

# Advanced Master's Degree Communication and Corporate Identity Management

A M D C C I M



## Advanced Master's Degree Communication and Corporate Identity Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-communication-corporate-identity-management](http://www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-communication-corporate-identity-management)

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# 01 Welcome

Leading a good communication team is essential to the survival of any company. This department is in charge of maintaining a company's reputation, implementing strategies against smear campaigns and, in addition, creating a corporate image that is recognized by a large majority of the general public. Thus, a manager in this sector must be familiar with the new technologies that have made this field so important in recent years. The development of this program will seek to develop the skills of professionals specialized in this field, giving them the ability to adequately contextualize the media systems and in particular the global structure of communication.



Advanced Master's Degree in Communication and Corporate Identity Management  
TECH Technological University





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*Understand the basic concepts and theoretical models of human communication to improve your ability to manage and effectively run a communications department"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. by studying in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in Communication and Corporate Identity Management

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.





“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

In order to strengthen and develop the management and leadership skills of students, a program has been developed that encompasses all aspects of training highly qualified professionals. In this way, TECH fulfills its objective of providing quality education that lays the foundations for a better society. Based on the above, the student will be able to learn about the fields of advertising and public relations and their processes and organizational structures. In turn, you will develop the skills that will enable you to lead a team and work to meet the objectives in your chosen field.



“

*Know the elements, forms and processes of advertising languages and other forms of persuasive communication”*

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree in Communication and Corporate Identity Management** will enable you to:

01

Be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations

04

Know how to define the framework of action of the large media groups and their concentration processes

02

Have the ability to adequately contextualize the media systems and in particular the global communication structure

03

Know how to describe the main research trends in social communication, as well as their different models: behaviorist, functional, constructivist and structuralist

05

Know the fields of advertising and public relations and their processes and organizational structures





06

Know how to apply creative processes in the field of communication, especially in the field of advertising and public relations

08

Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

09

Have the ability to analyze, process, interpret, elaborate and structure digital communication

07

Understand the systems for analyzing advertising and public relations campaigns

10

Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional



11

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

14

Strengthen the skills, competencies and leadership capacity of future intangible asset managers

12

Know how to develop a virtual communication style in a learning community specialized in the field of advertising and public relations



13

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

15

Establishing personal and professional brand building techniques

16

Implement rigorous metrics that demonstrate the return on the strategic management of intangibles with consolidated non-financial indicators and with direct impact on the business

18

Plan and implement integrated communication plans

19

Establish complex communication strategies to achieve a link with all audiences

17

Describe the new rules of communication, own content creation and the relationship with stakeholders in the digital world within which organizations compete

20

Develop skills and competencies to effectively manage the communication department of any organization in all its aspects



# 05 Skills

After completing the program designed for the Advanced Master's Degree in Communication and Corporate Identity Management, the professional will have acquired the necessary skills and abilities that will allow them to manage the communication of any event related to this area. All this, following a didactic and innovative methodology. In this way, each module has been designed to provide the opportunity to develop in a sector that demands excellence from managers in this field.





“

*It implements rigorous metrics that are evidence of the return of the strategic management of intangibles with consolidated non-financial indicators and direct impact on the business"*



01

Describe the characteristics and fundamentals of communication

02

Know human social communication as a social science

03

Know how to use the different online communication platforms

04

Develop a plan for the creation of the corporate identity

05

Create communication in the digital environment





06

Master the way of communicating on mobile devices

08

Use the different languages of the mass media



09

Use the television expression

07

Correct writing in the advertising field

10

Use the radio expression

11

Use creative thinking applied to advertising and communication

13

Use graphic design tools



12

Develop a corporate identity for an organization

14

Create a recognized brand for the company

15

Manage the company's reputation

17

Create comprehensive communication plans, both internal and external



16

Create effective communication channels with Stakeholders

18

Carry out communication campaigns that favor the brand image

06

# Structure and Content

The program designed for the Advanced Master's Degree in Communication and Corporate Identity Management has been developed by an excellent group of professionals who have put their years of experience at the service of future graduates. In this way, each module plays a unique and important role in the training of a communications manager, using information and communication technologies and techniques in the various combined and interactive media or media systems. It also guarantees the development of skills and competencies to effectively manage the communication department of any organization in all its aspects.



“

*Get trained with the most complete program on the market, developed and supervised by experts in the leadership and management of a communications team"*

## Syllabus

The Advanced Master's Degree in Communication and Corporate Identity Management program is the best opportunity of achieving good management in a department in this area, fighting, through the implementation of communication strategies, against possible smear campaigns. But also, creating a corporate image recognized by the general public, through which the work done by the company is recognized.

On the other hand, and due to the growing advancements in technology, the relationship between the company and the customer has moved into the digital world, especially through social networks, and has become a great stage where communication between the two takes place. Therefore, it is essential that the communication manager has superior skills in the handling of these tools and is able to use them to the benefit of the corporate image.

All the content developed for this program is designed to favor the development of the student's managerial competencies, allowing them to face any challenge at the executive level, making decisions that

favor their work team.

This Advanced Master's Degree deals in depth with important aspects to develop strategies for corporate brand and reputation management as strategic resources for differentiation, legitimacy and business excellence.

A plan designed for students, focused on professional improvement and preparing them to achieve excellence in the field of business management and administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This Advanced Master's Degree takes place over 24 months and is divided into 20 modules:

<b>Module 1</b>	Structure of the Communication
<b>Module 2</b>	Social Communication Theory
<b>Module 3</b>	Technology and Information and Knowledge Management
<b>Module 4</b>	Fundamentals of Communication in the Digital Environment
<b>Module 5</b>	Written Communication
<b>Module 6</b>	Television Communication
<b>Module 7</b>	Radio Communication
<b>Module 8</b>	Creativity in Communication
<b>Module 9</b>	Corporate Identity
<b>Module 10</b>	The Fundamentals of Graphic Design
<b>Module 11</b>	Organizations Management
<b>Module 12</b>	Managerial Skills
<b>Module 13</b>	Ethics and Corporate Social Responsibility
<b>Module 14</b>	Corporate Communication, Brand Strategy and Reputation
<b>Module 15</b>	Strategic Planning in Corporate Communication
<b>Module 16</b>	Managing Aspects of Corporate Communication
<b>Module 17</b>	Communication in Specialized Sectors
<b>Module 18</b>	Marketing and Communication
<b>Module 19</b>	Customer Relationship Management
<b>Module 20</b>	Communication Strategy in the Digital World





### Where, When and How is it Taught?

TECH offers the possibility of developing this program completely online. During the 24 months of training, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

*A unique, key and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Structure of the Communication**

**1.1. Theory, Concept and Method of the Communication Structure**

- 1.1.1. Autonomy of the Discipline and Relationships with other Subjects
- 1.1.2. The Structuralist Method
- 1.1.3. Definition and Purpose of the Communication Structure
- 1.1.4. Guide to the Analysis of Communication Structure

**1.2. New International Communication Order**

- 1.2.1. Control and Ownership of Communication
- 1.2.2. Communication Marketing
- 1.2.3. Cultural Dimension of Communication

