

# Advanced Master's Degree Senior Communications Management

A M D S C M



## Advanced Master's Degree Senior Communications Management

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

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

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 22*

06

Structure and Content

---

*p. 30*

07

Methodology

---

*p. 44*

08

Our Students' Profiles

---

*p. 52*

09

Course Management

---

*p. 56*

10

Impact on Your Career

---

*p. 60*

11

Benefits for Your Company

---

*p. 64*

12

Certificate

---

*p. 68*

# 01 Welcome

Communication in the business environment is essential for its development, not only to achieve the planned objectives, but also to maintain a good reputation of the company, managing possible crises that may arise. For this reason, the corporate communications director is an essential figure in the company's organizational chart, since he is responsible for implementing a communications management that takes into account the company's objectives, the organizational environment and the company's surroundings. If you want to specialize in this field with the most innovative program in the market, do not miss the opportunity offered by TECH Global University.



Advanced Master's Degree in Senior Communications Management.  
TECH Global University



“

*Learn about the importance of corporate communication to achieve business success and contribute all your knowledge to improve the company's reputation"*

02

# Why Study at TECH?

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



“

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

## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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



### Academic Excellence

---

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



### Economy of Scale

---

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



### Learn with the best

---

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

Teachers representing 20 different nationalities.



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

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.

“

*Achieve your academic goals by completing  
TECH's Advanced Master's Degree"*

Your goals are our goals.

We work together to help you achieve them.

Advanced Master's Degree in Senior Communications Management will enable you to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop strategies to carry out decision-making in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

03

Follow the sustainability criteria set by international standards when developing a business plan

06

Develop the skills required to manage business activities strategically



07

Design innovative strategies and policies to improve management and business efficiency

10

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

08

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits

11

Be able to manage the company's economic and financial plan

09

Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

12

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

13

Be able to apply information and communication technologies to the different areas within a company

16

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

14

Carry out the marketing strategy that allows making our product known to potential customers and generating an adequate image of our company



15

Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring

17

Describe the strategic role of integrated and consistent communication with all the stakeholders

18

Strengthen leadership skills and competencies of future asset managers

20

Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business



21

Plan and implement integral communication plans

19

Establish techniques for creating a personal and professional brand

22

Establish complex communication strategies to achieve a link with all audiences

23

Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches

24

Describe the essential elements of corporate communication management

25

Explore the characteristics of communication in specific sectors





26

Acquire the necessary management skills to carry out correct corporate communication

27

Be able to manage teams and resolve any workplace conflicts

28

Plan and create strategies for brand awareness and customer loyalty

# 05 Skills

After passing the evaluations of the Advanced Master's Degree in Senior Communications Management, the professional will have acquired the necessary skills for a quality and updated praxis based on the most innovative didactic methodology.





“

*Develops the competencies and skills  
necessary to achieve business success”*

01

Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved

02

Be part of and lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Correctly manage teams to improve productivity and, therefore, the company's profits

05

Exercise economic and financial control of a company



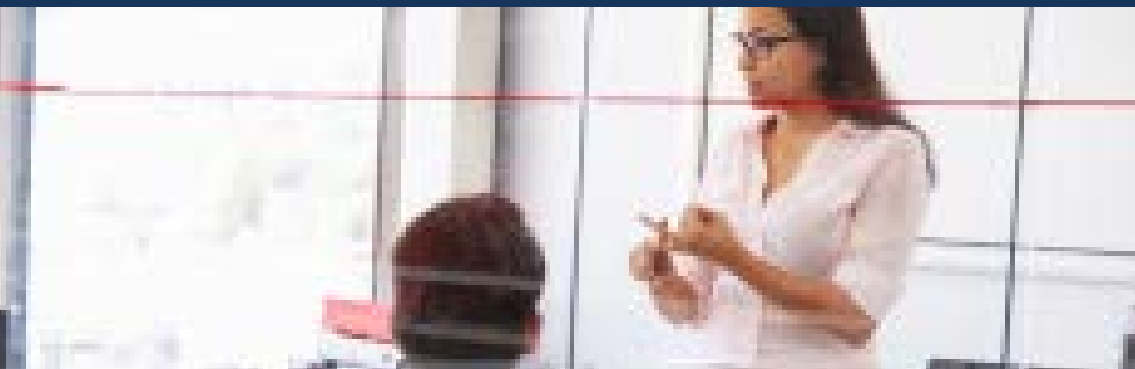


06

Control the company's logistics, purchasing and procurement processes

08

Apply the most appropriate strategies to support e-commerce of the company's products



09

Develop and lead marketing plans

07

Delve into the new business models associated with information systems

10

Focus on innovation in all processes and areas of the company

11

Lead the different projects in a company

12

Commit to sustainably developing the company, avoiding environmental impacts

13

Perform appropriate communication using the most advanced digital tools

14

Apply the necessary techniques for managing a communication department within different companies and institutions



