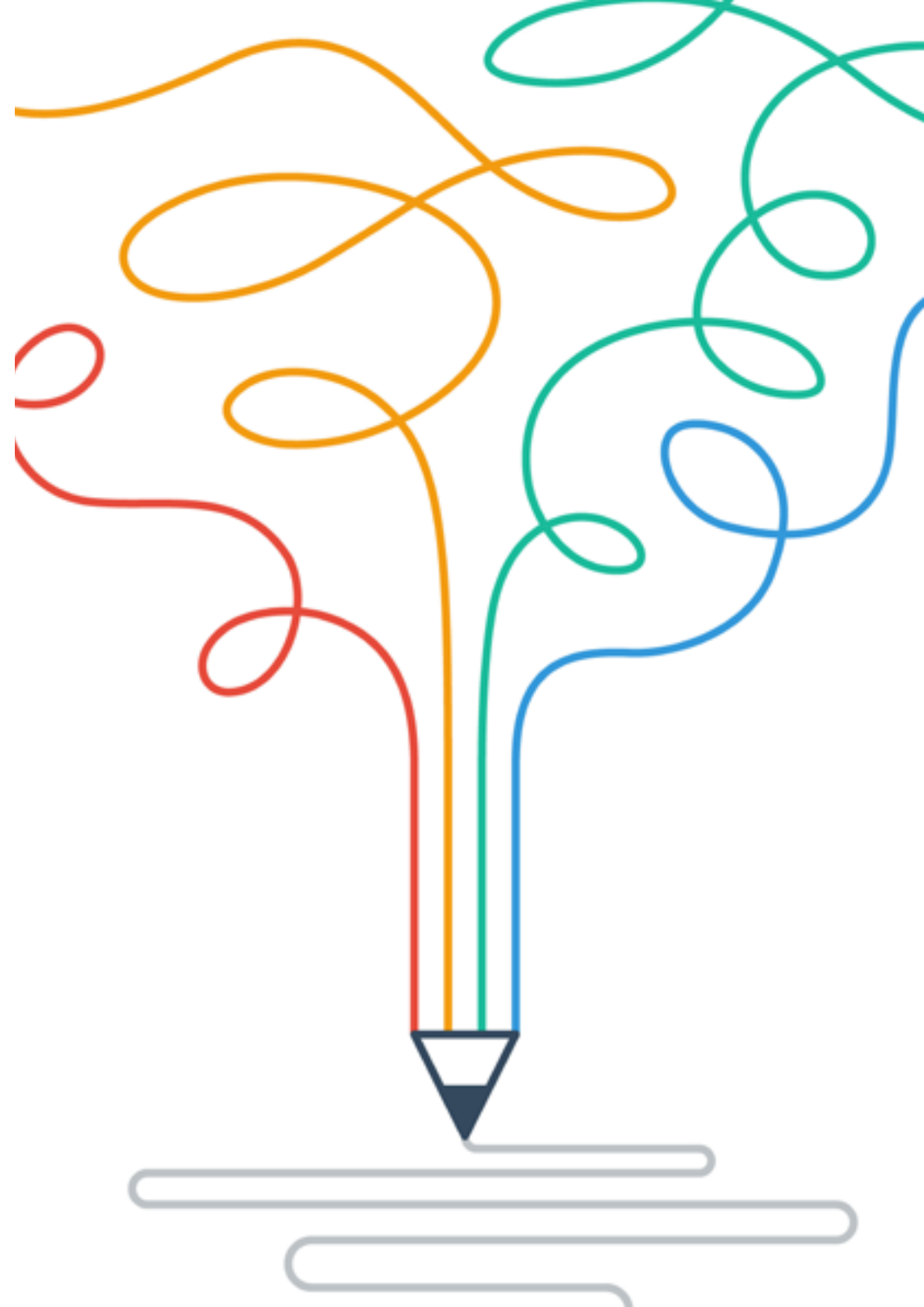


General Objectives

- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools
- ♦ Learn to manage organizational and corporate communications in times of crisis



A path to achieve education and professional growth that will propel you towards a greater level of competitiveness in the employment market"





Specific Objectives

Module 1. Social Communication Theory

- ♦ Enable 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 identify the methods and problems of the different branches of research in the field of Communication Sciences
- ♦ Prepare the student to be able to integrate the knowledge and skills acquired in the program, developing a sufficiently complex and specialized study in one of the specific fields of advertising and public relations

Module 2. Introduction to the Psychology of Communication

- ♦ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Enable the student 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
- ♦ Prepare the student to identify and analyze the psychosocial, cognitive and emotional processes of advertising and public relations communication

Module 3. 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
- ♦ 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 organize 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 4. 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
- ♦ 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
- ♦ Know the communications department within companies and institutions
- ♦ Be able to apply the necessary techniques for the management of a communications department within companies and institutions
- ♦ Know how to organize events in the private and public sphere following protocol guidelines

Module 5. Public Opinion

- ♦ Recognize 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

Module 6. Structure of the Communication

- ♦ Recognize 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
- ♦ Enable the student to adequately contextualize the media systems and in particular the global communication structure
- ♦ Describe the main research trends in social communication, as well as their different models: behaviorist, functional, constructivist, and structuralist
- ♦ Know how to define action frameworks of large media groups and their concentration processes

Module 7. Written Communication

- ♦ Know how to express oneself fluently and effectively in oral and written communication, taking advantage of the most appropriate linguistic and literary resources
- ♦ Identify similarities and differences between the oral code and the written code
- ♦ Know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts
- ♦ Recognize the different phases of the writing process
- ♦ Know how to distinguish the main structural and linguistic properties of the different textual models
- ♦ Know how to write texts based on the structural and linguistic conventions of each textual typology, as well as respecting the basic textual properties and linguistic correctness

Module 8. Social Media and Community Management

- ♦ 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 organize 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 media and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

Module 9. Lobbying and Persuasion

- ♦ Be able to relate advertising and public relations coherently with other social and human sciences
- ♦ Encourage creativity and persuasion through different supports and different means of communication
- ♦ Recognize 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
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations

Module 10. 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, via its application to specific cases
- ♦ Have the ability to analyze, process, interpret, elaborate and organize digital communication
- ♦ Be able to analyze and optimize the use of new communication channels and strategies of digital media by advertising and public relations
- ♦ Know how to apply advertising communication research techniques
- ♦ Organize 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 11. Leadership, Ethics and Social Responsibility in Companies

- ♦ Analyze the impact of globalization on corporate governance and corporate management
- ♦ 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 skills required for effective competency-based human resources management
- ♦ Delve into the methodologies for performance evaluation and performance management
- ♦ Integrate innovations in talent management and their impact on employee retention and 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 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 obtaining business financing

Module 14. Commercial Management and Strategic Marketing

- ♦ 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 marketing strategic 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 the manager in the 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

This MBA in Communication and Digital Reputation Management has been created as a high-level educational tool for journalism and communication professionals. The intensive program will enable the student to work in this field with the qualification of a specialist, achieving the results proposed by the company and ensuring that the public image of the company acquires the desired relevance. Undoubtedly, this program will be an invaluable working tool for professionals.