**1.3. Major Information Agencies**

- 1.3.1. What is an Information Agency?
- 1.3.2. Information and News Importance of the Journalist
- 1.3.3. Before the Internet, the Great Unknowns
- 1.3.4. A Globalized Map From Local to Transnational
- 1.3.5. News Agencies Can Be Seen Thanks to the Internet
- 1.3.6. The World's Major Agencies

**1.4. The Advertising Industry and its Relationship with the Media System**

- 1.4.1. Advertising Industry, Consciousness Industries
- 1.4.2. The Need of Advertising for the Media
- 1.4.3. Structure of the Advertising Industry
- 1.4.4. The Media and its Relationship with the Advertising Industry
- 1.4.5. Advertising Regulation and Ethics

**1.5. Cinema and the Culture and Leisure Market**

- 1.5.1. Introduction
- 1.5.2. The Complex Nature of Cinema
- 1.5.3. The Origin of the Industry
- 1.5.4. Hollywood, the Film Capital of the World
- 1.5.5. The Power of Hollywood
- 1.5.6. From the Golden Hollywood Oscars to the photocall of new platforms
- 1.5.7. New Displays

**1.6. Political Power and the Media**

- 1.6.1. Influence of the Media in the Formation of Society
- 1.6.2. Media and Political Power
- 1.6.3. Manipulation and (Political) Power

**1.7. Media Concentration and Communication Policies**

- 1.7.1. Theoretical Approach to External Growth Processes
- 1.7.2. Competition and Communication Policies in the European Union

**1.8. Communication Structure in Spain**

- 1.8.1. The Communication Sector within the Framework of Spain's Economic Activity
- 1.8.2. Communication Market
- 1.8.3. Communication in the Spanish Production System: Between Perfect Competition and Oligopoly
- 1.8.4. The Public and Private Communication Sectors in Spain
- 1.8.5. Main Media Sectors in the Spanish Information Market
- 1.8.6. Television Structure in Spain
- 1.8.7. The Radio in Spain
- 1.8.8. Written and Digital Press
- 1.8.9. Communication Groups and Supplements
- 1.8.10. The Decline of the Free Press and the Emerging Digital Press

**1.9. Communication Structure in Latin America**

- 1.9.1. Introduction
- 1.9.2. Historical Approach
- 1.9.3. Bipolarity of the Latin American Media System
- 1.9.4. U.S. Hispanic Media

**1.10. A Prospective of the Structure of Communication and Journalism**

- 1.10.1. Digitalization and the New Media Structure
- 1.10.2. The Structure of Communication in Democratic Countries

**Module 2. Social Communication Theory**
**2.1. Introduction Communication Science as a Social Science**

- 2.1.1. Introduction: the Study of Communication as a Social Science
- 2.1.2. Knowledge
- 2.1.3. The Scientific Method
- 2.1.4. Common Concepts in Scientific Research

**2.2. Elements of Communication. Scientific Fields of Social Communication**

- 2.2.1. Empirical Research on Communicative Phenomena
- 2.2.2. Communication Concept

**2.3. Scientific Fields of Communication**

- 2.3.1. Trajectories of Research in Social Communications
- 2.3.2. The Origins of the Study of Communication
- 2.3.3. The Modern Period: the Split Between the Theory of Argumentation and the Art of Pronunciation
- 2.3.4. The 20th Century: the Rhetoric of the Mass Media

**2.4. Communicative Behavior**

- 2.4.1. An Outline of the Concept of Communicative Behavior
- 2.4.2. Animal Ethology and the Study of Human Communication
- 2.4.3. The Biological Background of Communication
- 2.4.4. Intrapersonal Communication
- 2.4.5. Patterns of Communicative Behavior
- 2.4.6. The Study of Nonverbal Communicative Behavior

**2.5. The Communicative Transaction**

- 2.5.1. Symbolic Exchange and Human Culture
- 2.5.2. Transactional Analysis

**2.6. Identity, Self-Concept and Communication**

- 2.6.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
- 2.6.2. The Presentation of Oneself in Everyday Rituals
- 2.6.3. The Construction of the Self-Concept and its Expression
- 2.6.4. Self-Concept Motivated to Interact
- 2.6.5. Conversational Pragmatics

**2.7. Communication in Groups and Organizations**

- 2.7.1. The Social Group
- 2.7.2. Social Networks, Sociometry and Intra- and Intergroup Communication
- 2.7.3. Units and Levels of Analysis of Group Communication
- 2.7.4. The Theory of Diffusion of Innovations
- 2.7.5. Communication in Organizations

**2.8. Media Communication (I) Theories on the Powerful Effects of the Media**

- 2.8.1. Media Communication
- 2.8.2. Characteristics of the Media and its Messages
- 2.8.3. The Powerful Effects of the Mass Media

**2.9. Media Communication (II) Limited Effects**

- 2.9.1. General Approach to the Relative Safety of the Media
- 2.9.2. Selective Processing
- 2.9.3. The Uses and Gratifications of Mass Communications

**2.10. Computerized Communication and Virtual Reality as Emerging Objects of Study**

- 2.10.1. Computer-Mediated Communication: the Problem of its Theoretical Integration
- 2.10.2. Progress Towards the Consolidation of a Theoretical Corpus of Computer-mediated Communication
- 2.10.3. Evolution of the Theory of Uses and Gratifications
- 2.10.4. Virtual Reality as an Emerging Object of Study

### Module 3. Technology and Information and Knowledge Management

#### 3.1. Online Teaching-Learning Environment

- 3.1.1. Introduction to Computer Science
  - 3.1.1.1. What is a Computer?
  - 3.1.1.2. The Components of a Computer
  - 3.1.1.3. The Files
  - 3.1.1.4. Representation and Information Measurement
- 3.1.2. Distance Learning
- 3.1.3. MOODLE e-Learning Platform: Virtual Classrooms
  - 3.1.3.1. Didactic Activities

- 3.1.4. Basic Rules of Online Communication
- 3.1.5. How to Download Information from the Internet?
  - 3.1.5.1. Download Files
  - 3.1.5.2. Saving an Image
- 3.1.6. The Forums as a Place of Interaction
  - 3.1.6.1. The Forum for Collaborative Study: Participation in Forums
  - 3.1.6.2. Features of the Forums in the Virtual Classroom
  - 3.1.6.3. Types of Forums

#### 3.2. Online Communication and Online Communication for Learning

- 3.2.1. Introduction
- 3.2.2. Online Communication
  - 3.2.2.1. What is Communication and How is it Performed?
  - 3.2.2.2. What is Online Communication?
  - 3.2.2.3. Online Communication for Learning
  - 3.2.2.4. Online Communication for Distance Learning and the Distance Learner

#### 3.3. Free Online Communication Tools

- 3.3.1. E-mail
- 3.3.2. Tools of Instant Messaging
- 3.3.3. Google Talk
- 3.3.4. Pidgin

#### 3.4. Virtual Reality Environments or Virtual Worlds

- 3.4.1. Definition
- 3.4.2. Advantages
- 3.4.3. Features
- 3.4.4. Virtual Worlds and Distance Education
- 3.4.5. Second Life