15

Apply the creative processes to the field to corporate communication

16

Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business

18

Draw up a roadmap in terms of sustainability, transparency and social economy that will allow the company to adapt to the global ecological framework of the sector in question

19

Design innovative strategies and policies to improve management and business efficiency

17

Identify the audiences of media communication. Efficiently manage all aspects of the communication department of any organization

20

Plan and implement integral communication plans



21

Elaborate texts based on the structural and linguistic conventions of each textual typology

22

Implement management models which allow you to optimize internal communication

23

Identify the company environment and their target audience





24

Establish complex communication strategies to achieve a link with all audiences

25

Use social networks and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

26

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

06

# Structure and Content

The Advanced Master's Degree in Senior Communications Management is a program designed to suit the professional, which is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 2 Years and is intended to be a unique and stimulating experience that lays the foundation for your success as a Communication Manager.



“

*Our curriculum will guide you through a compendium of highly updated knowledge that will be of great use in your daily practice”*

## Syllabus

The Advanced Master's Degree in Senior Communications Management from TECH Global University is an intense program that prepares you to face business challenges and decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous Decision-Making in uncertain environments.

Throughout 3,000 hours of study, the student will analyze a multitude of practical cases through individual work, which will allow them to obtain a superior training that will be very useful for their daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior Communication Management deals extensively with the main areas of the company, and is designed for managers to understand corporate communication from a strategic, international and innovative perspective.

A plan designed for professionals, focused on their professional improvement and preparing them to achieve excellence in the field of management and business management. A program that understands both your and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Advanced Master's Degree takes place over 2 Years and is divided into 18 modules:

<b>Module 1</b>	Leadership, Ethics, and CSR
<b>Module 2</b>	Strategic Management and Executive Management
<b>Module 3</b>	People and Talent Management
<b>Module 4</b>	Economic and Financial Management
<b>Module 5</b>	Operations and Logistics Management
<b>Module 6</b>	Information Systems Management
<b>Module 7</b>	Commercial Management, Marketing, and Corporate Communication
<b>Module 8</b>	Innovation and Project Management
<b>Module 9</b>	Organizations Management
<b>Module 10</b>	Managerial Skills
<b>Module 11</b>	Ethics and Corporate Social Responsibility
<b>Module 12</b>	Corporate Communication, Brand Strategy and Reputation
<b>Module 13</b>	Strategic Planning in Corporate Communication
<b>Module 14</b>	Managing Aspects of Corporate Communication
<b>Module 15</b>	Communication in Specialized Sectors
<b>Module 16</b>	Marketing and Communication
<b>Module 17</b>	Customer Relationship Management
<b>Module 18</b>	Communication Strategy in the Digital World





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

TECH offers you the possibility of taking this program completely online. Throughout the 2 Years of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Leadership, Ethics, and CSR**

**1.1. Globalization and Governance**

- 1.1.1. Globalization and Trends Internationalization of Markets
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

**1.2. Leadership**

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

**1.3. Business Ethics**

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

**1.4. Sustainability**

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and SDGs

**1.5. Corporate Social Responsibility**

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

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

**2.1. Organizational Analysis and Design**

- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

**2.2. Corporate Strategy**

- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

**2.3. Strategic Planning and Strategy Formulation**

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

**2.4. Strategy Models and Patterns**

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methodology
- 2.4.3. Growing and Consolidating the Corporate Strategy

**2.5. Strategic Management**

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

**2.6. Implementing and Executing Strategy**

- 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

**2.7. Executive Management**

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

**2.8. Analyzing and Solving Cases/ Problems**

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision Making

**Module 3. People and Talent Management**
**3.1. Organizational Behavior**

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

**3.2. Strategic People Management**

- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

**3.3. Management and Leadership Development**

- 3.3.1. Management Skills: Competencies and Skills for the 21st Century
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

**3.4. Change Management**

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

**3.5. Negotiation and Conflict Management**

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

**3.6. Executive Communication**

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change. Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

**3.7. Team Management and People Performance**

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Management Meetings: Planning and Time Management

**3.8. Knowledge and Talent Management**

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

**Module 4. Economic and Financial Management**
**4.1. Economic Environment**

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

**4.2. Executive Accounting**

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making

**4.3. Budget and Management Control**

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

**4.4. Corporate Tax Responsibility**

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Case-Country Approach

**4.5. Corporate Control Systems**

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

**4.6. Financial Management**

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

**4.7. Financial Planning**

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

**4.8. Corporate Financial Strategy**

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

**4.9. Macroeconomic Context**

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

**4.10. Strategic Financing**

- 4.10.1. Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

**4.11. Money and Capital Markets**

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

**4.12. Analyzing and Solving Cases/ Problems**

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

**Module 5. Operations and Logistics Management**

**5.1. Operations Management**

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

**5.2. Purchasing Management**

- 5.2.1. Stocks Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

**5.3. Supply Chain Management (I)**

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

**5.4. Supply Chain Management (II) Implementation**

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

**5.5. Logistical Processes**

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs, and Tools
- 5.5.4. After-Sales Service.

