

# Advanced Master's Degree Corporate Communications and Event Management





## Advanced Master's Degree Corporate Communications and Event Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Accreditation: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-corporate-communications-event-management](http://www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-corporate-communications-event-management)

# Index

01

Introduction to the Program

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*p. 4*

02

Why Study at TECH?

---

*p. 8*

03

Syllabus

---

*p. 12*

04

Teaching Objectives

---

*p. 38*

05

Career Opportunities

---

*p. 46*

06

Study Methodology

---

*p. 50*

07

Teaching Staff

---

*p. 60*

08

Certificate

---

*p. 80*

# 01

# Introduction to the Program

In the digital era, Corporate Communications and Event Management has become strategically important for companies seeking to consolidate their market presence and establish meaningful connections with their audience. The integration of emerging technologies and digital platforms has transformed the way organizations communicate their values and manage their events, allowing a more personalized interaction with stakeholders. Therefore, it is essential that professionals manage the most effective strategies to integrate these tools and use them to increase the effectiveness of communication campaigns. With this in mind, TECH presents an innovative online university program focused on the latest advances in Corporate Communications and Event Management.



# Everest

Height:  
**8,848.86 m**



## Leadership & Team

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*With this 100% online Advanced Master's Degree, you will create Communication campaigns that reinforce the corporate image of companies and Events that differentiate them in the market”*

In an increasingly interconnected and competitive business environment, companies must have robust corporate communication strategies that allow them to stand out from the crowd. At the same time, the organization of corporate events has established itself as a key tool to interact directly with customers, employees and other stakeholders. The effective management of these events requires not only meticulous logistical planning, but also a clear and coherent communication strategy that supports the organization's objectives.

In this context, TECH launches a revolutionary Advanced Master's Degree in Corporate Communications and Event Management. Tailored by experts in this field, the academic itinerary will delve into aspects ranging from finance management or the digitalization of events to the most innovative communication strategies in the digital environment. As a result, graduates will be able to successfully lead corporate communication and event organization, applying innovative and digital approaches to optimize interaction with audiences and stakeholders.

Moreover, the program is supported by the unique Relearning method, based on the reiteration of key concepts. Therefore, graduates will be able to reduce the long hours of study and memorization, since they will consolidate the most important terms of the syllabus in a simple way. Undoubtedly, a unique opportunity for updating through an educational experience that, with its methodology, makes it possible to reconcile professional and personal activities.

This **Advanced Master's Degree in Corporate Communications and Event Management** contains the most complete and up-to-date program on the market. Its most notable features are:

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



*You will use events as a platform to strengthen brand identity, improve brand positioning and connect with target audiences”*

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*You will be able to plan corporate events, from conception to evaluation, ensuring that clients' expectations are met”*

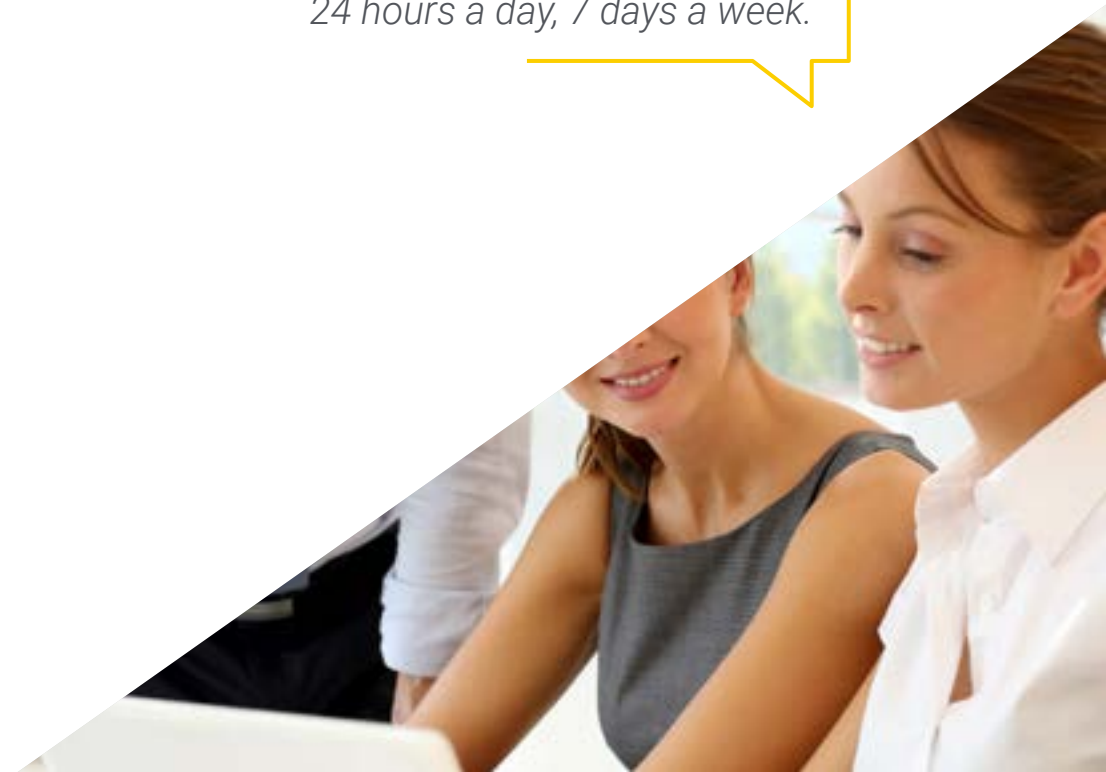
It includes in its teaching staff professionals belonging to the field of Corporate Communications and Event Management, who share their work experience in this program, as well as renowned specialists from prestigious universities and reference societies.

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 learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student 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.

*With the Relearning system you will not have to invest a great amount of study hours and you will focus on the most relevant concepts.*

*You will have a wide range of learning resources at your disposal, accessible 24 hours a day, 7 days a week.*



02

# Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.





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*Study at the largest online university in the world and ensure your professional success. The future begins at TECH”*

**The world's best online university, according to FORBES**

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

**Forbes**

The best online university in the world

The most complete **syllabus**

**The most complete syllabuses on the university scene**

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

**The best top international faculty**

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

**TOP**  
international faculty



The most effective methodology

**A unique learning method**

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

**The world's largest online university**

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

**World's No.1**  
The World's largest online university

### The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.



### Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



### The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

### Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



# 03 Syllabus

The teaching contents that are part of this program have been prepared by real experts in Corporate Communications and Event Management. Thanks to this, the curriculum will delve into subjects ranging from the management of information systems or the planning of activities to the fundamentals of Customer Relationship Management. In this way, graduates will develop advanced skills to design and implement communication strategies that align corporate objectives with the expectations of the target audience.





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*You will develop Corporate Events that promote interaction, engagement and visibility of organizations”*

## Module 1. Leadership, Ethics and Social Responsibility in Companies

- 1.1. Globalization and Governance
  - 1.1.1. Governance and Corporate Governance
  - 1.1.2. The Fundamentals of Corporate Governance in Companies
  - 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 1.2. Leadership
  - 1.2.1. Leadership. A Conceptual Approach
  - 1.2.2. Leadership in Companies
  - 1.2.3. The Importance of Leaders in Business Management
- 1.3. *Cross Cultural Management*
  - 1.3.1. Cross Cultural Management Concept
  - 1.3.2. Contributions to Knowledge of National Cultures
  - 1.3.3. Diversity Management
- 1.4. Management and Leadership Development
  - 1.4.1. Concept of Management Development
  - 1.4.2. Concept of Leadership
  - 1.4.3. Leadership Theories
  - 1.4.4. Leadership Styles
  - 1.4.5. Intelligence in Leadership
  - 1.4.6. The Challenges of Today's Leader
- 1.5. Business Ethics
  - 1.5.1. Ethics and Morals
  - 1.5.2. Business Ethics
  - 1.5.3. Leadership and Ethics in Companies
- 1.6. Sustainability
  - 1.6.1. Sustainability and Sustainable Development
  - 1.6.2. The 2030 Agenda
  - 1.6.3. Sustainable Companies

- 1.7. Corporate Social Responsibility
  - 1.7.1. International Dimensions of Corporate Social Responsibility
  - 1.7.2. Implementing Corporate Social Responsibility
  - 1.7.3. The Impact and Measurement of Corporate Social Responsibility
- 1.8. Responsible Management Systems and Tools
  - 1.8.1. CSR: Corporate Social Responsibility
  - 1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
  - 1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
  - 1.8.4. CSR Tools and Standards
- 1.9. Multinationals and Human Rights
  - 1.9.1. Globalization, Multinational Corporations and Human Rights
  - 1.9.2. Multinational Corporations and International Law
  - 1.9.3. Legal Instruments for Multinationals in the Area of Human Rights
- 1.10. Legal Environment and Corporate Governance
  - 1.10.1. International Rules on Importation and Exportation
  - 1.10.2. Intellectual and Industrial Property
  - 1.10.3. International Labor Law

## Module 2. Strategic Direction and Executive Management

- 2.1. Organizational Analysis and Design
  - 2.1.1. Conceptual Framework
  - 2.1.2. Key Elements in Organizational Design
  - 2.1.3. Basic Organizational Models
  - 2.1.4. Organizational Design: Typology
- 2.2. Corporate Strategy
  - 2.2.1. Competitive Corporate Strategy
  - 2.2.2. Growth Strategies: Typology
  - 2.2.3. Conceptual Framework
- 2.3. Strategic Planning and Strategy Formulation
  - 2.3.1. Conceptual Framework
  - 2.3.2. Elements of Strategic Planning
  - 2.3.3. Strategic Formulation: Process of Strategic Planning

- 2.4. Strategic Thinking
  - 2.4.1. The Company as a System
  - 2.4.2. Organization Concept
- 2.5. Financial Diagnosis
  - 2.5.1. Concept of Financial Diagnosis
  - 2.5.2. Stages of Financial Diagnosis
  - 2.5.3. Assessment Methods for Financial Diagnosis
- 2.6. Planning and Strategy
  - 2.6.1. The Plan from a Strategy
  - 2.6.2. Strategic Positioning
  - 2.6.3. Strategy in Companies
- 2.7. Strategy Models and Patterns
  - 2.7.1. Conceptual Framework
  - 2.7.2. Strategic Models
  - 2.7.3. Strategic Patterns: The Five P's of Strategy
- 2.8. Competitive Strategy
  - 2.8.1. Competitive Advantage
  - 2.8.2. Choosing a Competitive Strategy
  - 2.8.3. Strategies based on the Strategic Clock Model
  - 2.8.4. Types of Strategies according to the Industrial Sector Life Cycle
- 2.9. Strategic Management
  - 2.9.1. The Concept of Strategy
  - 2.9.2. The Process of Strategic Management
  - 2.9.3. Approaches in Strategic Management
- 2.10. Strategy Implementation
  - 2.10.1. Indicator Systems and Process Approach
  - 2.10.2. Strategic Map
  - 2.10.3. Strategic Alignment
- 2.11. Executive Management
  - 2.11.1. Conceptual Framework of Executive Management
  - 2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools

- 2.12. Strategic Communication
  - 2.12.1. Interpersonal Communication
  - 2.12.2. Communication Skills and Influence
  - 2.12.3. Internal Communication
  - 2.12.4. Barriers to Business Communication