**Module 4. Fundamentals of Communication in the Digital Environment****4.1. 360° Communication**

- 4.1.1. Introduction
- 4.1.2. What is 360° Communication?
- 4.1.3. Consumer Insights
- 4.1.4. Conventional and Non-Conventional Media
- 4.1.5. Communicate, Always Communicate
- 4.1.6. Business Case: Go Drink Fanta

**4.2. Online Advertising Techniques and Web Presence**

- 4.2.1. Introduction
- 4.2.2. Online Advertising
- 4.2.3. E-Mail Marketing
- 4.2.4. The Corporate Website
- 4.2.5. Case: Bic Sends Emails to 17 Countries in 13 Languages and 4 Alphabets

**4.3. Social Communication in the Network**

- 4.3.1. Introduction
- 4.3.2. Blogs and the Blogosphere
- 4.3.3. Types of Blogs
- 4.3.4. Microblogs or Nanoblogs
- 4.3.5. Social Networks
- 4.3.6. Web 3.0
- 4.3.7. Business Case: Johnnie Walker

**4.4. Viral Communication and Buzz Marketing**

- 4.4.1. Introduction
- 4.4.2. Word Of Mouth (WOM) Communication
- 4.4.3. Techniques Based on Word-of-Mouth Communication
- 4.4.4. Ways to Generate Word-of-Mouth Communication
- 4.4.5. Sub-Viral Marketing
- 4.4.6. Prankvertising
- 4.4.7. The Buzz Marketing
- 4.4.8. Aspects to Take into Account When Carrying Out a Buzz Marketing or Viral Communication Campaign
- 4.4.9. Business Case: Campofrio or the Art of Making a Campaign Become a Viral Hit

**4.5. Communication Techniques on Mobile Devices**

- 4.5.1. Introduction
- 4.5.2. Internet in your Pocket
- 4.5.3. Messaging as a Communication Tool
- 4.5.4. Proximity Marketing
- 4.5.5. Play and Communicate
- 4.5.6. The Multiscreen Phenomenon and Other Forms of Mobile Communication
- 4.5.7. The Present of Mobile Communication: Location Based Advertising
- 4.5.8. Augmented Reality: Fiction or Reality?
- 4.5.9. The Future of Mobile Technologies
- 4.5.10. Business Case: The Ipad or the Apple Advantage

**4.6. New Trends in Internal Communication**

- 4.6.1. Introduction
- 4.6.2. The New Challenges of Internal Communication: Multidirectional Interaction and Collaborative Work
- 4.6.3. Internal Communication: a Tool with a High Strategic Value for the Company
- 4.6.4. Recruitment Through Social Networks
- 4.6.5. Social Networks as Engagement Drivers
- 4.6.6. Brand Ambassadors: Advocacy
- 4.6.7. Business Case: Dell Be The Reason

**4.7. Communication and Content Marketing**

- 4.7.1. Introduction
- 4.7.2. What is Content Marketing?
- 4.7.3. Branded Content
- 4.7.4. Inbound Marketing
- 4.7.5. Native Advertising
- 4.7.6. Storytelling and Transmedia Narrative
- 4.7.7. Business Case: Coca-Cola and Content Marketing

**4.8. The Importance of Advergaming as an Advertising Tool**

- 4.8.1. Introduction: the Video Game Market
- 4.8.2. What is Advergaming? Delimitation with Respect to Related Figures: Ingame Advertising
- 4.8.3. Evolution of Advergaming
- 4.8.4. Advergaming as an Advertising Tool
- 4.8.5. Advergaming in Spain
- 4.8.6. Case Study: Magnum Pleasure Hunt

**4.9. Big Data and Communication**

- 4.9.1. Introduction
- 4.9.2. What is Big Data?
- 4.9.3. How Do You Create Value with Big Data?
- 4.9.4. Big Data Analyst Profile
- 4.9.5. Big Data Techniques
- 4.9.6. Business Case: Netflix

**4.10. Emerging Trends in Communication**

- 4.10.1. Introduction
- 4.10.2. Tryvertising: Product Testing in Real-Life Situations
- 4.10.3. Advertorial: the Advertisement that Simulates an Editorial Content
- 4.10.4. Artvertising: Art in Advertisements
- 4.10.5. Radical Marketing: the Evolution of Guerrilla Marketing

- 4.10.6. Engagement Marketing: Engagement Marketing
- 4.10.7. Advertainment: Entertainment Advertising
- 4.10.8. Ambush Marketing: Ambush or Parasitic Marketing

**Module 5. Written Communication**

**5.1. Oral and Written Communication**

- 5.1.1. Introduction
- 5.1.2. Oral and Written Codes
- 5.1.3. The Text and its Linguistics
- 5.1.4. The Text and its Properties: Coherence and Cohesion

**5.2. Planning or Prewriting**

- 5.2.1. Writing Processes
- 5.2.2. Planning
- 5.2.3. Documentation

**5.3. The Act of Writing**

- 5.3.1. Style
- 5.3.2. Lexicon
- 5.3.3. Sentence
- 5.3.4. Paragraph
- 5.3.5. Connectors

**5.4. Rewriting**

- 5.4.1. The Review
- 5.4.2. How to Use the Computer to Improve the Text?

**5.5. Spelling and Grammar Issues**

- 5.5.1. Most Common Accentuation Problems
- 5.5.2. Capitalization
- 5.5.3. Punctuation Marks
- 5.5.4. Abbreviations and Acronyms
- 5.5.5. Other Signs

**5.6. Textual Models: the Description**

- 5.6.1. Definition
- 5.6.2. Types of Description
- 5.6.3. Description Types
- 5.6.4. Techniques
- 5.6.5. Linguistic Elements

**5.7. Textual Models: Narration**

- 5.7.1. Introduction
- 5.7.2. Definition
- 5.7.3. Features
- 5.7.4. Elements: Action, Characters, Complication and Moral
- 5.7.5. The Narrator
- 5.7.6. Narrative Outline
- 5.7.7. Linguistic Elements

**5.8. Textual Models: the Exposition and the Epistolary Genre**

- 5.8.1. The Exposition
- 5.8.2. The Epistolary Genre

**5.9. Textual Models: Argumentation**

- 5.9.1. What is Argumentation?
- 5.9.2. Elements and Structure of Argumentation
- 5.9.3. Types of Arguments
- 5.9.4. Fallacies
- 5.9.5. Structure
- 5.9.6. Linguistic Features

**5.10. Academic Writing**

- 5.10.1. Scientific Work
- 5.10.2. Summary
- 5.10.3. The Review
- 5.10.4. The Trial
- 5.10.5. Appointments
- 5.10.6. Writing on the Internet

**Module 6. Television Communication**

**6.1. Television Communication**

**6.2. The Message on Television**

**6.3. History and Evolution of the Television Media**

**6.4. Television Genres and Formats**

**6.5. The Script on Television**

**6.7. Language and Narration in Television**

**6.8. Speech and Expression Techniques**

**6.6. Television Programming**

**6.9. Creativity in Television**

**6.10. Production**

**6.11. Digital Technologies and Techniques in Television**

**Module 7. Radio Communication**
**7.1. History of Broadcasting**

- 7.1.1. Origins of Broadcasting
- 7.1.2. Orson Welles and "The War of the Worlds"
- 7.1.3. The Radio in Spain
- 7.1.4. The New Radio
- 7.1.5. Challenges of Radio in Spain