A photograph of two microphones and a pop filter. The microphone on the left is a silver condenser microphone with a mesh grille. The microphone on the right is a black dynamic microphone with a large, dark grey foam pop filter attached to its top. The background is a light blue sky. The image is partially obscured by a diagonal split into dark red and orange sections.

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The Professional Master's Degree in MBA in Communication and Digital Reputation Management will provide you with the essential personal and professional skills to play an appropriate role in any professional situation in this field of intervention"

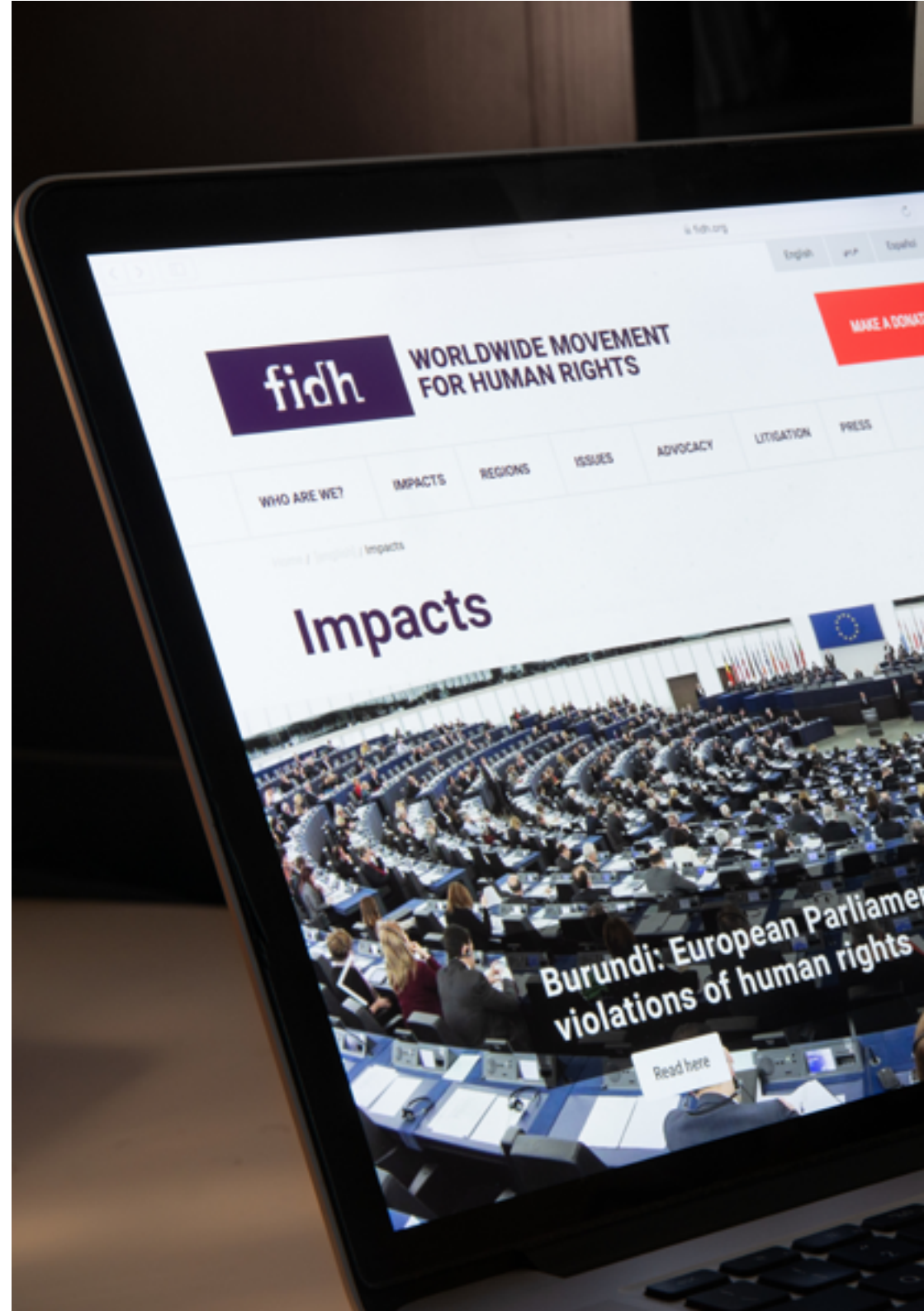


General Skills

- ♦ Acquire the necessary skills for the professional practice of Online Communication with the knowledge of all the necessary factors to perform it with quality and solvency
- ♦ Develop a crisis management plan in organizations or companies

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Enroll in the best program in Communications and Online Reputation Management in the current university panorama”





Specific Skills

- ♦ Describe the characteristics and fundamentals of social communication
- ♦ Get to know the history and development of human social communication
- ♦ 360° communication approach using all advertising techniques and digital tools
- ♦ Develop a plan for the creation of the corporate identity
- ♦ Know how to work with public opinion indicators using data to the communicator's advantage
- ♦ Master the basic structures of communication and work in this context
- ♦ Write precise and efficient communicative texts
- ♦ Carry out community management in any organization
- ♦ Work with lobbyists and lobbies by understanding their power flows
- ♦ Carry out research in digital media

04

Course Management

TECH is continually committed to academic excellence. For this reason, each of its programs has teaching teams of the highest prestige. These experts have extensive experience in their professional fields and, at the same time, have achieved significant results with their empirical research and field work. In addition, these specialists play a leading role within the university program, as they are responsible for selecting the most up-to-date and innovative content for inclusion in the syllabus. At the same time, they participate in the development of numerous multimedia resources of high pedagogical rigor.



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A complete teaching staff, composed of experts with extensive experience, will be at your disposal in this TECH program”

International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- ♦ Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- ♦ Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- ♦ Communications Consultant at ABI, Belgium
- ♦ Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- ♦ Master's Degree in Social Behavioral Studies, University of South Africa
- ♦ Master's Degree in Sociology and Psychology, University of South Africa
- ♦ Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- ♦ Bachelor of Arts in Psychology from the University of South Africa

“

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

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in **recruitment** and **technology 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, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in **Organizational Communication from the University of Miami**, she has held senior recruiting positions at companies in a variety of fields.

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



Ms. Dove, Jennifer

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, 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

“

TECH has a distinguished and specialized group of International Guest Directors, with important leadership roles in the most leading companies in the global market”

International Guest Director

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

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon 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.



Mr. Gauthier, Rick

- ♦ Regional IT Director - Amazon, Seattle , USA
- ♦ Senior Program Manager at Amazon
- ♦ Vice President, 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 in order 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 real 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.

He has also nurtured and led **high-performing teams** throughout his career that have received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: **meeting the complex decarbonization demands** of customers, **supporting “cost-effective decarbonization”** and **overhauling** overhauling a fragmented data, **digital and technology landscape**. In this way, his efforts have evidenced 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.

