

Advanced Master's Degree Senior Management in Advertising and Public Relations





Advanced Master's Degree Senior Management in Advertising and Public Relations

- » 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-senior-management-advertising-public-relations

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01

Introduction

Senior management in advertising and public relations is facing a dynamic and constantly evolving environment. In fact, according to the Nielsen Annual Marketing Report, 72% of professionals anticipate an increase in advertising budgets, reflecting growing optimism in the industry. In addition, the global PR market will reach \$133.82 billion, with an annual growth rate of 5.7%. With this perspective, TECH has designed a program that will cover the most innovative aspects of Business Administration, as well as Advertising and Public Relations.





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With this 100% online Advanced Master's Degree, you will design innovative advertising campaigns in diverse media and connect with the audience's mind”

Senior Management in Advertising and Public Relations is an area that plays a fundamental role in building the reputation and image of organizations. In a business environment where competition is fierce and public perception can change rapidly, communication management has become one of the most powerful tools to differentiate and establish lasting relationships with key audiences. Experts therefore need to acquire advanced skills to effectively manage communication strategies and build strong relationships with different audiences.

In this context, TECH launches an innovative Advanced Master's Degree in Senior Management in Advertising and Public Relations. Designed by references in this field, the curriculum will delve into issues ranging from the fundamentals of Public Relations and the generation of public opinion to techniques to promote creativity in advertising campaigns. In this way, students will develop the necessary skills to lead communication and advertising teams, implementing strategies that not only improve the image of brands, but also strengthen relationships with key audiences.

To consolidate such didactic content, professionals have an innovative methodology: Relearning. This TECH-driven system promotes the gradual assimilation of the most complex concepts through repetition, while minimizing the investment of time and effort in having to memorize them. Also, the program is developed 100% online, another significant advantage that provides autonomy to the graduates, allowing them to organize their learning pace depending on their other obligations. In addition, there will be the collaboration of a renowned International Guest Director, who will give exclusive and complementary Masterclasses, analyzing the latest innovations in these areas.

This **Advanced Master's Degree in Senior Management in Advertising and Public Relations** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Senior Management in Advertising and Public Relations
- ♦ 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
- ♦ Special emphasis on innovative methodologies in Senior Management in Advertising and Public Relations
- ♦ 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



Boost your career with this benchmark qualification! TECH will offer you access to unique and additional Masterclasses, designed and taught by a celebrated International Guest Director”

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You will develop essential leadership skills to lead teams in an effective and aligned way with digital tools, through the best teaching materials in the academic landscape”

You will be able to monitor public opinion and media impact.

The Relearning system will allow you to learn with less effort and more performance, involving you more in your professional specialization.

Its teaching staff includes professionals belonging to the field of Senior Management in Advertising and Public Relations, who bring to this program the experience of their work, as well as recognized specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive 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.



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.

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.



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 official online university of the NBA

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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 curriculum of this university program will enable entrepreneurs to understand the fields of Advertising and Public Relations, identifying the essential skills for effective strategic management. In this sense, they will be able to optimize the use of digital media, create effective advertising campaigns and organize events that respect protocol regulations. In addition, they will be prepared to develop business projects, from conception to execution, applying the best communication and marketing practices to position their products and improve the company's image.





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You will address emerging trends in Digital Marketing, branding and strategic communication, enabling you to make informed decisions and efficiently manage multidisciplinary teams”

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 Morality
 - 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 Management 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. Strategy Formulation: Strategic Planning Process
- 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 Human Resources Management
 - 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 HR 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. Be 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. The Income Statement
- 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
 - 4.21.2. 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
- 5.2. Industrial Organization and Logistics
 - 5.2.1. Industrial Organization 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 Approach: 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 for 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. 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. BSC or Balanced Scorecard
- 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. 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 Systems or ERP
- 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 Communication

- 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. Design and Creation of 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 to Launch 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 to Create 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. Stages of Market Research Implementation
 - 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. Operational 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 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 Management
 - 9.5.1. Project Management and Direction: 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
- 9.10. 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 General Manager's Action
 - 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. Advertising Theory

- 11.1. Advertising Theory
 - 11.1.1. Introduction
 - 11.1.2. Advertising and Marketing Basics
 - 11.1.2.1. Marketing
 - 11.1.2.2. Advertising
 - 11.1.3. Advertising, Public Relations and Publicity
 - 11.1.4. Dimensions and Social Scope of Contemporary Advertising
 - 11.1.5. Successful Advertising: KFC
- 11.2. History of Advertising
 - 11.2.1. Introduction
 - 11.2.2. Origin
 - 11.2.3. The Industrial Revolution and Advertising
 - 11.2.4. The Development of the Advertising Industry
 - 11.2.5. Advertising in the Internet World
 - 11.2.6. Successful Advertising: Coca-Cola Case Study
- 11.3. Advertising and its Protagonists I: The Advertiser
 - 11.3.1. Introduction
 - 11.3.2. How the Advertising Industry Works
 - 11.3.3. Types of Advertisers
 - 11.3.4. Advertising in the Company's Organization Chart
 - 11.3.5. Successful Advertising: Facebook Case Study
- 11.4. Advertising and Its Protagonists II: Advertising Agencies
 - 11.4.1. Introduction
 - 11.4.2. Advertising Agency: Advertising Communication Professionals
 - 11.4.3. The Organizational Structure of Advertising Agencies
 - 11.4.4. Types of Advertising Agencies
 - 11.4.5. Fee Management in Advertising Agencies
 - 11.4.6. Successful Advertising: Nike
- 11.5. Advertising and Its Protagonists III: The Advertising Recipient.
 - 11.5.1. Introduction
 - 11.5.2. The Advertising Recipient and Their Context
 - 11.5.3. The Advertising Recipient as a Consumer
 - 11.5.4. Needs and Desires in Advertising
 - 11.5.5. Advertising and Memory: About Advertising Effectiveness
 - 11.5.6. Successful Advertising: Ikea Case Study
- 11.6. The Advertising Creation Process I: From the Advertiser to the Media
 - 11.6.1. Introduction
 - 11.6.2. Preliminary Aspects of the Advertising Creation Process
 - 11.6.3. The Advertising Brief or Communication Brief
 - 11.6.4. Creative Strategy
 - 11.6.5. Media Strategy
 - 11.6.6. Successful Advertising: Apple
- 11.7. The Advertising Creation Process II: Creativity and Advertising
 - 11.7.1. Introduction
 - 11.7.2. Fundamentals of Advertising Creative Work
 - 11.7.3. Advertising Creativity and its Communicative Statute
 - 11.7.4. Creative Work in Advertising
 - 11.7.5. Successful Advertising: Real Madrid Case Study
- 11.8. The Advertising Creation Process III: Ideation and Development of the Advertising Manifesto
 - 11.8.1. Introduction
 - 11.8.2. Creative Conception and Strategy
 - 11.8.3. The Creative Conception Process
 - 11.8.4. The Ten Basic Ways of Creativity According to Lluís Bassat: Advertising Genres
 - 11.8.5. Advertising Formats
 - 11.8.6. Successful Advertising: McDonald's
- 11.9. Advertising Media Planning
 - 11.9.1. Introduction
 - 11.9.2. Media and Planning
 - 11.9.3. Advertising Media and their Classification
 - 11.9.4. Media Planning Tools
 - 11.9.5. Successful Advertising: Pepsi