### Module 3. People and Talent Management

- 3.1. Organizational Behavior
  - 3.1.1. Organizational Behavior. Conceptual Framework
  - 3.1.2. Main Factors of Organizational Behavior
- 3.2. People in Organizations
  - 3.2.1. Quality of Work Life and Psychological Well-Being
  - 3.2.2. Work Teams and Meeting Management
  - 3.2.3. Coaching and Team Management
  - 3.2.4. Managing Equality and Diversity
- 3.3. Strategic People Management
  - 3.3.1. Strategic Management and Human Resources
  - 3.3.2. Strategic People Management
- 3.4. Evolution of Resources. An Integrated Vision
  - 3.4.1. The Importance of HR
  - 3.4.2. A New Environment for People Management and Leadership
  - 3.4.3. Strategic Human Resources Management
- 3.5. Selection, Group Dynamics and HR Recruitment
  - 3.5.1. Approach to Recruitment and Selection
  - 3.5.2. Recruitment
  - 3.5.3. The Selection Process
- 3.6. Human Resources Management by Competencies
  - 3.6.1. Analysis of the Potential
  - 3.6.2. Remuneration Policy
  - 3.6.3. Career/Succession Planning
- 3.7. Performance Evaluation and Performance Management
  - 3.7.1. Performance Management
  - 3.7.2. Performance Management: Objectives and Process

- 3.8. Management of Training
  - 3.8.1. Learning Theories
  - 3.8.2. Talent Detection and Retention
  - 3.8.3. Gamification and Talent Management
  - 3.8.4. Training and Professional Obsolescence
- 3.9. Talent Management
  - 3.9.1. Keys for Positive Management
  - 3.9.2. Conceptual Origin of Talent and Its Implication in the Company
  - 3.9.3. Map of Talent in the Organization
  - 3.9.4. Cost and Added Value
- 3.10. Innovation in Talent and People Management
  - 3.10.1. Strategic Talent Management Models
  - 3.10.2. Talent Identification, Training and Development
  - 3.10.3. Loyalty and Retention
  - 3.10.4. Proactivity and Innovation
- 3.11. Motivation
  - 3.11.1. The Nature of Motivation
  - 3.11.2. Expectations Theory
  - 3.11.3. Needs Theory
  - 3.11.4. Motivation and Financial Compensation
- 3.12. Employer Branding
  - 3.12.1. Employer Branding in HR
  - 3.12.2. Personal Branding for HR Professionals
- 3.13. Developing High-Performance Teams
  - 3.13.1. High-Performance Teams: Self-Managed Teams
  - 3.13.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 3.14. Management Skills Development
  - 3.14.1. What Are Manager Competencies?
  - 3.14.2. Elements of Competencies
  - 3.14.3. Knowledge
  - 3.14.4. Management Skills
  - 3.14.5. Attitudes and Values in Managers
  - 3.14.6. Managerial Skills
- 3.15. Time Management
  - 3.15.1. Benefits
  - 3.15.2. What Can Be the Causes of Poor Time Management?
  - 3.15.3. Time
  - 3.15.4. Time Illusions
  - 3.15.5. Attention and Memory
  - 3.15.6. State of Mind
  - 3.15.7. Time Management
  - 3.15.8. Being Proactive
  - 3.15.9. Being Clear About the Objective
  - 3.15.10. Order
  - 3.15.11. Planning
- 3.16. Change Management
  - 3.16.1. Change Management
  - 3.16.2. Type of Change Management Processes
  - 3.16.3. Stages or Phases in the Change Management Process
- 3.17. Negotiation and Conflict Management
  - 3.17.1. Negotiation
  - 3.17.2. Conflict Management
  - 3.17.3. Crisis Management
- 3.18. Executive Communication
  - 3.18.1. Internal and External Communication in the Corporate Environment
  - 3.18.2. Communication Departments
  - 3.18.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 3.19. Human Resources Management and Occupational Risk Prevention Teams
  - 3.19.1. Management of Human Resources and Teams
  - 3.19.2. Occupational Risk Prevention
- 3.20. Productivity, Attraction, Retention and Activation of Talent
  - 3.20.1. Productivity
  - 3.20.2. Talent Attraction and Retention Levers



- 3.21. Monetary Compensation vs. Non-Cash
    - 3.21.1. Monetary Compensation vs. Non-Cash
    - 3.21.2. Wage Band Models
    - 3.21.3. Non-Cash Compensation Models
    - 3.21.4. Working Model
    - 3.21.5. Corporate Community
    - 3.21.6. Company Image
    - 3.21.7. Emotional Salary
  - 3.22. Innovation in Talent and People Management
    - 3.22.1. Innovation in Organizations
    - 3.22.2. New Challenges in the Human Resources Department
    - 3.22.3. Innovation Management
    - 3.22.4. Tools for Innovation
  - 3.23. Knowledge and Talent Management
    - 3.23.1. Knowledge and Talent Management
    - 3.23.2. Knowledge Management Implementation
  - 3.24. Transforming Human Resources in the Digital Era
    - 3.24.1. The Socioeconomic Context
    - 3.24.2. New Forms of Corporate Organization
    - 3.24.3. New Methodologies
- Module 4. Economic and Financial Management**
- 4.1. Economic Environment
    - 4.1.1. Macroeconomic Environment and the National Financial System
    - 4.1.2. Financial Institutions
    - 4.1.3. Financial Markets
    - 4.1.4. Financial Assets
    - 4.1.5. Other Financial Sector Entities
  - 4.2. Company Financing
    - 4.2.1. Sources of Financing
    - 4.2.2. Types of Financing Costs
  - 4.3. Executive Accounting
    - 4.3.1. Basic Concepts
    - 4.3.2. The Company's Assets
    - 4.3.3. The Company's Liabilities
    - 4.3.4. The Company's Net Worth
    - 4.3.5. Results Research
  - 4.4. Management Accounting to Cost Accounting
    - 4.4.1. Elements of Cost Calculation
    - 4.4.2. Expenses in General Accounting and Cost Accounting
    - 4.4.3. Costs Classification
  - 4.5. Information Systems and Business Intelligence
    - 4.5.1. Fundamentals and Classification
    - 4.5.2. Cost Allocation Phases and Methods
    - 4.5.3. Choice of Cost Center and Impact
  - 4.6. Budget and Management Control
    - 4.6.1. The Budget Model
    - 4.6.2. The Capital Budget
    - 4.6.3. The Operating Budget
    - 4.6.5. Treasury Budget
    - 4.6.6. Budget Monitoring
  - 4.7. Treasury Management
    - 4.7.1. Accounting Working Capital and Necessary Working Capital
    - 4.7.2. Calculation of Operating Cash Requirements
    - 4.7.3. Credit Management
  - 4.8. Corporate Tax Responsibility
    - 4.8.1. Basic Tax Concepts
    - 4.8.2. Corporate Income Tax
    - 4.8.3. Value Added Tax
    - 4.8.4. Other Taxes Related to Commercial Activity
    - 4.8.5. The Company as a Facilitator of the Work of the State

- 4.9. Corporate Control Systems
  - 4.9.1. Analysis of Financial Statements
  - 4.9.2. The Company's Balance Sheet
  - 4.9.3. The Profit and Loss Statement
  - 4.9.4. The Statement of Cash Flows
  - 4.9.5. Ratio Analysis
- 4.10. Financial Management
  - 4.10.1. The Company's Financial Decisions
  - 4.10.2. Financial Department
  - 4.10.3. Cash Surpluses
  - 4.10.4. Risks Associated with Financial Management
  - 4.10.5. Financial Administration Risk Management
- 4.11. Financial Planning
  - 4.11.1. Definition of Financial Planning
  - 4.11.2. Actions to Be Taken in Financial Planning
  - 4.11.3. Creation and Establishment of the Business Strategy
  - 4.11.4. The Cash Flow Table
  - 4.11.5. The Working Capital Table
- 4.12. Corporate Financial Strategy
  - 4.12.1. Corporate Strategy and Sources of Financing
  - 4.12.2. Financial Products for Corporate Financing
- 4.13. Macroeconomic Context
  - 4.13.1. Macroeconomic Context
  - 4.13.2. Relevant Economic Indicators
  - 4.13.3. Mechanisms for the Control of Macroeconomic Magnitudes
  - 4.13.4. Economic Cycles
- 4.14. Strategic Financing
  - 4.14.1. Self-Financing
  - 4.14.2. Increase in Equity
  - 4.14.3. Hybrid Resources
  - 4.14.4. Financing Through Intermediaries
- 4.15. Money and Capital Markets
  - 4.15.1. The Money Market
  - 4.15.2. The Fixed Income Market
  - 4.15.3. The Equity Market
  - 4.15.4. The Foreign Exchange Market
  - 4.15.5. The Derivatives Market
- 4.16. Financial Analysis and Planning
  - 4.16.1. Analysis of the Balance Sheet
  - 4.16.2. Analysis of the Income Statement
  - 4.16.3. Profitability Analysis
- 4.17. Analyzing and Solving Cases/Problems
  - 4.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

## Module 5. Operations and Logistics Management

- 5.1. Operations Direction and Management
  - 5.1.1. The Role of Operations
  - 5.1.2. The Impact of Operations on the Management of Companies
  - 5.1.3. Introduction to Operations Strategy
  - 5.1.4. Operations Management
- 5.2. Industrial Organization and Logistics
  - 5.2.1. Industrial Organization Department
  - 5.2.2. Logistics Department
- 5.3. Structure and Types of Production (MTS, MTO, ATO, ETO...)
  - 5.3.1. Production System
  - 5.3.2. Production Strategy
  - 5.3.3. Inventory Management System
  - 5.3.4. Production Indicators
- 5.4. Structure and Types of Procurement
  - 5.4.1. Function of Procurement
  - 5.4.2. Procurement Management
  - 5.4.3. Types of Purchases
  - 5.4.4. Efficient Purchasing Management of a Company
  - 5.4.5. Stages of the Purchase Decision Process