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



Mr. Arman, Romi

- ♦ Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- ♦ Global Head of eCommerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- ♦ Graduate of the University of Leeds
- ♦ Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ Executive Digital Transformation Course by IMD

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

International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **Global Procurement 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**, **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 and supply chain management 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

- ♦ Global Procurement Manager at Google, California, United States
- ♦ Senior Manager, B2B Analytics and Technology - Google, USA
- ♦ Sales Director - Google, Ireland
- ♦ Senior Industry Analyst - 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 teaching 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 sector**. Throughout his successful career he has developed different tasks related to **Product, Merchandising and Communication**. All this linked to 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 **adaptation 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 accessories**. His tactics have also focused on **retail and consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing 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, development and marketing** of **different collections**. In turn, he has been in charge of creating **effective calendars** for **buying and selling campaigns**.

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 (KPI).



Mr. La Sala, Andrea

- Global Brand and Merchandising Director 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 the Università degli Studi del Piemonte Orientale

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The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, 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.

In terms of education, the executive has several Master's degrees 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, this expert has achieved cutting-edge skills. Because of this, he has come to be considered a **born leader** of the **new global economy**, entered on the impulse of data and its infinite possibilities.



Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Business Intelligence Director at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Chief Business Intelligence Consultant for SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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Study at the world's best online university 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 **Digital Marketing** industry expert who, for over 19 years, has been associated with one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a crucial role in **overseeing logistics and creative workflows** across a variety of digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving **paid media production strategies**, resulting in a marked **improvement** in his 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**.

On the other hand, the expert 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 skills in **communication** and **storytelling**. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. As such, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.



Mr. Stevenson, Scott

- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

“

Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process”

International Guest Director

Eric Nyquist is an outstanding professional in the international sports field, who has built an impressive career, standing out for his strategic leadership and his ability to drive change and innovation in top-level 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, 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 sport's franchises. As Executive Vice President of the Chicago Bulls and the 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 senior strategic analyst for Roger Goodell in the National Football League (NFL) and, prior to that, as a Legal Intern for the United States Soccer Federation.



Mr. Nyquist, Eric

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

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Thanks to this 100% online university degree, 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!”

05

Structure and Content

The contents of this Professional Master's Degree have been developed by different experts with a clear purpose: to ensure that our students acquire each and every one of the skills they need to become true experts in Communications and Online Reputation Management. A complete and well-structured program will take you to the highest standards of quality and success. And all this, thanks to a 100% online format through which students can self-manage their study time.





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*A comprehensive teaching program,
structured in well-developed teaching units,
oriented towards learning that is compatible
with your personal and professional life"*

Module 1. Social Communication Theory

- 1.1. The Art of Communicating
 - 1.1.1. Introduction: The Study of Communication as a Social Science
 - 1.1.2. Knowledge
 - 1.1.2.1. Sources of Knowledge
 - 1.1.3. The Scientific Method
 - 1.1.3.1. The Deductive Method
 - 1.1.3.2. Inductive Method
 - 1.1.3.3. Hypothetical-Deductive Method
 - 1.1.4. Common Concepts in Scientific Research
 - 1.1.4.1. Dependent and Independent Variables
 - 1.1.4.2. Hypotheses
 - 1.1.4.3. Operationalization
 - 1.1.4.4. The Law or Theory of Hedging
- 1.2. Elements of Communication
 - 1.2.1. Introduction
 - 1.2.2. Elements of Communication
 - 1.2.3. Empirical Research
 - 1.2.3.1. Basic Research vs. Applied Research
 - 1.2.3.2. Research Paradigms
 - 1.2.3.3. Values in Research
 - 1.2.3.4. The Unit of Analysis
 - 1.2.3.5. Cross-Sectional and Longitudinal Studies
 - 1.2.4. Define Communication
- 1.3. Trends in Social Communication Research
 - 1.3.1. Introduction. Communication in the Ancient World
 - 1.3.2. Communication Theorists
 - 1.3.2.1. Greece
 - 1.3.2.2. The Sophists, Early Communication Theorists
 - 1.3.2.3. Aristotelian Rhetoric
 - 1.3.2.4. Cicero and the Canons of Rhetoric
 - 1.3.2.5. Quintilian: The Oratorical Institution



- 1.3.3. The Modern Period: The Theory of Argumentation
 - 1.3.3.1. Anti-Reticorist Humanism
 - 1.3.3.2. Communication in Baroque
 - 1.3.3.3. From the Enlightenment to Mass Society
- 1.3.4. The 20th Century: The Rhetoric of the Mass Media
 - 1.3.4.1. Media Communication
- 1.4. Communicative Behavior
 - 1.4.1. Introduction: the Communicative Process
 - 1.4.2. Communicative Behavior
 - 1.4.2.1. Animal Ethology and the Study of Human Communication
 - 1.4.2.2. The Biological Background of Communication
 - 1.4.2.3. Intrapersonal Communication
 - 1.4.2.4. Patterns of Communicative Behavior
 - 1.4.3. The Study of Non-Verbal Communicative Behavior
 - 1.4.3.1. The Movement of the Body as a Pattern of Communicative Action
 - 1.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements.
- 1.5. The Communicative Transaction
 - 1.5.1. Introduction: The Communicative Transaction
 - 1.5.2. Transactional Analysis
 - 1.5.2.1. The Child Self
 - 1.5.2.2. The Parent Self
 - 1.5.2.3. The Adult Self
 - 1.5.3. Classification of Transactions
- 1.6. Identity, Self-Concept and Communication
 - 1.6.1. Introduction
 - 1.6.2. Identity, Self-Concept and Communication
 - 1.6.2.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
 - 1.6.2.2. The Strategy of Negative Emotions
 - 1.6.2.3. The Strategy of Positive Emotions
 - 1.6.2.4. The Strategy to Induce Emotions in Others
 - 1.6.2.5. The Mutual Commitment Strategy
 - 1.6.2.6. The Strategy of Pity or Understanding
- 1.6.3. The Presentation of Oneself in Everyday Rituals
 - 1.6.3.1. Symbolic Interactionism
- 1.6.4. Constructivism
- 1.6.5. Self-Concept Motivated to Interact
 - 1.6.5.1. The Theory of Reasoned Action
- 1.6.6. Conversational Pragmatics
- 1.7. Communication in Groups and Organizations
 - 1.7.1. Introduction: the Communicative Process
 - 1.7.2. Communicative Behavior
 - 1.7.2.1. Animal Ethology and the Study of Human Communication
 - 1.7.2.2. The Biological Background of Communication
 - 1.7.2.3. Intrapersonal Communication
 - 1.7.2.4. Patterns of Communicative Behavior
 - 1.7.3. The Study of Non-Verbal Communicative Behavior
 - 1.7.3.1. The Movement of the Body as a Pattern of Communicative Action
 - 1.7.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements.
- 1.8. Media Communication I
 - 1.8.1. Introduction
 - 1.8.2. Media Communication
 - 1.8.3. Characteristics of the Media and its Messages
 - 1.8.3.1. The Mass Media
 - 1.8.3.2. Media Functions
 - 1.8.4. The Powerful Effects of the Mass Media
 - 1.8.4.1. The Media Tell us What to Think and What not to Think
- 1.9. Media Communication II
 - 1.9.1. Introduction
 - 1.9.2. The Hypodermic Theory
 - 1.9.3. The Limited Effects of the Media
 - 1.9.4. The Uses and Gratifications of Mass Communications
 - 1.9.4.1. Theory of Uses and Gratifications
 - 1.9.4.2. Origins and Principles
 - 1.9.4.3. Objectives of the Theory of Uses and Gratifications
 - 1.9.4.4. Expectations Theory