- 11.10. Advertising, Society and Culture
 - 11.10.1. Introduction
 - 11.10.2. The Relationship between Advertising and Society
 - 11.10.3. Advertising and Emotions
 - 11.10.4. Advertising, Subjects and Things
 - 11.10.5. Successful Advertising: Burger King

Module 12. Fundamentals of Public Relations

- 12.1. Theoretical Framework of Public Relations
 - 12.1.1. Introduction
 - 12.1.2. Public Relations Research
 - 12.1.3. Main Public Relations Theorists
 - 12.1.4. Public Relations and Related Items
 - 12.1.5. Definition of Public Relations
- 12.2. Evolution Over Time
 - 12.2.1. Stages
 - 12.2.2. The Origin of Public Relations
 - 12.2.3. Trends in Public Relations
- 12.3. External Communication
 - 12.3.1. Characteristics and Audiences
 - 12.3.2. Media Relations
 - 12.3.3. Provision of Information
- 12.4. Internal Communication
 - 12.4.1. Introduction
 - 12.4.2. Functions and Objectives
 - 12.4.3. Types of Internal Communication
 - 12.4.4. Internal Communication Tools
- 12.5. Public Relations and Public Opinion
 - 12.5.1. Powerful Media Image
 - 12.5.2. The Limited Influence of the Media
 - 12.5.3. Structural Effects on the Company

- 12.6. International Public Relations
 - 12.6.1. Characteristics of the International Society
 - 12.6.2. Definition
 - 12.6.3. The Role of International Public Relations
 - 12.6.4. Types of Actions
- 12.7. Public Relations and Crisis
 - 12.7.1. The Organization in the Face of a Crisis
 - 12.7.2. Characteristics of Crises
 - 12.7.3. Crisis Typologies
- 12.8. Stages of Crisis
 - 12.8.1. Preliminary Phase
 - 12.8.2. Acute Phase
 - 12.8.3. Chronic Phase
 - 12.8.4. Post-Traumatic Phase
- 12.9. Preparation of a Crisis Plan
 - 12.9.1. Analysis of Possible Problems
 - 12.9.2. Planning
 - 12.9.3. Adequacy of Personnel
- 12.10. Communication Technologies in Crises
 - 12.10.1. Advantages
 - 12.10.2. Disadvantages
 - 12.10.3. Tools

Module 13. History of Advertising and Public Relations

- 13.1. Advertising Activity before the Printing Press
 - 13.1.1. Advertising in Its Most Primitive Forms
 - 13.1.2. First Manifestations
 - 13.1.3. The Old World

- 13.2. From the Printing Press to the Industrial Revolution
 - 13.2.1. Some Aspects that Contributed to the Emergence of the Printing Press in Europe
 - 13.2.2. First Expressions: Leaflets and Posters
 - 13.2.3. Brands and Labels
 - 13.2.4. The Loud and Talkative Advertisements
 - 13.2.5. The Sign and the Commercial Mural
 - 13.2.6. The Birth of a New Media
 - 13.2.7. Communication and Power: The Control of Persuasion
- 13.3. The Revolutions
 - 13.3.1. Advertising and the Industrial Revolution
 - 13.3.2. The Long and Tortuous Road to Press Freedom
 - 13.3.3. From Propaganda to Advertising
 - 13.3.4. Propaganda and Political Advertising: Concepts
 - 13.3.5. Characteristics of this Advertisement
 - 13.3.6. The Industrial Revolution in the Birth of Commercial Advertising
- 13.4. Birth of Advertising
 - 13.4.1. The Origin of Commercial Advertising
 - 13.4.2. The Technological Revolution
 - 13.4.3. Printing Systems
 - 13.4.4. The Paper
 - 13.4.5. Photography
 - 13.4.6. The Telegraph
 - 13.4.7. Print Advertising
 - 13.4.8. Posters
- 13.5. Consolidation of Advertising Activity
 - 13.5.1. Economic Factors between 1848-1914
 - 13.5.2. New Forms of Commercialization
 - 13.5.3. Newspapers
 - 13.5.4. Magazines
 - 13.5.5. The Art of the Poster
 - 13.5.6. Fundamentals of Modern Advertising
 - 13.5.7. American Advertising Agencies
 - 13.5.8. Advertising Technique and Craftsmanship
- 13.6. Advertising Between Two Wars
 - 13.6.1. Characteristics of the Period 1914-1950
 - 13.6.2. Advertising in World War I
 - 13.6.3. Consequences of World War I on Advertising
 - 13.6.4. Advertising Campaigns in the Second World War
 - 13.6.5. Consequences of World War II on Advertising
 - 13.6.6. Advertising Media
 - 13.6.7. Poster and Advertising Graphic Design
 - 13.6.8. Outdoor Advertising
 - 13.6.9. The Cinema
 - 13.6.10. Cinema as a Means of Persuasion
 - 13.6.11. Radio
 - 13.6.12. Commercial Radio
- 13.7. The Development of the Advertising Technique
 - 13.7.1. Advertising Activity between 1914 and 1950
 - 13.7.2. Advertising Organization
 - 13.7.3. Agencies and Styles
- 13.8. Electronic Advertising
 - 13.8.1. TV. The Third Dimension of Advertising
 - 13.8.2. Advertising in the 1950s and 1960s
 - 13.8.3. The Arrival of Television
- 13.9. Current Advertising
 - 13.9.1. Introduction
 - 13.9.2. The Current Advertising Context: A Technological Perspective
 - 13.9.3. Main Challenges of Today's Advertising Communication
 - 13.9.4. Main Opportunities in Today's Advertising Communication
- 13.10. History of Public Relations
 - 13.10.1. The Origins
 - 13.10.2. Bernays and His Contributions
 - 13.10.3. The Expansion: Public Relations in the Second Half of the 20th Century