- 5.5. Economic Control of Purchasing
  - 5.5.1. Economic Influence of Purchases
  - 5.5.2. Cost Centers
  - 5.5.3. Budget
  - 5.5.4. Budgeting vs. Actual Expenditure
  - 5.5.5. Budgetary Control Tools
- 5.6. Warehouse Operations Control
  - 5.6.1. Inventory Control
  - 5.6.2. Location Systems
  - 5.6.3. Stock Management Techniques
  - 5.6.4. Storage Systems
- 5.7. Strategic Purchasing Management
  - 5.7.1. Business Strategy
  - 5.7.2. Strategic Planning
  - 5.7.3. Purchasing Strategies
- 5.8. Typologies of the Supply Chain (SCM)
  - 5.8.1. Supply Chain
  - 5.8.2. Benefits of Supply Chain Management
  - 5.8.3. Logistical Management in the Supply Chain
- 5.9. Supply Chain Management
  - 5.9.1. The Concept of Supply Chain Management (SCM)
  - 5.9.2. Costs and Efficiency of the Operations Chain
  - 5.9.3. Demand Patterns
  - 5.9.4. Operations Strategy and Change
- 5.10. Interactions Between the SCM and All Other Departments
  - 5.10.1. Interaction of the Supply Chain
  - 5.10.2. Interaction of the Supply Chain. Integration by Parts
  - 5.10.3. Supply Chain Integration Problems
  - 5.10.4. Supply Chain
- 5.11. Logistics Costs
  - 5.11.1. Logistics Costs
  - 5.11.2. Problems with Logistics Costs
  - 5.11.3. Optimizing Logistic Costs
- 5.12. Profitability and Efficiency of Logistics Chains: KPIs
  - 5.12.1. Logistics Chain
  - 5.12.2. Profitability and Efficiency of the Logistics Chain
  - 5.12.3. Indicators of Profitability and Efficiency of the Supply Chain
- 5.13. Process Management
  - 5.13.1. Process Management
  - 5.13.2. Process Based Focus: Business Process Mapping
  - 5.13.3. Improvements in Process Management
- 5.14. Distribution and Transportation Logistics
  - 5.14.1. Distribution in the Supply Chain
  - 5.14.2. Transportation Logistics
  - 5.14.3. Geographic Information Systems as a Support to Logistics
- 5.15. Logistics and Customers
  - 5.15.1. Demand Analysis
  - 5.15.2. Demand and Sales Forecast
  - 5.15.3. Sales and Operations Planning
  - 5.15.4. Collaborative Planning, Forecasting and Replenishment (CPFR)
- 5.16. International Logistics
  - 5.16.1. Export and Import Processes
  - 5.16.2. Customs
  - 5.16.3. Methods and Means of International Payment
  - 5.16.4. International Logistics Platforms
- 5.17. Outsourcing of Operations
  - 5.17.1. Operations Management and Outsourcing
  - 5.17.2. Outsourcing Implementation in Logistics Environments
- 5.18. Competitiveness in Operations
  - 5.18.1. Operations Management
  - 5.18.2. Operational Competitiveness
  - 5.18.3. Operations Strategy and Competitive Advantages
- 5.19. Quality Management
  - 5.19.1. Internal and External Customers
  - 5.19.2. Quality Costs
  - 5.19.3. Ongoing Improvement and the Deming Philosophy

## Module 6. Information Systems Management

- 6.1. Technological Environment
  - 6.1.1. Technology and Globalization
  - 6.1.2. Economic Environment and Technology
  - 6.1.3. Technological Environment and Its Impact on Companies
- 6.2. Information Systems in Companies
  - 6.2.1. The Evolution of the IT Model
  - 6.2.2. Organization and IT Departments
  - 6.2.3. Information Technology and Economic Environment
- 6.3. Corporate Strategy and Technology Strategy
  - 6.3.1. Creating Value for Customers and Shareholders
  - 6.3.2. Strategic IS/IT Decisions
  - 6.3.3. Corporate Strategy vs. Technological and Digital Strategy
- 6.4. Information Systems Management
  - 6.4.1. Corporate Governance of Technology and Information Systems
  - 6.4.2. Management of Information Systems in Companies
  - 6.4.3. Expert Managers in Information Systems: Roles and Functions
- 6.5. Information Technology Strategic Planning
  - 6.5.1. Information Systems and Corporate Strategy
  - 6.5.2. Strategic Planning of Information Systems
  - 6.5.3. Phases of Information Systems Strategic Planning
- 6.6. Information Systems for Decision-Making
  - 6.6.1. *Business Intelligence*
  - 6.6.2. *Data Warehouse*
  - 6.6.3. Balanced Scorecard (BSC)
- 6.7. Exploring the Information
  - 6.7.1. SQL: Relational Databases. Basic Concepts
  - 6.7.2. Networks and Communications
  - 6.7.3. Operational System: Standardized Data Models
  - 6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
  - 6.7.5. Strategic DB Analysis and Report Composition
- 6.8. Enterprise Business Intelligence
  - 6.8.1. The World of Data
  - 6.8.2. Relevant Concepts
  - 6.8.3. Main Characteristics
  - 6.8.4. Solutions in Today's Market
  - 6.8.5. Overall Architecture of a BI Solution
  - 6.8.6. Cybersecurity in BI and Data Science
- 6.9. New Business Concept
  - 6.9.1. Why BI?
  - 6.9.2. Obtaining Information
  - 6.9.3. BI in the Different Departments of the Company
  - 6.9.4. Reasons to Invest in BI
- 6.10. BI Tools and Solutions
  - 6.10.1. How to Choose the Best Tool?
  - 6.10.2. *Microsoft Power BI, MicroStrategy and Tableau*
  - 6.10.3. SAP BI, SAS BI and Qlikview
  - 6.10.4. Prometheus
- 6.11. BI Project Planning and Management
  - 6.11.1. First Steps to Define a BI Project
  - 6.11.2. BI Solution for the Company
  - 6.11.3. Requirements and Objectives
- 6.12. Corporate Management Applications
  - 6.12.1. Information Systems and Corporate Management
  - 6.12.2. Applications for Corporate Management
  - 6.12.3. Enterprise Resource Planning or ERP Systems
- 6.13. Digital Transformation
  - 6.13.1. Conceptual Framework of Digital Transformation
  - 6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
  - 6.13.3. Digital Transformation in Companies
- 6.14. Technology and Trends
  - 6.14.1. Main Trends in the Field of Technology that are Changing Business Models
  - 6.14.2. Analysis of the Main Emerging Technologies
- 6.15. IT Outsourcing
  - 6.15.1. Conceptual Framework of Outsourcing
  - 6.15.2. IT Outsourcing and Its Impact on the Business
  - 6.15.3. Keys to Implement Corporate IT Outsourcing Projects

## Module 7. Commercial Management, Strategic Marketing and Corporate Communications

- 7.1. Commercial Management
  - 7.1.1. Conceptual Framework of Commercial Management
  - 7.1.2. Business Strategy and Planning
  - 7.1.3. The Role of Sales Managers
- 7.2. Marketing
  - 7.2.1. The Concept of Marketing
  - 7.2.2. The Basic Elements of Marketing
  - 7.2.3. Marketing Activities in Companies
- 7.3. Strategic Marketing Management
  - 7.3.1. The Concept of Strategic Marketing
  - 7.3.2. Concept of Strategic Marketing Planning
  - 7.3.3. Stages in the Process of Strategic Marketing Planning
- 7.4. Digital Marketing and E-Commerce
  - 7.4.1. Digital Marketing and E-Commerce Objectives
  - 7.4.2. Digital Marketing and Media Used
  - 7.4.3. E-Commerce. General Context
  - 7.4.4. Categories of E-Commerce
  - 7.4.5. Advantages and Disadvantages of E-Commerce versus Traditional Commerce
- 7.5. Managing Digital Business
  - 7.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
  - 7.5.2. Designing and Creating a Digital Marketing Plan
  - 7.5.3. ROI Analysis in a Digital Marketing Plan
- 7.6. Digital Marketing to Reinforce a Brand
  - 7.6.1. Online Strategies to Improve Your Brand's Reputation
  - 7.6.2. Branded Content and Storytelling
- 7.7. Digital Marketing Strategy
  - 7.7.1. Defining the Digital Marketing Strategy
  - 7.7.2. Digital Marketing Strategy Tools
- 7.8. Digital Marketing to Attract and Retain Customers
  - 7.8.1. Loyalty and Engagement Strategies through the Internet
  - 7.8.2. Visitor Relationship Management
  - 7.8.3. Hypersegmentation
- 7.9. Managing Digital Campaigns
  - 7.9.1. What Is a Digital Advertising Campaign?
  - 7.9.2. Steps in Launching an Online Marketing Campaign
  - 7.9.3. Mistakes in Digital Advertising Campaigns
- 7.10. Online Marketing Plan
  - 7.10.1. What Is an Online Marketing Plan?
  - 7.10.2. Steps in Creating an Online Marketing Plan
  - 7.10.3. Advantages of Having an Online Marketing Plan
- 7.11. Blended Marketing
  - 7.11.1. What Is Blended Marketing?
  - 7.11.2. Differences Between Online and Offline Marketing
  - 7.11.3. Aspects to Be Taken into Account in the Blended Marketing Strategy
  - 7.11.4. Characteristics of a Blended Marketing Strategy
  - 7.11.5. Recommendations in Blended Marketing
  - 7.11.6. Benefits of Blended Marketing
- 7.12. Sales Strategy
  - 7.12.1. Sales Strategy
  - 7.12.2. Sales Methods
- 7.13. Corporate Communication
  - 7.13.1. Concept
  - 7.13.2. The Importance of Communication in the Organization
  - 7.13.3. Type of Communication in the Organization
  - 7.13.4. Functions of Communication in the Organization
  - 7.13.5. Elements of Communication
  - 7.13.6. Communication Problems
  - 7.13.7. Communication Scenarios

- 7.14. Corporate Communication Strategy
  - 7.14.1. Motivational Programs, Social Action, Participation and Training with HR
  - 7.14.2. Internal Communication Support and Tools
  - 7.14.3. Internal Communication Plan
- 7.15. Digital Communication and Reputation
  - 7.15.1. Online Reputation
  - 7.15.2. How to Measure Digital Reputation?
  - 7.15.3. Online Reputation Tools
  - 7.15.4. Online Reputation Report
  - 7.15.5. Online Branding

## Module 8. Market Research, Advertising and Commercial Management

- 8.1. Market Research
  - 8.1.1. Market Research: Historical Origin
  - 8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
  - 8.1.3. Key Elements and Value Contribution of Market Research
- 8.2. Quantitative Research Methods and Techniques
  - 8.2.1. Sample Size
  - 8.2.2. Sampling
  - 8.2.3. Types of Quantitative Techniques
- 8.3. Qualitative Research Methods and Techniques
  - 8.3.1. Types of Qualitative Research
  - 8.3.2. Qualitative Research Techniques
- 8.4. Market Segmentation
  - 8.4.1. Market Segmentation Concept
  - 8.4.2. Utility and Segmentation Requirements
  - 8.4.3. Consumer Market Segmentation
  - 8.4.4. Industrial Market Segmentation
  - 8.4.5. Segmentation Strategies
  - 8.4.6. Segmentation Based on Marketing - Mix Criteria
  - 8.4.7. Market Segmentation Methodology
- 8.5. Research Project Management
  - 8.5.1. Market Research as a Process
  - 8.5.2. Planning Stages in Market Research
  - 8.5.3. Execution Stages in Marketing Research
  - 8.5.4. Managing a Research Project
- 8.6. International Market Research
  - 8.6.1. International Market Research
  - 8.6.2. International Market Research Process
  - 8.6.3. The Importance of Secondary Sources in International Market Research
- 8.7. Feasibility Studies
  - 8.7.1. Concept and Usefulness
  - 8.7.2. Outline of a Feasibility Study
  - 8.7.3. Development of a Feasibility Study
- 8.8. Publicity
  - 8.8.1. Historical Background of Advertising
  - 8.8.2. Conceptual Framework of Advertising: Principles, Briefing Concept and Positioning
  - 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
  - 8.8.4. Importance of Advertising in Business
  - 8.8.5. Advertising Trends and Challenges
- 8.9. Developing the Marketing Plan
  - 8.9.1. Marketing Plan Concept
  - 8.9.2. Situation Analysis and Diagnosis
  - 8.9.3. Strategic Marketing Decisions
  - 8.9.4. Operating Marketing Decisions
- 8.10. Promotion and Merchandising Strategies
  - 8.10.1. Integrated Marketing Communication
  - 8.10.2. Advertising Communication Plan
  - 8.10.3. Merchandising as a Communication Technique

