Advanced Master's Degree
Senior Management of Comprehensive Corporate Communications

tech *global university*

Advanced Master's Degree
Senior Management of Comprehensive Corporate Communications

» 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-comprehensive-corporate-communications**

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01
Welcome

In a globalized and widely communicated environment, thanks to new information technologies, a company's reputational image is key to achieving its sales objectives. In this sense, it is essential to have managers who master corporate identity, its creation, the implementation of correct communication policies, crisis management and actions in the digital environment. For this reason, TECH has developed this educational program, which will help professionals to improve their skills through specialized and advanced content. All this, in addition, together with a 100% online format and the revolutionary Relearning methodology. Also, students will be able to participate in 10 complementary Masterclasses, guided by an international specialist in Business Management.

Advanced Master's Degree in Senior Management of Comprehensive Corporate Communications
TECH Global University

" *TECH will give you the opportunity to participate in additional Masterclasses, designed by two renowned international experts in Management and Business Administration, as well as in Communication"*

Why Study at TECH?

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

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

At TECH Global University

Innovation

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

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

The Highest Standards

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

95% of TECH students successfully complete their studies

Networking

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

+100000 executives prepared each year

+200 different nationalities

Empowerment

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

+500 collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Learn with the best

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

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

Economy of Scale

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

03
Why Our Program?

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

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

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

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

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

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

06 Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

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

We give you the opportunity to study with a team of world-renowned teachers.

04
Objectives

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

Achieve your career goals thanks to the specialization offered by TECH with this program"

TECH makes the goals of their students their own goals too
Working together to achieve them

The **Advanced Master's Degree in Senior Management of Comprehensive Corporate Communications** will enable students to:

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

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

02 Develop the key leadership skills that should define working professionals

03 Delve into the sustainability criteria set by international standards when developing a business plan

05 Define the best way to manage the company's Human Resources, achieving a better performance
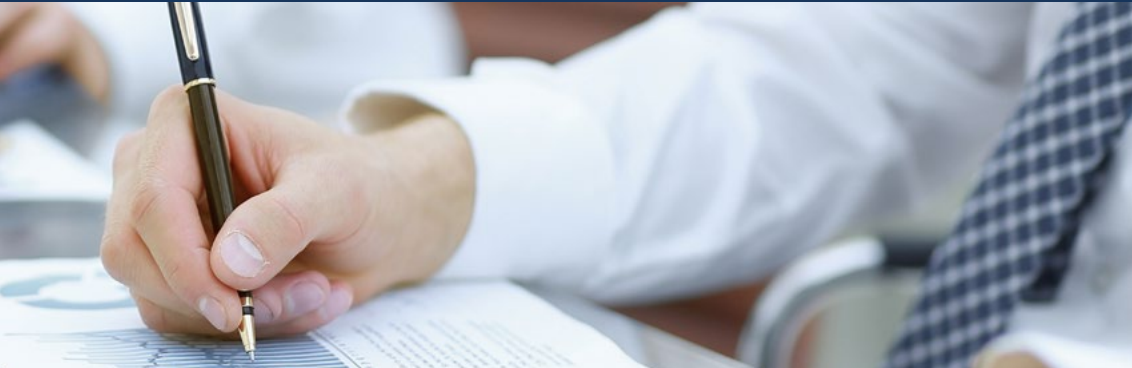
06 Be able to manage the company's economic and financial plan

08 Be able to develop all the phases of a business idea: Design, Feasibility Plan, Execution, Follow-up

09 Acquire the necessary knowledge to communicate adequately in all areas, channels and networks using the appropriate languages for each communication style.

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

10 Learn to manage organizational and corporate communications in times of crisis

11 Perform appropriate communication advertising using the most advanced digital tools

14 Use information and communication technologies and techniques in the different combined and interactive media or media systems

12 Understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies

13 Relate advertising and public relations in a coherent manner with other social and human sciences

15 Be able to analyze, process, interpret, elaborate and structure digital communication

16 Encouraging creativity and persuasion through different media and communication media

18 Analyze the different levels and components that make up the Spanish linguistic system

19 Analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

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

20 Understand the importance of social networks and e-Mobile as a support and commercial revolution

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

22 Establish techniques for creating a personal and professional brand

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

24 Describe the new rules of communication, own content creation and the relationship with stakeholders in the digital world

25 Plan and implement integral communication plans

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

28 Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication

29 Recognize the structure and transformation of today's society in its relationship with the elements, forms and processes of advertising communication and public relations

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

30 Assume the role of a creative editor within an advertising agency or advertising department in a company or institution

05
Skills

After passing the assessments of the Advanced Master's Degree in Senior Management of Comprehensive Corporate Communications, the professional will have acquired the necessary skills for a quality and up-to-date practice, based on the most innovative teaching methodology.

tech

"A 100% online program that will amplify your professional resume with a quadruple university program, if you meet the official entry requirements"

01 Resolve business conflicts and problems between workers

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

03 Manage tools and methods for the manipulation and better utilization of data, for the delivery of understandable results to the final recipient

04 Control the company's logistics processes, as well as purchasing and procurement

05 Implement the keys to successful R+D+I management in organizations

06 Commit to sustainably developing the company, avoiding environmental impacts

08 Perform a correct follow-up of the organization's communication processes and channels

09 Analysis and monitoring of corporate communication, both internal and external

07 Define the company's communication keys

10 Perform appropriate communication advertising using the most advanced digital tools

11 Apply creative processes to the field of communication, especially in the field of advertising and public relations

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

12 Implement integral communication plans

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

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

16 Identify the company environment and their target audience

17 Manage the company's reputation

18 Identify media communication audiences

Structure and Content

The Advanced Master's Degree in Senior Management of Comprehensive Corporate Communications is a program designed in a 100% online format to choose the time and place that best suits the availability, schedules and interests of the graduates. It is a 2-year qualification that aims to be a unique and stimulating experience, which lays the foundations for the success of managers and entrepreneurs in the business communication sector.

Through a very well structured syllabus, you will be able to access the most advanced knowledge of the moment in business communication"

Syllabus

TECH Global University's Advanced Master's Degree in Senior Management of Comprehensive Corporate Communication is an intensive program that prepares students to face business challenges and decisions, globally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, students will analyze a multitude of practical cases through individual work, achieving high-quality learning that can be applied to their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with the main areas of the communications company and is designed for managers to understand comprehensive corporate management from a strategic, international and innovative perspective.

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

Module 1	Leadership, Ethics and Social Responsibility in Companies
Module 2	Strategic Management and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Strategic Marketing and Corporate Communication
Module 8	Market Research, Advertising and Commercial Management
Module 9	Innovation and Project Management
Module 10	Executive Management
Module 11	Social Communication Theory
Module 12	Introduction to the Psychology of Communication
Module 13	Fundamentals of Communication in the Digital Environment
Module 14	Written Communication
Module 15	Structure of Communication
Module 16	Business Strategy
Module 17	Corporate Communication, Brand Strategy and Reputation

Module 18	Management Aspects of Corporate Communication
Module 19	Communication in Specialized Sectors
Module 20	Marketing and Communication
Module 21	Communication Company Management
Module 22	Media
Module 23	Information Product Management
Module 24	Market and Communication Environments
Module 25	Advertising Language
Module 26	Creativity in Communication
Module 27	Creative Advertising I: Writing
Module 28	Creative Advertising II: Art Management
Module 29	Corporate Identity
Module 30	Public Opinion
Module 31	Integrated Marketing Communications
Module 32	Pressure and Persuasion Groups
Module 33	Digital Media Research
Module 34	Advertising Law

Where, When and How is it Taught?