**5.6. Logistics and Customers**

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting, and Replacement

**5.7. International Logistics**

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

**5.8. Competing through Operations**

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

**Module 6. Information Systems Management**

**6.1. Information Systems Management**

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

**6.2. Information Technology and Business Strategy**

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

**6.3. IS Strategic Planning**

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

**6.4. Information Systems and Business Intelligence**

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

**6.5. New ICT-Based Business Models**

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

**6.6. E-Commerce**

- 6.6.1. E-Commerce Strategic Plan.
- 6.6.2. Logistics Management and Customer Service in ECommerce
- 6.6.3. E-Commerce as an Opportunity for Internationalization

**6.7. E-Business Strategies**

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

**6.8. Digital Business**

- 6.8.1. Mobile e-Commerce
- 6.8.2. Design and Usability
- 6.8.3. ECommerce Operations

**Module 7. Commercial Management, Marketing, and Corporate Communication****7.1. Commercial Management**

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

**7.2. Marketing**

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

**7.3. Strategic Marketing Management**

- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

**7.4. Digital Marketing Strategy**

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

**7.5. Sales and Communication Strategy**

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

**7.6. Corporate Communication**

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

**7.7. Corporate Communication Strategy**

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

**Module 8. Innovation and Project Management****8.1. Innovation**

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

**8.2. Innovation Strategy**

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

**8.3. Business Model Design and Validation**

- 8.3.1. The Lean Start-up Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

**8.4. Project Management**

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

## Module 9. Organizations Management

### 9.1. Corporate Finance

- 9.1.1. Financial Policy and Growth
- 9.1.2. Company Valuation Methods
- 9.1.3. Capital Structure and Financial Leverage
- 9.1.4. Finance for the Global Communications Officer

### 9.2. Strategic Leadership for Intangible Asset Economy

- 9.2.1. Cultural Alignment Strategies
- 9.2.2. Corporate and Differentiating Leadership
- 9.2.3. Change and Transformation Agent

### 9.3. Economic Situation

- 9.3.1. The Fundamentals of the Global Economy
- 9.3.2. The Globalization of Companies and Financial Markets
- 9.3.3. Entrepreneurship and New Markets

### 9.4. Innovation and Digital Transformation

- 9.4.1. Management and Strategic Innovation
- 9.4.2. Creative Thinking and Design Thinking
- 9.4.3. Open Innovation
- 9.4.4. Sharing Economy

### 9.5. International Context

- 9.5.1. Geopolitics
- 9.5.2. Divisive Markets and Types of Change
- 9.5.3. Hedging with Currency Exchange Contracts
- 9.5.4. Foreign Investments and Exportation Financing

## Module 10. Managerial Skills

### 10.1. Public Speaking and Spokesperson Training

- 10.1.1. Interpersonal Communication
- 10.1.2. Communication Skills and Influence
- 10.1.3. Communication Barriers

### 10.2. Communication and Leadership

- 10.2.1. Leadership and Leadership Styles
- 10.2.2. Motivation
- 10.2.3. Skills and Abilities of the Leader 2.0

### 10.3. Personal Branding

- 10.3.1. Strategies for Personal Brand Development
- 10.3.2. Personal Branding Laws
- 10.3.3. Tools for Creating Personal Brands

### 10.4. Team Management

- 10.4.1. Work Teams and Management Meetings
- 10.4.2. Managing Change Processes
- 10.4.3. Managing Multicultural Teams
- 10.4.4. Coaching

### 10.5. Negotiation and Conflict Resolution

- 10.5.1. Effective Negotiation Techniques
- 10.5.2. Interpersonal Conflicts
- 10.5.3. Intercultural Negotiation

### 10.6. Emotional Intelligence

- 10.6.1. Emotional Intelligence and Communication
- 10.6.2. Assertiveness, Empathy, and Active Listening
- 10.6.3. Self-Esteem and Emotional Language

### 10.7. Relational Capital: Coworking

- 10.7.1. Managing Human Capital
- 10.7.2. Performance Analysis
- 10.7.3. Managing Equality and Diversity
- 10.7.4. Innovation in People Management