- 1.10. Media Communication III
 - 1.10.1. Introduction
 - 1.10.2. Computerized Communication and Virtual Reality
 - 1.10.2.1. Computer-Mediated Communication: the Problem of its Theoretical Integration
 - 1.10.2.2. Definitions of Computed Communication
 - 1.10.3. Evolution of the Theory of Uses and Gratifications
 - 1.10.3.1. Reinforcements of Media Dependency Theory
 - 1.10.4. Virtual Reality as an Emerging Object of Study
 - 1.10.4.1. Psychological Immersion of the User
 - 1.10.5. Telepresence

Module 2. Introduction to the Psychology of Communication

- 2.1. History of Psychology
 - 2.1.1. Introduction
 - 2.1.2. We Begin with the Study of Psychology
 - 2.1.3. Science in Evolution. Historical and Paradigmatic Changes
 - 2.1.4. Paradigms and Stages in Psychology
 - 2.1.5. Cognitive Science
- 2.2. Social Psychology
 - 2.2.1. Introduction
 - 2.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
 - 2.2.3. Empathy, Altruism and Helping Behavior
- 2.3. Social Cognition
 - 2.3.1. Introduction
 - 2.3.2. Thinking and Knowing, Vital Necessities
 - 2.3.3. Social Cognition
 - 2.3.4. Organizing Information
 - 2.3.5. Prototypical or Categorical Thinking
 - 2.3.6. The Mistakes We Make in Thinking: Inferential Biases
 - 2.3.7. Automatic Information Processing
- 2.4. Personality Psychology
 - 2.4.1. Introduction
 - 2.4.2. What is the Self? Identity and Personality
 - 2.4.3. Self-awareness
 - 2.4.4. Self-esteem
 - 2.4.5. Self-knowledge
 - 2.4.6. Interpersonal Variables in Personality Shaping
 - 2.4.7. Macro-social Variables in the Configuration of Personality
 - 2.4.8. A New Perspective in the Study of Personality. Narrative Personality
- 2.5. Emotions
 - 2.5.1. Introduction
 - 2.5.2. What do we Talk about When we Get Excited?
 - 2.5.3. The Nature of Emotions
 - 2.5.3.1. Emotion as Preparation for Action
 - 2.5.4. Emotions and Personality
 - 2.5.5. From another Perspective. Social Emotions
- 2.6. Psychology of Communication. Persuasion and Attitude Change
 - 2.6.1. Introduction
 - 2.6.2. Attitudes
 - 2.6.3. Historical Models in the Study of Persuasive Communication
 - 2.6.4. The Probability of Elaboration Model
 - 2.6.5. Communication Processes through the Media
 - 2.6.5.1. A Historical Perspective
- 2.7. The Sender
 - 2.7.1. Introduction
 - 2.7.2. The Source of Persuasive Communication
 - 2.7.3. Source Characteristics. Credibility
 - 2.7.4. Source Characteristics. The Appeal
 - 2.7.5. Emitter Characteristics. The Power
 - 2.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
 - 2.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition



- 2.8. The Message
 - 2.8.1. Introduction
 - 2.8.2. We Begin by Studying the Composition of the Message
 - 2.8.3. Types of Messages: Rational vs. Emotional Messages
 - 2.8.4. Emotional Messaging and Communication: Fear Inducing Messages
- 2.9. The Receiver
 - 2.9.1. Introduction
 - 2.9.2. The Role of the Recipient according to the Elaboration Probability Model
 - 2.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
 - 2.9.4. Need for Esteem and Communication
- 2.10. New Approaches to the Study of Communication
 - 2.10.1. Introduction
 - 2.10.2. Non-conscious Processing of Information. Automatic Processes
 - 2.10.3. Measuring Automatic Processes in Communication
 - 2.10.4. First Steps in the New Paradigms
 - 2.10.5. Theories of Dual Processing Systems
 - 2.10.5.1. Main Limitations of Dual Systems Theories

Module 3. Fundamentals of Communication in the Digital Environment

- 3.1. Web 2.0 or the Social Web
 - 3.1.1. Organization in the Age of Conversation
 - 3.1.2. Web 2.0 Is All About People
 - 3.1.3. Digital Environment and New Communication Formats
- 3.2. Digital Communication and Reputation
 - 3.2.1. Online Reputation Report
 - 3.2.2. Netiquette and Good Practices on Social Media
 - 3.2.3. Branding and 2.0 Networks
- 3.3. Online Reputation Plan Design and Planning
 - 3.3.1. Overview of the Main Social Media
 - 3.3.2. Brand Reputation Plan
 - 3.3.3. General Metrics, ROI, and Social CRM
 - 3.3.4. Online Crisis and Reputational SEO

- 3.4. General, Professional, and Microblogging Platforms
 - 3.4.1. Facebook
 - 3.4.2. LinkedIn
 - 3.4.3. Google+
 - 3.4.4. Twitter
- 3.5. Video, Image, and Mobility Platforms
 - 3.5.1. YouTube
 - 3.5.2. Instagram
 - 3.5.3. Flickr
 - 3.5.4. Vimeo
 - 3.5.5. Pinterest
- 3.6. Content Strategy and Storytelling
 - 3.6.1. Corporate Blogging
 - 3.6.2. Content Marketing Strategy
 - 3.6.3. Creating a Content Plan
 - 3.6.4. Content Curation Strategy
- 3.7. Social Media Strategies
 - 3.7.1. Corporate PR and Social Media
 - 3.7.2. Defining the Strategy to Be Followed in Each Medium
 - 3.7.3. Analysis and Evaluation of Results
- 3.8. Community Administration
 - 3.8.1. Roles, Tasks and Responsibilities of the Community Administration
 - 3.8.2. Social Media Manager
 - 3.8.3. Social Media Strategist
- 3.9. Social Media Plan
 - 3.9.1. Designing a Social Media Plan
 - 3.9.2. Schedule, Budget, Expectations and Follow-up
 - 3.9.3. Contingency Protocol in Case of Crisis
- 3.10. Online Monitoring Tools
 - 3.10.1. Management Tools and Desktop Applications
 - 3.10.2. Monitoring and Research Tools