Module 14. Advertising and Public Relations Company

- 14.1. Structure of Advertising and/or Public Relations Agencies
 - 14.1.1. Structure
 - 14.1.2. Functions
 - 14.1.3. Agency Selection
- 14.2. Economic Management of the Agency
 - 14.2.1. Types of Legal Form
 - 14.2.2. Business Model
 - 14.2.3. Project Development and Control
- 14.3. Economic Relations in the Advertising Business
 - 14.3.1. Economic Relationships with Advertisers
 - 14.3.2. Economic Relationships with Employees and Partners
 - 14.3.3. Individual Entrepreneur and Self-Employed
- 14.4. The Operating Account of the Advertising Agency
 - 14.4.1. Investment, Revenue and Turnover
 - 14.4.1.1. Expenses
 - 14.4.1.2. Personal
 - 14.4.1.3. Rent
 - 14.4.1.4. Amortization
 - 14.4.1.5. Non-billable Expenses
 - 14.4.1.6. Prospecting
 - 14.4.1.7. Delinquency
 - 14.4.1.8. Financial Expenses
 - 14.4.2. Results
 - 14.4.3. Annual Budget
- 14.5. The Link Between Advertising and Public Relations
 - 14.5.1. In Relation to the Objectives
 - 14.5.2. Regarding the Target Audience of the Activity
 - 14.5.3. On the Selection of Media and Supports
- 14.6. Remuneration Systems
 - 14.6.1. Remuneration of Agencies
 - 14.6.2. Accounting Dimension of the Agency
 - 14.6.3. Determination of the Budget

- 14.7. Relations with External Stakeholders
 - 14.7.1. Advertising Agency Relations
 - 14.7.2. Agency-Media Relations
 - 14.7.3. End-Consumer Agency Relations
- 14.8. Types of Growth Strategies
 - 14.8.1. *Holdings*
 - 14.8.2. Value Chain
 - 14.8.3. Challenges of Organizational Growth
- 14.9. Internal Organization Chart of an Advertising Agency
 - 14.9.1. Agency Management Model
 - 14.9.2. Accounts Department
 - 14.9.3. Creative Department
 - 14.9.4. Media Department
 - 14.9.5. Production Department
- 14.10. Team Management
 - 14.10.1. Motivation
 - 14.10.2. Change Management and Leadership
 - 14.10.3. Internal Communication

Module 15. Introduction to the Psychology of Communication

- 15.1. History of Psychology
 - 15.1.1. Introduction
 - 15.1.2. We Begin with the Study of Psychology
 - 15.1.3. Science in Evolution. Historical and Paradigmatic Changes
 - 15.1.4. Paradigms and Stages in Psychology
 - 15.1.5. Cognitive Science
- 15.2. Social Psychology
 - 15.2.1. Introduction
 - 15.2.2. Beginning with the Study of Social Psychology: Influence
 - 15.2.3. Empathy, Altruism and Helping Behavior

- 15.3. Social Cognition
 - 15.3.1. Introduction
 - 15.3.2. Thinking and Knowing, Vital Necessities
 - 15.3.3. Social Cognition
 - 15.3.4. Organizing Information
 - 15.3.5. Thought: Prototypical or Categorical
 - 15.3.6. Mistakes We Make in Thinking: Inferential Biases
 - 15.3.7. Automatic Information Processing
- 15.4. Personality Psychology
 - 15.4.1. Introduction
 - 15.4.2. What Is the Self? Identity and Personality
 - 15.4.3. Self-Awareness
 - 15.4.4. Self-Esteem
 - 15.4.5. Self-Knowledge
 - 15.4.6. Interpersonal Variables in Personality Shaping
 - 15.4.7. Macro-Social Variables in the Configuration of Personality
 - 15.4.8. A New Perspective in the Study of Personality. Narrative Personality
- 15.5. Emotions
 - 15.5.1. Introduction
 - 15.5.2. What Do We Talk about When We Get Excited?
 - 15.5.3. The Nature of Emotions
 - 15.5.3.1. Emotion as Preparation for Action
 - 15.5.4. Emotions and Personality
 - 15.5.5. From Another Perspective. Social Emotions
- 15.6. Psychology of Communication. Persuasion and Attitude Change
 - 15.6.1. Introduction
 - 15.6.2. Attitudes
 - 15.6.3. Historical Models in the Study of Persuasive Communication
 - 15.6.4. The Probability of Elaboration Model
 - 15.6.5. Communication Processes through the Media
 - 15.6.5.1. A Historical Perspective
- 15.7. The Sender
 - 15.7.1. Introduction
 - 15.7.2. The Source of Persuasive Communication
 - 15.7.3. Source Characteristics. Credibility
 - 15.7.4. Source Characteristics. The Appeal
 - 15.7.5. Emitter Characteristics. The Power
 - 15.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
 - 15.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition
- 15.8. The Message
 - 15.8.1. Introduction
 - 15.8.2. We Begin by Studying the Composition of the Message
 - 15.8.3. Types of Messages: Rational Messages Compared to Emotional Messages
 - 15.8.4. Emotional Messages and Communication: Fear-Inducing Messages
- 15.9. The Receiver
 - 15.9.1. Introduction
 - 15.9.2. The Role of the Recipient according to the Elaboration Probability Model
 - 15.9.3. Recipient Needs and Motives: Their Impact on Changing Attitudes
 - 15.9.4. Need for Esteem and Communication
- 15.10. New Approaches to the Study of Communication
 - 15.10.1. Introduction
 - 15.10.2. Unconscious Processing of Information. Automatic Processes
 - 15.10.3. Measuring Automatic Processes in Communication
 - 15.10.4. First Steps in the New Paradigms
 - 15.10.5. Theories of Dual Processing Systems
 - 15.10.5.1. Main Limitations of Dual Systems Theories

Module 16. Public Opinion

- 16.1. The Concept of Public Opinion
 - 16.1.1. Introduction
 - 16.1.2. Definition
 - 16.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
 - 16.1.4. Phases in the Growth of Public Opinion as a Discipline
 - 16.1.5. The 20th Century

- 16.2. Theoretical Framework of Public Opinion
 - 16.2.1. Introduction
 - 16.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century
 - 16.2.3. Twentieth Century Authors
 - 16.2.4. Walter Lippmann: Biased Public Opinion
 - 16.2.5. Jürgen Habermas: Political-Valuative Perspective
 - 16.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 16.3. Social Psychology and Public Opinion
 - 16.3.1. Introduction
 - 16.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with Their Public
 - 16.3.3. The Name
 - 16.3.4. Conformism
- 16.4. Media Influence Models
 - 16.4.1. Introduction
 - 16.4.2. Media Influence Models
 - 16.4.3. Types of Media Effects
 - 16.4.4. Research on Media Effects
 - 16.4.5. The Power of the Media
- 16.5. Public Opinion and Political Communication
 - 16.5.1. Introduction
 - 16.5.2. Electoral Political Communication. Propaganda
 - 16.5.3. Government Political Communication
- 16.6. Public Opinion and Elections
 - 16.6.1. Introduction
 - 16.6.2. Do Election Campaigns Influence Public Opinion?
 - 16.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
 - 16.6.4. Bandwagon and Underdog Effects
- 16.7. Government and Public Opinion
 - 16.7.1. Introduction
 - 16.7.2. Representatives and their Constituents
 - 16.7.3. Political Parties and Public Opinion
 - 16.7.4. Public Policies as an Expression of the Government's Action