### 10.8. Time Management

- 10.8.1. Planning, Organisation and Control
- 10.8.2. The Methodology of Time Management
- 10.8.3. Action Plans
- 10.8.4. Tools for Efficient Time Management

**Module 11. Ethics and Corporate Social Responsibility**
**11.1. The Managerial Role and CSR**

- 11.1.1. Strategic Vision and Corporate Social Responsibility
- 11.1.2. Balanced Scorecard
- 11.1.3. Systems and Models for Implementing CSR
- 11.1.4. Organization of CSR Roles and Responsibilities

**11.2. Corporate Responsibility**

- 11.2.1. Value Creation in an Economy of Intangibles
- 11.2.2. CSR: Corporate Commitment
- 11.2.3. Social, Environmental, and Economic Impact

**11.3. Responsible Finance and Investment**

- 11.3.1. Sustainability and the CFO's Responsibility
- 11.3.2. Transparency in Information
- 11.3.3. Finance and Responsible Investment
- 11.3.4. Social Economy, Cooperativity and Corporate Social Responsibility

**11.4. Business and Environment**

- 11.4.1. Sustainable Development
- 11.4.2. Legislative Development in Environmental Responsibility
- 11.4.3. Response of Companies to Environmental Problems
- 11.4.4. Waste and Emissions

**11.5. Packaging and Environment**

- 11.5.1. Packaging as a Differentiation Business Strategy
- 11.5.2. Encouragement and Communication at the Point of Sale
- 11.5.3. Packaging Design and Future Trends

**11.6. Responsible Management Systems and Tools**

- 11.6.1. Social Responsibility Management Systems
- 11.6.2. Integration Systems
- 11.6.3. Quality Management Systems, the Environment and Occupational Health and Safety
- 11.6.4. Audits

**11.7. Multinationals and Human Rights**

- 11.7.1. Globalization, Human Rights and Multinational Companies
- 11.7.2. Multinational Companies and International Law
- 11.7.3. Specific Legal Instruments

**11.8. Legal Environment and Corporate Governance**

- 11.8.1. International Rules on Importation and Exportation
- 11.8.2. Intellectual and Industrial Property
- 11.8.3. International Labor Law

**Module 12. Corporative Communication, Brand Strategy and Reputation**
**12.1. Corporate Identity and Strategic Vision**

- 12.1.1. Identity and Redefining Business Values
- 12.1.2. Corporate Business Culture
- 12.1.3. Communication Department Challenges
- 12.1.4. Public Image and Projection

**12.2. Corporate Brand Strategy**

- 12.2.1. Public Image and Stakeholders
- 12.2.2. Corporate Branding Strategy and Management
- 12.2.3. Corporate Communication Strategy in Line with Brand Identity

**12.3. Reputation Theory**

- 12.3.1. Reputation as a Paradigm of a Good Company
- 12.3.2. The Concept of Corporate Reputation
- 12.3.3. Internal Reputation
- 12.3.4. Influence of Internationalization on Corporate Reputation

**12.4. Reputation Evaluation**

- 12.4.1. Corporate Reputation Audit
- 12.4.2. Listed Companies Reputation Monitor
- 12.4.3. Reputational Good Governance Index
- 12.4.4. Analysis of Sectorial Reputation

**12.5. Reputation Management**

- 12.5.1. Corporate Reputation Management
- 12.5.2. Focus on Brand Reputation
- 12.5.3. Leadership Reputation Management

**12.6. Reputation Risk and Crisis Management**

- 12.6.1. Listening to and Managing Feedback
- 12.6.2. Procedures, Crisis Manual and Contingency Plans
- 12.6.3. Spokesperson Training in Emergency Situations

**12.7. Ethical Sustainability**

- 12.7.1. Sustainable Criteria and Strategies
- 12.7.2. Communication Campaigns with Sustainability Criteria
- 12.7.3. Sustainable Brand Positioning and Image

**12.8. Brand Metrics and Analysis and Reputation**

- 12.8.1. Introduction to the Metrics of Corporate Branding
- 12.8.2. Internal and External Measurement Indexes
- 12.8.3. Brand Management Tools
- 12.8.4. Brand Assessment and Ranking

**Module 13. Strategic Planning in Corporate Communication**

**13.1. Strategic Planner**

- 13.1.1. Strategic Planner: Origins and Functions
- 13.1.2. The Strategic Planner in Public Businesses, Strategic Consultancies and Communication Companies
- 13.1.3. Stakeholder Management

**13.2. Models and Schools for Planning**

- 13.2.1. Models for Intangibles Management
- 13.2.2. Intangibles and Strategic Plans
- 13.2.3. Evaluation of Intangibles
- 13.2.4. Reputation and Intangibles

**13.3. Qualitative Research in Strategic Planning**

- 13.3.1. Insight Detection
- 13.3.2. Focus Groups for Strategic Planning
- 13.3.3. Planning of Strategic Interviews