Module 4. Corporate Identity

- 4.1. The Importance of Image in Businesses
 - 4.1.1. What is Corporate Image?
 - 4.1.2. Differences between Corporate Identity and Corporate Image
 - 4.1.3. Where can the Corporate Image be Manifested?
 - 4.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 4.2. Research Techniques in Corporate Image
 - 4.2.1. Introduction
 - 4.2.2. The Study of the Company's Image
 - 4.2.3. Corporate Image Research Techniques
 - 4.2.4. Qualitative Image Study Techniques
 - 4.2.5. Types of Quantitative Techniques
- 4.3. Image Audit and Strategy
 - 4.3.1. What is Image Audit?
 - 4.3.2. Guidelines
 - 4.3.3. Audit Methodology
 - 4.3.4. Strategic Planning
- 4.4. Corporate Culture
 - 4.4.1. What is Corporate Culture?
 - 4.4.2. Factors Involved in Corporate Culture
 - 4.4.3. Functions of Corporate Culture
 - 4.4.4. Types of Corporate Culture
- 4.5. Corporate Social Responsibility and Corporate Reputation
 - 4.5.1. CSR: Concept and Application of the Company
 - 4.5.2. Guidelines for Integrating CSR into Businesses
 - 4.5.3. CSR Communication
 - 4.5.4. Corporate Reputation
- 4.6. Corporate Visual Identity and Naming
 - 4.6.1. Corporate Visual Identity Strategies
 - 4.6.2. Basic Elements
 - 4.6.3. Basic Principles
 - 4.6.4. Preparation of the Manual
 - 4.6.5. The Naming

- 4.7. Brand Image and Positioning
 - 4.7.1. The Origins of Trademarks
 - 4.7.2. What is a Brand?
 - 4.7.3. The Need to Build a Brand
 - 4.7.4. Brand Image and Positioning
 - 4.7.5. The Value of Brands
- 4.8. Image Management through Crisis Communication
 - 4.8.1. Strategic Communication Plan
 - 4.8.2. When it All Goes Wrong: Crisis Communication
 - 4.8.3. Cases
- 4.9. The Influence of Promotions on Corporate Image
 - 4.9.1. The New Advertising Industry Landscape
 - 4.9.2. The Marketing Promotion
 - 4.9.3. Features
 - 4.9.4. Dangers
 - 4.9.5. Promotional Types and Techniques
- 4.10. Distribution and Image of the Point of Sale
 - 4.10.1. The Main Players in Commercial Distribution
 - 4.10.2. The Image of Retail Distribution Companies through Positioning
 - 4.10.3. Through its Name and Logo

Module 5. Public Opinion

- 5.1. The Concept of Public Opinion
 - 5.1.1. Introduction
 - 5.1.2. Definition
 - 5.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
 - 5.1.4. Phases in the Growth of Public Opinion as a Discipline
 - 5.1.5. The 20th Century
- 5.2. Theoretical Framework of Public Opinion
 - 5.2.1. Introduction
 - 5.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century.
 - 5.2.3. Twentieth Century Authors
 - 5.2.4. Walter Lippmann: Biased Public Opinion
 - 5.2.5. Jürgen Habermas: the Political-Value Perspective
 - 5.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 5.3. Social Psychology and Public Opinion
 - 5.3.1. Introduction
 - 5.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
 - 5.3.3. The Name
 - 5.3.4. Conformism
- 5.4. Media Influence Models
 - 5.4.1. Introduction
 - 5.4.2. Media Influence Models
 - 5.4.3. Types of Media Effects
 - 5.4.4. Research on Media Effects
 - 5.4.5. The Power of the Media
- 5.5. Public Opinion and Political Communication
 - 5.5.1. Introduction
 - 5.5.2. Electoral Political Communication. Propaganda
 - 5.5.3. Government Political Communication
- 5.6. Public Opinion and Elections
 - 5.6.1. Introduction
 - 5.6.2. Do Election Campaigns Influence Public Opinion?
 - 5.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
 - 5.6.4. The Bandwagon and Underdog Effects
- 5.7. Government and Public Opinion
 - 5.7.1. Introduction
 - 5.7.2. Representatives and their Constituents
 - 5.7.3. Political Parties and Public Opinion
 - 5.7.4. Public Policies as an Expression of the Government's Action

- 5.8. The Political Intermediation of the Press
 - 5.8.1. Introduction
 - 5.8.2. Journalists as Political Intermediaries
 - 5.8.3. Dysfunctions of Journalistic Intermediation
 - 5.8.4. Reliance on Journalists as Intermediaries
- 5.9. Public Sphere and Emerging Models of Democracy
 - 5.9.1. Introduction
 - 5.9.2. The Public Sphere in the Information Society
 - 5.9.3. The Public Sphere in the Information Society
 - 5.9.4. Emerging Models of Democracy
- 5.10. Methods and Techniques for Public Opinion Research
 - 5.10.1. Introduction
 - 5.10.2. Opinion Polls
 - 5.10.3. Types of Surveys
 - 5.10.4. Analysis
- 6.4. The Advertising Industry and its Relationship with the Media System
 - 6.4.1. Introduction
 - 6.4.2. Advertising Industry
 - 6.4.3. The Need of Advertising for the Media
 - 6.4.4. Structure of the Advertising Industry
 - 6.4.5. The Media and its Relationship with the Advertising Industry
- 6.5. Cinema and the Culture and Leisure Market
 - 6.5.1. Introduction
 - 6.5.2. The Complex Nature of Cinema
 - 6.5.3. The Origin of the Industry
 - 6.5.4. Hollywood, the Film Capital of the World
- 6.6. Political Power and the Media
 - 6.6.1. Introduction
 - 6.6.2. Influence of the Media in the Formation of Society
 - 6.6.3. Media and Political Power
- 6.7. Media Concentration and Communication Policies
 - 6.7.1. Introduction
 - 6.7.2. Media Concentration
 - 6.7.3. Communication Policies
- 6.8. Communication Structure in Latin America
 - 6.8.1. Introduction
 - 6.8.2. Communication Structure in Latin America
 - 6.8.3. New Trends
- 6.9. Media System in Latin America and the Digitization of Journalism
 - 6.9.1. Introduction
 - 6.9.2. Historical Approach
 - 6.9.3. Bipolarity of the Latin American Media System
 - 6.9.4. U.S. Hispanic Media
- 6.10. Digitalization and the Future of Journalism
 - 6.10.1. Introduction
 - 6.10.2. Digitalization and the New Media Structure
 - 6.10.3. The Structure of Communication in Democratic Countries

Module 6. Structure of Communication

- 6.1. Theory, Concept and Method of Communication Structure
 - 6.1.1. Introduction
 - 6.1.2. Autonomy of the Discipline and Relationships with other Subjects
 - 6.1.3. The Structuralist Method
 - 6.1.4. Definition and Purpose of Communication Structure
 - 6.1.5. Guide to the Analysis of Communication Structure
- 6.2. New International Communication Order
 - 6.2.1. Introduction
 - 6.2.2. State Control: Monopolies
 - 6.2.3. Communication Marketing
 - 6.2.4. Cultural Dimension of Communication
- 6.3. Major Information Agencies
 - 6.3.1. Introduction
 - 6.3.2. What is an Information Agency?
 - 6.3.3. News and Information
 - 6.3.4. Before the Internet
 - 6.3.5. News Agencies can be seen Thanks to the Internet
 - 6.3.6. The World's Major Agencies