- 16.8. The Political Intermediation of the Press
 - 16.8.1. Introduction
 - 16.8.2. Journalists as Political Intermediaries
 - 16.8.3. Dysfunctions of Journalistic Intermediation
 - 16.8.4. Reliance on Journalists as Intermediaries
- 16.9. Public Sphere and Emerging Models of Democracy
 - 16.9.1. Introduction
 - 16.9.2. The Public Sphere in the Information Society
 - 16.9.3. The Public Sphere in the Information Society
 - 16.9.4. Emerging Models of Democracy
- 16.10. Methods and Techniques for Public Opinion Research
 - 16.10.1. Introduction
 - 16.10.2. Opinion Polls
 - 16.10.3. Types of Surveys
 - 16.10.4. Analysis

Module 17. Advertising Language

- 17.1. Thinking and Writing: Definition
 - 17.1.1. Definition of Copywriting
 - 17.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization
- 17.2. Copywriting and Creativity
 - 17.2.1. Conditions of the Copywriting Process
 - 17.2.2. Linguistic Competence
 - 17.2.3. Functions of the Copywriter
 - 17.2.3.1. Definition of the Functions of the Copywriter
- 17.3. The Principle of Coherence and Campaign Conceptualization
 - 17.3.1. The Principle of Campaign Unity
 - 17.3.2. The Creative Team
 - 17.3.3. The Conceptualization Process: Hidden Creativity
 - 17.3.4. What is a Concept?
 - 17.3.5. Applications of the Conceptualization Process
 - 17.3.6. The Advertising Concept
 - 17.3.7. Utility and Advantages of the Advertising Concept

- 17.4. Advertising and Rhetoric
 - 17.4.1. Copywriting and Rhetoric
 - 17.4.2. Placing Rhetoric
 - 17.4.3. The Phases of Rhetoric
 - 17.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
 - 17.4.4.2. Topoi and Reason Why as Argumentation
- 17.5. Fundamentals and Characteristics of Copywriting
 - 17.5.1. Correction
 - 17.5.2. Adaptation
 - 17.5.3. Efficiency
 - 17.5.4. Characteristics of Copywriting
 - 17.5.5. Morphological: Nominalization
 - 17.5.6. Syntax: Destructuring
 - 17.5.7. Graphics: Emphatic Punctuation
- 17.6. Argumentation Strategies
 - 17.6.1. Description
 - 17.6.2. The Enthymeme
 - 17.6.3. Narration
 - 17.6.4. Intertextuality
- 17.7. Styles and Slogans in Copywriting
 - 17.7.1. The Length of the Sentence
 - 17.7.2. The Styles
 - 17.7.3. The Slogan
 - 17.7.4. A Phrase of Wartime Origin
 - 17.7.5. The Characteristics of the Slogan
 - 17.7.6. The Elocution of the Slogan
 - 17.7.7. The Forms of the Slogan
 - 17.7.8. The Functions of the Slogan
- 17.8. Principles of Applied Copywriting and the Reason Why+USP Pairing
 - 17.8.1. Rigor, Clarity, Accuracy
 - 17.8.2. Synthesis and Simplicity
 - 17.8.3. Advertising Text Constraints
 - 17.8.4. Application of the Reason Why + USP Pairing

- 17.9. Copywriting in Conventional and Non-Conventional Media
 - 17.9.1. The Division Above-the-line/Below-the-line
 - 17.9.2. Integration: Overcoming the ATL-BTL Polemic
 - 17.9.3. Television Copywriting
 - 17.9.4. Radio Copywriting
 - 17.9.5. Press Copywriting
 - 17.9.6. Copywriting for Outdoor Media
 - 17.9.7. Copywriting in Non-Conventional Media
 - 17.9.8. Direct Marketing Copywriting
 - 17.9.9. Interactive Media Copywriting
- 17.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
 - 17.10.1. Classical Models of Advertising Analysis
 - 17.10.2. Impact and Relevance
 - 17.10.3. The Checklist of the Writer
 - 17.10.4. Translation and Adaptation of Advertising Texts
 - 17.10.6. New Technologies, New Languages
 - 17.10.7. Writing in Web 2.0
 - 17.10.8. Naming, Guerrilla Advertising and Other Copywriting Cases

Module 18. Fundamentals of Communication in the Digital Environment

- 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. Etiquette and Best Practices in Social Networking
 - 18.2.3. Branding and 2.0 Networks
- 18.3. Online Reputation Plan Design and Planning
 - 18.3.1. Overview of the Main Social Media
 - 18.3.2. Brand Reputation Plan
 - 18.3.3. 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. Google+
 - 18.4.4. 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 Applied in Each Medium
 - 18.7.3. Analysis and Evaluation of Results
- 18.8. Community Administration
 - 18.8.1. Roles, Tasks and Responsibilities of the Community Administration
 - 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 Follow-up
 - 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

Module 19. Corporate Identity

- 19.1. The Importance of Image in Businesses
 - 19.1.1. What Is Corporate Image?
 - 19.1.2. Differences between Corporate Identity and Corporate Image
 - 19.1.3. Where Can the Corporate Image Be Manifested?
 - 19.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?
- 19.2. Research Techniques in Corporate Image
 - 19.2.1. Introduction
 - 19.2.2. The Study of the Company's Image
 - 19.2.3. Corporate Image Research Techniques
 - 19.2.4. Qualitative Image Study Techniques
 - 19.2.5. Types of Quantitative Techniques
- 19.3. Image Audit and Strategy
 - 19.3.1. What Is Image Auditing?
 - 19.3.2. Guidelines
 - 19.3.3. Audit Methodology
 - 19.3.4. Strategic Planning
- 19.4. Corporate Culture
 - 19.4.1. What Is Corporate Culture?
 - 19.4.2. Factors Involved in Corporate Culture
 - 19.4.3. Functions of Corporate Culture
 - 19.4.4. Types of Corporate Culture
- 19.5. Corporate Social Responsibility and Corporate Reputation
 - 19.5.1. CSR: Concept and Application of the Company
 - 19.5.2. Guidelines for Integrating CSR into Businesses
 - 19.5.3. CSR Communication
 - 19.5.4. Corporate Reputation
- 19.6. Corporate Visual Identity and Naming
 - 19.6.1. Corporate Visual Identity Strategies
 - 19.6.2. Basic Elements
 - 19.6.3. Basic Principles
 - 19.6.4. Preparation of the Manual
 - 19.6.5. The Naming