**7.2. Current Panorama of Radio in Spain**

- 7.2.1. Overview of Radio in Spain
- 7.2.2. Public Broadcasters
- 7.2.3. Private Broadcasters
- 7.2.4. Types of Programming
- 7.2.5. The Mastery of Block Programming

**7.3. Radio Language**

- 7.3.1. Introduction
- 7.3.2. Characteristics of Radio Communication
- 7.3.3. Elements that Make Up the Radio Language
- 7.3.4. Characteristics of the Construction of Radiophonic Texts
- 7.3.5. Characteristics of Radiophonic Text Writing
- 7.3.6. Glossary of Terms Used in Radiophonic Language

**7.4. The Radio Script Creativity and Expression**

- 7.4.1. Radio Script
- 7.4.2. Basic Principles in the Development of a Script

**7.5. Broadcast Production, Realization and Voice-Over in Broadcasting**

- 7.5.1. Introduction
- 7.5.2. Production and Realization
- 7.5.3. Radio Voice-Over
- 7.5.4. Peculiarities of Radio Voice-Over
- 7.5.5. Practical Breathing and Voice-Over Exercises

**7.6. Improvisation in Broadcasting**

- 7.6.1. Peculiarities of the Radio Media
- 7.6.2. What is Improvisation?
- 7.6.3. How is Improvisation Carried Out?
- 7.6.4. Sports Information in Radio. Characteristics and Language
- 7.6.5. Lexical Recommendations

**7.7. Radio Genres**

- 7.7.1. Radio Genres
- 7.7.2. The News
- 7.7.3. The Chronicle
- 7.7.4. The Report
- 7.7.5. The Interview
- 7.7.6. The Commentary
- 7.7.7. The Round Table and the Debate
- 7.7.8. Other Genres

**7.8. Radio Audience Research**

- 7.8.1. Radio Research and Advertising Investment
- 7.8.2. Main Research Methods
- 7.8.3. General Media Study
- 7.8.4. Summary of the General Media Study
- 7.8.5. Traditional Radio vs. Online Radio

**7.9. Digital Sound**

- 7.9.1. Basic Concepts about Digital Sound
- 7.9.2. History of Sound Recording
- 7.9.3. The Sound Capture Process
- 7.9.4. Main Digital Sound Formats
- 7.9.5. Digital Sound Editing *Audacity*

**7.10. New Radio Operator**

- 7.10.1. New Radio Operator
- 7.10.2. The Formal Organization of Broadcasters
- 7.10.3. The Task of the Editor
- 7.10.4. The Content Gathering
- 7.10.5. Immediacy or Quality?



**Module 8.** Creativity in Communication

**8.1. Creating is Thinking**

- 8.1.1. The Art of Thinking
- 8.1.2. Creative Thinking and Creativity
- 8.1.3. Thought and Brain
- 8.1.4. The Lines of Research on Creativity: Systematization

**8.2. Nature of the Creative Process**

- 8.2.1. Nature of Creativity
- 8.2.2. The Notion of Creativity: Creation and Creativity
- 8.2.3. The Creation of Ideas for Persuasive Communication
- 8.2.4. Nature of the Creative Process in Advertising

**8.3. The Invention**

- 8.3.1. Evolution and Historical Analysis of the Creation Process
- 8.3.2. Nature of the Classical Canon of the Invention
- 8.3.3. The Classical View of Inspiration in the Origin of Ideas
- 8.3.4. Invention, Inspiration, Persuasion

**8.4. Rhetoric and Persuasive Communication**

- 8.4.1. Rhetoric and Advertising
- 8.4.2. The Rhetorical Parts of Persuasive Communication
- 8.4.3. Rhetorical Figures
- 8.4.4. Rhetorical Laws and Functions of Advertising Language

**8.5. Creative Behavior and Personality**

- 8.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 8.5.2. Creative Behavior and Motivation
- 8.5.3. Perception and Creative Thinking
- 8.5.4. Elements of Creativity

**8.6. Creative Skills and Abilities**

- 8.6.1. Thinking Systems and Models of Creative Intelligence
- 8.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
- 8.6.3. Interaction Between Factors and Intellectual Capabilities
- 8.6.4. Creative Skills
- 8.6.5. Creative Capabilities

**8.7. The Phases of the Creative Process**

- 8.7.1. Creativity as a Process
- 8.7.2. The Phases of the Creative Process
- 8.7.3. Phases of the Creative Process in Advertising

**8.8. Problem Solving**

- 8.8.1. Creativity and Problem Solving
- 8.8.2. Perceptual Blocks and Emotional Blocks
- 8.8.3. Methodology of Invention: Creative Programs and Methods

**8.9. Methods of Creative Thinking**

- 8.9.1. The *brainstorming* as a Model for the Creation of Ideas
- 8.9.2. Vertical Thinking and Lateral Thinking

**8.10. Creativity and Advertising Communication**

- 8.10.1. The Creative Process as a Specific Product of Advertising Communication
- 8.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 8.10.3. Methodological Principles and Effects of Advertising Creation
- 8.10.4. Advertising Creation: from the Problem to the Solution
- 8.10.5. Creativity and Persuasive Communication

**Module 9. Corporate Identity**
**9.1. The Importance of Imaging in Companies**

- 9.1.1. Introduction
- 9.1.2. What is Corporate Image?
- 9.1.3. Differences Between Corporate Identity and Corporate Image
- 9.1.4. Where Can the Corporate Image be Manifested?
- 9.1.5. Situations of Corporate Image Change Why Get a Good Corporate Image?

**9.2. Research Techniques in Corporate Image**

- 9.2.1. Introduction
- 9.2.2. The Study of the Company's Image
- 9.2.3. Corporate Image Research Techniques
- 9.2.4. Qualitative Image Study Techniques
- 9.2.5. Types of Quantitative Techniques

**9.3. Image Audit and Strategy**

- 9.3.1. What is Imaging Audits?
- 9.3.2. Guidelines
- 9.3.3. Research Methodology
- 9.3.4. Strategic Planning

**9.4. Corporate Culture**

- 9.4.1. What is Corporate Culture?
- 9.4.2. Factors Involved in the Corporate Culture
- 9.4.3. Corporate Culture Functions
- 9.4.4. Types of Corporate Culture

**9.5. Corporate Social Responsibility and Corporate Reputation**

- 9.5.1. CSR: Concept and Company Application
- 9.5.2. Guidelines for Integrating CSR into Businesses
- 9.5.3. CSR Communication
- 9.5.4. Corporate Reputation

**9.6. Corporate Visual Identity and Naming**

- 9.6.1. Corporate Visual Identity Strategies
- 9.6.2. Basic Elements
- 9.6.3. Basic Principles
- 9.6.4. Preparation of the Manual
- 9.6.5. The *Naming*

**9.7. Brand Image and Positioning**

- 9.7.1. The Origins of Brands
- 9.7.2. What is a Brand?
- 9.7.3. The Need to Build a Brand
- 9.7.4. Brand Image and Positioning
- 9.7.5. Brand Value

**9.8. Image Management through Crisis Communication**

- 9.8.1. Strategic Communication Plan
- 9.8.2. When it all Goes Wrong: Crisis Communication
- 9.8.3. Cases