- 8.11. Media Planning
  - 8.11.1. Origin and Evolution of Media Planning
  - 8.11.2. Media
  - 8.11.3. Media Plan
- 8.12. Fundamentals of Commercial Management
  - 8.12.1. The Role of Commercial Management
  - 8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
  - 8.12.3. Commercial Planning Systems of the Company
  - 8.12.4. Main Competitive Strategies
- 8.13. Commercial Negotiation
  - 8.13.1. Commercial Negotiation
  - 8.13.2. Psychological Issues in Negotiation
  - 8.13.3. Main Negotiation Methods
  - 8.13.4. The Negotiation Process
- 8.14. Decision-Making in Commercial Management
  - 8.14.1. Commercial Strategy and Competitive Strategy
  - 8.14.2. Decision Making Models
  - 8.14.3. Decision-Making Analytics and Tools
  - 8.14.4. Human Behavior in Decision Making
- 8.15. Sales Network Management
  - 8.15.1. Sales Management
  - 8.15.2. Networks Serving Commercial Activity
  - 8.15.3. Salesperson Recruitment and Training Policies
  - 8.15.4. Remuneration Systems for Own and External Commercial Networks
  - 8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information
- 8.16. Implementing the Commercial Function
  - 8.16.1. Recruitment of Own Sales Representatives and Sales Agents
  - 8.16.2. Controlling Commercial Activity
  - 8.16.3. The Code of Ethics of Sales Personnel
  - 8.16.4. Compliance with Legislation
  - 8.16.5. Generally Accepted Standards of Business Conduct

- 8.17. Key Account Management
  - 8.17.1. Concept of Key Account Management
  - 8.17.2. The Key Account Manager
  - 8.17.3. Key Account Management Strategy
- 8.18. Financial and Budgetary Management
  - 8.18.1. The Break-Even Point
  - 8.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan
  - 8.18.3. Financial Impact of Strategic Sales Decisions
  - 8.18.4. Cycle Management, Turnover, Profitability and Liquidity
  - 8.18.5. Income Statement

## Module 9. Innovation and Project Management

- 9.1. Innovation
  - 9.1.1. Introduction to Innovation
  - 9.1.2. Innovation in the Entrepreneurial Ecosystem
  - 9.1.3. Instruments and Tools for the Business Innovation Process
- 9.2. Innovation from Strategy
  - 9.2.1. Strategic Intelligence and Innovation
  - 9.2.2. Innovation from Strategy
- 9.3. Project Management for Startups
  - 9.3.1. Startup Concept
  - 9.3.2. Lean Startup Philosophy
  - 9.3.3. Stages of Startup Development
  - 9.3.4. The Role of a Project Manager in a Startup
- 9.4. Business Model Design and Validation
  - 9.4.1. Conceptual Framework of a Business Model
  - 9.4.2. Business Model Design and Validation

- 9.5. Project Direction and Management
  - 9.5.1. Project Direction and Management: Identification of Opportunities to Develop Corporate Innovation Projects
  - 9.5.2. Main Stages or Phases in the Direction and Management of Innovation Projects
- 9.6. Change Management in Projects: Management of Training
  - 9.6.1. Concept of Change Management
  - 9.6.2. The Change Management Process
  - 9.6.3. Change Implementation
- 9.7. Project Communication Management
  - 9.7.1. Project Communications Management
  - 9.7.2. Key Concepts for Project Communications Management
  - 9.7.3. Emerging Trends
  - 9.7.4. Adaptations to Equipment
  - 9.7.5. Planning Communications Management
  - 9.7.6. Managing Communications
  - 9.7.7. Monitoring Communications
- 9.8. Traditional and Innovative Methodologies
  - 9.8.1. Innovative Methodologies
  - 9.8.2. Basic Principles of Scrum
  - 9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies
- 9.9. Creation of a Startup
  - 9.9.1. Creation of a Startup
  - 9.9.2. Organization and Culture
  - 9.9.3. Top Ten Reasons Why Startups Fail
  - 9.9.4. Legal Aspects
- 9.10. Project Risk Management Planning
  - 9.10.1. Risk Planning
  - 9.10.2. Elements for Creating a Risk Management Plan
  - 9.10.3. Tools for Creating a Risk Management Plan
  - 9.10.4. Content of the Risk Management Plan

## Module 10. Executive Management

- 10.1. *General Management*
  - 10.1.1. The Concept of General Management
  - 10.1.2. The Role of the CEO
  - 10.1.3. The CEO and Their Responsibilities
  - 10.1.4. Transforming the Work of Management
- 10.2. Manager Functions: Organizational Culture and Approaches
  - 10.2.1. Manager Functions: Organizational Culture and Approaches
- 10.3. Operations Management
  - 10.3.1. The Importance of Management
  - 10.3.2. Value Chain
  - 10.3.3. Quality Management
- 10.4. Public Speaking and Spokesperson Education
  - 10.4.1. Interpersonal Communication
  - 10.4.2. Communication Skills and Influence
  - 10.4.3. Communication Barriers
- 10.5. Personal and Organizational Communications Tools
  - 10.5.1. Interpersonal Communication
  - 10.5.2. Interpersonal Communication Tools
  - 10.5.3. Communication in the Organization
  - 10.5.4. Tools in the Organization
- 10.6. Communication in Crisis Situations
  - 10.6.1. Crisis
  - 10.6.2. Phases of the Crisis
  - 10.6.3. Messages: Contents and Moments
- 10.7. Preparation of a Crisis Plan
  - 10.7.1. Analysis of Possible Problems
  - 10.7.2. Planning
  - 10.7.3. Adequacy of Personnel



- 10.8. Emotional Intelligence
  - 10.8.1. Emotional Intelligence and Communication
  - 10.8.2. Assertiveness, Empathy and Active Listening
  - 10.8.3. Self-Esteem and Emotional Communication
- 10.9. Personal Branding
  - 10.9.1. Strategies for Personal Brand Development
  - 10.9.2. Personal Branding Laws
  - 10.9.3. Tools for Creating Personal Brands
- 10.10. Leadership and Team Management
  - 10.10.1. Leadership and Leadership Styles
  - 10.10.2. Leader Capabilities and Challenges
  - 10.10.3. Managing Change Processes
  - 10.10.4. Managing Multicultural Teams

## Module 11. The Events and Business Tourism Industry

- 11.1. The World of MICE
  - 11.1.1. What Is the MICE Sector?
  - 11.1.2. Who Do They Include?
  - 11.1.3. Where Does It Operate?
- 11.2. Actors and In-Depth Look at the Sector: Economic Impact
  - 11.2.1. Number of Events and People Moved Annually
  - 11.2.2. Expectations for Growth in the Post-COVID Reality
- 11.3. Congresses, Conventions, Incentives
  - 11.3.1. What Is a Convention, a Congress and an Incentive?
  - 11.3.2. Main Differences of These Events
  - 11.3.3. Types of Conventions, Congresses and Incentives
- 11.4. Fairs
  - 11.4.1. Main Characteristics of the Fairs
  - 11.4.2. Types of Fairs
  - 11.4.3. The Trade Show

- 11.5. The Role of Convention Bureaus
  - 11.5.1. What Is a Convention Bureau?
  - 11.5.2. Purpose of Convention Bureau
  - 11.5.3. Coordination between Public and Private Entities
- 11.6. Destination Marketing
  - 11.6.1. Strengths and Weaknesses of the Destination
  - 11.6.2. Threats and Strengths of the Destination
  - 11.6.3. Differentiation and Competitive Advantage
- 11.7. Cultural Events
  - 11.7.1. The Cultural Events Market
  - 11.7.2. Types of Cultural Events
  - 11.7.3. How to Manage Profitable Cultural Events
- 11.8. Musical Events
  - 11.8.1. Importance of Ticketing
  - 11.8.2. Concert Merchandising and Sponsorship
- 11.9. Social Events
  - 11.9.1. The Role of the Wedding Planner
  - 11.9.2. Celebrations and Other Parties
- 11.10. Sporting Events
  - 11.10.1. Major Sporting Events
  - 11.10.2. Regulations for Sporting Events
  - 11.10.3. *Sponsoring*

## Module 12. Design of the Events

- 12.1. Project Management
  - 12.1.1. Gathering Information, Project Start-Up: What Do We Need to Know?
  - 12.1.2. Study of Possible Locations
  - 12.1.3. Pros and Cons of the Chosen Options
- 12.2. Research Techniques. Design Thinking
  - 12.2.1. Stakeholder Maps
  - 12.2.2. *Focus Group*
  - 12.2.3. *Bench Marking*
- 12.3. Experiential Design Thinking
  - 12.3.1. Cognitive Immersion
  - 12.3.2. Covert Observation
  - 12.3.3. *World Café*
- 12.4. Defining the Target Audience
  - 12.4.1. Who the Event Is Aimed at
  - 12.4.2. Why We Do the Event
  - 12.4.3. What Is the Purpose of the Event
- 12.5. Trends
  - 12.5.1. New Trends in Staging
  - 12.5.2. Digital Contributions
  - 12.5.3. Immersive and Experiential Events
- 12.6. Personalization and Design Space
  - 12.6.1. Adaptation of the Space to the Brand
  - 12.6.2. *Branding*
  - 12.6.3. Brand Manual
- 12.7. Experience Marketing
  - 12.7.1. Living the Experience
  - 12.7.2. Immersive Event
  - 12.7.3. Fostering Memory

- 12.8. Signage
  - 12.8.1. Signage Techniques
  - 12.8.2. The Attendant's Vision
  - 12.8.3. Coherence of the Story. Event with Signage
- 12.9. The Event Venues
  - 12.9.1. Studies of Possible Venues. The 5 Why's
  - 12.9.2. Choice of the Venue According to the Event
  - 12.9.3. Selection Criteria
- 12.10. Proposed Staging. Types of Scenarios
  - 12.10.1. New Staging Proposals
  - 12.10.2. Prioritization of Proximity to the Speaker
  - 12.10.3. Scenarios Related to Interaction

## Module 13. Event Planning

- 13.1. Timing and Organization of the Program
  - 13.1.1. Time Available for the Organization of the Event
  - 13.1.2. Duration of the Event
  - 13.1.3. Event Activities
- 13.2. Space Organization
  - 13.2.1. Number of Expected Attendees
  - 13.2.2. Number of Simultaneous Rooms
  - 13.2.3. Room Formats
- 13.3. Speakers and Guests
  - 13.3.1. Choice of Speakers
  - 13.3.2. Contact and Confirmation of Speakers
  - 13.3.3. Management of Speakers' Attendance
- 13.4. Protocol
  - 13.4.1. Range of Invited Guests
  - 13.4.2. Disposition of the Presidency
  - 13.4.3. Parliamentary Organization