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

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

Module 1. Leadership, Ethics and Social Responsibility in Companies

1.1. Globalization and Governance
1.1.1. Governance and Corporate Governance
1.1.2. The Fundamentals of Corporate Governance in Companies
1.1.3. The Role of the Board of Directors in the Corporate Governance Framework

1.2. Leadership
1.2.1. Leadership. A Conceptual Approach
1.2.2. Leadership in Companies
1.2.3. The Importance of Leaders in Business Management

1.3. Cross-Cultural Management
1.3.1. Cross Cultural Management Concept
1.3.2. Contributions to Knowledge of National Cultures
1.3.3. Diversity Management

1.4. Management and Leadership Development
1.4.1. Concept of Management Development
1.4.2. Concept of Leadership
1.4.3. Leadership Theories
1.4.4. Leadership Styles
1.4.5. Intelligence in Leadership
1.4.6. The Challenges of Today's Leader

1.5. Business Ethics
1.5.1. Ethics and morals
1.5.2. Business Ethics
1.5.3. Leadership and Ethics in Companies

1.6. Sustainability
1.6.1. Sustainability and Sustainable Development
1.6.2. The 2030 Agenda
1.6.3. Sustainable Companies

1.7. Corporate Social Responsibility
1.7.1. International Dimensions of Corporate Social Responsibility
1.7.2. Implementing Corporate Social Responsibility
1.7.3. The Impact and Measurement of Corporate Social Responsibility

1.8. Responsible Management Systems and Tools
1.8.1. CSR: Corporate Social Responsibility
1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
1.8.4. CSR Tools and Standards

1.9. Multinationals and Human Rights
1.9.1. Globalization, Multinational Companies 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: Process of Strategic Planning

2.4. Strategic Thinking
2.4.1. The Company as a System
2.4.2. Organization Concept

2.5. Financial Diagnosis
2.5.1. Concept of Financial Diagnosis
2.5.2. Stages of Financial Diagnosis
2.5.3. Assessment Methods for Financial Diagnosis

2.6. Planning and Strategy
2.6.1. The Plan from a Strategy
2.6.2. Strategic Positioning
2.6.3. Strategy in Companies

2.7. Strategy Models and Patterns
2.7.1. Conceptual Framework
2.7.2. Strategic Models
2.7.3. Strategic Patterns: The Five P's of Strategy

2.8. Competitive Strategy
2.8.1. Competitive Advantage
2.8.2. Choosing a Competitive Strategy
2.8.3. Strategies based on the Strategic Clock Model
2.8.4. Types of Strategies according to the Industrial Sector Life Cycle

2.9. Strategic Management
2.9.1. The Concept of Strategy
2.9.2. The Process of Strategic Management
2.9.3. Approaches in Strategic Management

2.10. Strategy Implementation
2.10.1. Indicator Systems and Process Approach
2.10.2. Strategic Map
2.10.3. Strategic Alignment

2.11. Executive Management
2.11.1. Conceptual Framework of Executive Management
2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools

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

Module 3. People and Talent Management

3.1. Organizational Behavior
3.1.1. Organizational Behavior. Conceptual Framework
3.1.2. Main Factors of Organizational Behavior

3.2. People in Organizations
3.2.1. Quality of Work Life and Psychological Well-Being
3.2.2. Work Teams and Meeting Management
3.2.3. Coaching and Team Management
3.2.4. Managing Equality and Diversity

3.3. Strategic People Management
3.3.1. Strategic Management and Human Resources
3.3.2. Strategic People Management

3.4. Evolution of Resources. An Integrated Vision
3.4.1. The Importance of HR
3.4.2. A New Environment for People Management and Leadership
3.4.3. Strategic 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 Compliance Management
3.7.1. Performance Management
3.7.2. Performance Management: Objectives and Process

3.8. Training Management
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 ORP 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 Vs. Non-Monetary Compensation

3.21.1. Monetary Vs. Non-Monetary Compensation
3.21.2. Wage Band Models
3.21.3. Non-Monetary 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. From General 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 with the Mercantile 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
5.1.4. Operations Management

5.2. Industrial Organization and Logistics
5.2.1. Industrial Organization Department
5.2.2. Logistics Department

5.3. Structure and Types of Production (MTS, MTO, ATO, ETO...)
5.3.1. Production System
5.3.2. Production Strategy
5.3.3. Inventory Management System
5.3.4. Production Indicators

5.4. Structure and Types of Procurement
5.4.1. Function of Procurement
5.4.2. Procurement Management
5.4.3. Types of Purchases
5.4.4. Efficient Purchasing Management of a Company
5.4.5. Stages of the Purchase Decision Process

5.5. Economic Control of Purchasing
5.5.1. Economic Influence of Purchases
5.5.2. Cost Centers
5.5.3. Budget
5.5.4. Budgeting vs. Actual Expenditure
5.5.5. Budgetary Control Tools

5.6. Warehouse Operations Control
5.6.1. Inventory Control
5.6.2. Location Systems
5.6.3. *Stock* Management Techniques
5.6.4. Storage Systems

5.7. Strategic Purchasing Management
5.7.1. Business Strategy
5.7.2. Strategic Planning
5.7.3. Purchasing Strategies

5.8. Typologies of the Supply Chain (SCM)
5.8.1. Supply Chain
5.8.2. Benefits of Supply Chain Management
5.8.3. Logistical Management in the Supply Chain

5.9. *Supply Chain Management*
5.9.1. The Concept of Supply Chain Management (SCM)
5.9.2. Costs and Efficiency of the Operations Chain
5.9.3. Demand Patterns
5.9.4. Operations Strategy and Change

5.10. Interactions Between the SCM and All Other Departments
5.10.1. Interaction of the Supply Chain
5.10.2. Interaction of the Supply Chain. Integration by Parts
5.10.3. Supply Chain Integration Problems
5.10.4. Supply Chain 4.0

5.11. Logistics Costs
5.11.1. Logistics Costs
5.11.2. Problems with Logistics Costs
5.11.3. Logistic Costs Optimization

5.12. Profitability and Efficiency of Logistics Chains: KPIS
5.12.1. Logistics Chain
5.12.2. Profitability and Efficiency of the Logistics Chain
5.12.3. Indicators of Profitability and Efficiency of the Supply Chain

5.13. Process Management
5.13.1. Process Management
5.13.2. Process Based Focus: Business Process Mapping
5.13.3. Improvements in Process Management

5.14. Distribution and Transportation Logistics
5.14.1. Distribution in the Supply Chain
5.14.2. Transportation Logistics
5.14.3. Geographic Information Systems as a Support to Logistics

5.15. Logistics and Customers
5.15.1. Demand Analysis
5.15.2. Demand and Sales Forecast
5.15.3. Sales and Operations Planning
5.15.4. Participatory Planning, Forecasting and Replenishment Planning (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 and Technologies in the Company
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 Systems Strategic Planning
6.5.1. Information Systems and Corporate Strategy
6.5.2. Strategic Planning of Information Systems
6.5.3. Phases of Information Systems Strategic Planning

6.6. Information Systems for Decision-Making
6.6.1. Business Intelligence
6.6.2. Data Warehouse
6.6.3. Balanced Scorecard (BSC)

6.7. Exploring the Information
6.7.1. SQL: Relational Databases. Basic Concepts
6.7.2. Networks and Communications
6.7.3. Operational System: Standardized Data Models
6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
6.7.5. Strategic DB Analysis and Report Composition

6.8. Enterprise Business Intelligence
6.8.1. The World of Data
6.8.2. Relevant Concepts
6.8.3. Main Characteristics
6.8.4. Solutions in Today's Market
6.8.5. Overall Architecture of a BI Solution
6.8.6. Cybersecurity in BI and Data Science

6.9. New Business Concept
6.9.1. Why BI
6.9.2. Obtaining Information
6.9.3. BI in the Different Departments of the Company
6.9.4. Reasons to Invest in BI

6.10. BI Tools and Solutions
6.10.1. How to Choose the Best Tool?
6.10.2. Microsoft Power BI, MicroStrategy y Tableau
6.10.3. SAP BI, SAS BI and Qlikview
6.10.4. Prometheus

6.11. BI Project Planning and Management
6.11.1. First Steps to Define a BI Project
6.11.2. BI Solution for the Company
6.11.3. Requirements and Objectives

6.12. Corporate Management Applications
6.12.1. Information Systems and Corporate Management
6.12.2. Applications for Corporate Management
6.12.3. Enterprise Resource Planning or ERP Systems

6.13. Digital Transformation
6.13.1. Conceptual Framework of Digital Transformation
6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
6.13.3. Digital Transformation in Companies

6.14. Technology and Trends
6.14.1. Main Trends in the Field of Technology that are Changing Business Models
6.14.2. Analysis of the Main Emerging Technologies