**9.9. The Influence of Promotions on Corporate Image**

- 9.9.1. The New Landscape of the Advertising Industry
- 9.9.2. Promotional Marketing
- 9.9.3. Features
- 9.9.4. Risks
- 9.9.5. Promotional Types and Techniques

**9.10. The distribution and The Image of the Point of Sale**

- 9.10.1. The Main Players in Commercial Distribution in Spain
- 9.10.2. The Image of Retail Distribution Companies through Positioning
- 9.10.3. Through its Name and Logo

**Module 10.** The Fundamentals of Graphic Design

**10.1. Visual Communication**

- 10.1.1. Introduction
- 10.1.2. Visual Culture and Visual Literacy
- 10.1.3. Qualities of Visual Communication
- 10.1.4. Definition of Visual Communication

**10.2. Graphic Design**

- 10.2.1. The Design
- 10.2.2. Graphic Design
- 10.2.3. Graphics
- 10.2.4. Design and Art
- 10.2.5. Graphic Design and Communication
- 10.2.6. Areas of Application of Graphic Design

**10.3. Background and Evolution of Visual Communication**

- 10.3.1. The Problem of the Origin
- 10.3.2. Prehistory
- 10.3.3. The Ancient Age
- 10.3.4. The Middle Ages

- 10.3.5. The Renaissance: the Rise of the Printing Press in Europe
- 10.3.6. From the XVI to the XVIII Century
- 10.3.7. The XIX Century and the First Half of the XX Century

**10.4. The Meaning of Visual Messages**

- 10.4.1. The Image, the Signifying Object
- 10.4.2. The Representational Quality of the Image: Iconicity
- 10.4.3. The Plastic Quality of the Image
- 10.4.4. The Symbolic Quality
- 10.4.5. Other Visual Codes

**10.5. Elements Related to Image Representation**

- 10.5.1. The Articulation of Image Representation
- 10.5.2. Morphological Elements of the Image
- 10.5.3. Scalar Elements of the Image

**10.6. The Composition**

- 10.6.1. Composition or Visual Syntax
- 10.6.2. The Balance
- 10.6.3. Dynamic Elements of Representation
- 10.6.4. Normative Composition

**10.7. Color and Light**

- 10.7.1. Introduction
- 10.7.2. Light, Color and Perception
- 10.7.3. Primary Colors
- 10.7.4. Basic Color Reproduction Techniques
- 10.7.5. Color Dimensions
- 10.7.6. Harmony Types and Pallet Construction
- 10.7.7. Plastic Functions of Color (as a Morphological Element)

**10.8. Typography**

- 10.8.1. Definition
- 10.8.2. Formal Structure and Type Measurement
- 10.8.3. Classification of Typefaces
- 10.8.4. Type Variants
- 10.8.5. The Composition of the Text
- 10.8.6. Issues Affecting Readability

**10.9. Editorial Design and Infographics**

- 10.9.1. Editorial Design
- 10.9.2. Infographics

**10.10. Graphic Design and Advertising**

- 10.10.1. Visual Identity
- 10.10.2. Letterhead
- 10.10.3. Business Cards

## Module 11. Organizations Management

### 11.1. Strategic Management

- 11.1.1. Organisational Design
- 11.1.2. Strategic Position of the Business
- 11.1.3. Competitive and Corporate Strategies

### 11.2. Corporate Finance

- 11.2.1. Financial Policy and Growth
- 11.2.2. Company Valuation Methods
- 11.2.3. Capital Structure and Financial Leverage
- 11.2.4. Finance for the Global Communications Officer

### 11.3. Strategic Leadership for Intangible Asset Economy

- 11.3.1. Cultural Alignment Strategies
- 11.3.2. Corporate and Differentiating Leadership
- 11.3.3. Change and Transformation Agent

### 11.4. Economic Situation

- 11.4.1. The Fundamentals of the Global Economy
- 11.4.2. The Globalization of Companies and Financial Markets
- 11.4.3. Entrepreneurship and New Markets

### 11.5. Innovation and Digital Transformation

- 11.5.1. Management and Strategic Innovation
- 11.5.2. Creative Thinking and Design Thinking
- 11.5.3. Open Innovation
- 11.5.4. Sharing Economy

### 11.6. International Context

- 11.6.1. Geopolitics
- 11.6.2. Divisive Markets and Types of Change
- 11.6.3. Hedging with Currency Exchange Contracts
- 11.6.4. Foreign Investments and Exportation Financing

## Module 12. Managerial Skills

### 12.1. Public Speaking and Spokesperson Training

- 12.1.1. Interpersonal Communication
- 12.1.2. Communication Skills and Influence
- 12.1.3. Communication Barriers

### 12.2. Communication and Leadership

- 12.2.1. Leadership and Leadership Styles
- 12.2.2. Motivation
- 12.2.3. Skills and Abilities of the Leader 2.0

### 12.3. Personal Branding

- 12.3.1. Strategies for Personal Brand Development
- 12.3.2. Personal Branding Laws
- 12.3.3. Tools for Creating Personal Brands

### 12.4. Team Management

- 12.4.1. Work Teams and Management Meetings
- 12.4.2. Managing Change Processes
- 12.4.3. Managing Multicultural Teams
- 12.4.4. *Coaching*

### 12.5. Negotiation and Conflict Resolution

- 12.5.1. Effective Negotiation Techniques
- 12.5.2. Interpersonal Conflicts
- 12.5.3. Intercultural Negotiation

### 12.6. Emotional Intelligence

- 12.6.1. Emotional Intelligence and Communication
- 12.6.2. Assertiveness, Empathy, and Active Listening
- 12.6.3. Self-Esteem and Emotional Language

### 12.7. Relational Capital: Coworking

- 12.7.1. Managing Human Capital
- 12.7.2. Performance Analysis
- 12.7.3. Managing Equality and Diversity
- 12.7.4. Innovation in People Management

### 12.8. Time Management

- 12.8.1. Planning, Organisation and Control
- 12.8.2. The Methodology of Time Management
- 12.8.3. Action Plans
- 12.8.4. Tools for Efficient Time Management

**Module 13. Ethics and Corporate Social Responsibility**

**13.1. The Managerial Role and CSR**

- 13.1.1. Strategic Vision and Corporate Social Responsibility
- 13.1.2. Balanced Scorecard
- 13.1.3. Systems and Models for Implementing CSR
- 13.1.4. Organization of CSR Roles and Responsibilities

**13.2. Corporate Responsibility**

- 13.2.1. Value Creation in an Economy of Intangibles
- 13.2.2. CSR: Corporate Commitment
- 13.2.3. Social, Environmental and Economic Impact

**13.3. Responsible Finance and Investment**

- 13.3.1. Sustainability and the CFO's Responsibility
- 13.3.2. Transparency in Information
- 13.3.3. Finance and Responsible Investment
- 13.3.4. Social Economy, Cooperativity and Corporate Social Responsibility

**13.4. Business and Environment**

- 13.4.1. Sustainable Development
- 13.4.2. Legislative Development in Environmental Responsibility
- 13.4.3. Response of Companies to Environmental Problems
- 13.4.4. Waste and Emissions