Module 7. Written Communication

- 7.1. History of Communication.
 - 7.1.1. Introduction
 - 7.1.2. Communication in Antiquity
 - 7.1.3. The Revolution of Communication
 - 7.1.4. Current Communication
- 7.2. Oral and Written Communication
 - 7.2.1. Introduction
 - 7.2.2. The Text and its Linguistics
 - 7.2.3. The Text and its Properties: Coherence and Cohesion
 - 7.2.3.1. Coherence
 - 7.2.3.2. Cohesion
 - 7.2.3.3. Recurrence
- 7.3. Planning or Prewriting
 - 7.3.1. Introduction
 - 7.3.2. Writing Processes
 - 7.3.3. Planning
 - 7.3.4. Documentation
- 7.4. The Act of Writing
 - 7.4.1. Introduction
 - 7.4.2. Style
 - 7.4.3. Lexicon
 - 7.4.4. Sentence
 - 7.4.5. Paragraph
- 7.5. Rewriting
 - 7.5.1. Introduction
 - 7.5.2. The Review
 - 7.5.3. How to Use the Computer to Improve the Text
 - 7.5.3.1. Dictionary
 - 7.5.3.2. Search/Change
 - 7.5.3.3. Synonyms
 - 7.5.3.4. Paragraph
 - 7.5.3.5. Shades
 - 7.5.3.6. Cut and Paste
 - 7.5.3.7. Change Control, Commenting and Version Comparison
- 7.6. Spelling and Grammar Issues
 - 7.6.1. Introduction
 - 7.6.2. Most Common Accentuation Problems
 - 7.6.3. Capitalization
 - 7.6.4. Punctuation Marks
 - 7.6.5. Abbreviations and Acronyms
 - 7.6.6. Other Signs
 - 7.6.7. Some Problems
- 7.7. Textual Models: the Description
 - 7.7.1. Introduction
 - 7.7.2. Definition
 - 7.7.3. Types of Description
 - 7.7.4. Description Types
 - 7.7.5. Techniques
 - 7.7.6. Linguistic Elements
- 7.8. Textual Models: Narration
 - 7.8.1. Introduction
 - 7.8.2. Definition
 - 7.8.3. Features
 - 7.8.4. Components
 - 7.8.5. The Narrator
 - 7.8.6. Linguistic Elements
- 7.9. Textual Models: the Exposition and the Epistolary Genre
 - 7.9.1. Introduction
 - 7.9.2. The Exposition
 - 7.9.3. The Epistolary Genre
 - 7.9.4. Components
- 7.10. Textual Models: Argumentation
 - 7.10.1. Introduction
 - 7.10.2. Definition
 - 7.10.3. Elements and Structure of Argumentation
 - 7.10.4. Types of Arguments
 - 7.10.5. Fallacies
 - 7.10.6. Structure
 - 7.10.7. Linguistic Features

- 7.11. Academic Writing
 - 7.11.1. Introduction
 - 7.11.2. Scientific Work
 - 7.11.3. Summary
 - 7.11.4. The Review
 - 7.11.5. The Trial
 - 7.11.6. Appointments
 - 7.11.7. Writing on the Internet

Module 8. Social Media and Community Management

- 8.1. Introduction and Typology of Social Media
 - 8.1.1. Social Media Against Traditional Media
 - 8.1.2. What is a Social Network?
 - 8.1.3. Evolution of Social Networks on the Internet?
 - 8.1.4. Social Media Today
 - 8.1.5. Features of Social Media on the Internet
 - 8.1.6. Social Media Typology
- 8.2. Functions of the Community Manager
 - 8.2.1. The Figure of the Community Manager and their Function in the Company
 - 8.2.2. Community Manager Guide
 - 8.2.3. The Profile of the Community Manager
- 8.3. Social Media within the Structure of the Business
 - 8.3.1. The Importance of Social Media in the Company
 - 8.3.2. The Different Profiles that Work in Social Media
 - 8.3.3. How to Choose the Best Structure for Social Media Management
 - 8.3.4. Customer Care on Social Media
 - 8.3.5. Relationship of the Social Media Team with Other Departments in the Company
- 8.4. Introduction to Digital Marketing
 - 8.4.1. The Internet: Making Marketing Infinite
 - 8.4.2. Objectives of Marketing on the Internet
 - 8.4.3. Key Concepts on the Internet
 - 8.4.4. Operative Marketing on the Web
 - 8.4.5. Search Engine Positioning
 - 8.4.6. Social Media
 - 8.4.7. Community Manager
 - 8.4.8. e-Commerce





- 8.5. Social Media Strategic Plan and Social Media Plan
 - 8.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
 - 8.5.2. Previous Analysis
 - 8.5.3. Objectives
 - 8.5.4. Strategy
 - 8.5.5. Actions
 - 8.5.6. Budget
 - 8.5.7. Schedules
 - 8.5.8. Contingency Plan
- 8.6. Online Reputation
- 8.7. Main Social Media Outlets I
 - 8.7.1. Facebook: Increase the Presence of Our Brand
 - 8.7.1.1. Introduction: What is Facebook and How Can it Help Us?
 - 8.7.1.2. Main Elements in the Professional Field
 - 8.7.1.3. Content Promotion
 - 8.7.1.4. Analytics
 - 8.7.2. Twitter: 140 Characters to Achieve the Objectives
 - 8.7.2.1. Introduction: What is Twitter and How Can it Help Us?
 - 8.7.2.2. Main Elements
 - 8.7.2.3. Content Promotion
 - 8.7.2.4. Analytics
 - 8.7.3. LinkedIn. The Professional Social Network for Excellence
 - 8.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
 - 8.7.3.2. Main Elements
 - 8.7.3.3. Content Promotion
- 8.8. Main Social Media Outlets II
 - 8.8.1. YouTube: The Second Most Important Search Engine on the Internet
 - 8.8.2. Main Elements
 - 8.8.3. Advertising
 - 8.8.4. YouTube Analytics
 - 8.8.5. Success Stories
 - 8.8.6. Instagram and Pinterest. The Power of Image
 - 8.8.7. Instagram
 - 8.8.8. Success Stories
 - 8.8.9. Pinterest

- 8.9. Blogs and Personal Branding
 - 8.9.1. Definition
 - 8.9.2. Typology
- 8.10. Tools for the Community Manager
 - 8.10.1. Monitoring and Programming. *Hootsuite*
 - 8.10.2. Specific Tools for Each Social Network
 - 8.10.3. Active Listening Tools
 - 8.10.4. URL Shortening Tools
 - 8.10.5. Tools for the Generation of Content