6.15. IT Outsourcing
6.15.1. Conceptual Framework of Outsourcing
6.15.2. IT Outsourcing and its Impact on Businesses
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 Vs. Traditional Commerce

7.5. Managing Digital Business
7.5.1. Competitive Strategy given the Growing Digitalization of the Media
7.5.2. Designing and Creating a Digital Marketing Plan
7.5.3. ROI Analysis in a Digital Marketing Plan

7.6. Digital Marketing to Reinforce a Brand
7.6.1. Online Strategies to Improve Your Brand's Reputation
7.6.2. Branded Content and Storytelling

7.7. Digital Marketing Strategy
7.7.1. Defining the Digital Marketing Strategy
7.7.2. Digital Marketing Strategy Tools

7.8. Digital Marketing to Attract and Customer Loyalty
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. Execution Stages in Marketing Research
8.5.4. Managing a Research Project

8.6. International Market Research
8.6.1. International Market Research
8.6.2. International Market Research Process
8.6.3. The Importance of Secondary Sources in International Market Research

8.7. Feasibility Studies
8.7.1. Concept and Usefulness
8.7.2. Outline of a Feasibility Study
8.7.3. Development of a Feasibility Study

8.8. Publicity
8.8.1. Historical Background of Advertising
8.8.2. Conceptual Framework of Advertising: Principles, Briefing Concept and Positioning
8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
8.8.4. Importance of Advertising in Business
8.8.5. Advertising Trends and Challenges

8.9. Developing the Marketing Plan
8.9.1. Marketing Plan Concept
8.9.2. Situation Analysis and Diagnosis
8.9.3. Strategic Marketing Decisions
8.9.4. Operating Marketing Decisions

8.10. Promotion and Merchandising Strategies
8.10.1. Integrated Marketing Communication
8.10.2. Advertising Communication Plan
8.10.3. *Merchandising* as a Communication Technique

8.11. Media Planning
8.11.1. Origin and Evolution of Media Planning
8.11.2. Media
8.11.3. Media Plan

8.12. Fundamentals of Commercial Management
8.12.1. The Role of Commercial Management
8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
8.12.3. Commercial Planning Systems of the Company
8.12.4. Main Competitive Strategies

8.13. Commercial Negotiation
8.13.1. Commercial Negotiation
8.13.2. Psychological Factors 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. Sales Management
8.15.2. Networks Serving Commercial Activity
8.15.3. Salesperson Recruitment and Training Policies
8.15.4. Remuneration Systems for Own and External Commercial Networks
8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information

8.16. Implementing the Commercial Function
8.16.1. Recruitment of Own Sales Representatives and Sales Agents
8.16.2. Controlling Commercial Activity
8.16.3. The Code of Ethics of Sales Personnel
8.16.4. Compliance with Legislation
8.16.5. Generally Accepted Standards of Business Conduct

8.17. Key Account Management

8.17.1. Concept of Key Account Management
8.17.2. The Key Account Manager
8.17.3. Key Account Management Strategy

8.18. Financial and Budgetary Management

8.18.1. The Break-Even Point
8.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan
8.18.3. Financial Impact of Strategic Sales Decisions
8.18.4. Cycle Management, Turnover, Profitability and Liquidity
8.18.5. Income Statement

Module 9. Innovation and Project Management

9.1. Innovation

9.1.1. Introduction to Innovation
9.1.2. Innovation in the Entrepreneurial Ecosystem
9.1.3. Instruments and Tools for the Business Innovation Process

9.2. Innovation from Strategy

9.2.1. Strategic Intelligence and Innovation
9.2.2. Innovation from Strategy

9.3. *Project Management* for *Startups*

9.3.1. Startup Concept
9.3.2. Lean Startup Philosophy
9.3.3. Stages of Startup Development
9.3.4. The Role of a Project Manager in a Startup

9.4. Business Model Design and Validation

9.4.1. Conceptual Framework of a Business Model
9.4.2. Business Model Design and Validation

9.5. Project Management

9.5.1. Project Management: Identification of Opportunities to Develop Corporate Innovation Projects
9.5.2. Main Stages or Phases in Innovation Projects Management

9.6. Project Change Management: Training Management

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. Manage 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

9.3.1. Creation of a Startup
9.3.2. Organization and Culture
9.3.3. Top Ten Reasons Why Startups Fail
9.3.4. Legal Aspects

9.10. Project Risk Management Planning

9.10.1. Risk Planning
9.10.2. Elements for Creating a Risk Management Plan
9.10.3. Tools for Creating a Risk Management Plan
9.10.4. Content of the Risk Management Plan

Module 10. Executive Management

10.1. General Management
10.1.1. The Concept of General Management
10.1.2. The 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 to Develop Personal Branding
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. Social Communication Theory

11.1. Introduction. Communication Science as a Social Science
11.1.1. Introduction: The Study of Communication as a Social Science
11.1.2. Knowledge
11.1.3. The Scientific Method
11.1.4. Common Concepts in Scientific Research

11.2. Elements of Communication. Scientific Fields of Social Communication
11.2.1. Empirical Research on Communicative Phenomena
11.2.2. Communication Concept
11.2.3. Scientific Fields of Communication

11.3. Trajectories of Research in Social Communications
11.3.1. The Origins of the Study of Communication
11.3.2. The Modern Period: The Split Between the Theory of Argumentation and the Art of Pronunciation
11.3.3. The 20th Century: The Rhetoric of the Mass Media

11.4. Communicative Behavior
11.4.1. An Outline of the Concept of Communicative Behavior
11.4.2. Animal Ethology and the Study of Human Communication
11.4.3. The Biological Background of Communication
11.4.4. Intrapersonal Communication
11.4.5. Patterns of Communicative Behavior
11.4.6. The Study of Non-Verbal Communicative Behavior

11.5. The Communicative Transaction
11.5.1. Symbolic Exchange and Human Culture
11.5.2. Transactional Analysis
11.5.3. Conciliatory Analysis

11.6. Identity, Self-Concept and Communication
11.6.1. Transactional Micropolitics and Self-concept: Interaction as Negotiation of Identities
11.6.2. The Presentation of Oneself in Everyday Rituals
11.6.3. The Construction of the Self-Concept and its Expression
11.6.4. Self-Concept Motivated to Interact
11.6.5. Conversational Pragmatics

11.7. Communication in Groups and Organizations
11.7.1. The Social Group
11.7.2. Social Media, Sociometry and Intra- and Intergroup Communication
11.7.3. Units and Levels of Analysis of Group Communication
11.7.4. The Theory of Diffusion of Innovations
11.7.5. Communication in Organizations

11.8. Media Communication (I) Theories on the Powerful Effects of the Media
11.8.1. Media Communication
11.8.2. Characteristics of the Media and its Messages
11.8.3. The Powerful Effects of the Mass Media

11.9. Media Communication (II) Limited Effects
11.9.1. General Approach to the Relative Safety of the Media
11.9.2. Selective Processing
11.9.3. The Uses and Gratifications of Mass Communications

11.10. Computerized Communication and Virtual Reality as Emerging Objects of Study
11.10.1. Computer-Mediated Communication: the Problem of its Theoretical Integration
11.10.2. Progress Towards the Consolidation of a Theoretical Corpus of Computer-mediated Communication
11.10.3. Evolution of the Theory of Uses and Gratifications
11.10.4. Virtual Reality as an Emerging Object of Study

Module 12. Introduction to the Psychology of Communication

12.1. History of Psychology
12.1.1. We Begin with the Study of Psychology
12.1.2. Science in Evolution. Historical and Paradigmatic Changes
12.1.3. Paradigms and Stages in Psychology
12.1.4. Cognitive Science

12.2. Introduction to Social Psychology
12.2.1. Beginning with the Study of Social Psychology: Influence
12.2.2. Empathy, Altruism and Helping Behavior

12.3. Social Cognition: Processing of Social Information
12.3.1. Thinking and Knowing, Vital Necessities
12.3.2. Social Cognition
12.3.3. Organizing Information
12.3.4. Thought: Prototypical or Categorical
12.3.5. Mistakes we Make in Thinking: Inferential Biases
12.3.6. Automatic Information Processing