- 13.5. Security
  - 13.5.1. Access Control: The Point of View From Security
  - 13.5.2. Coordination with Security Forces
  - 13.5.3. Internal Control of Spaces
- 13.6. Emergencies
  - 13.6.1. Evacuation Plan
  - 13.6.2. Study of the Needs in Case of Emergency
  - 13.6.3. Creation of Medical Assistance Point
- 13.7. Capabilities
  - 13.7.1. Assessment of Capacity
  - 13.7.2. Distribution of Attendees at the Venue
  - 13.7.3. Maximum Capacities and Decisions to Be Made
- 13.8. Accesses
  - 13.8.1. Study of the Number of Accesses
  - 13.8.2. Capacity of Each of the Accesses
  - 13.8.3. Timing Calculation for Entry and Exit for Each Access
- 13.9. Transport
  - 13.9.1. Assessment of Transportation Possibilities
  - 13.9.2. Transportation Accessibility
  - 13.9.3. Personal or Public Transportation. Pros and Cons
- 13.10. Locations
  - 13.10.1. How Many Locations Does the Event Have?
  - 13.10.2. Where Are They Located
  - 13.10.3. Ease of Access to Venues

## Module 14. Creating the Nominations for the Event

- 14.1. Choice of Destination
  - 14.1.1. Study of Destination
  - 14.1.2. Possibilities of the Destination. Strong Points
  - 14.1.3. Infrastructure of Destination
- 14.2. Advantages of Destination
  - 14.2.1. Transport and Access Facilities
  - 14.2.2. Accommodation and Venues
  - 14.2.3. Tourism Possibilities
- 14.3. Destination Capacity
  - 14.3.1. Type of Event That Can Be Hosted
  - 14.3.2. How Many Flights, Highways, Trains Does It Have
  - 14.3.3. Convention Centers, Venues and Accommodation Offer
- 14.4. Cultural and Activity Offer of the Destination
  - 14.4.1. Gastronomic Options of the Destination
  - 14.4.2. Cultural and Leisure Options of the Destination
  - 14.4.3. Activities Available at the Destination
- 14.5. Accommodation
  - 14.5.1. Study of Hotel Availability
  - 14.5.2. Study of the Supply of Apartments, Campsites and Others
  - 14.5.3. Student Housing Options
- 14.6. Transport
  - 14.6.1. Ease of Access to the Destination
  - 14.6.2. Access and Transport to the Venue
  - 14.6.3. Destination's Internal Transportation Services
- 14.7. Universities and Research Centers
  - 14.7.1. Know the Number of Universities in the Destination
  - 14.7.2. How Many Research Centers Are There
  - 14.7.3. Resume or Prestige of the Universities and Research Centers

- 14.8. Sports and Cultural Facilities
  - 14.8.1. How Many Sports Facilities Are Available at the Destination
  - 14.8.2. How Many Cultural Facilities Are Available at the Destination
  - 14.8.3. Capacity of the Facilities and Possibilities of Use
- 14.9. Gastronomy, Architecture and Art
  - 14.9.1. Gastronomic Options of the City, Michelin Star Restaurants
  - 14.9.2. Museums Available
  - 14.9.3. Recognized Architects or Singular Buildings of the Destination
- 14.10. Congress and Sports Centers
  - 14.10.1. Number of Convention Centers
  - 14.10.2. Number of Sports Halls and Pavilions
  - 14.10.3. Infrastructure. Possibilities Offered by Convention and Sports Centers

## Module 15. Finance Management

- 15.1. Event Budget
  - 15.1.1. Event Budgeting
  - 15.1.2. Budget Timing
  - 15.1.3. Budget Presentation
- 15.2. Revenues
  - 15.2.1. Types of Revenues
  - 15.2.2. Revenue Confirmation Possibilities
  - 15.2.3. Revenue Payment Facilities
- 15.3. Expenses
  - 15.3.1. Types of Costs: Fixed and Variable
  - 15.3.2. Possibilities for Action Based on Expenditure
  - 15.3.3. Supplier Payment Agreements
- 15.4. Contingency Plan
  - 15.4.1. Actions to Be Taken in the Face of Increased Expenses
  - 15.4.2. Actions to Be Taken in the Face of Declining Revenues
  - 15.4.3. Percentage of Unforeseen Expenses

- 15.5. Income Statement
  - 15.5.1. Preparation of the Income Statement
  - 15.5.2. Use of the Income Statement
  - 15.5.3. Actions to Be Implemented Based on the Income Statement
- 15.6. Benefit Management
  - 15.6.1. Purpose of the Event and Its Proceeds
  - 15.6.2. Scholarship and Grant Management
  - 15.6.3. Investment Possibilities
- 15.7. *Cash Flow*
  - 15.7.1. What Is Cash Flow?
  - 15.7.2. Cash Flow Contributions
  - 15.7.3. Actions to Be Taken Based on Cash Flow
- 15.8. Commission Management
  - 15.8.1. Determine the Number of Commissions Achieved
  - 15.8.2. Customer-Based Commission Management
  - 15.8.3. Commission Agreement with the Supplier
- 15.9. Amortization. ROI
  - 15.9.1. Calculate the Return on Investment
  - 15.9.2. Timing of Investment Recovery
  - 15.9.3. Amortization of Investment(s)

## Module 16. Marketing Management and Digitization of Events

- 16.1. Event Digitalization
  - 16.1.1. New Communication Technologies
  - 16.1.2. Digital Events
  - 16.1.3. Big Data, Metrics and Analytics
- 16.2. Digital Segmentation
  - 16.2.1. New Audiences and Types of Users
  - 16.2.2. New Segmentation Variables
  - 16.2.3. The Buyer Persona and Development

- 16.3. Digitization of Information
  - 16.3.1. Thinking and Communicating Digitally
  - 16.3.2. New Knowledge Management Models
  - 16.3.3. Fake News and Other Enemies of Digitalization
- 16.4. Digital Reputation Management
  - 16.4.1. Personal Brand
  - 16.4.2. *Social Listening*
  - 16.4.3. *Inbound Marketing*
- 16.5. Digital Branding
  - 16.5.1. Branding
  - 16.5.2. Event Branding
  - 16.5.3. Actions to Be Taken Based on the Income Statement
- 16.6. The Benchmarking Process
  - 16.6.1. Purpose of the Event
  - 16.6.2. Competitive Analysis
  - 16.6.3. Benchmarking of Results
- 16.7. Event Campaigns
  - 16.7.1. Brainstorming
  - 16.7.2. Internal and External Part of the Campaign
  - 16.7.3. Campaign Implementation and Follow-Up
- 16.8. Marketing and Communication Team Management
  - 16.8.1. Leadership Skills
  - 16.8.2. Keys to Pragmatic Management
  - 16.8.3. Day-to-Day Management

## Module 17. Event Operations and Logistics Management

- 17.1. Operations and Logistics of Activities
  - 17.1.1. Study of the Activity Needs
  - 17.1.2. Projecting the Necessary Operations
  - 17.1.3. Know the Needs of the Operation's Staff
- 17.2. Transport and Access Logistics
  - 17.2.1. Logistics According to the Type of Transport of the Event
  - 17.2.2. Logistics Based on Access
  - 17.2.3. Capacity at Access and Transport Points
- 17.3. Event HR Management
  - 17.3.1. Types of HR Available for the Event
  - 17.3.2. Internal Communication
  - 17.3.3. Hierarchies and Chains of Command
- 17.4. Supplier Management
  - 17.4.1. Communication Policy with Supplier
  - 17.4.2. Management of Each Supplier's Operations
  - 17.4.3. Adaptability and Needs of Each Supplier
- 17.5. Speakers and VIP Guests Operation
  - 17.5.1. VIP Contact Protocol
  - 17.5.2. Manage VIP Guest Needs (Access Areas, Security, Transportation, etc.)
  - 17.5.3. Management of VIP Support and Assistance Personnel. Speaker
- 17.6. Accessibility Management
  - 17.6.1. Manage Event Accessibility. Tasks to Perform
  - 17.6.2. Inclusive and Respectful Gastronomy
  - 17.6.3. Inclusion Programs for Assistants with Difficulties

- 17.7. Sustainability Management
  - 17.7.1. Local Gastronomy
  - 17.7.2. Event Waste Management
  - 17.7.3. Selection of Sustainable Materials and Products
- 17.8. Transfers and Internal Transport Operations
  - 17.8.1. Guest Transfer Management Protocol
  - 17.8.2. The Difficulty of the Airport and Its Operations
  - 17.8.3. Incident Management and Resolution
- 17.9. Attendant Service Operation
  - 17.9.1. The Hospitality Desk
  - 17.9.2. Segmentation of Service Areas
  - 17.9.3. Management of Special Incidents
- 17.10. Event Set-Up and Dismantling
  - 17.10.1. Timing and Personnel Calculation for Set-Up
  - 17.10.2. Assembly Logistics Requirements
  - 17.10.3. Event Dismantling Logistics

## Module 18. Event Sponsorship

- 18.1. Sponsorship Planning and Strategy: Target Group Selection
  - 18.1.1. Aspects to Analyze of the Sector to Be Sponsored
  - 18.1.2. Selection of the Best Sponsors
  - 18.1.3. What to Sponsor and Reasons for Sponsorship
- 18.2. Sector Policies. Code of Ethics. Compliance
  - 18.2.1. Code of Ethics for Each Sector
  - 18.2.2. Sponsor Data Management
  - 18.2.3. Compliance Departments and Their Importance
- 18.3. Generating Sponsorship Dossiers. Introduction
  - 18.3.1. Introduction
  - 18.3.2. Identification
  - 18.3.3. Objectives
- 18.4. Generating Sponsorship Dossiers. Technical Data
  - 18.4.1. Identification of Endorsements and Guarantors
  - 18.4.2. Historical Data
  - 18.4.3. Sponsorship Opportunities
- 18.5. Sales Price Management
  - 18.5.1. Calculate Sponsorship Selling Prices
  - 18.5.2. Individual Sale by Concept
  - 18.5.3. Group Sales of Different Sponsorships
- 18.6. Floor Plans and Locations of Exhibit Areas
  - 18.6.1. Creation of the Stands Map
  - 18.6.2. What Should Be Included
  - 18.6.3. Attendee Traffic Flow
- 18.7. Exhibition Area Planning
  - 18.7.1. Visualization
  - 18.7.2. Notoriety
  - 18.7.3. Volume Equity
- 18.8. Marketing Policies
  - 18.8.1. Where to Sell Sponsorships
  - 18.8.2. How to Sell Sponsorship
  - 18.8.3. Payment Terms and Penalties

- 18.9. Management and Follow-Up of Sponsorship Sales
  - 18.9.1. Sponsorship Execution and Forecasting
  - 18.9.2. Viability Study
  - 18.9.3. Achievement of Objectives or Restatement
- 18.10. Sponsorship Loyalty
  - 18.10.1. Sponsor Loyalty Actions
  - 18.10.2. Services to Provide
  - 18.10.3. Improvements or Innovations

### Module 19. Digitalization of Events. Developing a Digital Event

- 19.1. Events during the COVID-19 Pandemic
  - 19.1.1. Import Aspects to Know
  - 19.1.2. Timing to Make Decisions
- 19.2. Planning Digital Events Scale
  - 19.2.1. Creation of the Schedule
  - 19.2.2. Components to Consider in the Schedule
  - 19.2.3. Aspects to Reflect in the Schedule. Priorities
- 19.3. Supplier Selection
  - 19.3.1. Choice of Technology Partner
  - 19.3.2. Requirements to Be Requested from the Supplier
  - 19.3.3. Supplier Selection Price Factor vs. Value Factor. Experience
- 19.4. Network and Internet Management
  - 19.4.1. Aspects of Network Management to Be Considered
  - 19.4.2. Contracting Internet Services
  - 19.4.3. Network Stress and Saturation Tests
- 19.5. Scope Objectives. Audience
  - 19.5.1. Determine Your Target Audience
  - 19.5.2. Rebroadcast in Other Languages