Module 9. Lobbying and Persuasion

- 9.1. Introduction to Lobbying
 - 9.1.1. What is Lobbying?
 - 9.1.2. Origins of Lobbying
 - 9.1.3. Public Affairs Strategies
- 9.2. The Lobbyist
 - 9.2.1. A Day in the Life of a Professional Lobbyist
 - 9.2.2. Lobbying, Vocation or Training
 - 9.2.3. Ten Qualities of a Good Lobbyist
- 9.3. The Basics of Lobbying
 - 9.3.1. Mobilization in Digital Environments
 - 9.3.2. Clients
 - 9.3.3. Lobbying and Internationalization
- 9.4. Lobbying in Small Businesses
 - 9.4.1. Association
 - 9.4.2. Approach
 - 9.4.3. Anticipation
 - 9.4.4. Activation
 - 9.4.5. Access
 - 9.4.6. Assessment
- 9.5. Study Cases
 - 9.5.1. Case Studies The ForoPPP Case
 - 9.5.2. A Success Story: Introduction to Hybrid Technology
 - 9.5.3. "Varicella and Public Health" Case

- 9.6. Lobbying Strategies
 - 9.6.1. The Butterfly Effect
 - 9.6.3. Light and Stenographers
- 9.7. Lobbying in The Media
 - 9.7.1. Lobbying on the Internet and Social Media
 - 9.7.2. Most Popular Social Media Used by Lobbyists
 - 9.7.3. Lobbies in Conventional Media
- 9.8. Types of Groups
 - 9.8.1. Opinion Groups
 - 9.8.2. Stakeholders
 - 9.8.3. Power Groups
- 9.9. Types of Lobbying
 - 9.9.1. According to their Organizational Aspect
 - 9.9.2. According to their Legal Nature
 - 9.9.3. According to their Goals, Objectives and Interests
- 9.10. Positive and Negative Aspects of Lobbying
 - 9.10.1. Positive Aspects
 - 9.10.2. Negative Aspects
 - 9.10.3. Lobbyists' Vision

Module 10. Research in Digital Media

- 10.1. The Scientific Method and its Techniques
 - 10.1.1. Introduction
 - 10.1.2. The Scientific Method and its Techniques
 - 10.1.3. Scientific Method and Methodological Techniques
 - 10.1.4. Research Design and Phases
 - 10.1.5. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
 - 10.1.6. Research Approaches and Perspectives
- 10.2. Methodology I
 - 10.2.1. Introduction
 - 10.2.2. Measurable Aspects: Quantitative Method
 - 10.2.3. Quantitative Techniques
 - 10.2.4. Types of Surveys
 - 10.2.5. Questionnaire Preparation and Presentation of Results

- 10.3. II Methodology
 - 10.3.1. Introduction
 - 10.3.2. Measurable Aspects: Qualitative Method
 - 10.3.3. Qualitative Techniques
 - 10.3.4. Individual Interviews and their Typology
 - 10.3.5. The Group Interview and its Variables: Discussion Groups or Focus Groups
 - 10.3.6. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
 - 10.3.7. Participatory – Action Research
 - 10.4. III Methodology
 - 10.4.1. Introduction
 - 10.4.2. Revealing Communicative Behaviors and Interactions: Observation and its Variants
 - 10.4.3. Observation as a Scientific Method
 - 10.4.4. The Procedure: Planning Systematic Observation
 - 10.4.5. Different Types of Observation
 - 10.4.6. Online Observation: Virtual Ethnography
 - 10.5. IV Methodology
 - 10.5.1. Introduction
 - 10.5.2. Uncovering the Content of Messages: Content and Discourse Analysis
 - 10.5.3. Introduction to Quantitative Content Analysis
 - 10.5.4. Sample Selection and Category Design
 - 10.5.5. Data Processing
 - 10.5.6. Critical Discourse Analysis
 - 10.5.7. Other Techniques for the Analysis of Media Texts
 - 10.6. Techniques for Collecting Digital Data
 - 10.6.1. Introduction
 - 10.6.2. Knowing the Reactions: Experimenting in Communication
 - 10.6.3. Introduction to Experiments
 - 10.6.4. What is an Experiment in Communication
 - 10.6.5. Experimentation and its Types
 - 10.6.6. The Practical Design of the Experiment
 - 10.7. Techniques for Organizing Digital Data
 - 10.7.1. Introduction
 - 10.7.2. Digital Information
 - 10.7.3. Problems and Methodological Proposals
 - 10.7.4. Online Press: Characteristics and Approach to its Analysis
 - 10.8. Participatory Instrumental Services
 - 10.8.1. Introduction
 - 10.8.2. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
 - 10.8.3. Internet as an Object of Study
 - 10.8.4. Criteria for Evaluating the Quality and Reliability of Content on the Internet
 - 10.9. Internet Quality as a Source: Validation and Confirmation Strategies
 - 10.9.1. Introduction
 - 10.9.2. Research on the Internet and Digital Platforms
 - 10.9.3. Searching and Browsing in the Online Environment
 - 10.9.4. Approach to Research on Digital Formats: Blogs
 - 10.9.5. Approach to Social Network Research Methods
 - 10.9.6. Hyperlink Research
 - 10.10. Diffusion of Research Activity
 - 10.10.1. Introduction
 - 10.10.2. Research Trends in Communication
 - 10.10.3. Introduction to the Contemporary Environment of Research in Communication
 - 10.10.4. The Readaptation of the Classic Objects of Communication Research
 - 10.10.5. The Emergence of Classical Research Objects
 - 10.10.6. Towards Interdisciplinarity and Methodological Hybridization
- 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. Concept of Cross-Cultural Management
 - 11.3.2. Contributions to the Knowledge of National Cultures
 - 11.3.3. Diversity Management
- 11.4. Management and Leadership Development
 - 11.4.1. Concept of Management Development
 - 11.4.2. Concept of Leadership
 - 11.4.3. Leadership Theories
 - 11.4.4. Leadership Styles
 - 11.4.5. Intelligence in Leadership
 - 11.4.6. The Challenges of Today's Leader
- 11.5. Business Ethics
 - 11.5.1. Ethics and Morality
 - 11.5.2. Business Ethics
 - 11.5.3. Leadership and Ethics in Companies
- 11.6. Sustainability
 - 11.6.1. Sustainability and Sustainable Development
 - 11.6.2. The 2030 Agenda
 - 11.6.3. Sustainable Companies
- 11.7. Corporate Social Responsibility
 - 11.7.1. International Dimensions of Corporate Social Responsibility
 - 11.7.2. Implementing Corporate Social Responsibility
 - 11.7.3. The Impact and Measurement of Corporate Social Responsibility
- 11.8. Responsible Management Systems and Tools
 - 11.8.1. CSR: Corporate Social Responsibility
 - 11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 11.8.4. Tools and Standards of CSR
- 11.9. Multinationals and Human Rights
 - 11.9.1. Globalization, Multinational Corporations
 - 11.9.2. Multinational Corporations and International Law
 - 11.9.3. Legal Instruments for Multinationals in the Field of Human Rights

- 11.10. Legal Environment and Corporate Governance
 - 11.10.1. International Rules on Importation and Exportation
 - 11.10.2. Intellectual and Industrial Property
 - 11.10.3. International Labor Law