12.4. Personality Psychology
12.4.1. What is the Self? Identity and Personality
12.4.2. Self-awareness
12.4.3. Self-esteem
12.4.4. Self-knowledge
12.4.5. Interpersonal Variables in Personality Shaping
12.4.6. Macro-social Variables in the Configuration of Personality

12.5. Emotions
12.5.1. What do we Talk about When we Get Excited?
12.5.2. The Nature of Emotions
12.5.3. Emotions and Personality
12.5.4. From another Perspective. Social Emotions

12.6. Psychology of Communication. Persuasion and Attitude Change
12.6.1. Introduction to Communication Psychology
12.6.2. Attitudes
12.6.3. Historical Models in the Study of Persuasive Communication
12.6.4. The Elaboration Likelihood Model (ELM)
12.6.5. Communication Processes through the Media

12.7. The Sender
12.7.1. The Source of Persuasive Communication
12.7.2. Source Characteristics. Credibility
12.7.3. Source Characteristics. The Appeal
12.7.4. Emitter Characteristics. The Power
12.7.5. Processes in Persuasive Communication Mechanisms Based on Primary Cognition

12.8. The Message
12.8.1. We Begin by Studying the Composition of the Message
12.8.2. Types of Messages: Rational vs. Emotional Messages
12.8.3. Emotional Messages and Communication: Fear-Inducing Messages
12.8.4. Rational Messages and Communication

12.9. The Receiver
12.9.1. The Role of the Recipient according to the Elaboration Likelihood Model
12.9.2. Recipient Needs and Motives: Their Impact on Changing Attitudes

12.10. New Perspectives in the Study of Communication
12.10.1. Non-conscious Processing of Information. Automatic Processes
12.10.2. Measuring Automatic Processes in Communication
12.10.3. First Steps in the New Paradigms
12.10.4. Theories of Dual Processing Systems

Module 13. Fundamentals of Communication in the Digital Environment

13.1. 360º Communication
13.1.1. Introduction
13.1.2. What is 360º Communication?
13.1.3. Consumer *Insights*
13.1.4. Conventional and Non-Conventional Media
13.1.5. Communicate, Always Communicate
13.1.6. Business Case: Drink Fanta

13.2. Online Advertising Techniques and Web Presence
13.2.1. Introduction
13.2.2. Online Advertising
13.2.3. Email Marketing
13.2.4. The Corporate Website

13.3. Social Communication in the Network
13.3.1. Introduction
13.3.2. Blogs and the Blogosphere
13.3.3. Types of Blogs
13.3.4. Microblogs or Nanoblogs
13.3.5. Social Media
13.3.6. Web 3.0
13.3.7. Business Case: Johnnie Walker

13.4. Viral Communication and Buzz Marketing
13.4.1. Introduction
13.4.2. Word-Of-Mouth (WOM) Communication
13.4.3. Techniques Based on Word-of-Mouth Communication
13.4.4. Ways to Generate Word-of-Mouth Communication
13.4.5. Sub-Viral Marketing
13.4.6. Prankvertising
13.4.7. The Buzz Marketing
13.4.8. Aspects to Take into Account When Carrying Out a Buzz Marketing or Viral Communication Campaign
13.4.9. Business Case: Campofrío or the art of Making a Campaign Become a Viral Hit

13.5. Communication Techniques on Mobile Devices
13.5.1. Introduction
13.5.2. Internet in your Pocket
13.5.3. Tablet: Touch Revolution
13.5.4. Messaging as a Communication Tool
13.5.5. Proximity Marketing
13.5.6. Play and Communicate
13.5.7. The Multiscreen Phenomenon and Other Forms of Mobile Communication
13.5.8. The Present of Mobile Communication: Location Based Advertising
13.5.9. Augmented Reality: Fiction or Reality?

13.6. New Trends in Internal Communication
13.6.1. Introduction
13.6.2. New Internal Communication Challenges: Multidirectional Interaction and Collaborative Work
13.6.3. Internal Communication: A Tool with a High Strategic Value for the Company
13.6.4. Recruitment Through Social Media
13.6.5. Social Media as Engagement Drivers
13.6.6. Business Case: Dell. Be The Reason

13.7. Communication and Content Marketing
13.7.1. Introduction
13.7.2. What is Content Marketing?
13.7.3. Branded Content
13.7.4. Inbound Marketing
13.7.5. Native Publicity
13.7.6. Storytelling and Transmedia Narrative
13.7.7. Business Case: Coca-Cola and Content Marketing

13.8. The Importance of *Advergaming* as an Advertising Tool
13.8.1. Introduction: The Video Game Market
13.8.2. What is Advergaming? Delimitation with Respect to Related Figures: Ingame Advertising
13.8.3. Evolution of Advergaming
13.8.4. Advergaming as an Advertising Tool
13.8.5. Advergaming in Spain BORRAR
13.8.6. Case Study: Magnum Pleasure Hunt

13.9. Big Data and Communication
13.9.1. Introduction
13.9.2. What is Big Data?
13.9.3. How Do You Create Value with Big Data?
13.9.4. Big Data Analyst Profile
13.9.5. Big Data Techniques
13.9.6. Business Case: Netflix

13.10. Emerging Trends in Communication
13.10.1. Introduction
13.10.2. Tryverstising: Product Testing in Real-Life Situations
13.10.3. Advertorial: Advertisement that Simulates an Editorial Content
13.10.4. Artvertising: Art in Advertisements
13.10.5. Radical Marketing: Evolution of Guerrilla Marketing
13.10.6. Engagement Marketing: Engagement Marketing
13.10.7. Advertainment: Entertainment Advertising
13.10.8. Ambush Marketing: Ambush or Parasitic Marketing
13.10.9. Business Case: Advertainment and Fashion Films

Module 14. Written Communication

14.1. Oral and Written Communication
14.1.1. Introduction
14.1.2. Oral and Written Codes
14.1.3. The Text and its Linguistics
14.1.4. Text and its Properties: Coherence and Cohesion

14.2. Planning or Prewriting
14.2.1. Introduction
14.2.2. Writing Processes
14.2.3. Planning
14.2.4. Documentation

14.3. The Act of Writing
14.3.1. Introduction
14.3.2. Style
14.3.3. Lexicon
14.3.4. Sentence
14.3.5. Paragraph
14.3.6. Connectors

14.4. Rewriting
14.4.1. Introduction
14.4.2. The Review
14.4.3. How to Use the Computer to Improve the Text

14.5. Spelling and Grammar Issues
14.5.1. Introduction
14.5.2. Most Common Accentuation Problems
14.5.3. Capitalization
14.5.4. Punctuation Marks
14.5.5. Abbreviations and Acronyms
14.5.6. Other Signs

14.6. Textual Models: Description
14.6.1. Introduction
14.6.2. Definition
14.6.3. Types of Description
14.6.4. Description Types
14.6.5. Techniques
14.6.6. Linguistic Elements

14.7. Textual Models: Narration
14.7.1. Introduction
14.7.2. Definition
14.7.3. Features
14.7.4. Elements: Action, Characters, Complication and Moral
14.7.5. The Narrator
14.7.6. Linguistic Elements

14.8. Textual Models: Exposition and the Epistolary Genre
14.8.1. Introduction
14.8.2. The Exposition
14.8.3. The Epistolary Genre

14.9. Textual Models: Argumentation
14.9.1. Introduction
14.9.2. What is Argumentation?
14.9.3. Elements and Structure of Argumentation
14.9.4. Types of Arguments
14.9.5. Fallacies
14.9.6. Structure
14.9.7. Linguistic Features

14.10. Academic Writing
14.10.1. Introduction
14.10.2. Scientific Work
14.10.3. Summary
14.10.4. The Review
14.10.5. The Trial
14.10.6. Appointments
14.10.7. Writing on the Internet

Module 15. Structure of Communication

15.1. Theory, Concept and Method of the Communication Structure
15.1.1. The Autonomy of Discipline and Relationships with other Subjects
15.1.2. The Structuralist Method
15.1.3. Definition and Purpose of the «Communication Structure»
15.1.4. Guide for the Analysis of the Structure of Communication

15.2. New International Communication Order
15.2.1. Control and Ownership of Communication
15.2.2. Communication Marketing
15.2.3. Cultural Dimension of Communication