**13.5. Packaging and Environment**

- 13.5.1. Packaging as a Differentiation Business Strategy
- 13.5.2. Encouragement and Communication at the Point of Sale
- 13.5.3. Packaging Design and Future Trends

**13.6. Responsible Management Systems and Tools**

- 13.6.1. Social Responsibility Management Systems
- 13.6.2. Integration Systems
- 13.6.3. Quality Management Systems, the Environment and Occupational Health and Safety
- 13.6.4. Audits

**13.7. Business ethics**

- 13.7.1. Ethical Behavior in Companies
- 13.7.2. Deontology and Ethical Codes
- 13.7.3. Fraud and Conflicts of Interest

**13.8. Multinationals and Human Rights**

- 13.8.1. Globalization, Human Rights and Multinational Companies
- 13.8.2. Multinational Companies and International Law
- 13.8.3. Specific Legal Instruments

**13.9. Legal Environment and Corporate Governance**

- 13.9.1. International Rules on Importation and Exportation
- 13.9.2. Intellectual and Industrial Property
- 13.9.3. International Labor Law

**Module 14. Corporative Communication, Brand Strategy and Reputation**
**14.1. Corporate Identity and Strategic Vision**

- 14.1.1. Identity and Redefining Business Values
- 14.1.2. Corporate Business Culture
- 14.1.3. Communication Department Challenges
- 14.1.4. Public Image and Projection

**14.2. Corporate Brand Strategy**

- 14.2.1. Public Image and Stakeholders
- 14.2.2. Corporate Branding Strategy and Management
- 14.2.3. Corporate Communication Strategy in Line With Brand Identity

**14.3. Reputation Theory**

- 14.3.1. Reputation as a Paradigm of a Good Company
- 14.3.2. The Concept of Corporate Reputation
- 14.3.3. Internal Reputation
- 14.3.4. Influence of Internationalization on Corporate Reputation

**14.4. Reputation Evaluation**

- 14.4.1. Corporate Reputation Audit
- 14.4.2. Listed Companies Reputation Monitor
- 14.4.3. Reputational Good Governance Index
- 14.4.4. Analysis of Sectorial Reputation

**14.5. Reputation Management**

- 14.5.1. Corporative Reputation Management
- 14.5.2. Focus on Brand Reputation
- 14.5.3. Leadership Reputation Management

**14.6. Reputation Risk and Crisis Management**

- 14.6.1. Listening to and Managing Feedback
- 14.6.2. Procedures, Crisis Manual and Contingency Plans
- 14.6.3. Spokesperson Training in Emergency Situations

**14.7. Ethical Sustainability**

- 14.7.1. Sustainable Criteria and Strategies
- 14.7.2. Communication Campaigns with Sustainability Criteria
- 14.7.3. Sustainable Brand Positioning and Image

**14.8. Brand Metrics and Analysis and Reputation**

- 14.8.1. Introduction to the Metrics of Corporative Branding
- 14.8.2. Internal and External Measurement Indexes
- 14.8.3. Brand Management Tools
- 14.8.4. Brand Assessment and *Rankings*

**Module 15. Strategic Planning in Corporate Communication**
**15.1. Strategic Planner**

- 15.1.1. Strategic Planner: Origins and Functions
- 15.1.2. The *Strategic Planner* in Advertising Companies, Strategic Consultancies and Communication Companies
- 15.1.3. *Stakeholders* Management

**15.2. Planning Models and Schools**

- 15.2.1. Models for Intangibles Management
- 15.2.2. Intangibles and Strategic Plans
- 15.2.3. Evaluation of Intangibles
- 15.2.4. Reputation and Intangibles

**15.3. Qualitative Research in Strategic Planning**

- 15.3.1. *Insights* Detection
- 15.3.2. *Focus Groups* for Strategic Planning
- 15.3.3. Planning of Strategic Interviews

**15.4. Quantitative Research in Strategic Planning**

- 15.4.1. Data Analysis and Drawing Conclusions
- 15.4.2. Use of Psychometric Techniques
- 15.4.3. Challenges of Applied Research in Business Communication

**15.5. Creative Strategy Formulation**

- 15.5.1. Explore Alternative Strategies
- 15.5.2. Counter *briefing* or Creative Briefing
- 15.5.3. *Branding* and *Positioning*

**15.6. Strategic Use of Different Media**

- 15.6.1. 360° Campaigns
- 15.6.2. Launching of New Products
- 15.6.3. Social Trends
- 15.6.4. Evaluation of Effectiveness

**15.7. Trends in Business Communication**

- 15.7.1. Generation and Distribution of Corporate Content
- 15.7.2. Business Communication on the Web 2.0
- 15.7.3. Implementation of Metrics in the Communication Process

**15.8. Sponsorship and Patronage**

- 15.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
- 15.8.2. Communication Opportunities and Tangible and Intangible Returns
- 15.8.3. Hospitality and Collaboration Actions

**Module 16. Managing Aspects of Corporate Communication**

**16.1. Communication in Organizations**

- 16.1.1. Organizations, People and Society
- 16.1.2. Historical Evolution of Organizational Behavior
- 16.1.3. Bidirectional Communication
- 16.1.4. Communication Barriers

**16.2. Structure, Control and Challenges in Communication Management**

- 16.2.1. Departmental Structure in Communication Management
- 16.2.2. Current Trends in Management Models
- 16.2.3. Integration of Intangibles
- 16.2.4. Communication Department Challenges

**16.3. Integral Communication Plans**

- 16.3.1. Audit and Diagnosis
- 16.3.2. Elaboration of Communication Plan
- 16.3.3. Measuring results: KPIs and ROI

**16.4. Effects of the Media**

- 16.4.1. Efficiency of Commercial and Advertising Communication
- 16.4.2. Theories on the Effects of the Media
- 16.4.3. Social and Co-creation Models

**16.5. Press Offices and Their Relationship with Communication Media**

- 16.5.1. Identifying Opportunities and Information Needs
- 16.5.2. Management of Reports and Spokesperson Interviews
- 16.5.3. Virtual Press-Room and e-Communication
- 16.5.4. Buying Advertising Space

**16.6. Public Relations**

- 16.6.1. PR Strategy and Practice
- 16.6.2. Protocol and Ceremonial Rules
- 16.6.3. Event Organization and Creative Management

**16.7. Lobbies and Pressure Groups**

- 16.7.1. Opinion Groups and Their Actions in Businesses and Institutions
- 16.7.2. Institutional Relations and Lobbying
- 16.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

**16.8. Internal Communication**

- 16.8.1. Motivational Programs, Social Action, Participation and HR Training Programs
- 16.8.2. Internal Communication Support and Tools
- 16.8.3. Internal Communication Plan

**16.9. Branding & Naming**

- 16.9.1. Brand Management and Coordination in Launching of New Products
- 16.9.2. Brand Repositioning

**16.10. Audience Forecasting and Data Sources**

- 16.10.1. Measurement Units and Audience Profiles
- 16.10.2. Affinity, Sharing, Rating and GRPs
- 16.10.3. Current Suppliers in the Advertising Market