**13.4. Quantitative Research in Strategic Planning**

- 13.4.1. Data Analysis and Drawing Conclusions
- 13.4.2. Use of Psychometric Techniques
- 13.4.3. Challenges of Applied Research in Business Communication

**13.5. Creative Strategy Formulation**

- 13.5.1. Explore Alternative Strategies
- 13.5.2. Counterbriefing or Creative Briefing
- 13.5.3. Branding and Positioning

**13.6. Strategic Use of Different Media**

- 13.6.1. 360° Campaigns
- 13.6.2. Launching of New Products
- 13.6.3. Social Trends
- 13.6.4. Evaluation of Effectiveness

**13.7. Trends in Business Communication**

- 13.7.1. Generation and Distribution of Corporate Content
- 13.7.2. Business Communication on the Web 2.0
- 13.7.3. Implementation of Metrics in the Communication Process

**13.8. Sponsorship and Patronage**

- 13.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
- 13.8.2. Communication Opportunities and Tangible and Intangible Returns
- 13.8.3. Hospitality and Collaboration Actions

**Module 14. Managing Aspects of Corporate Communication**

**14.1. Communication in Organizations**

- 14.1.1. Organizations, People and Society
- 14.1.2. Historical Evolution of Organizational Behavior
- 14.1.3. Bidirectional Communication
- 14.1.4. Communication Barriers

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

- 14.2.1. Departmental Structure in Communication Management
- 14.2.2. Current Trends in Management Models
- 14.2.3. Integration of Intangibles
- 14.2.4. Communication Department Challenges

**14.3. Integral Communication Plans**

- 14.3.1. Audit and Diagnosis
- 14.3.2. Elaboration of Communication Plan
- 14.3.3. Measuring results: KPIs and ROI

**14.4. Effects of the Media**

- 14.4.1. Efficiency of Commercial and Advertising Communication
- 14.4.2. Theories on the Effects of the Media
- 14.4.3. Social and Co-creation Models

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

- 14.5.1. Identifying Opportunities and Information Needs
- 14.5.2. Management of Reports and Spokesperson Interviews
- 14.5.3. Virtual Press Room and E-Communication
- 14.5.4. Buying Advertising Space

**14.6. Public Relations**

- 14.6.1. PR Strategy and Practice
- 14.6.2. Protocol and Ceremonial Rules
- 14.6.3. Event Organization and Creative Management

**14.7. Lobbies and Pressure Groups**

- 14.7.1. Opinion Groups and Their Actions in Businesses and Institutions
- 14.7.2. Institutional Relations and Lobbying
- 14.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

**14.8. Internal Communication**

- 14.8.1. Motivational Programs, Social Action, Participation and Training with HR
- 14.8.2. Internal Communication Support and Tools
- 14.8.3. Internal Communication Plan

**14.9. Branding & Naming**

- 14.9.1. Brand Management and Coordination in Launching of New Products
- 14.9.2. Brand Repositioning

**14.10. Audience Forecasting and Data Sources**

- 14.10.1. Measurement Units and Audience Profiles
- 14.10.2. Affinity, Sharing, Rating and GRPs
- 14.10.3. Current Suppliers in the Advertising Market



**Module 15. Communication in Specialized Sectors**

**15.1. Financial Communication**

- 15.1.1. Value of Intangibles
- 15.1.2. Financial Communication in Listed Companies
- 15.1.3. The Issuers of the Financial Communication
- 15.1.4. Public Objective in Financial Operations

**15.2. Political and Electoral Communication**

- 15.2.1. Image in Political and Electoral Campaigns
- 15.2.2. Political Advertising
- 15.2.3. Political and Electoral Communication Plan
- 15.2.4. Electoral Communication Audits

**15.3. Communication and Health**

- 15.3.1. Journalism and Health Information
- 15.3.2. Interpersonal and Group Communication in the Field of Health
- 15.3.3. Communication Risk and Communicative Management in a Health Crisis

**15.4. Digital Culture and Hypermedia Museography**

- 15.4.1. Production and Diffusion of Art in the Digital Era
- 15.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
- 15.4.3. Constructive Participation in the Digital Culture

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

- 15.5.1. Communication in the Public Sector
- 15.5.2. Strategy and Creation in Public Organization Communications
- 15.5.3. Intangible Assets in the Public Sector
- 15.5.4. Information Policy of Public Organizations

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

- 15.6.1. NPO and Relationship with Government Agencies
- 15.6.2. Corporative Reputation in Non-Profit Organizations
- 15.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
- 15.6.4. Different Figures and Communication Media