15.3. Major Information Agencies
15.3.1. What is an Information Agency?
15.3.2. Information and News. Importance of the Journalist
15.3.3. Before the Internet, the Great Unknowns
15.3.4. A Globalized Map. From Local to Transnational
15.3.5. News Agencies can be seen Thanks to the Internet
15.3.6. The World's Major Agencies

15.4. The Advertising Industry and its Relationship with the Media System
15.4.1. Advertising Industry, Consciousness Industries
15.4.2. The Need for Advertising for the Media
15.4.3. Structure of the Advertising Industry
15.4.4. The Media and its Relationship with the Advertising Industry
15.4.5. Advertising Regulation and Ethics

15.5. Cinema and the Culture and Leisure Market
15.5.1. Introduction
15.5.2. The Complex Nature of Cinema
15.5.3. The Origin of the Industry
15.5.4. Hollywood, the Film Capital of the World
15.5.5. The Power of Hollywood
15.5.6. From the Golden Hollywood Oscars to the Photocall of New Plataforms.
15.5.7. New Displays

15.6. Political Power and the Media
15.6.1. Influence of the Media in the Formation of Society
15.6.2. Media and Political Power
15.6.3. (Political) Manipulation and Power

15.7. Media Concentration and Communication Policies
15.7.1. Theoretical Approach to External Growth Processes
15.7.2. Competition and Communication Policies in the European Union

15.8. Communication Structure in Latin America
15.8.1. Introduction
15.8.2. Historical Approach
15.8.3. Bipolarity of the Latin American Media System
15.8.4. U.S. Hispanic Media

15.9. A Prospective of the Structure of Communication and Journalism
15.9.1. Digitalization and the New Media Structure
15.9.2. The Structure of Communication in Democratic Countries

Module 16. Business Strategy

16.1. Strategic Management
16.1.1. The Concept of Strategy
16.1.2. The Process of Strategic Management
16.1.3. Approaches in Strategic Management

16.2. Planning and Strategy
16.2.1. The Plan in a Strategy
16.2.2. Strategic Positioning
16.2.3. Strategy in Companies
16.2.4. Planning

16.3. Strategy Implementation
16.3.1. Indicator Systems and Process Approach
16.3.2. Strategic Map
16.3.3. Differentiation and Alignment

16.4. Corporate Strategy
16.4.1. The Concept of Corporate Strategy
16.4.2. Types of Corporate Strategies
16.4.3. Corporate Strategy Definition Tools

16.5. Digital Strategy
16.5.1. Technology Strategy and its Impact on Digital Innovation
16.5.2. Strategic Planning of Information Technologies
16.5.3. Strategy and The Internet

16.6. Corporate Strategy and Technology Strategy
16.6.1. Creating Value for Customers and Shareholders
16.6.2. Strategic IS/IT Decisions
16.6.3. Corporate Strategy vs Technology and Digital Strategy

16.7. Competitive Strategy
16.7.1. The Concept of Competitive Strategy
16.7.2. Competitive Advantage
16.7.3. Choosing a Competitive Strategy
16.7.4. Strategies based on the Strategic Clock Model
16.7.5. Types of Strategies According to the Industrial Sector Life Cycle

16.8. Marketing Strategy Dimensions
16.8.1. Marketing Strategies
16.8.2. Types of Marketing Strategies

16.9. Sales Strategy
16.9.1. Sales Methods
16.9.2. Acquisition Strategies
16.9.3. Service Strategies

16.10. Social Business
16.10.1. Web 2.0 Strategic Vision and its Challenges
16.10.2. Convergence Opportunities and ICT Trends
16.10.3 How to Monetize Web 2.0 and Social Media
16.10.4. Mobility and Digital Business

Module 17. Corporate Communication, Brand Strategy and Reputation

17.1. Corporate Identity and Strategic Vision
17.1.1. Identity and Redefining Business Values
17.1.2. Corporate Business Culture
17.1.3. Communication Department Challenges
17.1.4. Public Image and Projection

17.2. Corporate Brand Strategy
17.2.1. Public Image and *Stakeholders*
17.2.2. Corporate Branding Strategy and Management
17.2.3. Corporate Communication Strategy in Line With Brand Identity

17.3. Reputation Theory
17.3.1. Reputation as a Paradigm of a Good Company
17.3.2. The Concept of Corporate Reputation
17.3.3. Internal Reputation
17.3.4. Influence of Internationalization on Corporative Reputation

17.4. Reputation Evaluation
17.4.1. Corporative Reputation Audit
17.4.2. *Listed Companies Reputation Monitor*
17.4.3. Reputational Good Governance Index
17.4.4. Analysis of Sectorial Reputation

17.5. Reputation Management
17.5.1. Corporative Reputation Management
17.5.2. Focus on Brand Reputation
17.5.3. Leadership Reputation Management

17.6. Reputation Risk and Crisis Management
17.6.1. Listening to and Managing Feedback
17.6.2. Procedures, Crisis Manual and Contingency Plans
17.6.3. Spokesperson Training in Emergency Situations

17.7. Ethical Sustainability
17.7.1. Sustainable Criteria and Strategies
17.7.2. Communication Campaigns with Sustainability Criteria
17.7.3. Sustainable Brand Positioning and Image

17.8. Brand Metrics and Analysis and Reputation
17.8.1. Introduction to the Metrics of Corporative Branding
17.8.2. Internal and External Measurement Indexes
17.8.3. Brand Management Tools
17.8.4. Brand Assessment and Rankings

Module 18. Management Aspects of Corporate Communication

18.1. Communication in Organizations
18.1.1. Organizations, People and Society
18.1.2. Historical Evolution of Organizational Behavior
18.1.3. Bidirectional Communication
18.1.4. Communication Barriers

18.2. Structure, Control and Challenges in Communication Management
18.2.1. Departmental Structure in Communication Management
18.2.2. Current Trends in Management Models
18.2.3. Integration of Intangibles
18.2.4. Communication Department Challenges

18.3. Comprehensive Communication Plans
18.3.1. Audit and Diagnosis
18.3.2. Elaboration of Communication Plan
18.3.3. Measurement of Results: KPIs and ROI

18.4. Effects of the Media
18.4.1. Efficiency of Commercial and Advertising Communication
18.4.2. Theories on the Effects of the Media
18.4.3. Social and Co-Creation Models

18.5. Press Offices and Their Relationship with Communication Media
18.5.1. Identifying Opportunities and Information Needs
18.5.2. Management of Reports and Spokesperson Interviews
18.5.3. Virtual *Press Room* and e-Communication
18.5.4. Buying Advertising Space

18.6. Public Relations
18.6.1. PR Strategy and Practice
18.6.2. Protocol and Ceremonial Standards
18.6.3. Event Organization and Creative Management

18.7. Lobbies and Pressure Groups
18.7.1. Opinion Groups and Their Actions in Businesses and Institutions
18.7.2. Institutional Relations and Lobbying
18.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

18.8. Internal Communication
18.8.1. Motivational Programs, Social Action, Participation and Training with HR
18.8.2. Internal Communication Tools and Supports
18.8.3. Internal Communication Plan

18.9. Branding and Naming
18.9.1. Brand Management and Coordination in Launching of New Products
18.9.2. Brand Repositioning

18.10. Audience Forecasting and Data Sources
18.10.1. Measurement Units and Audience Profiles
18.10.2. Affinity, Share, *Rating and* GRPs
18.10.3. Current Suppliers in the Advertising Market

Module 19. Communication in Specialized Sectors

19.1. Financial Communication
19.1.1. Value of Intangibles
19.1.2. Financial Communication in Listed Companies
19.1.3. The Issuers of the Financial Communication
19.1.4. Public Objective in Financial Operations

19.2. Political and Electoral Communication
19.2.1. Image in Political and Electoral Campaigns
19.2.2. Political Advertising
19.2.3. Political and Electoral Communication Plan
19.2.4. Electoral Communication Audits

19.3. Communication and Health
19.3.1. Journalism and Health Information
19.3.2. Interpersonal and Group Communication in the Field of Health
19.3.3. Communication Risk and Communicative Management in a Health Crisis

19.4. Digital Culture and Hypermedia Museography
19.4.1. Production and Diffusion of Art in the Digital Era
19.4.2. Cultural Spaces as a Paradigm of Hypermedia and *Transmedia* Convergences
19.4.3. Constructive Participation in the Digital Culture