- 19.5.3. Rooms to Broadcast
- 19.6. Interaction of the Attendees. Voting
  - 19.6.1. Implementation of the Interaction System
  - 19.6.2. Elements to Be Taken into Account in the Interaction of Attendees
  - 19.6.3. Forms and Procedures for Developing Interaction
- 19.7. Introduction Videos. Kyrans. Music
  - 19.7.1. Kyrans
  - 19.7.2. Importance of the Instructions
  - 19.7.3. Resources to Consider
- 19.8. Onsite and Digital Coordination. Onsite and Remote Speakers
  - 19.8.1. Contact with Speakers
  - 19.8.2. Delivery of the Action Program to the Speakers
  - 19.8.3. Timing and Organization of Speakers. Rules to Follow
- 19.9. Creating Virtual Sets
  - 19.9.1. Chroma
  - 19.9.2. Rear
  - 19.9.3. LED Screens
- 19.10. Virtual and Hybrid Event Management
  - 19.10.1. Follow-Up of the Event through Management
  - 19.10.2. Schedule and Order of Broadcasting
  - 19.10.3. Live Incident Resolution

### 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. Brand Reputation Plan
  - 20.3.2. General Metrics, ROI, and Social CRM
  - 20.3.3. Online Crisis and Reputational SEO
- 20.4. General, Professional and Microblogging Platforms
  - 20.4.1. Facebook
  - 20.4.2. LinkedIn
  - 20.4.3. 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 Followed in Each Medium
  - 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 Follow-up
  - 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

## Module 21. Organization Management

- 21.1. Strategic Management
  - 21.1.1. Organizational Design
  - 21.1.2. Strategic Position of the Business
  - 21.1.3. Competitive and Corporate Strategies
- 21.2. Corporate Finance
  - 21.2.1. Financial Policy and Growth
  - 21.2.2. Company Valuation Methods
  - 21.2.3. Capital Structure and Financial Leverage
  - 21.2.4. Finance for the Global Communications Officer
- 21.3. Strategic Leadership for Intangible Asset Economy
  - 21.3.1. Cultural Alignment Strategies
  - 21.3.2. Corporate and Differentiating Leadership
  - 21.3.3. Change and Transformation Agent
- 21.4. Economic Situation
  - 21.4.1. The Fundamentals of the Global Economy
  - 21.4.2. The Globalization of Companies and Financial Markets
  - 21.4.3. Entrepreneurship and New Markets
- 21.5. Innovation and Digital Transformation
  - 21.5.1. Management and Strategic Innovation
  - 21.5.2. *Open Innovation*
  - 21.5.3. *Sharing Economy*
- 21.6. International Context
  - 21.6.1. Geopolitics
  - 21.6.2. Divisive Markets and Types of Change
  - 21.6.3. Hedging with Currency Exchange Contracts
  - 21.6.4. Foreign Investments and Exportation Financing



## Module 22. Managerial Skills

- 22.1. Public Speaking and Spokesperson Education
  - 22.1.1. Interpersonal Communication
  - 22.1.2. Communication Skills and Influence
  - 22.1.3. Communication Barriers
- 22.2. Communication and Leadership
  - 22.2.1. Leadership and Leadership Styles
  - 22.2.2. Motivation
  - 22.2.3. Skills and Abilities of the Leader 2.0
- 22.3. Personal Branding
  - 22.3.1. Strategies for Personal Brand Development
  - 22.3.2. Personal Branding Laws
  - 22.3.3. Tools for Creating Personal Brands
- 22.4. Team Management
  - 22.4.1. Work Teams and Management Meetings
  - 22.4.2. Managing Change Processes
  - 22.4.3. Managing Multicultural Teams
  - 22.4.4. *Coaching*
- 22.5. Negotiation and Conflict Resolution
  - 22.5.1. Effective Negotiation Techniques
  - 22.5.2. Interpersonal Conflicts
  - 22.5.3. Intercultural Negotiation
- 22.6. Emotional Intelligence
  - 22.6.1. Emotional Intelligence and Communication
  - 22.6.2. Assertiveness, Empathy and Active Listening
  - 22.6.3. Self-Esteem and Emotional Language

- 22.7. Relational Capital: *Coworking*
  - 22.7.1. Managing Human Capital
  - 22.7.2. Performance Analysis
  - 22.7.3. Managing Equality and Diversity
  - 22.7.4. Innovation in People Management
- 22.8. Time Management
  - 22.8.1. Planning, Organization and Control
  - 22.8.2. The Methodology of Time Management
  - 22.8.3. Action Plans
  - 22.8.4. Tools for Efficient Time Management

## Module 23. Corporative Communication, Brand Strategy and Reputation

- 23.1. Corporate Identity and Strategic Vision
  - 23.1.1. Identity and Redefining Business Values
  - 23.1.2. Corporate Business Culture
  - 23.1.3. Communication Department Challenges
  - 23.1.4. Public Image and Projection
- 23.2. Corporate Brand Strategy
  - 23.2.1. Public Image and Stakeholders
  - 23.2.2. Corporate Branding Strategy and Management
  - 23.2.3. Corporate Communication Strategy in Line With Brand Identity
- 23.3. Reputation Theory
  - 23.3.1. Reputation as a Paradigm of a Good Company
  - 23.3.2. The Concept of Corporate Reputation
  - 23.3.3. Internal Reputation
  - 23.3.4. Influence of Internationalization on Corporate Reputation

- 23.4. Reputation Evaluation
  - 23.4.1. Corporative Reputation Audit
  - 23.4.2. Listed Companies Reputation Monitor
  - 23.4.3. Reputational Good Governance Index
  - 23.4.4. Analysis of Sectorial Reputation
- 23.5. Reputation Management
  - 23.5.1. Corporative Reputation Management
  - 23.5.2. Focus on Brand Reputation
  - 23.5.3. Leadership Reputation Management
- 23.6. Reputation Risk and Crisis Management
  - 23.6.1. Listening to and Managing Feedback
  - 23.6.2. Procedures, Crisis Manual and Contingency Plans
  - 23.6.3. Spokesperson Training in Emergency Situations
- 23.7. Ethical Sustainability
  - 23.7.1. Sustainable Criteria and Strategies
  - 23.7.2. Communication Campaigns with Sustainability Criteria
  - 23.7.3. Sustainable Brand Positioning and Image
- 23.8. Brand Metrics and Analysis and Reputation
  - 23.8.1. Introduction to the Metrics of Corporative Branding
  - 23.8.2. Internal and External Measurement Indexes
  - 23.8.3. Brand Management Tools
  - 23.8.4. Brand Assessment and Ranking

## Module 24. Managerial Aspects of Corporate Communication

- 24.1. Communication in Organizations
  - 24.1.1. Organizations, People and Society
  - 24.1.2. Historical Evolution of Organizational Behavior
  - 24.1.3. Bidirectional Communication
  - 24.1.4. Communication Barriers
- 24.2. Structure, Control and Challenges in Communication Management
  - 24.2.1. Departmental Structure in Communication Management
  - 24.2.2. Current Trends in Management Models
  - 24.2.3. Integration of Intangibles
  - 24.2.4. Communication Department Challenges
- 24.3. Integral Communication Plans
  - 24.3.1. Audit and Diagnosis
  - 24.3.2. Elaboration of Communication Plan
  - 24.3.3. Measurement of the Results: KPIs and ROI
- 24.4. Effects of the Media
  - 24.4.1. Efficiency of Commercial and Advertising Communication
  - 24.4.2. Theories on the Effects of the Media
  - 24.4.3. Social and Co-Creation Models
- 24.5. Press Offices and Their Relationship with Communication Media
  - 24.5.1. Identifying Opportunities and Information Needs
  - 24.5.2. Management of Reports and Interviews with Spokespersons
  - 24.5.3. Virtual Press Room and e-Communication
  - 24.5.4. Buying Advertising Space

- 24.6. Public Relations
    - 24.6.1. PR Strategy and Practice
    - 24.6.2. Protocol and Ceremonial Rules
    - 24.6.3. Event Organization and Creative Management
  - 24.7. Lobbies and Pressure Groups
    - 24.7.1. Opinion Groups and Their Actions in Businesses and Institutions
    - 24.7.2. Institutional Relations and Lobbying
    - 24.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
  - 24.8. Internal Communication
    - 24.8.1. Motivational Programs, Social Action, Participation and Training with HR
    - 24.8.2. Internal Communication Support and Tools
    - 24.8.3. Internal Communication Plan
  - 24.9. Branding and Naming
    - 24.9.1. Brand Management and Coordination in Launching of New Products
    - 24.9.2. Brand Repositioning
  - 24.10. Audience Forecasting and Data Sources
    - 24.10.1. Measurement Units and Audience Profiles
    - 24.10.2. Affinity, Sharing, Rating and GrP's
    - 24.10.3. Current Suppliers in the Advertising Market
- Module 25. Communication in Specialized Sectors**
- 25.1. Financial Communication
    - 25.1.1. Value of Intangibles
    - 25.1.2. Financial Communication in Listed Companies
    - 25.1.3. The Issuers of the Financial Communication
    - 25.1.4. Public Objective in Financial Operations
  - 25.2. Political and Electoral Communication
    - 25.2.1. Image in Political and Electoral Campaigns
    - 25.2.2. Political Advertising
    - 25.2.3. Political and Electoral Communication Plan
    - 25.2.4. Electoral Communication Audits
  - 25.3. Communication and Health
    - 25.3.1. Journalism and Health Information
    - 25.3.2. Interpersonal and Group Communication in the Field of Health
    - 25.3.3. Communication Risk and Communicative Management in a Health Crisis
  - 25.4. Digital Culture and Hypermedia Museography
    - 25.4.1. Production and Diffusion of Art in the Digital Era
    - 25.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
    - 25.4.3. Constructive Participation in the Digital Culture
  - 25.5. Communication at the Forefront of Public Organizations
    - 25.5.1. Communication in the Public Sector
    - 25.5.2. Strategy and Creation in Public Organization Communications
    - 25.5.3. Intangible Assets in the Public Sector
    - 25.5.4. Information Policy of Public Organizations
  - 25.6. Communications in Non-Profit Organizations
    - 25.6.1. NPO and Relationship with Government Agencies
    - 25.6.2. Corporative Reputation in Non-Profit Organizations
    - 25.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
    - 25.6.4. Different Figures and Communication Media

## Module 26. Customer Relationship Management

- 26.1. CRM and Relational Marketing
  - 26.1.1. Business Philosophy or Strategic Orientation
  - 26.1.2. Customer Identification and Differentiation
  - 26.1.3. The Company and Its Stakeholders
  - 26.1.4. Clienting
- 26.2. Database Marketing and Customer Relationship Management
  - 26.2.1. Database Marketing Applications
  - 26.2.2. Information Sources, Storage, and Processing
- 26.3. Consumer Psychology and Behavior
  - 26.3.1. The Study of Consumer Behavior
  - 26.3.2. Internal and External Consumer Factors
  - 26.3.3. Consumer Decision Process
  - 26.3.4. Consumerism, Society, Marketing, and Ethics
- 26.4. Consumer Centric Marketing
  - 26.4.1. Segmentation
  - 26.4.2. Profitability Analysis
  - 26.4.3. Customer Loyalty Strategies
- 26.5. CRM Management Techniques
  - 26.5.1. Direct Marketing
  - 26.5.2. Multichannel Integration
  - 26.5.3. Viral Marketing
- 26.6. Advantages and Risks of Implementing CRM
  - 26.6.1. CRM, Sales and Costs
  - 26.6.2. Customer Satisfaction and Loyalty
  - 26.6.3. Technology Implementation
  - 26.6.4. Strategic and Management Errors





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*This Advanced Master's Degree allows training in simulated environments, which provide immersive learning programmed to train for real situations”*

04

# Teaching Objectives

With this Advanced Master's Degree in Corporate Communications and Event Management, professionals will have a solid understanding of effective communication strategies and the management of high-impact events. In addition, graduates will design and implement communication plans that strengthen corporate image and coordinate events that promote interaction and engagement. In this way, they will improve their professional prospects and assume specialized roles such as Corporate Communication Director or Event Manager.