- 19.7. Brand Image and Positioning
 - 19.7.1. The Origins of Trademarks
 - 19.7.2. What Is a Brand?
 - 19.7.3. The Need to Build a Brand
 - 19.7.4. Brand Image and Positioning
 - 19.7.5. The Value of Brands
- 19.8. Image Management through Crisis Communication
 - 19.8.1. Strategic Communication Plan
 - 19.8.2. When It All Goes Wrong: Crisis Communication
 - 19.8.3. Cases
- 19.9. The Influence of Promotions on Corporate Image
 - 19.9.1. The New Advertising Industry Landscape
 - 19.9.2. The Marketing Promotion
 - 19.9.3. Features
 - 19.9.4. Dangers
 - 19.9.5. Promotional Types and Techniques
- 19.10. Distribution and Image of the Point of Sale
 - 19.10.1. The Main Players in Commercial Distribution
 - 19.10.2. The Image of Retail Distribution Companies through Positioning
 - 19.10.3. Through Its Name and Logo

Module 20. Creativity in Communication

- 20.1. To Create Is to Think
 - 20.1.1. The Art of Thinking
 - 20.1.2. Creative Thinking and Creativity
 - 20.1.3. Thought and Brain
 - 20.1.4. The Lines of Research on Creativity: Systematization
- 20.2. Nature of the Creative Process
 - 20.2.1. Nature of Creativity
 - 20.2.2. Notion of Creativity: Creation and Creativity
 - 20.2.3. The Creation of Ideas for Persuasive Communication
 - 20.2.4. Nature of the Creative Process in Advertising
- 20.3. The Invention
 - 20.3.1. Evolution and Historical Analysis of the Creation Process
 - 20.3.2. Nature of the Classical Canon of Invention
 - 20.3.3. The Classical View of Inspiration in the Origin of Ideas
 - 20.3.4. Invention, Inspiration, Persuasion
- 20.4. Rhetoric and Persuasive Communication
 - 20.4.1. Rhetoric and Advertising
 - 20.4.2. The Rhetorical Parts of Persuasive Communication
 - 20.4.3. Rhetorical Figures
 - 20.4.4. Rhetorical Laws and Functions of Advertising Language
- 20.5. Creative Behavior and Personality
 - 20.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
 - 20.5.2. Creative Behavior and Motivation
 - 20.5.3. Perception and Creative Thinking
 - 20.5.4. Elements of Creativity
- 20.6. Creative Skills and Abilities
 - 20.6.1. Thinking Systems and Models of Creative Intelligence
 - 20.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
 - 20.6.3. Interaction Between Factors and Intellectual Capabilities
 - 20.6.4. Creative Skills
 - 20.6.5. Creative Capabilities



- 20.7. The Phases of the Creative Process
 - 20.7.1. Creativity as a Process
 - 20.7.2. The Phases of the Creative Process
 - 20.7.3. The Phases of the Creative Process in Advertising
- 20.8. Troubleshooting
 - 20.8.1. Creativity and Problem Solving
 - 20.8.2. Perceptual Blocks and Emotional Blocks
 - 20.8.3. Invention Methodology: Programs and Creative Methods
- 20.9. The Methods of Creative Thinking
 - 20.9.1. The Brainstorming as a Model for the Creation of Ideas
 - 20.9.2. Vertical Thinking and Lateral Thinking
 - 20.9.3. Invention Methodology: Programs and Creative Methods
- 20.10. Creativity and Advertising Communication
 - 20.10.1. The Creative Process as a Specific Product of Advertising Communication
 - 20.10.2. Nature of the Creative Process in Advertising: Creativity and Process of Advertising Creation
 - 20.10.3. Methodological Principles and Effects of Advertising Creation
 - 20.10.4. Advertising Creation: From Problem to Solution
 - 20.10.5. Creativity and Persuasive Communication