**Module 16. Marketing and Communication**

**16.1. Product Placement y Branded Content**

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

**16.2. Digital Media Planning and Contracting**

- 16.2.1. Real Time Bidding
- 16.2.2. Integrated Digital Campaign Planning
- 16.2.3. Advertising Investment Control Scorecard

**16.3. Promotional Marketing**

- 16.3.1. Consumer Promotions
- 16.3.2. Sales Force, Channel, Point of Sale and Special Promotions
- 16.3.3. Success and Cost-Effectiveness of Promotional Actions

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

- 16.4.1. Search Engine Marketing
- 16.4.2. Conversion of Traffic to Qualified Traffic
- 16.4.3. SEM Project Management

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

- 16.5.1. Ad servers
- 16.5.2. Traditional Metrics and Digital GrP
- 16.5.3. Cross Media and Interactions

**16.6. Display Advertising, Rich Media y Viral Publicity**

- 16.6.1. Media, Formats and Supports
- 16.6.2. The Conversion Cycle
- 16.6.3. Buzz Marketing and WOM

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

- 16.7.1. New Mobile Marketing Applications .
- 16.7.2. Geo-localization
- 16.7.3. Applications which Integrate Websites, Geotagging and Mobile

**16.8. Advertising Effectiveness**

- 16.8.1. Research Techniques and Tracking Campaigns
- 16.8.2. Coverage and Effective Frequency Analysis
- 16.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

**Module 17. Customer Relationship Management**

**17.1. CRM and Relational Marketing**

- 17.1.1. Business Philosophy or Strategic Orientation
- 17.1.2. Customer Identification and Differentiation
- 17.1.3. The Company and its Stakeholders
- 17.1.4. Clienting

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

- 17.2.1. Database Marketing Applications
- 17.2.2. Laws and Regulations
- 17.2.3. Information Sources, Storage, and Processing

**17.3. Consumer Psychology and Behavior**

- 17.3.1. The Study of Consumer Behavior
- 17.3.2. Internal and External Consumer Factors
- 17.3.3. Consumer Decision Process
- 17.3.4. Consumerism, Society, Marketing, and Ethics

**17.4. Consumer Centric Marketing**

- 17.4.1. Segmentation.
- 17.4.2. Profitability Analysis
- 17.4.3. Customer Loyalty Strategies

**17.5. CRM Management Techniques**

- 17.5.1. Direct Marketing
- 17.5.2. Multichannel Integration
- 17.5.3. Viral Marketing

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

- 17.6.1. CRM, Sales and Costs
- 17.6.2. Customer Satisfaction and Loyalty
- 17.6.3. Technology Implementation
- 17.6.4. Strategic and Management Errors

**Module 18. Communication Strategy in the Digital World**

**18.1. Web 2.0 or the Social Web**

- 18.1.1. Organization in the Age of Conversation
- 18.1.2. WEB 2.0 Is All About People
- 18.1.3. Digital Environment and New Communication Formats

**18.2. Digital Communication and Reputation**

- 18.2.1. Online Reputation Report
- 18.2.2. Netiquette and Good Practices on Social Media
- 18.2.3. Branding and Networking 2.0

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

- 18.3.1. Brand Reputation Plan
- 18.3.2. General metrics, ROI, and Social CRM
- 18.3.4. Online Crisis and Reputational SEO

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

- 18.4.1. Facebook.
- 18.4.2. LinkedIn
- 18.4.3. Twitter

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

- 18.5.1. YouTube
- 18.5.2. Instagram
- 18.5.3. Flickr
- 18.5.4. Vimeo
- 18.5.5. Pinterest

**18.6. Content and Storytelling Strategy**

- 18.6.1. Corporate Blogging
- 18.6.2. Content Marketing Strategy
- 18.6.3. Creating a Content Plan
- 18.6.4. Content Curation Strategy

**18.7. Social Media Strategies**

- 18.7.1. Corporate PR and *Social Media*
- 18.7.2. Defining the Strategy to Be Followed in Each Medium
- 18.7.3. Analysis and Evaluation of Results

**18.8. Community Management**

- 18.8.1. Functions, Duties, and Responsibilities of the Community Manager
- 18.8.2. Social Media Manager
- 18.8.3. Social Media Strategist

**18.9. Social Media Plan**

- 18.9.1. Designing a Social Media Plan
- 18.9.2. Schedule, Budget, Expectations, and Monitoring
- 18.9.3. Contingency Protocol in Case of Crisis

**18.10. Online Monitoring Tools**

- 18.10.1. Management Tools and Desktop Applications
- 18.10.2. Monitoring and Research Tools



07

# Methodology

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

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





“

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

## At TECH Business School we use the Harvard case method

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

“

*At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world"*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



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

## A learning method that is different and innovative

This intensive program from TECH Global University School of Business prepares students to face all the challenges in this area, both nationally and internationally.