19.5. Communication at the Forefront of Public Organizations
19.5.1. Communication in the Public Sector
19.5.2. Strategy and Creation in Public Organization Communications
19.5.3. Intangible Assets in the Public Sector
19.5.4. Information Policy of Public Organizations

19.6. Communications in Non-Profit Organizations
19.6.1. NPO and Relationship with Government Agencies
19.6.2. Corporative Reputation in Non-Profit Organizations
19.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
19.6.4. Different Figures and Communication Media

Module 20. Institutional Marketing

20.1. Product Placement and Branded Content
20.1.1. Unique Forms of Communication and Brand Placement
20.1.2. Concepts, Products and Services in User-Friendly Media

20.2. Digital Media Planning and Contracting
20.2.1. Real Time Bidding
20.2.2. Integrated Digital Campaign Planning
20.2.3. Advertising Investment Control Scorecard

20.3. Promotional Marketing
20.3.1. Consumer Promotions
20.3.2. Sales Force, Channel, Point of Sale and Special Promotions
20.3.3. Success and Cost-Effectiveness of Promotional Actions

20.4. Planning, Execution and Measurement of SEM Campaigns
20.4.1. Search Engine Marketing
20.4.2. Conversion of Traffic to Qualified Traffic
20.4.3. SEM Project Management

20.5. Metrics and Results Analysis in Public Digital Campaigns
20.5.1. Adservers
20.5.2. Traditional Metrics and Digital GRPs
20.5.3. Crossmedia and Interactions

20.6. Display Advertising, Rich Media and Viral Advertising
20.6.1. Media, Formats and Supports
20.6.2. Conversion Funnel
20.6.3. *Buzz Marketing* and WOM

20.7. Mobile Marketing, Geo-localization and Internet TV
20.7.1. New Mobile Marketing Applications
20.7.2. Geo-localization
20.7.3. Applications which Integrate Websites, Geotagging and Mobile

20.8. Advertising Effectiveness
20.8.1. Research Techniques and *Tracking* Campaigns
20.8.2. Coverage and Effective Frequency Analysis
20.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

Module 21. Communication Company Management

21.1. The Industries of Communication
21.1.1. Mediamorphosis
21.1.2. Digital Transformation
21.1.3. Cybermedia

21.2. Legal and Economic Structure of Communication Companies
21.2.1. Individual Entrepreneur
21.2.2. Trading Companies
21.2.3. Media Conglomerates

21.3. Structure, Administration and Challenges of Management
21.3.1. Departmental Structure in Communication Management
21.3.2. Current Trends in Management Models
21.3.3. Integration of Intangibles
21.3.4. Communication Department Challenges

21.4. Strategic Analysis and Competitiveness Factors
21.4.1. Analysis of the Competitive Environment
21.4.2. Competitiveness Determinants

21.5. Business Ethics
21.5.1. Ethical Behavior in the Company
21.5.2. Deontology and Ethical Codes
21.5.3. Fraud and Conflicts of Interest

21.6. The Importance of Marketing in Communication Companies
21.6.1. Marketing Strategies in Traditional Media
21.6.2. Impact of Social Media on the Media Agenda

21.7. Strategic Thinking and Systems
21.7.1. The Company as a System
21.7.2. Strategic Thinking Derived from Corporate Culture
21.7.3. The Strategic Approach from People Management

21.8. Branding
21.8.1. The Brand and Their Functions
21.8.2. Brand Creation (Branding)
21.8.3. Brand Architecture

21.9. Creative Strategy Formulation
21.9.1. Explore Alternative Strategies
21.9.2. Counter Briefing or Creative Briefing
21.9.3. Branding and Positioning

21.10. Design of a Crisis Manual/Crisis Communication Plan
21.10.1. Preventing the Crisis
21.10.2. Managing Crisis Communication
21.10.3. Recovering from the Crisis

Module 22. Communication Methods

22.1. Introduction to the Media
22.1.1. What is the Media?
22.1.2. Characteristics of the Media
22.1.3. Media Utility

22.2. Press
22.2.1. Introduction and Brief History of the Media
22.2.2. Main Features
22.2.3. From Paper to Digital

22.3. Radio
22.3.1. Introduction and Brief History of the Media
22.3.2. Main Features

22.4. Television
22.4.1. Introduction and Brief History of the Media
22.4.2. Traditional Television
22.4.3. New Forms of Television Consumption

22.5. Social Media as a Means of Communication
22.5.1. The Network as a New Communication Environment
22.5.2. Communicative Possibilities of Social Media

22.6. New Platforms and Devices
22.6.1. A Multi-Screen Environment
22.6.2. Second Television Screens
22.6.3. The Multitasker Consumer

22.7. Glocalization
22.7.1. Local Media
22.7.2. Proximity Journalism

22.8. Effects of the Media
22.8.1. Efficiency of Commercial and Advertising Communication
22.8.2. Theories on the Effects of the Media
22.8.3. Social and Co-Creation Models

22.9. Media Convergence
22.9.1. A New Media Ecosystem
22.9.2. Convergence Culture

22.10. User-Generated Content
22.10.1. From Consumer to Prosumer
22.10.2. Participatory Culture
22.10.3. Collective Intelligence

Module 23. Information Product Management

23.1. Information Product Definition
23.1.1. Concept
23.1.2. Features
23.1.3. Types

23.2. Information Product Development Process
23.2.1. Phases of Information Production
23.2.2. Agenda Setting

23.3. Strategies for Launching New Information Products
23.3.1. Tangible Strategies
23.3.2. Intangible Strategies
23.3.3. Product Portfolio Strategy

23.4. Competitor Strategy Study
23.4.1. Benchmarking
23.4.2. Types of Benchmarking
23.4.3. Advantages

23.5. Information Product Portfolio Innovation Process
23.5.1. Transmedia Narratives
23.5.2. Fan Phenomenon

23.6. Innovation in Strategic Positioning
23.6.1. Gamification
23.6.2. New Narrative World

23.7. Journalistic Documentation
23.7.1. Essential Guides to Cultural Journalism Documentation
23.7.2. Historical Documentation
23.7.3. Current Documentation
23.7.4. The Raging News

23.8. Designing and Planning an Online Reputation Plan
23.8.1. Brand Reputation Plan
23.8.2. General Metrics, ROI, and Social CRM
23.8.3. Online Crisis and Reputational SEO

23.9. The Importance of Communication in Today's Organizations
23.9.1. Mechanisms and Systems for Communication with the Media
23.9.2. Errors in Organizational Communication

23.10. Inbound Marketing
23.10.1. Effective Inbound Marketing
23.10.2. The Benefits of Inbound Marketing
23.10.3. Measuring the Success of Inbound Marketing

Module 24. Market and Communication Environments

24.1. Company's Macro-Environment
24.1.1. Concept of Macro-Environment
24.1.2. Macro-Environment Variables

24.2. Company's Micro-Environment
24.2.1. Approach to the Concept of Micro-Environment
24.2.2. Actors in the Micro-Environment

24.3. New Competitive Environment
24.3.1. Technological Innovation and Economic Impact
24.3.2. Knowledge Society
24.3.3. The New Consumer Profile

24.4. Knowing the Market and the Consumer
24.4.1. Open Innovation
24.4.2. Competitive Intelligence
24.4.3. Competitive Economy

24.5. Developing the Marketing Plan
24.5.1. Marketing Plan Concept
24.5.2. Situation Analysis and Diagnosis
24.5.3. Strategic Marketing Decisions
24.5.4. Operating Marketing Decisions

24.6. Market Segmentation
24.6.1. Market Segmentation Concept
24.6.2. Utility and Segmentation Requirements
24.6.3. Consumer Market Segmentation
24.6.4. Industrial Market Segmentation
24.6.5. Segmentation Strategies
24.6.6. Segmentation Based on Marketing Mix Criteria

24.7. Competitive Positioning
24.7.1. Positioning Concept on the Market
24.7.2. The Positioning Process

24.8. Commercial Segmentation
24.8.1. Analysis of Distribution Channels, Sales Areas and Products
24.8.2. Preparing Commercial Areas
24.8.3. Implementing the Visiting Plan