Module 12. People and Talent Management

- 12.1. Strategic People Management
 - 12.1.1. Strategic Human Resources Management
 - 12.1.2. Strategic People Management
- 12.2. Human Resources Management by Competencies
 - 12.2.1. Analysis of the Potential
 - 12.2.2. Remuneration Policy
 - 12.2.3. Career/Succession Planning
- 12.3. Performance Evaluation and Performance Management
 - 12.3.1. Performance Management
 - 12.3.2. Performance Management: Objectives and Process
- 12.4. Innovation in Talent and People Management
 - 12.4.1. Strategic Talent Management Models
 - 12.4.2. Talent Identification, Training and Development
 - 12.4.3. Loyalty and Retention
 - 12.4.4. Proactivity and Innovation
- 12.5. Motivation
 - 12.5.1. The Nature of Motivation
 - 12.5.2. Expectations Theory
 - 12.5.3. Needs Theory
 - 12.5.4. Motivation and Financial Compensation
- 12.6. Developing High Performance Teams
 - 12.6.1. High-Performance Teams: Self-Managing Teams
 - 12.6.2. Methodologies for Managing High Performance Self-Managed Teams
- 12.7. Change Management
 - 12.7.1. Change Management
 - 12.7.2. Types of Change Management Processes
 - 12.7.3. Stages or Phases in Change Management

- 12.8. Negotiation and Conflict Management
 - 12.8.1 Negotiation
 - 12.8.2 Conflict Management
 - 12.8.3 Crisis Management
- 12.9. Executive Communication
 - 12.9.1. Internal and External Communication in the Business Environment
 - 12.9.2. Communication Departments
 - 12.9.3. The Head of Communication of the Company. The Profile of the Dircom
- 12.10. Productivity, Attraction, Retention and Activation of Talent
 - 12.10.1. Productivity
 - 12.10.2. 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 Budgetary Model
 - 13.4.2. The Capital Budget
 - 13.4.3. The Operating Budget
 - 13.4.5. The Cash Budget
 - 13.4.6. Budget Monitoring
- 13.5. Financial Management
 - 13.5.1. The Company's Financial Decisions
 - 13.5.2. The Financial Department
 - 13.5.3. Cash Surpluses
 - 13.5.4. Risks Associated with Financial Management
 - 13.5.5. Risk Management of the Financial 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 Chart
 - 13.6.5. The Working Capital Chart
- 13.7. Corporate Financial Strategy
 - 13.7.1. Corporate Strategy and Sources of Financing
 - 13.7.2. Corporate Financing Financial Products

- 13.8. Strategic Financing
 - 13.8.1. Self-financing
 - 13.8.2. Increase in Shareholder's 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 and Strategic Marketing

- 14.1. Commercial Management
 - 14.1.1. Conceptual Framework of Commercial Management
 - 14.1.2. Commercial 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. Objectives of Digital Marketing and e-Commerce
 - 14.4.2. Digital Marketing and the Media It Uses
 - 14.4.3. E-Commerce. General Context
 - 14.4.4. Categories of e-Commerce
 - 14.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce

- 14.5. Digital Marketing to Reinforce a Brand
 - 14.5.1. Online Strategies to Improve Brand Reputation
 - 14.5.2. Branded Content and Storytelling
- 14.6. Digital Marketing to Attract and Retain Customers
 - 14.6.1. Loyalty and Engagement Strategies Using the Internet
 - 14.6.2. Visitor Relationship Management
 - 14.6.3. Hypersegmentation
- 14.7. Digital Campaign Management
 - 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. The Functions of Communication in the Organization
 - 14.9.5. Elements of Communication
 - 14.9.6. Problems of Communication
 - 14.9.7. Communication Scenarios
- 14.10. Digital Communication and Reputation
 - 14.10.1. Online Reputation
 - 14.10.2. How to Measure Digital Reputation?
 - 14.10.3. Online Reputation Tools
 - 14.10.4. Online Reputation Report
 - 14.10.5. Online Branding

Module 15. Executive Management

- 15.1. General Management
 - 15.1.1. The Concept of General Management
 - 15.1.2. The Role of the CEO
 - 15.1.3. The CEO and their Responsibilities
 - 15.1.4. Transforming the Work of Management

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

- 15.10. Leadership and Team Management
 - 15.10.1. Leadership and Leadership Styles
 - 15.10.2. Leadership Skills and Challenges
 - 15.10.3. Managing Change Processes
 - 15.10.4. Managing Multicultural Teams



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

06

Methodology

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

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



“

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

Case Study to contextualize all content

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

“

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



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



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

A learning method that is different and innovative

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

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

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

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

Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

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

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



Classes

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

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



Practising Skills and Abilities

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



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



07

Certificate

The MBA in Communication and Digital Reputation Management guarantees students, 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 Communication and Digital Reputation 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** issued by **TECH Technological University** via tracked delivery*.

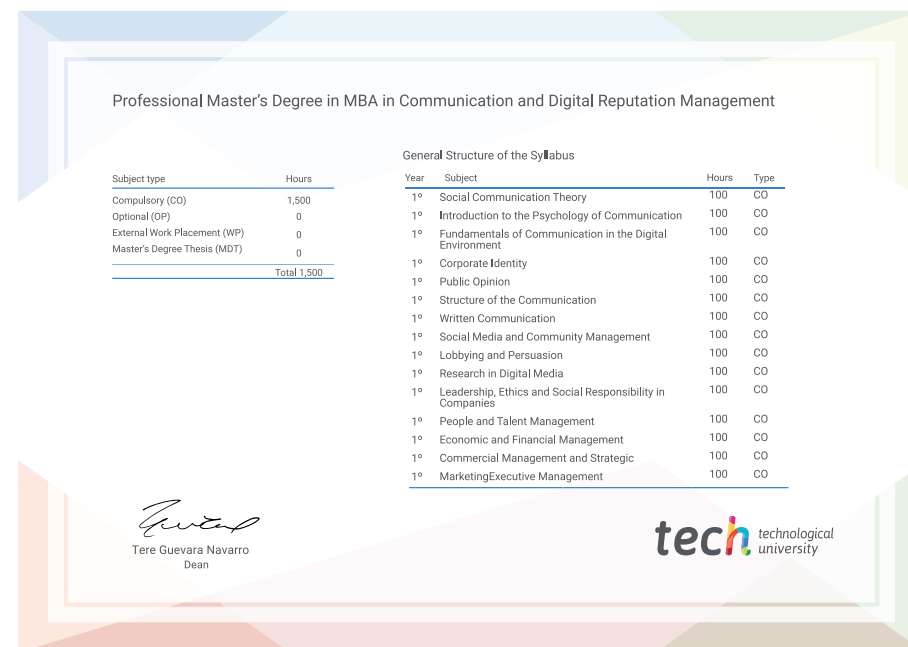
The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Professional Master's Degree in MBA in Communication and Digital Reputation Management**

Official N° of hours: **1,500 h.**

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



Professional Master's Degree

MBA in Communication and Digital Reputation Management

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

Professional Master's Degree

MBA in Communication and Digital Reputation Management

