

# Postgraduate Certificate

Nursing Services Management in  
Society. Marketing, Communication  
and mHealth





## Postgraduate Certificate Nursing Services Management in Society. Marketing, Communication and mHealth

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/nursing/postgraduate-certificate/nursing-services-management-society-marketing-communication-mhealth](http://www.techtute.com/pk/nursing/postgraduate-certificate/nursing-services-management-society-marketing-communication-mhealth)

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# 01

# Introduction

Changes in society have reached all sectors, and healthcare could not remain on the sidelines. The new technologies and marketing tools provided by the network have been adapted to nursing services to promote them and provide accurate information about their importance in health care. Therefore, at the managerial level, it is important to have professionals who are able to implement these techniques in their clinical center, in order to improve health promotion and healthy habits. Thanks to this program, nurses who wish to direct their careers towards this field will acquire the necessary skills to stand out in a booming sector and place their centers among the most recognized by society.





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*Become a 21st century nurse service manager  
and introduce online care with patients in need”*

Nursing care goes far beyond performing patient care in a hospital. These professionals are in charge, in many centers, of promoting healthy lifestyle habits or going to the nursing homes to monitor the patients. Today, in addition, with the advances in new technologies, new possibilities have opened up, such as the option of showcasing their work with healthcare marketing actions, or the implementation of mHealth to be in contact with patients through mobile devices. In this way, new tasks have arisen that they can carry out.

Being able to implement all these tools is essential for any center, but they must always be managed by people in charge who are able to understand their advantages and disadvantages and apply only those that can return some kind of benefit to the organization. In this sense, TECH Technological University has developed this Postgraduate Certificate in Nursing Services Management in Society. Marketing, Communication and mHealth, thanks to which students will be able to get up to date with all the tools they can have at their disposal to provide more information about their work.

A program that will be fundamental for the students' learning and that is taught in a 100% online format. In this way, the professionals will be free to choose the time and place of study that best suits them, according to their needs and priorities. In addition, students will have access to multiple theoretical and practical resources, which will be essential to strengthen their knowledge and achieve a higher level of competence in the subject.

This **Postgraduate Certificate in Nursing Services Management in Society. Marketing, Communication and mHealth** contains the most complete and up-to-date scientific program on the market. Its most notable features are:

- ♦ Practical cases developed by experts in management of nursing procedures and other disciplines.
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the situations that regularly occur in the hospital setting.
- ♦ Presentation of practical workshops on procedures and decision making.
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student.
- ♦ Action protocols, where you can find the latest trends in healthcare management.
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Special emphasis is put on the scientific method and research methodology in health management.
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Lead successful nursing teams capable of working for the benefit of the patient and the community"*

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*Do you want to achieve a job improvement in a short period of time? The completion of this Postgraduate Certificate can be the first step to achieve this"*

The teaching staff includes professionals from the field of nursing, who bring their experience to this training program, as well as renowned specialists from leading communities and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training experience designed to train students for real-life 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 professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Learn in an effective way, at your own pace and with the ease that TECH Technological University's didactic methodology will provide you.*

*Improving the marketing and communication actions of your clinic will be essential to acquire greater prestige.*



# 02 Objectives

The main objective of this Postgraduate Certificate of TECH Technological University is to offer students a superior training in the main tools that can make nursing activities known in an effective way. Therefore, the program includes everything from healthcare marketing concepts to mHealth. Thus, the program is geared towards a professional who is passionate about nursing and the advances in the sector.







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*If you want to access a managerial position in the field of nursing management, do not miss the opportunity to enroll in this program"*



## General Objectives

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- ♦ Analyze the theories and models of the organization and working of Healthcare Systems, focusing on their political, social, legal and economic foundations and their organizational structure.
- ♦ Approach clinical management using the criteria of efficacy, efficiency, effectiveness, equity, performance and profitability, and the solution of problems through the appropriate use of information systems.
- ♦ Describe the principles of clinical management that allow for planning, organization, management and evaluation of a center, service or care unit.





## Specific Objectives

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- ◆ Use technological tools to provide more information to patients.
- ◆ Discovering the keys and benefits of healthcare marketing.
- ◆ Learn how to perform well in interviews to achieve a managerial position.

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*Healthcare has been evolving thanks to technological advances and, therefore, your higher specialization will be essential to achieve more efficient management”*

03

# Structure and Content

This curriculum of TECH Technological University has been designed to promote learning and improve the knowledge of nurses who occupy management positions and who look to new technologies as an ally for the promotion of health. A program composed of 10 topics that include everything a professional in the sector should know to give greater visibility to nursing work.





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*Using mobile devices to support healthcare is essential in the 21st century. With this program you will learn how to get the most out of mHealth”*

**Module 1.** Nursing Management Services in Society. Marketing, Communication and mHealth.

- 1.1. Regulatory Aspects in the Management of Health Care Services.
- 1.2. Promotion of Health and New Technologies. mHealth. Nursing Care in the Technological Advances in Healthcare.
- 1.3. Healthcare Marketing.
- 1.4. Technological Changes that Improve Health Care. Apps and Social Media in the Field of Health.
- 1.5. Digital Skills in Healthcare Directors and Middle Management.
- 1.6. Healthcare Market.
- 1.7. Corporate Social Responsibility.
- 1.8. Nurse Visibility: Social Networks and New Technology. Future of Nursing.
- 1.9. The Public Profile of the Health Care Manager and Managerial Staff.
- 1.10. The Interview Process to Apply for a Managerial Position.





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*Applying marketing techniques  
will be essential to publicize the  
work of your clinic"*

# 04

# Methodology

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

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





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

## At TECH Nursing School we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Nurses learn better, faster, and more sustainably over time.

*With TECH, nurses can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, in an attempt to recreate the real conditions in professional nursing practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method.*

The effectiveness of the method is justified by four fundamental achievements:

1. Nurses who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process has a clear focus on practical skills that allow the nursing professional to better integrate knowledge acquisition into the hospital setting or primary care.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH, we enhance the Harvard case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine case studies with a 100% online learning system based on repetition combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.

*The nurse will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 175,000 nurses with unprecedented success in all specialities regardless of practical workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

*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.*

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.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



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 really specific and precise.

These contents are then adapted in 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.



### Nursing Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch them as many times as you want.



### 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".



### 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.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### 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.



#### 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.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



# 05 Certificate

This Postgraduate Certificate in Nursing Services Management in Society, Marketing, Communication and mHealth guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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

This **Postgraduate Certificate in Nursing Services Management in Society. Marketing, Communication and mHealth** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University via tracked delivery**.

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

Title: **Postgraduate Certificate in Nursing Services Management in Society. Marketing, Communication and mHealth**

Official N° of Hours: **150 hours**.



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** technological  
university

personalized service innovation

knowledge present  
online training  
development languages

virtual classroom

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