We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

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

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

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

## Relearning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

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

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

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





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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



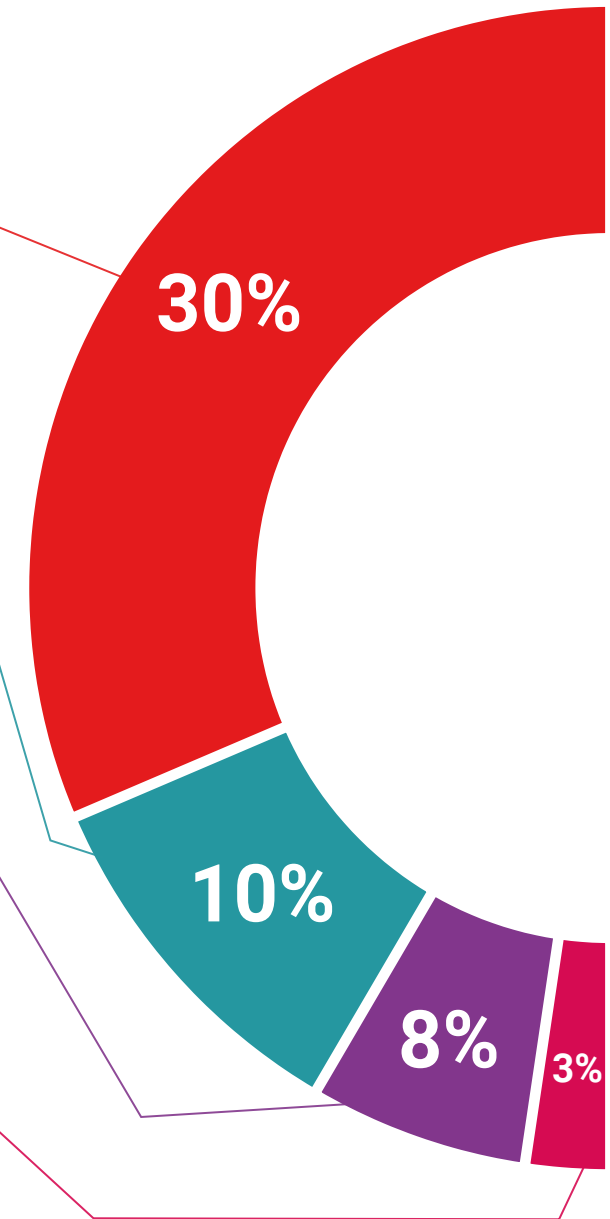
### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### Interactive Summaries

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

This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

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



08

# Our Students' Profiles

Our Advanced Master's Degree in Senior Communications Management from TECH is a program aimed at experienced professionals who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

*Our students are professionals with extensive experience who are looking for a higher qualification to advance their careers”*