**Module 17. Communication in Specialized Sectors**
**17.1. Financial Communication**

- 17.1.1. Value of Intangibles
- 17.1.2. Financial Communication in Listed Companies
- 17.1.3. The Issuers of the Financial Communication
- 17.1.4. Public Objective in Financial Operations

**17.2. Political and Electoral Communication**

- 17.2.1. Image in Political and Electoral Campaigns
- 17.2.2. Political Advertising
- 17.2.3. Political and Electoral Communication Plan
- 17.2.4. Electoral Communication Audits

**17.3. Communication and Health**

- 17.3.1. Journalism and Health Information
- 17.3.2. Interpersonal and Group Communication in the Field of Health
- 17.3.3. Communication Risk and Communicative Management in a Health Crisis

**17.4. Digital Culture and Hypermedia Museography**

- 17.4.1. Production and Diffusion of Art in the Digital Era
- 17.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
- 17.4.3. Constructive Participation in the Digital Culture

**17.5. Communication at the Forefront of Public Organizations**

- 17.5.1. Communication in the Public Sector
- 17.5.2. Strategy and Creation in Public Organization Communications
- 17.5.3. Intangible Assets in the Public Sector
- 17.5.4. Information Policy of Public Organizations

**17.6. Communications in Non-Profit Organizations**

- 17.6.1. NPO and Relationship with Government Agencies
- 17.6.2. Corporative Reputation in Non-Profit Organizations
- 17.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
- 17.6.4. Different Figures and Communication Media

**Module 18. Marketing and Communication**
**18.1. Product Placement and Branded Content**

- 18.1.1. Unique Forms of Communication and Brand Placement
- 18.1.2. Concepts, Products and Services in User-Friendly Media

**18.2. Digital Media Planning and Contracting**

- 18.2.1. Real Time Bidding
- 18.2.2. Integrated Digital Campaign Planning
- 18.2.3. Advertising Investment Control Scorecard

**18.3. Promotional Marketing**

- 18.3.1. Consumer Promotions
- 18.3.2. Sales Force, Channel, Point of Sale and Special Promotions
- 18.3.3. Success and Cost-Effectiveness of Promotional Actions

**18.4. Planning, Execution and Measurement of SEM Campaigns**

- 18.4.1. Search Engine Marketing
- 18.4.2. Conversion of Traffic to Qualified Traffic
- 18.4.3. SEM Project Management

**18.5. Metrics and Results Analysis in Public Digital Campaigns**

- 18.5.1. Ad servers
- 18.5.2. Traditional Metrics in Digital GRPs
- 18.5.3. CrossMedia and Interactions

**18.6. Display Advertising, Rich Media and Viral Publicity**

- 18.6.1. Media, Formats and Supports
- 18.6.2. The Conversion Cycle
- 18.6.3. Buzz Marketing and WOM

**18.7. Mobile Marketing, Geo-localization and Internet TV**

- 18.7.1. New Mobile Marketing Applications
- 18.7.2. Geo-localization
- 18.7.3. Applications which Integrate Websites, Geotagging and Mobile

**18.8. Advertising Effectiveness**

- 18.8.1. Research Techniques and Tracking Campaigns
- 18.8.2. Coverage and Effective Frequency Analysis
- 18.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

**Module 19. Customer Relationship Management**

**19.1. CRM and Relational Marketing**

- 19.1.1. Business Philosophy or Strategic Orientation
- 19.1.2. Customer Identification and Differentiation
- 19.1.3. The Company and its Stakeholders
- 19.1.4. Clienting

**19.2. Database Marketing and Customer Relationship Management**

- 19.2.1. Database Marketing Applications
- 19.2.2. Laws and Regulations
- 19.2.3. Information Sources, Storage and Processing

**19.3. Consumer Psychology and Behavior**

- 19.3.1. The Study of Consumer Behavior
- 19.3.2. Internal and External Consumer Factors
- 19.3.3. Consumer Decision Process
- 19.3.4. Consumerism, Society, Marketing and Ethics

**19.4. Consumer Centric Marketing**

- 19.4.1. Segmentation
- 19.4.2. Profitability Analysis
- 19.4.3. Customer Loyalty Strategies

**19.5. CRM Management Techniques**

- 19.5.1. Direct Marketing
- 19.5.2. Multichannel Integration
- 19.5.3. Viral Marketing

**19.6. Advantages and Risks of Implementing CRM**

- 19.6.1. CRM, Sales and Costs
- 19.6.2. Customer Satisfaction and Loyalty
- 19.6.3. Technology Implementation
- 19.6.4. Strategic and Management Errors

**Module 20. Communication Strategy in the Digital World**

**20.1. Web 2.0 or the Social Web**

- 20.1.1. Organization in the Age of Conversation
- 20.1.2. Web 2.0 Is All About People
- 20.1.3. Digital Environment and New Communication Formats

**20.2. Digital Communication and Reputation**

- 20.2.1. Online Reputation Report
- 20.2.2. Netiquette and Good Practices on Social Media
- 20.2.3. Branding and Networking 2.0

**20.3. Designing and Planning an Online Reputation Plan**

- 20.3.1. Overview of the Main Social Media in Spain
- 20.3.2. Brand Reputation Plan
- 20.3.3. General metrics, ROI, and Social CRM
- 20.3.4. Online Crisis and Reputational SEO

**20.4. General, Professional, and Microblogging Platforms**

- 20.4.1. Facebook
- 20.4.2. LinkedIn
- 20.4.3. Google+
- 20.4.4. Twitter

**20.5. Video, Image, and Mobility Platforms**

- 20.5.1. YouTube
- 20.5.2. Instagram
- 20.5.3. Flickr
- 20.5.4. Vimeo
- 20.5.5. Pinterest

**20.6. Content and Storytelling Strategy**

- 20.6.1. Corporate Blogging
- 20.6.2. Content Marketing Strategy
- 20.6.3. Creating a Content Plan
- 20.6.4. Content Curation Strategy

**20.7. Social Media Strategies**

- 20.7.1. Corporate PR and Social Media
- 20.7.2. Defining the Strategy to be Applied in Each Media
- 20.7.3. Analysis and Evaluation of Results

**20.8. Community Management**

- 20.8.1. Functions, Duties, and Responsibilities of the Community Manager
- 20.8.2. Social Media Manager
- 20.8.3. Social Media Strategist

**20.9. Social Media Plan**

- 20.9.1. Designing a *Social Media* Plan
- 20.9.2. Schedule, Budget, Expectations, and Monitoring
- 20.9.3. Contingency Protocol in Case of Crisis

**20.10. Online Monitoring Tools**

- 20.10.1. Management Tools and Desktop Applications
- 20.10.2. Monitoring and Research Tools





07

# 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"*



## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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 must integrate all their knowledge, research, argue and defend their ideas and decisions.



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

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management 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.



08

# Our Students' Profiles

The Advanced Master's Degree in Communication and Corporate Identity Management is a program aimed at professionals who specialize in business management, and who want to update their knowledge and progress in their professional career. The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program, which is a mark of quality in these times, where internationalization marks the way forward for all sectors.