24.10. Corporate Social Responsibility
24.10.1. Social Commitment
24.10.2. Sustainable Organizations
24.10.3. Business Ethics

Module 25. Advertising Language

25.1. Thinking and Writing: Definition
25.1.1. Definition of Copywriting
25.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization

25.2. Copywriting and Creativity
25.2.1. Conditions of the Copywriting Process
25.2.2. Linguistic Competence
25.2.3. Functions of the Copywriter
25.2.4. Definition of the Functions of the Copywriter

25.3. The Principle of Coherence and Campaign Conceptualization
25.3.1. The Principle of Campaign Unity
25.3.2. The Creative Team
25.3.3. The Conceptualization Process: Hidden Creativity
25.3.4. What is a Concept?
25.3.5. Applications of the Conceptualization Process
25.3.6. The Advertising Concept
25.3.7. Utility and Advantages of the Advertising Concept

25.4. Advertising and Rhetoric
25.4.1. Copywriting and Rhetoric
25.4.2. Placing Rhetoric
25.4.3. The Phases of Rhetoric
    25.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
    25.4.3.2. Topoi and Reason Why as Argumentation

25.5. Fundamentals and Characteristics of Copywriting
25.5.1. Correction
25.5.2. Adaptation
25.5.3. Efficiency
25.5.4. Characteristics of Copywriting
    25.5.4.1. Morfoligical: Nominalization
    25.5.4.2. Syntax: Destructuring
    25.5.4.3. Graphics: Emphatic Punctuation

25.6. Argumentation Strategies
25.6.1. Description
25.6.2. The Enthymeme
25.6.3. Narration
25.6.4. Intertextuality

25.7. Styles and Slogans in Copywriting
25.7.1. The Length of the Sentence
25.7.2. The Styles
25.7.3. The Slogan
25.7.4. A Phrase of Wartime Origin
25.7.5. The Characteristics of the Slogan
25.7.6. The Elocution of the Slogan
25.7.7. The Forms of the Slogan
25.7.8. The Functions of the Slogan

25.8. Principles of Applied Copywriting and the Reason Why+USP Pairing
25.8.1. Rigor, Clarity, Accuracy
25.8.2. Synthesis and Simplicity
25.8.3. Advertising Text Constraints
25.8.4. Application of the Reason Why + USP Pairing

25.9. Copywriting in Conventional and Non-Conventional Media
25.9.1. The Division Above-the-line/Below-the-line
25.9.2. Integration. Overcoming the ATL-BTL Polemic
25.9.3. Television Copywriting
25.9.4. Radio Copywriting
25.9.5. Press Copywriting
25.9.6. Copywriting for Outdoor Media
25.9.7. Copywriting in Non-Conventional Media
25.9.8. Direct Marketing Copywriting
25.9.9. Interactive Media Copywriting

25.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
25.10.1. Classical Models of Advertising Analysis
25.10.2. Impact and Relevance
25.10.3. The *Checklist* of the Writer
25.10.4. Translation and Adaptation of Advertising Texts
25.10.5. New Technologies, New Languages
25.10.6. Writing in Web 2.0
25.10.7. Naming, Guerrilla Advertising and Other Copywriting Cases

Module 26. Creativity in Communication

26.1. To Create is to Think
26.1.1. The Art of Thinking
26.1.2. Creative Thinking and Creativity
26.1.3. Thought and Brain
26.1.4. The Lines of Research on Creativity: Systematization

26.2. Nature of the Creative Process
26.2.1. Nature of Creativity
26.2.2. The Notion of Creativity: Creation and Creativity
26.2.3. The Creation of Ideas for Persuasive Communication
26.2.4. Nature of the Creative Process in Advertising

26.3. The Invention
26.3.1. Evolution and Historical Analysis of the Creation Process
26.3.2. Nature of the Classical Canon of Inventio
26.3.3. The Classical View of Inspiration in the Origin of Ideas
26.3.4. Invention, Inspiration, Persuasion

26.4. Rhetoric and Persuasive Communication
26.4.1. Rhetoric and Advertising
26.4.2. The Rhetorical Parts of Persuasive Communication
26.4.3. Rhetorical Figures

26.5. Creative Behavior and Personality
26.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
26.5.2. Creative Behavior and Motivation
26.5.3. Perception and Creative Thinking
26.5.4. Elements of Creativity

26.6. Creative Skills and Abilities
26.6.1. Thinking Systems and Models of Creative Intelligence
26.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
26.6.3. Interaction Between Factors and Intellectual Capabilities
26.6.4. Creative Skills
26.6.5. Creative Capabilities

26.7. The Phases of the Creative Process
26.7.1. Creativity as a Process
26.7.2. The Phases of the Creative Process
26.7.3. The Phases of the Creative Process in Advertising

26.8. Troubleshooting
26.8.1. Creativity and Problem Solving
26.8.2. Perceptual Blocks and Emotional Blocks
26.8.3. Invention Methodology: Programs and Creative Methods

26.9. The Methods of Creative Thinking
26.9.1. The Brainstorming as a Model for the Creation of Ideas
26.9.2. Vertical Thinking and Lateral Thinking

26.10. Creativity and Advertising Communication
26.10.1. The Creative Process as a Specific Product of Advertising Communication
26.10.2. Nature of the Creative Process in Advertising: Creativity and Process of Advertising Creation
26.10.3. Methodological Principles and Effects of Advertising Creation
26.10.4. Advertising Creation: From Problem to Solution
26.10.5. Creativity and Persuasive Communication

Module 27. Creative Advertising I: Copywriting

27.1. Writing Concept
27.1.1. Writing and Editing

27.2. Fundamentals of Copywriting
27.2.1. Correction
27.2.2. Adaptation
27.2.3. Efficiency

27.3. Characteristics of Copywriting
27.3.1. Nominalization
27.3.2. Destructuring

27.4. Text and Image
27.4.1. From Text to Image
27.4.2. Text Functions
27.4.3. Image Functions
27.4.4. Relationship Between Text and Imaging

27.5. Brand and Slogan
27.5.1. The Brand
27.5.2. Brand Characteristics
27.5.3. The Slogan

27.6. Press Advertising: The Large Format Advertisement
27.6.1. Newspapers and Magazines
27.6.2. Superstructure
27.6.3. Formal Characteristics
27.6.4. Editorial Characteristics

27.7. Press Advertising: Other Formats
27.7.1. Word Advertisements
27.7.2. Superstructure
27.7.3. The Claim
27.7.4. Superstructure

27.8. Outdoor Advertising
27.8.1. Formats
27.8.2. Formal Characteristics
27.8.3. Editorial Characteristics

27.9. Radio Advertising
27.9.1. Radio Language
27.9.2. The Radio Spot
27.9.3. Superstructure
27.9.4. Wedge Types
27.9.5. Formal Characteristics

27.10. Audiovisual Advertising
27.10.1. The Image
27.10.2. The Text
27.10.3. Music and Sound Effects
27.10.4. Advertising Formats
27.10.5. The Script
27.10.6. Storyboard

Module 28. Creative Advertising II: Art Management

28.1. Subjects and Object of Advertising Graphic Design
28.1.1. Related Professional Profiles
28.1.2. Academic Context and Competencies
28.1.3. Advertiser and Agency
28.1.4. Creative Direction and Creative Idea
28.1.5. Art Direction and Formal Idea

28.2. The Role of the Art Director
28.2.1. What is Art Direction?
28.2.2. How Art Direction Works?
28.2.3. The Creative Team
28.2.4. The Role of the Art Director

28.3. Fundamentals of Advertising Graphic Design
28.3.1. Design Concepts and Design Standards
28.3.2. Trends and Styles
28.3.3. Design Thinking, Process and Management
28.3.4. Scientific Metaphor

28.4. Methodology of Advertising Graphics
28.4.1. Graphic Creativity
28.4.2. Design Process

28.5. Graphic Strategy
28.5.1. Formal Apprehension
28.5.2. Graphic Message

28.6. Graphic Architecture
28.6.1. Typometry
28.6.2. Graphic Spaces
28.6.3. Reticle
28.6.4. Pagination Standards

28.7. Final Arts
28.7.1. Processes and Systems

28.8. Creation of Advertising Graphic Supports
28.8.1. Publigraphy
28.8.2. Organizational Visual Image (OVI)
28.8.3. Graphic Advertisements
28.8.4. Packaging
28.8.5. Websites

28.9. Fundamentals of Video Editing

28.10. Tools of Video Editing

Module 29. Corporate Identity

29.1. The Importance of Image in Businesses
29.1.1. What is Corporate Image?
29.1.2. Differences between Corporate Identity and Corporate Image
29.1.3. Where can the Corporate Image be Manifested?
29.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?