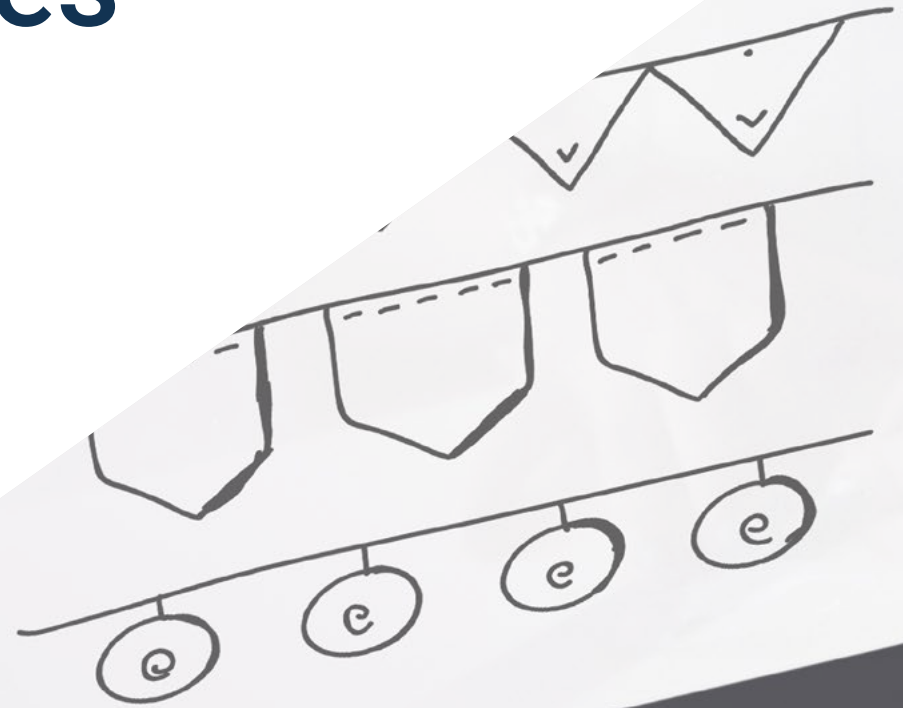
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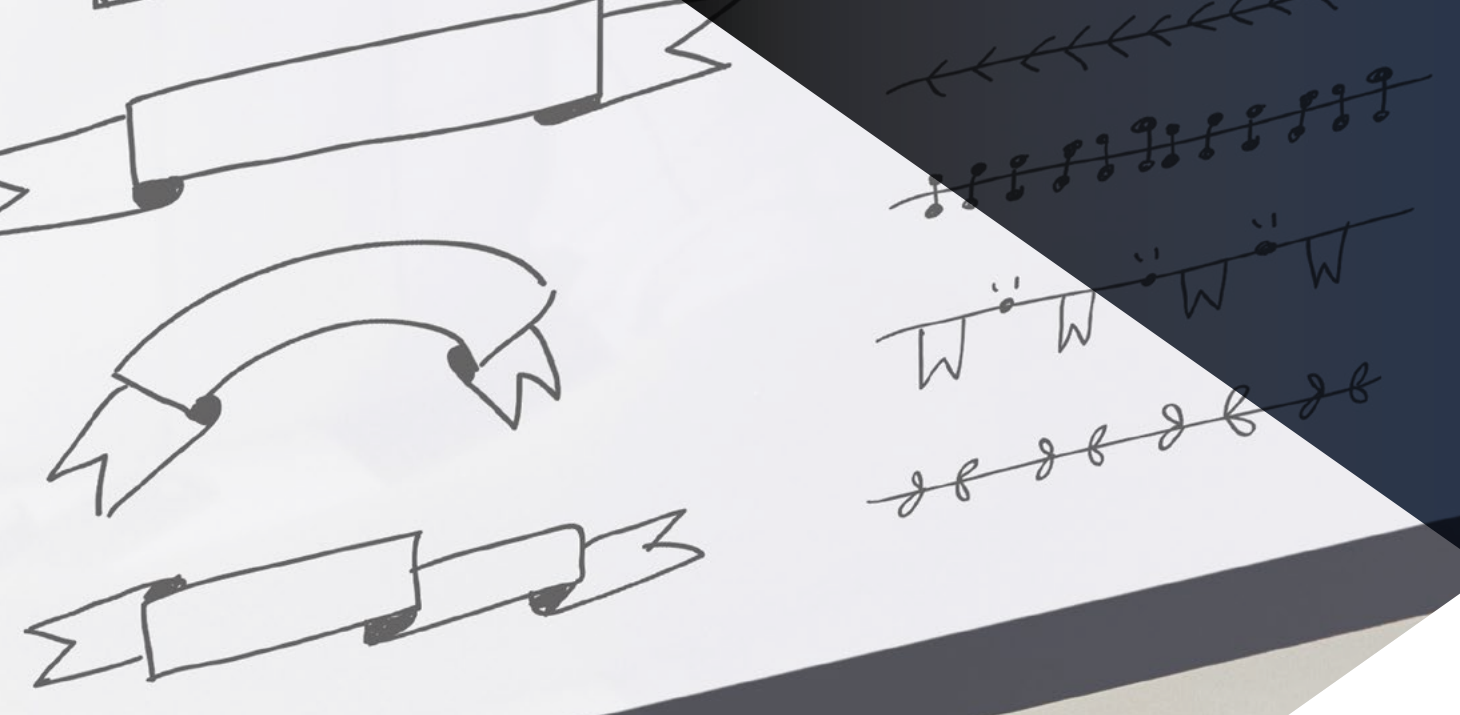
You will integrate innovative technologies, such as Artificial Intelligence, into your advertising campaigns, optimizing resources and improving ROI, thanks to an extensive library of multimedia resources”

04

Teaching Objectives

This academic degree will provide a deep understanding of management, marketing and communication strategies, enabling entrepreneurs to develop key competencies in areas such as leadership, innovation, sustainability and resource optimization. In addition, they will be able to design effective business plans, implement Digital Marketing strategies, manage multidisciplinary teams and make strategic decisions that promote the growth and competitiveness of their companies. Creativity, persuasion and effective communication, essential elements to successfully position brands in the global market, will also be fostered.





- meeting with Peter at 3 pm. @ Coffee Bar
- marketing class start tomorrow
- buy new camera!



“

You will deepen your understanding of international sustainability criteria, being able to design business plans that respect ecological regulations and promote the responsible growth of your company”



General Objectives

- 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
- Encourage the creation of corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives
- Differentiate the skills required to manage business activities strategically
- Work more effectively, agilely and aligned with today's new technologies and tools
- Design innovative strategies and policies to improve management and business efficiency
- Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits
- 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
- Clarify the economic environment in which the company operates and develop appropriate strategies to anticipate changes
- 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
- Apply information and communication technologies to the different areas of the company
- Carry out the marketing strategy that allows to make the product known to potential clients and to generate an adequate image of the company
- Be able to develop all the phases of a business idea: Design, Feasibility Plan, Execution, Follow-up





- Establish the appropriate guidelines for the company's adaptation to the changing society
- Propose a dynamic business model that supports its growth in intangible resources
- Build a plan for the development and improvement of personal and managerial skills
- Acquire the necessary knowledge to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style
- Identify the professional profiles of the advertising and public relations professionals, as well as their main skills
- Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication
- Master the features, forms and processes of advertising languages and other forms of communication
- Explore the structure and transformation of today's society in terms of the features, forms and processes of advertising communication and public relations
- Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- Know the fields of Advertising and Public Relations and their processes and organizational structures
- Encouraging creativity and persuasion through different media and communication media
- Analyze and optimize the use of new communication channels and strategies of digital media, by the Advertising and Public Relations professional
- Organize private and public events, following protocol guidelines



Specific Objectives

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 Communication

- ♦ 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. Advertising Theory

- ♦ Have a thorough understanding of the fundamental theories of advertising, analyzing its models and strategies
- ♦ Create effective advertising campaigns that connect with target audiences

Module 12. Fundamentals of Public Relations

- ♦ Delve into public relations, covering its purpose, strategies and techniques
- ♦ Manage the image and reputation of an organization in relation to its key audiences

Module 13. History of Advertising and Public Relations

- ♦ Provide a comprehensive view of the historical evolution of advertising and public relations
- ♦ Analyze how public relations have changed and adapted their strategies over time and the impact of these changes in the current context of communication

Module 14. Advertising and Public Relations Company

- ♦ Train in the structure and operation of advertising and public relations companies, analyzing their operational processes and commercial strategies
- ♦ Manage campaigns to improve the image and positioning of brands

Module 15. Introduction to the Psychology of Communication

- ♦ Develop a basic understanding of psychology applied to communication
- ♦ Analyze how psychological factors influence the reception, interpretation and response of audiences to communication messages

Module 16. Public Opinion

- ♦ Train in the study and analysis of public opinion, providing tools to understand how it is formed and measured
- ♦ Be able to influence strategic decisions within advertising and public relations campaigns

Module 17. Advertising Language

- ♦ Develop skills to create and analyze advertising messages
- ♦ Understand persuasive techniques and the use of visual and verbal language in advertising to capture the public's attention and achieve communication goals