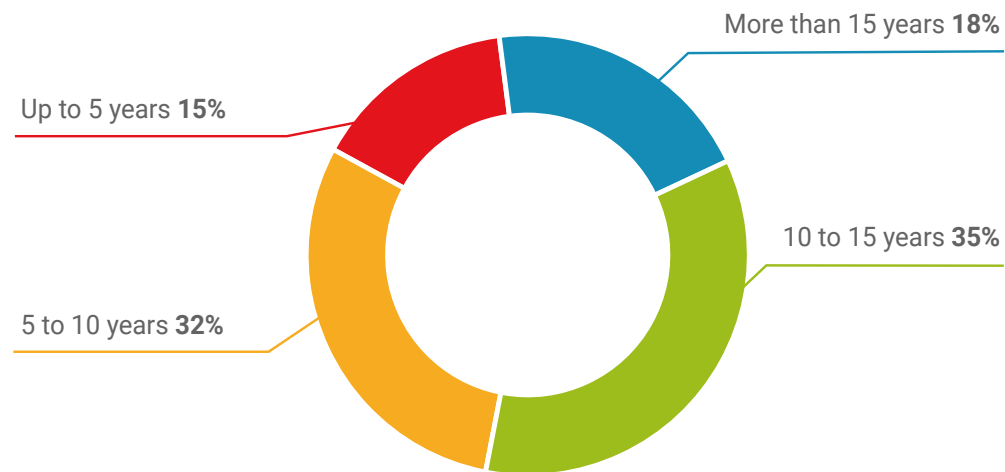
### Average Age

---

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

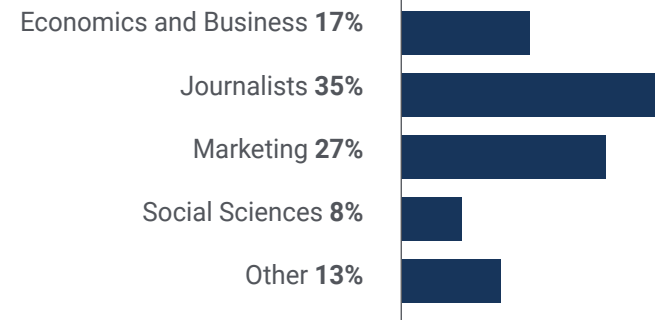
### Years of Experience

---



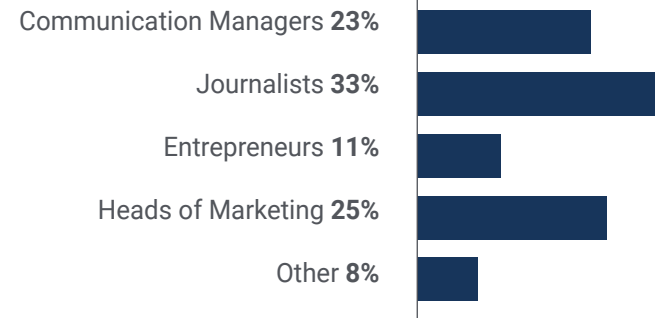
### Training

---



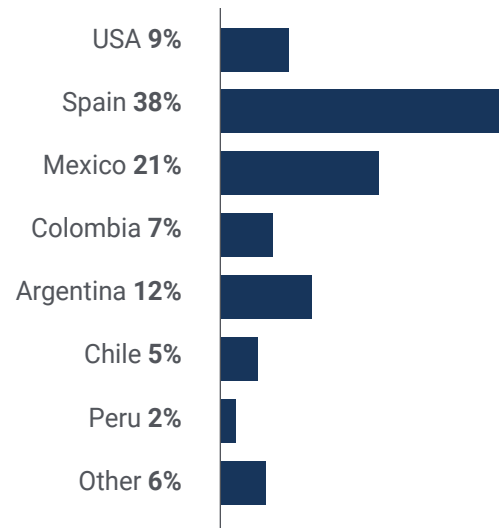
### Academic Profile

---



## Geographical Distribution

---



## José Huertas

---

Head of Communication

*"I had been looking for some time for an opportunity to further my training in corporate communication management, but I couldn't decide on any course. Luckily, at TECH I found everything I was looking for: A high-level academic program with the latest information on the market in this field"*

09

# Course Management

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





“

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

## International Guest Director

Doctor Eric Nyquist is an outstanding professional in the **international sports field**, who has built an impressive career, standing out for his **strategic leadership** and his ability to drive change and **innovation** in top-level sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in **Florida, United States**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top **sports franchises**. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Soccer Federation**.



## Dr. Nyquist, Eric

---

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

“

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

10

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

Therefore, all efforts and tools are made available for the professional to acquire the necessary skills and abilities to achieve this change.



“

*Our main challenge is to generate a positive change in your professional career and, therefore, we are fully involved in helping you to achieve it"*

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

The Advanced Master's Degree in Senior Communications Management from TECH Global University is an intensive program that prepares the professional to face business challenges and decisions at both national and international levels. The main objective is to promote your personal and professional growth. Help you to achieve success.

If you want to improve yourself, make a Generating Positive Change at a professional level and interact with the best, this is the place for you.

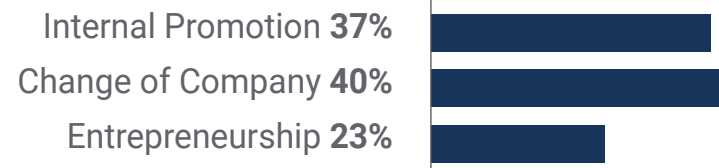
*If you want to make a positive change in your profession, our academic program will help you achieve it.*

*Our students seek professional improvement in a short period of time and in this program they find the training they need to achieve it.*

### When the change occurs



### Type of change



## Salary increase

---

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



11

# Benefits for Your Company

The Advanced Master's Degree in Senior Communications Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing training and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

*After completing this Advanced Master's Degree, you will bring to the company a new business vision"*

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

**01**

### **Intellectual capital and talent growth**

You will bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization.

---

**02**

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

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

**03**

### **Building agents of change**

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

---

**04**

### **Increased international expansion possibilities**

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



05

### **Project Development**

You will be able to work on a real project or develop new projects in the field of R&D or Business Development within the company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The Advanced Master's Degree in Senior Communications Management guarantees you, in addition to the most rigorous and updated training, access to a Advanced Master's Degree issued by TECH Global University.



“

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

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Communications Management** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Advanced Master's Degree in Senior Communications 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

### Senior Communications Management

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

# Advanced Master's Degree

## Senior Communications Management