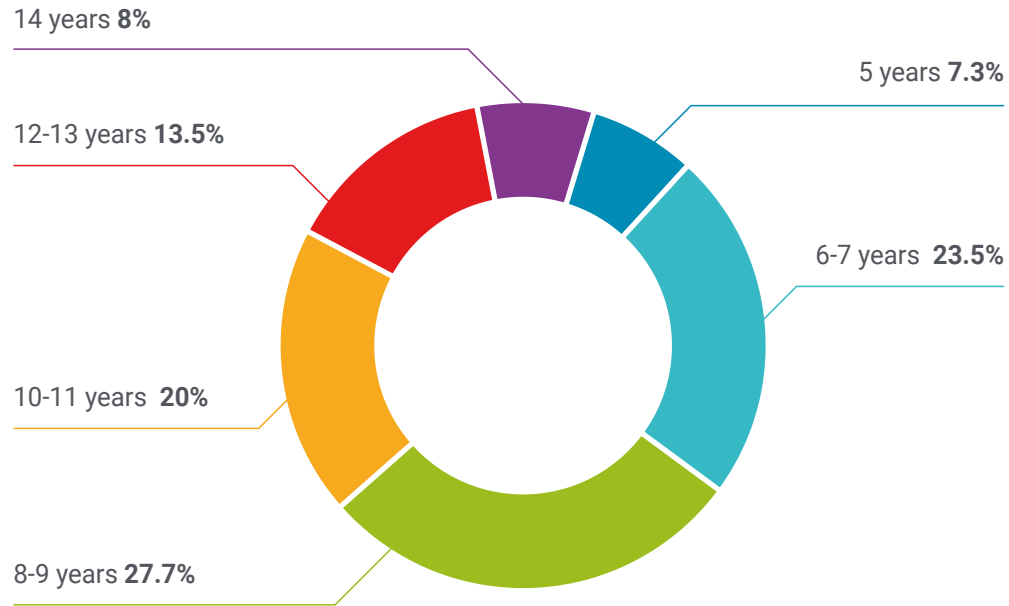
“

*Make This Advances Master's Degree is the perfect opportunity to express yourself fluently and effectively in oral and written communication, taking advantage of the most appropriate linguistic and literary resources"*

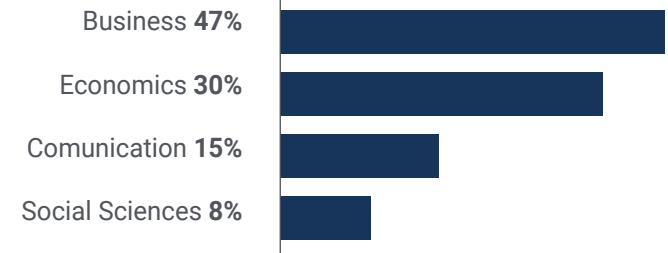
### Average Age

Between **35** and **45** years old

### Years of Experience



### Training



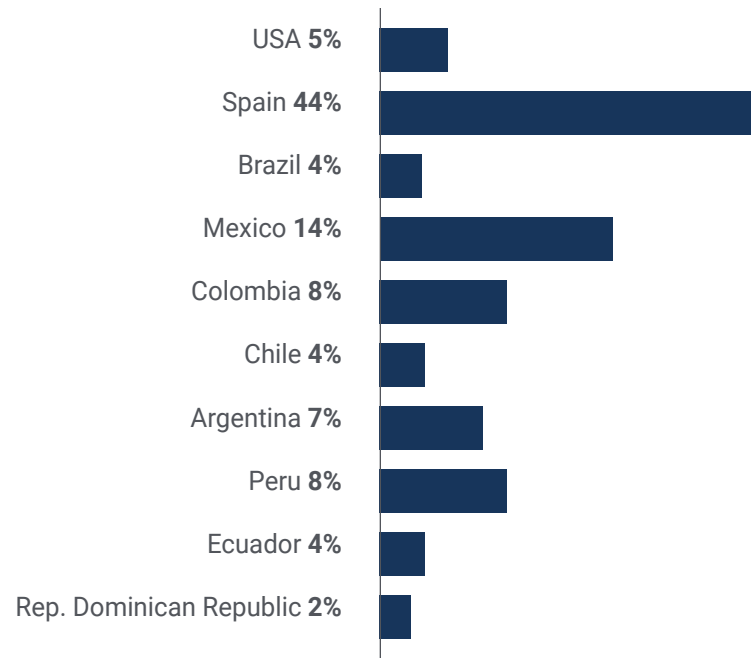
### Academic Profile





## Geographical Distribution

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## Alexander Navarro

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Corporate Department Manager

"For most of my career, I have dedicated myself to establishing the strategies necessary to ensure the good image of the company in which I work on a day-to-day basis. Now with this program, I have been able to aspire to more and have become a leader for my co-workers and an excellent manager who performs a thorough analysis of all the department's management"

08

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



“

*TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”*



## 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

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- ♦ 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”*

09

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. For this reason, the ultimate goal will always be to provide all the necessary tools and an innovative methodology to motivate students in each class. This will guarantee a satisfactory labor insertion in a sector that demands quality and excellence.



“

*You will be able to generate a positive change in your professional career by developing your ability to analyze the different levels and components that make up the Spanish linguistic system”*



*Achieve the positive change you need to boost your career with the Advanced Master's Degree in Communication and Corporate Identity Management.*

### Are you ready to take the leap? Excellent professional development awaits you

TECH's Advanced Master's Degree in Communication and Corporate Identity Management is an intensive program that prepares future graduates to face challenges and business decisions in the field of corporate communication. The main objective is to promote your personal and professional growth. Help you achieve success.

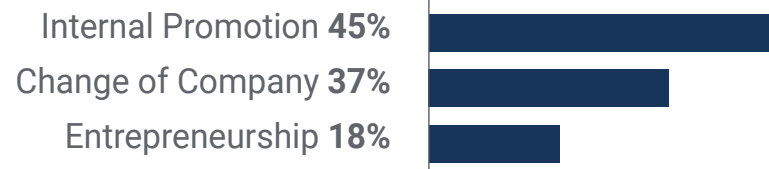
If you want to improve yourself, make a Generating Positive Change professionally and network with the best, this is the place for you.

*A pathway to education and professional growth that will propel you towards greater competitiveness in the labor market.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Advanced Master's Degree in Communication and Corporate Identity Management contributes to the elevation of the organization's talent to its maximum potential by training high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*Establishes complex communication strategies  
to achieve a link with all audiences”*

Developing and retaining talent in companies is the best long-term investment.

01

### Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### Building agents of change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The manager will be able to work on a real project or develop new projects in the R+D or Business Development area of their company.

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06

### **Increased competitiveness**

This Advanced Master's Degree will equip students with the necessary skills to take on new challenges and thus drive the organization forward.

11

# Certificate

The Advanced Master's Degree in Communication and Corporate Identity Management guarantees, in addition to the most rigorous and update training, access to a Advanced Master's Degree issued by TECH Technological University.





“

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

This **Advanced Master's Degree in Communication and Corporate Identity Management** contains the most complete and up-to-date program on the market.

After the student has passed the evaluations, they will receive their corresponding **Advanced 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 Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Master's Degree in Communication and Corporate Identity Management**

Official N° of hours: **3,000 h.**



\*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.



## Advanced Master's Degree

### Communication and Corporate Identity Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Advanced Master's Degree Communication and Corporate Identity Management