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*You will use sophisticated metrics and analysis tools to evaluate the effectiveness of Communication and Event management strategies”*



## General Objectives

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- ♦ Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- ♦ Develop the key leadership skills that should define working professionals
- ♦ Delve into the sustainability criteria set by international standards when developing a business plan
- ♦ Develop strategies to carry out decision-making in a complex and unstable environment
- ♦ Define the best way to manage the company's Human Resources, achieving a better performance
- ♦ Be able to manage the company's economic and financial plan
- ♦ Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately
- ♦ Be able to develop all the phases of a business idea: Design, Feasibility Plan, Execution, Follow-up
- ♦ Acquire and understand knowledge that provides expertise or an opportunity to be original in the development and/or application of ideas, often in a research context
- ♦ Communicate your conclusions and arguments to specialized and non-specialized audiences in a clear and unambiguous manner







## Specific Objectives

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### **Module 1. Leadership, Ethics and Social Responsibility in Companies**

- ♦ Develop ethical leadership skills that integrate corporate social responsibility principles in decision making
- ♦ Train in the implementation of social responsibility policies that generate a positive impact on the community and the environment

### **Module 2. Strategic Management and Executive Management**

- ♦ Delve into the formulation and execution of effective business strategies
- ♦ Obtain skills in the management of management teams to improve organizational performance

### **Module 3. People and Talent Management**

- ♦ Delve into the effective management of human talent, focusing on the attraction, development and retention of key employees
- ♦ Be able to create and manage high-performance teams aligned with organizational objectives

### **Module 4. Economic and Financial Management**

- ♦ Manage innovative tools for making strategic financial decisions that optimize resources and ensure the company's profitability
- ♦ Train in the preparation and management of budgets, financial reports and project feasibility analysis

### **Module 5. Operations and Logistics Management**

- ♦ Develop skills in the planning, coordination and control of logistics operations within the supply chain
- ♦ Optimize operational processes and reduce costs associated with business logistics

### **Module 6. Information Systems Management**

- ♦ Optimize information systems management to improve organizational efficiency
- ♦ Develop skills to make decisions on the implementation of information systems aligned to business objectives

### **Module 7. Commercial Management, Strategic Marketing and Corporate Communications**

- ♦ Train in the creation and execution of commercial and marketing strategies that align the business offer with market demands
- ♦ Develop skills in corporate communication management to strengthen brand image

### **Module 8. Market Research, Advertising and Commercial Management**

- ♦ Master the use of tools and methodologies to conduct market research to identify business opportunities
- ♦ Manage effective advertising campaigns and make strategic decisions in commercial management

### **Module 9. Innovation and Project Management**

- ♦ Develop the ability to manage innovative projects that add value and differentiate the company in the market
- ♦ Develop skills in the planning, execution and control of projects with a focus on innovation and sustainability

### **Module 10. Executive Management**

- ♦ Obtain skills to lead management teams in dynamic and globalized business environments
- ♦ Train to make strategic decisions that optimize resources and improve organizational performance

### **Module 11. The Events and Business Tourism Industry**

- ♦ Analyze the main trends and dynamics of the events and business tourism industry
- ♦ Identify opportunities and challenges within these sectors, with a focus on internationalization and innovation

### **Module 12. Design of the Events**

- ♦ Apply creative design principles to conceptualize and plan successful events
- ♦ Develop skills to create customized experiences that connect with client and attendee objectives

### **Module 13. Event Planning**

- ♦ Develop a structured approach to event planning, from ideation through to execution
- ♦ Establish an effective timeline to coordinate all elements of the event in an efficient manner

### **Module 14. Creating the Nominations for the Event**

- ♦ Develop skills to write and manage competitive event organization applications
- ♦ Identify key applicant requirements and tailor applications to maximize chances of success

### **Module 15. Finance Management**

- ♦ Understand the financial aspects involved in the organization of events, including budget, revenue and cost management
- ♦ Apply financial tools and techniques for the planning and control of resources for events of any size

### **Module 16. Marketing Management and Digitalization of Events**

- ♦ Apply digital marketing strategies to promote events and generate greater reach
- ♦ Implement marketing tactics that improve visibility, participation and brand awareness at events



#### **Module 17. Event Operations and Logistics Management**

- ♦ Manage event operations and logistics, ensuring the coordination of all operational aspects in a timely and efficient manner
- ♦ Obtain a systematic approach to vendor selection, contracting of services and coordination of logistical activities

#### **Module 18. Event Sponsorship**

- ♦ Acquire the skills to identify and manage strategic sponsors for events
- ♦ Create attractive sponsorship proposals that benefit both the organizers and the sponsors

#### **Module 19. Event Digitalization. Developing a Digital Event**

- ♦ Explore the digital tools and platforms available for the organization of virtual and hybrid events
- ♦ Evaluate the impact of digitization on attendee experience and organizational efficiency

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

- ♦ Develop an effective communication strategy for events on digital platforms, including social networks and digital media
- ♦ Manage relationships with media and influencers to maximize digital visibility of events

**Module 21. Organization Management**

- ♦ Understand the fundamental principles of organizational management as applied to the events industry
- ♦ Apply management models that improve the efficiency and operational effectiveness of organizations dedicated to event planning

**Module 22. Managerial Skills**

- ♦ Improve communication, negotiation and conflict resolution skills within a business environment
- ♦ Apply best practices in change management and team motivation in the Events sector

**Module 23. Corporate Communication, Brand Strategy and Reputation**

- ♦ Design and implement a communication strategy that strengthens the image and reputation of the organization
- ♦ Use corporate communication tools to position the company as a leader in the events industry

**Module 24. Managerial Aspects of Corporate Communication**

- ♦ Understand the key aspects of corporate communication and how they impact the strategic management of events
- ♦ Develop skills to manage the company's public image and its relationship with the public and the media





#### **Module 25. Communication in Specialized Sectors**

- ◆ Identify the specific elements of communication in specialized sectors within the Events industry
- ◆ Manage the communication of events aimed at audiences with particular needs and expectations

#### **Module 26. Customer Relationship Management**

- ◆ Apply customer relationship management techniques to improve attendee experience and event satisfaction
- ◆ Develop customized strategies to build customer loyalty and maximize their participation in future events

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*Undoubtedly, this postgraduate course represents an excellent opportunity to lead Corporate Communication and Event Management. TECH is the ideal way to boost your career!”*

05

# Career Opportunities

Undoubtedly, this postgraduate course represents an excellent opportunity to lead Corporate Communications and Event Management. TECH is the ideal way to boost your career!" Upon completion of this Advanced Master's Degree in Corporate Communications and Event Management, professionals will have a solid understanding of effective communication strategies and high-impact event management. In addition, graduates will design and implement corporate communication plans that strengthen organizational image and coordinate events that promote interaction and engagement. In this way, they will improve their professional prospects and assume specialized roles such as Corporate Communication Director or Event Manager.





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*You will work as Director of Corporate Communications, developing initiatives that strengthen the reputation of companies”*

### Graduate Profile

Graduates of this program are highly qualified to design and implement communication strategies that strengthen the organizational image. At the same time, they possess a deep knowledge in event management, branding, public relations and digital tools. In addition, you are prepared to coordinate multidisciplinary teams and lead projects, assuming roles such as Communication Director or Event Manager.

*You will design impactful advertising campaigns that promote the company's products and services.*

- ♦ **Strategic Communications:** Professionals develop skills to design and execute communication strategies that align corporate objectives with public expectations, using diverse media channels and tools to maximize the impact and coherence of the message
- ♦ **Event Management:** A crucial competency is the ability to plan, organize and coordinate highly complex corporate events, ensuring operational efficiency, the quality of the participant's experience and the fulfillment of the strategic objectives of the event
- ♦ **Public Relations and Stakeholder Management:** Graduates acquire the ability to manage relationships with different stakeholders, including media, customers, employees and strategic partners, strengthening the organization's image and reputation through effective communication and sustainable relationships
- ♦ **Digital Competence:** In the current context, it is essential that professionals handle digital tools for corporate communication and event management, from the use of digital marketing platforms to the creation of interactive and virtual experiences in events, thus optimizing the digital presence of the organization







After completing the Advanced Master's Degree, you will be able to use your knowledge and skills in the following positions:

1. **Director of Corporate Communications:** Expert in designing and executing communication strategies that strengthen the image and reputation of the organization, ensuring consistency in all communication channels
2. **Corporate Events Manager:** Professional in charge of planning, organizing and supervising high-impact business events, ensuring their success through efficient resource management and the coordination of multidisciplinary teams
3. **Public Relations Specialist:** Dedicated to managing the relationships between the organization and its different audiences, including media, clients and strategic partners, promoting a positive image and managing communication in crisis situations
4. **Marketing and Communications Coordinator:** Responsible for integrating marketing strategies with corporate communication strategies, developing campaigns that increase the visibility and reach of the brand in the marketplace
5. **Strategic Communication Consultant:** Advisor specialized in developing and implementing communication plans that align communication actions with business objectives, improving the effectiveness of the organization's strategies
6. **Branding Manager:** Professional focused on the creation and management of brand identity, ensuring that all elements of the brand reflect the company's values and mission in a consistent and engaging manner
7. **Digital Media Manager:** Responsible for managing the organization's digital presence, including social networks, blogs and digital platforms, using digital tools and strategies to maximize reach and interaction with target audiences
8. **Corporate Social Responsibility Manager:** Professional in charge of designing and implementing Corporate Social Responsibility programs that align the company's actions with its ethical and social values, promoting a positive impact on the community and the environment
9. **Event Innovation Director:** Professional who leads the implementation of new technologies and trends in the organization of events, improving the experience of participants and optimizing operational processes

06

# Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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*TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”*

## The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes  
(which you might not be able to attend)”*



### The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

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*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”*

## Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



## Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

*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.*



## A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



*The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”*

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

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
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.