Module 18. Fundamentals of Communication in the Digital Environment

- ♦ Address the fundamental principles of digital communication, including the most relevant platforms and tools
- ♦ Effectively manage communication strategies in the digital environment and reach wider audiences

Module 19. Corporate Identity

- ♦ Train in the creation, management and consolidation of a coherent corporate identity
- ♦ Manage strategies to transmit the values and mission of the organization through communication and visual design, ensuring alignment with business objectives

Module 20. Creativity in Communication

- ♦ Encourage the development of creativity applied to communication
- ♦ Generate innovative ideas that differentiate advertising campaigns, brand messages and public relations strategies in a competitive market

05

Career Opportunities

The experts will be able to occupy senior management positions, such as marketing directors, corporate communication managers, public relations directors or those responsible for advertising and branding in national and international companies. They will also have the ability to manage advertising agencies and consulting firms, lead digital communication teams, as well as create and execute comprehensive marketing strategies. They will also be able to promote their own business projects, designing innovative business plans and expanding their presence in the global market.



“

This Advanced Master's Degree will open up a range of highly enriching career opportunities for entrepreneurs, preparing them to take on strategic leadership roles in a variety of sectors”

Graduate Profile

This academic itinerary has been designed for professionals with previous training in areas related to business, communication, marketing or advertising, who seek to strengthen and update their knowledge in advanced business management. As such, graduates should have a mentality oriented towards innovation, strategic decision making and the promotion of business competitiveness in a globalized environment. In addition, an interest in integrating new technologies and sustainable practices in their business models will be valued, as well as the willingness to analyze creative and innovative approaches in advertising and public relations.

The academic profile of this program is oriented to entrepreneurs with extensive experience and great ambition to assume important strategic leadership roles in their organizations.

- **Strategic Leadership:** Lead multidisciplinary teams, manage organizational change and make key decisions that align company objectives with global market trends
- **Effective Communication:** Communicate clearly and persuasively in a variety of contexts, both internal and external, tailoring the message to different audiences and using traditional and digital media effectively
- **Innovation and Creativity:** Foster creativity within the organization, developing innovative advertising and PR strategies that position the company as a leader in its industry
- **Sustainable Management:** Integrate sustainable practices within the business strategy, designing business plans that are not only profitable, but also respect international environmental and social standards



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

1. **Marketing Director:** Responsible for developing and implementing global marketing strategies, overseeing advertising campaigns and ensuring that activities are aligned with the company's strategic objectives.
2. **Public Relations Manager:** Responsible for managing the company's public image, coordinating media relations, internal communications and branding strategies to maintain the brand's reputation.
3. **Corporate Communications Manager:** Leads the company's internal and external communications, ensuring that the corporate message is consistent and effective through various communication channels, both traditional and digital.
4. **Advertising Manager:** Supervisor of advertising campaigns who coordinates and evaluates strategies to promote products or services, ensuring that creativity and brand objectives remain aligned.
5. **Marketing and Strategic Communication Consultant:** Offers specialized advice to companies on how to optimize their Marketing and communication strategies, helping them to improve their competitiveness in the market.
6. **Branding Director:** Responsible for the creation and management of the brand identity, ensuring that the company's image is aligned with its values, mission and vision, in addition to ensuring its positioning in the market.
7. **Digital Marketing Manager:** In charge of leading all activities related to digital promotion, including social media management, online Advertising campaigns and data analysis to improve reach.
8. **Head of Crisis Management and Communication:** In charge of handling crisis situations that may affect the company's reputation, developing crisis communication strategies and managing the response to stakeholders.
9. **Director of Innovation and Digital Strategies:** Their mission is to identify and implement new technologies and trends in Advertising and Public Relations, promoting innovation to maintain a competitive advantage.
10. **Director of Corporate Social Responsibility (CSR):** Leads sustainability and social responsibility initiatives, creating programs and campaigns that reinforce the company's commitment to the environment and communities.



You will be prepared to tackle global challenges, build strong relationships with your audiences and ensure your company is at the forefront of sustainability and social responsibility practices”

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.



“

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

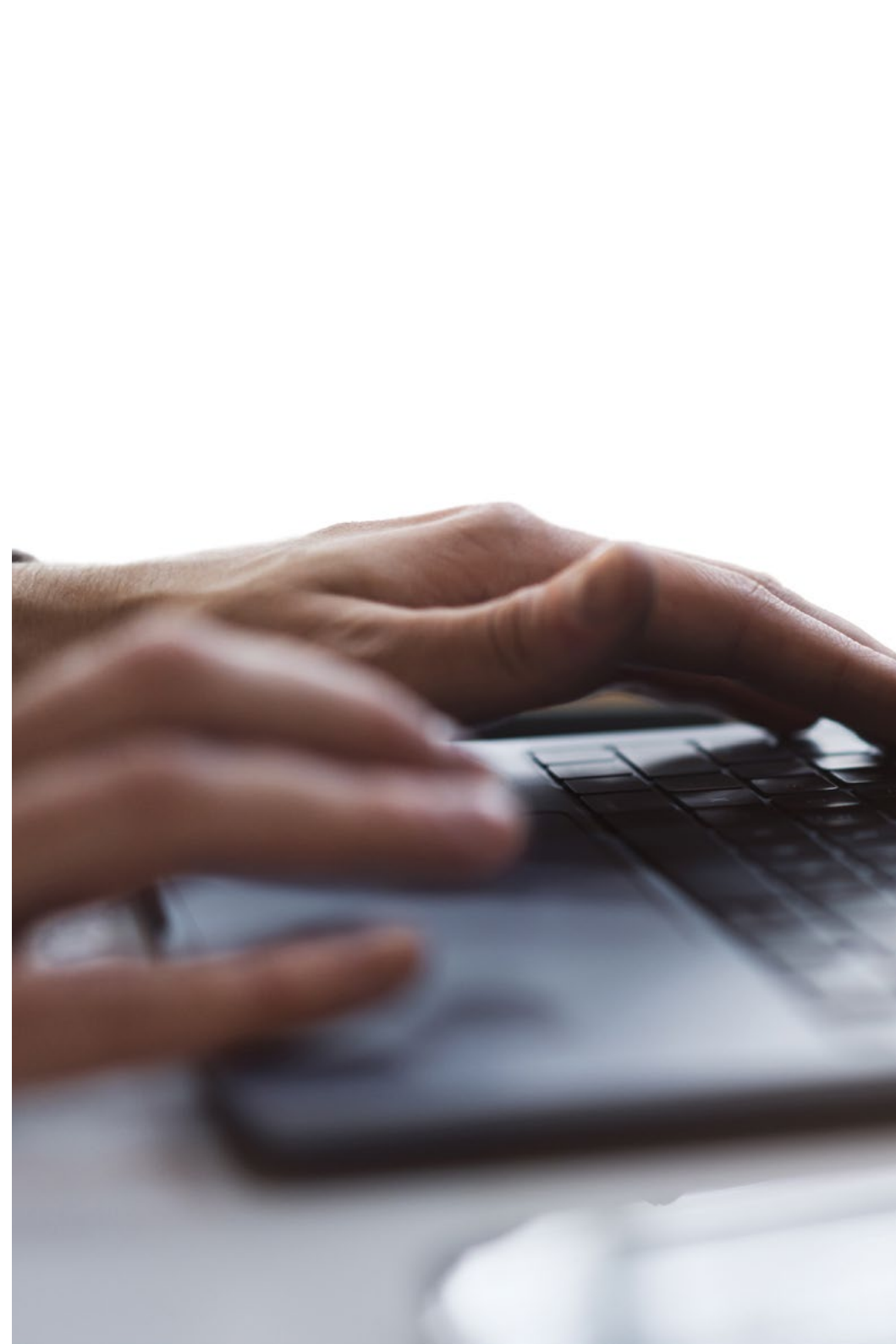
In TECH's study methodology, the student is the main protagonist.