## The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

*Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.*

*You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.*



As such, the best educational materials, thoroughly prepared, will be available in this program:



### 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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



### Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



### Interactive Summaries

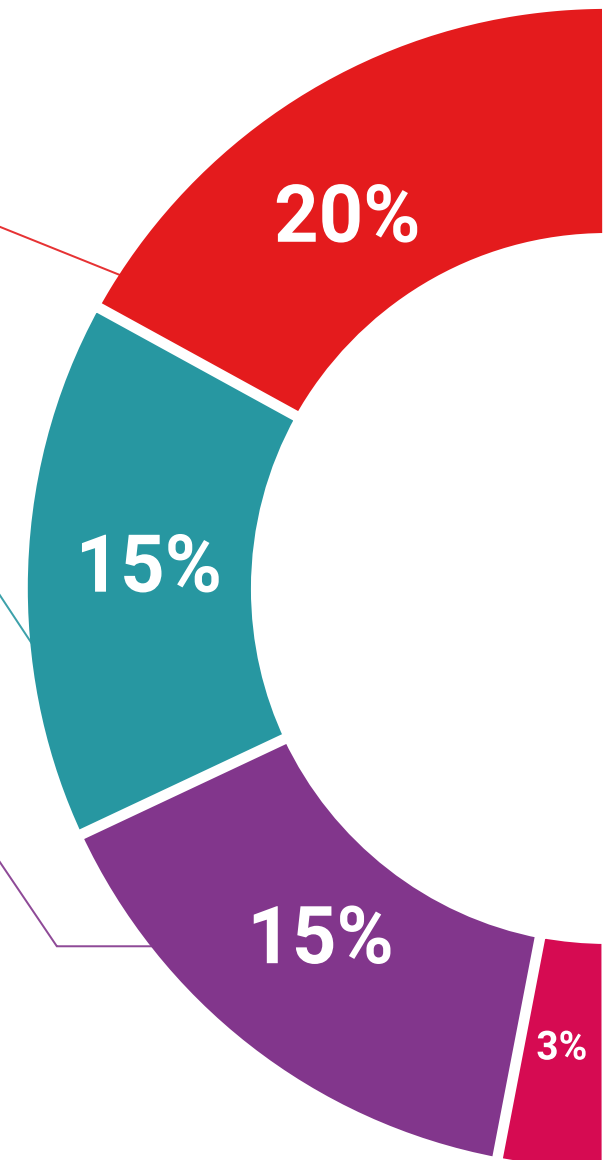
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

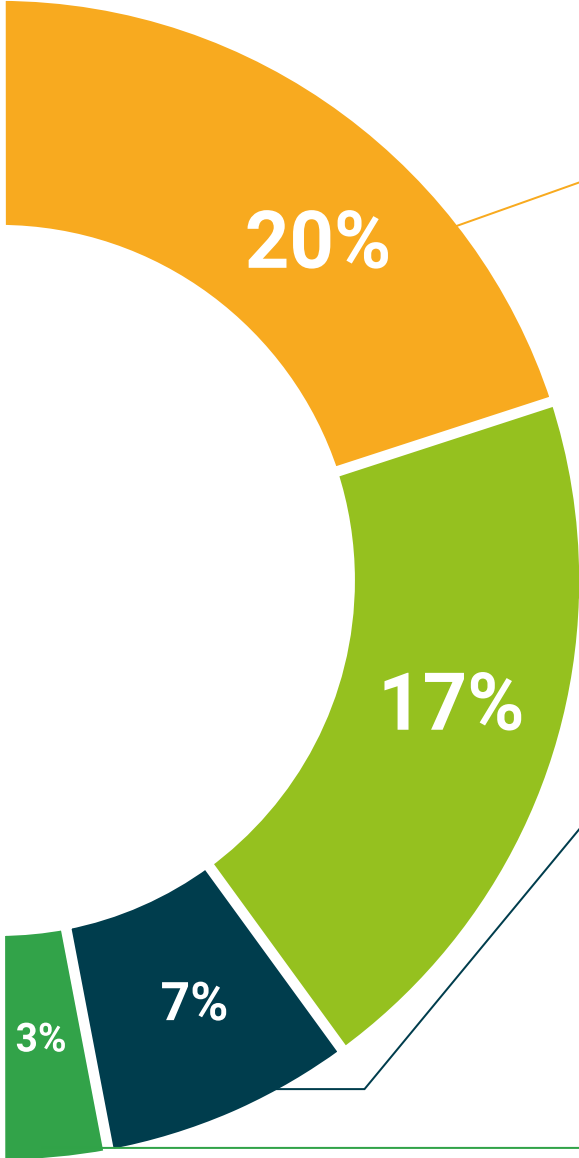
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





**Case Studies**

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Testing & Retesting**

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



**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 for 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.



07

# Teaching Staff

TECH's priority is to make available to everyone the most comprehensive and renewed university degrees on the academic scene, which is why it carries out a thorough process to form its teaching staff. Thanks to this effort, this Advanced Master's Degree has the participation of authentic references in the field of Corporate Communications and Event Management. In this way, they have developed a myriad of didactic contents that stand out for their high quality and for meeting the requirements of today's labor market.





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*You will have the support of the teaching team,  
made up of experienced professionals in Corporate  
Communications and Event Management”*

## 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 by actively participating in networks of Human Resources professionals and contributing to the onboarding of numerous employees at 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

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- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

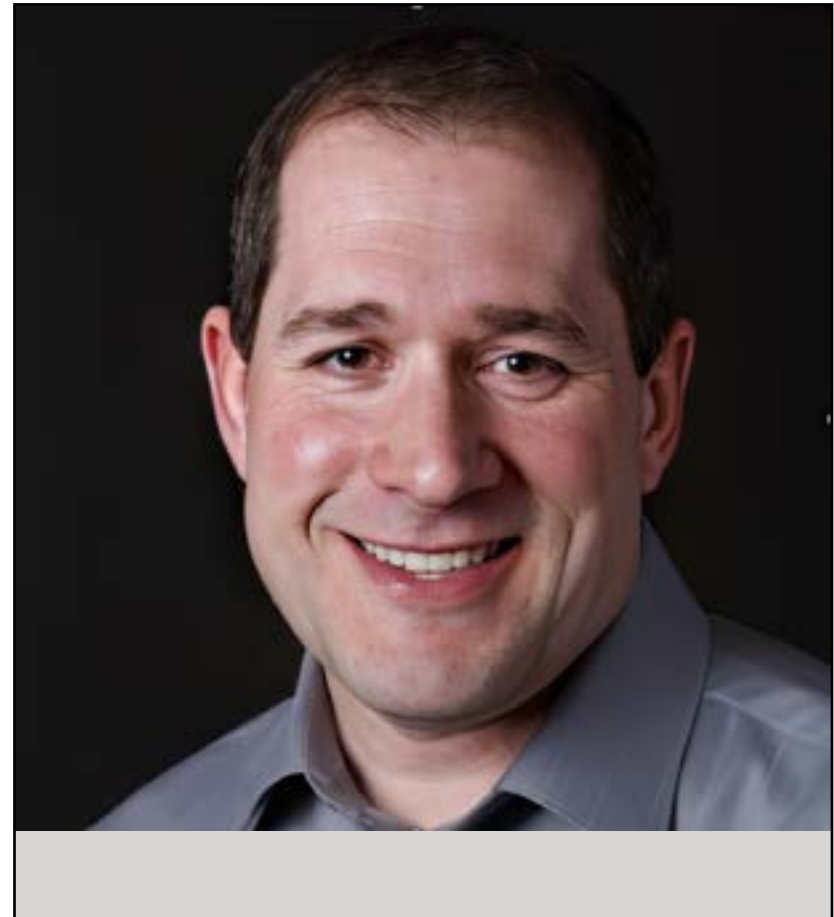
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*Thanks to TECH, you will be able to learn with the best professionals in the world"*

## 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 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

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- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of 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
- Degree in Environmental Studies from The Evergreen State College

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## 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 latent 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. Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting** a “**cost-effective decarbonization**” and **overhauling** a fragmented **data**, *digital and technology* landscape. Therefore, his efforts have shown 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. In addition, the executive stands out for his mastery of the **business applications** of Artificial Intelligence, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in *IoT* and **Salesforce**.



## Mr. Arman, Romi

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- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Bachelor's Degree from the University of Leeds  
Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ Executive Digital Transformation Course by IMD

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## 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 purchasing 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 process and workflow management improvements 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**, the **Lead Generation Export Program Award** and the **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**, in 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 management and supply chain 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

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- ♦ Global Procurement Manager at Google, California, United States  
Senior Manager, B2B Analytics and Technology at Google, United States
- ♦ Sales Director at Google, Ireland
- ♦ Senior Industry Analyst at Google, Germany
- ♦ Accounts Manager at Google, Ireland
- ♦ Accounts Payable at Eaton, UK
- ♦ Supply Chain Manager at Airbus, Germany

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## International Guest Director

Andrea La Sala is an experienced **Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. 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 the **retail environment** 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**. Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure, and development 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 (KPIs).



## Mr. La Sala, Andrea

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- ♦ Global Brand & Merchandising Director of Armani Exchange 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
- ♦ Degree in Business and Economics from the University of Eastern Piedmont

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## 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 Café 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.

As for his training, the executive has several Masters 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, the expert has attained cutting-edge skill. Because of this, he has come to be considered a born leader of the new global economy, centered on the drive for data and its infinite possibilities.





## Mr. Gram, Mick

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- ♦ 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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## International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to 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 at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in business. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



## Mr. Stevenson, Scott

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

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## 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

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## Management



### Mr. Gil Tomas, Tommy

- ♦ Founder and CEO of Atelier MICE
- ♦ Project Management Advisor for the UNESCO World Conference on Higher Education
- ♦ Development Director of Creativalab SL
- ♦ Director of Barcelona Congres Medic SL
- ♦ Master in Marketing Management
- ♦ Master in Pharmaceutical Marketing by ISM-ESIC
- ♦ Diploma in Tax Law by ESINE Superior Study Center



### Dr. González Fernández, Sara

- ♦ Audiovisual Editor at Castilla la Mancha Media
- ♦ Editor in the Territorial Centre of TVE Andalucía
- ♦ Editor at Radio Nacional de España
- ♦ Editor at Diario JAÉN
- ♦ Doctorate in Communication from the University of Seville
- ♦ Master's Degree in Scriptwriting, Narrative and Audiovisual Creativity from the University of Seville
- ♦ Bachelor's Degree in Journalism from the University of Seville
- ♦ Member of: Seville Press Association, the Federation of Spanish Journalists' Associations



## Professors

### Dr. Perelló Sobrepera, Marc

- ◆ Director of the Digital and Strategy Area at Creativalab S.L
- ◆ Dircom and Head of the Communication and Marketing Area at Abantia Group
- ◆ Dircom and Head of the Communication and Marketing Area at Managing Incompetence
- ◆ Accredited Doctor in Communication Sciences from the Ramon Llull University
- ◆ Master's Degree in Humanities and Social Sciences at CEU Abat Oliba University
- ◆ Graduate in Journalism from Universitat Abat Oliba CEU
- ◆ Graduate in Advertising and Public Relations from the Universitat Abat Oliba CEU

08

# Certificate

The Advanced Master's Degree in Corporate Communications and Event Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree diploma issued by TECH Global University.





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

This private qualification will allow you to obtain a **Advanced Master's Degree in Corporate Communications and Event Management** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Advanced Master's Degree in Corporate Communications and Event Management**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**



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



**Advanced Master's Degree**  
Corporate Communications  
and Event Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Accreditation: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

# Advanced Master's Degree Corporate Communications and Event Management