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.

“

*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.

“*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 quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Global Score review platform, 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

The teaching staff of the Advanced Master's Degree in Senior Management in Advertising and Public Relations is composed of renowned professionals in the field of business management, advertising and public relations. They will bring extensive experience, both academic and practical, having worked in major companies and led large-scale projects at a global level. These experts, in addition to their high-level academic preparation, will share with the graduates real cases, innovative strategies and cutting-edge tools, developing key skills for strategic decision making.





“

The personalized and updated approach of the professors will ensure you receive quality training, aligned with the demands of the current market and the most relevant industry trends”

International Guest Director

Amanda Coffee is a leading communications and public relations expert, with a career marked by her leadership in global media relations management. As Director of Global Media Relations at Under Armour, she has specialized in coordinating media relations for the CEO, as well as leading brand communications and establishing strategic partnerships. In fact, her focus has been on co-creating narratives with athletes associated with the brand, highlighting the innovation, performance and style that Under Armour has promoted.

In addition, throughout her career, she has accumulated solid experience in corporate communications management for large multinationals. For example, she has held the position of Director of Global Corporate Affairs at PayPal Holdings, Inc., where she managed global communications tactics, earned media and executive social media, overseeing the company's employer brand. She has also played a pivotal role as Corporate Communications Leader at eBay Inc. , working on retail innovation issues. In addition, she is an outstanding Media Consultant for the American Association of University Women (AAUW), a non-profit organization.

Amanda Coffee has also demonstrated her ability in the academic and professional environment, with her participation in high-impact projects. Her work in the creation of communication models for important launches and her ability to manage complex relationships have been key elements in her success. She has also been recognized internationally for her ability to manage and enhance the visibility of brands through innovative strategies. In this sense, she continues to influence the field of communications and public relations, bringing her experience and knowledge to each new challenge.



Ms. Coffee, Amanda

- Director of Global Media Relations, Under Armour, New York, United States
- Director of Global Corporate Communications at Paypal, Inc.
- Corporate Communications Leader at eBay Inc.
- Media Consultant for the American Association of University Women
- Client Staff Assistant and Technology Public Relations Intern at Burson-Marsteller
- Bachelor's Degree in Mass Communications from the University of California

“

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

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and 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 management positions in recruitment for companies in various areas.

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



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, 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

“

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

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

- 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

“

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a 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

- ♦ 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
- ♦ Graduate of the University of Leeds
- ♦ Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ IMD Executive Digital Transformation Course

“

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

International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global 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 improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, 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

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- 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

“

Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field”

International Guest Director

Andrea La Sala is an experienced **Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Product, Merchandising and Communication**. All of 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 **adaptability 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 commercialization 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

- ♦ Global Brand & Merchandising Director 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

“

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data 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 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 competencies. 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

- 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
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at 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 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 fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

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

In addition, he 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 proficiency 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

- 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

“

Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process”

International Guest Director

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

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

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

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



Ms. Thole-Muir, Wendy

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



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08

Certificate

This Advanced Master's Degree in Senior Management in Advertising and Public Relations 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.



The image features two black graduation caps (mortarboards) against a bright blue sky with light, wispy clouds. The caps are positioned diagonally, with one in the foreground and another slightly behind it. The bottom right corner of the image is a white triangular area that contains text.

“

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 an **Advanced Master's Degree diploma in Senior Management in Advertising and Public Relations** 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.



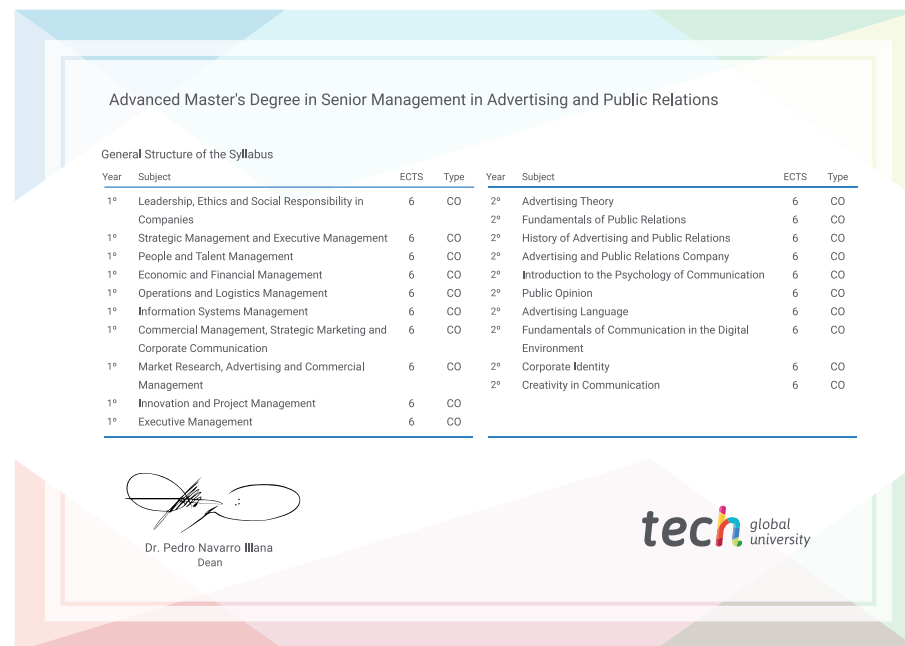
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Advanced Master's Degree in Senior Management in Advertising and Public Relations**

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.



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