29.2. Research Techniques in Corporate Image
29.2.1. Introduction
29.2.2. The Study of the Company's Image
29.2.3. Corporate Image Research Techniques
29.2.4. Qualitative Image Study Techniques
29.2.5. Types of Quantitative Techniques

29.3. Image Audit and Strategy
29.3.1. What is Image Auditing?
29.3.2. Guidelines
29.3.3. Audit Methodology
29.3.4. Strategic Planning

29.4. Corporate Culture
29.4.1. What is Corporate Culture?
29.4.2. Factors Involved in Corporate Culture
29.4.3. Functions of Corporate Culture
29.4.4. Types of Corporate Culture

29.5. Corporate Social Responsibility and Corporate Reputation
29.5.1. CSR: Concept and Application of the Company
29.5.2. Guidelines for Integrating CSR into Businesses
29.5.3. CSR Communication
29.5.4. Corporate Reputation

29.6. Examples of the Internationally Most Relevant Corporate Identities

29.7. Brand Image and Positioning
29.7.1. The Origins of Trademarks
29.7.2. What is a Brand?
29.7.3. The Need to Build a Brand
29.7.4. Brand Image and Positioning
29.7.5. The Value of Brands

29.8. Image Management through Crisis Communication
29.8.1. Strategic Communication Plan
29.8.2. When It All Goes Wrong: Crisis Communication
29.8.3. Cases

29.9. The Influence of Promotions on Corporate Image
29.9.1. The New Advertising Industry Landscape
29.9.2. Promotional Marketing
29.9.3. Features
29.9.4. Dangers
29.9.5. Promotional Types and Techniques

Module 30. Public Opinion

30.1. The Concept of Public Opinion

30.1.1. Introduction
30.1.2. Public Opinion as an Individual and Collective Phenomenon
30.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
30.1.4. Phases in the Growth of Public Opinion as a Discipline
30.1.5. The 20th Century: The Century of Public Opinion
30.1.6. Main Public Concerns that Keep it as a Discipline

30.2. Theoretical Framework of Public Opinion

30.2.1. Main Orientations and Perspectives of the Discipline of Public Opinion in the 20th Century
30.2.2. 20th Century Authors: Robert E. Park and the Spatial Conception of Public Opinion
30.2.3. Walter Lippmann: Biased Public Opinion
30.2.4. Jürgen Habermas: Political-Valuative Perspective
30.2.5. Niklas Luhmann: Public Opinion as a Communicative Modality

30.3. Social Psychology and Public Opinion

30.3.1. Introduction: Psychosociological Characteristics and Public Opinion
30.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
30.3.3. Adaptation of Public Opinion to Persuasive Messages: Conformism

30.4. Media Influence Models

30.4.1. Types of Media "Effects"
30.4.2. Research on Media Effects
30.4.3. The Return to Media Power (Models from 1970 Onwards)

30.5. Public Opinion and Political Communication

30.5.1. Introduction: Public Opinion and Political Communication
30.5.2. Electoral Political Communication. Propaganda
30.5.3. Government Political Communication

30.6. Public Opinion and Elections

30.6.1. Do Election Campaigns Influence Public Opinion?
30.6.2. The Effect of the Media in Electoral Campaigns as a Reinforcement of Existing Opinions: The Theory of Selective Exposure
30.6.3. Bandwagon and Underdog Effects
30.6.4. The Perception of Media Influence on Others: The Effects of the third Person
30.6.5. The Influence of Electoral Debates and Television Commercials

30.7. Government and Public Opinion

30.7.1. Introduction
30.7.2. Representatives and their Constituents
30.7.3. Political Parties and Public Opinion
30.7.4. Public Policies as an Expression of the Government's Action

30.8. The Political Intermediation of the Press

30.8.1. Introduction
30.8.2. Journalists as Political Intermediaries
30.8.3. Dysfunctions of Journalistic Intermediation
30.8.4. Reliance on Journalists as Intermediaries

30.9. Public Sphere and Emerging Models of Democracy

30.9.1. Introduction: The Democratic Public Sphere
30.9.2. The Public Sphere in the Information Society
30.9.3. Emerging Models of Democracy

30.10. Methods and Techniques for Public Opinion Research

30.10.1. Introduction
30.10.2. Opinion Polls
30.10.3. Quantitative Content Analysis
30.10.4. The In-depth Interview
30.10.5. Focus Groups

Module 31. Integrated Marketing Communications

31.1. Below the Line Advertising

31.1.1. Introduction
31.1.2. Importance
31.1.3. Advantages
31.1.4. Disadvantages
31.1.5. Channels of Use and Strategies
31.1.6. Differences with Above the Line
31.1.7. Combine Below the Line + Above the Line
31.1.8. Marketing Strategy
31.1.9. Steps for the Creation and Development of Advertising

31.2. Direct and Interactive Marketing

31.2.1. Direct Marketing
31.2.2. nteractive Marketing
31.2.3. Combination of Direct and Interactive Marketing
31.2.4. Features
31.2.5. Objectives
31.2.6. Mixed Variables
31.2.7. Main Channels
31.2.8. Advantages
31.2.9. Disadvantages

31.3. Point of Sale Marketing Techniques

31.3.1. What is Point of Sale Marketing?
31.3.2. Objectives
31.3.3. Techniques
31.3.4. Advantages
31.3.5. Disadvantages
31.3.6. Types of Purchases by Consumer
31.3.7. Types of Merchandising

31.4. Importance of Public Relations

31.4.1. Importance
31.4.2. Functions
31.4.3. Main Components
31.4.4. Advantages
31.4.5. Disadvantages
31.4.6. Campaign Process

31.5. Branded Entertainment Marketing Trends

31.5.1. Features
31.5.2. Available Formats
31.5.3. Advantages
31.5.4. Differences with Conventional Advertising
31.5.5. Differences with Content Marketing?
31.5.6. Trends

31.6. Digital Communication Strategy

31.6.1. Importance
31.6.2. Objectives
31.6.3. Steps for its Creation
31.6.4. Typology
31.6.5. Advantages
31.6.6. Disadvantages
31.6.7. Why Develop a Digital Communication Strategy?

31.7. Digital Communication Metrics

31.7.1. Importance
31.7.2. Types
31.7.3. Advantages

31.8. Importance of Social Media

31.8.1. What is Social Media?
31.8.2. Types
31.8.3. Advantages
31.8.4. Disadvantages at Corporate and Personal Level
31.8.5. Designing a Social Media Strategy
31.8.6. Importance

31.9. Effective Segmentation and Social Media Tools

31.9.1. Concept of Segmentation
31.9.2. Segmentation Objectives
31.9.3. What is Achieved by Audience Segmentation
31.9.4. Advantages of Segmentation
31.9.5. How to Perform Segmentation?

31.10. Advantages of Mobile Marketing

31.10.1. Concept of Mobile Marketing
31.10.2. Importance of Mobile Marketing
31.10.3. Types of Mobile Marketing Campaigns
31.10.4. Disadvantages of Mobile Marketing
31.10.5. How to Achieve an Effective Mobile Marketing Strategy?

Module 32. Pressure and Persuasion Groups

32.1. Introduction to Lobbying
32.1.1. Public Affairs Strategies

32.2. The Lobbyist
32.2.1. A Day in the Life of a Professional Lobbyist
32.2.2. Lobbyist, Vocation or Training
32.2.3. Ten Qualities of a Good Lobbyist

32.3. The Basics of Lobbying
32.3.1. Mobilization in Digital Environments
32.3.2. Clients

32.4. Lobbying in Small Businesses

32.5. Study Cases
32.5.1. Case Studies The Case of Foroppp
32.5.2. A Success Story: Introduction to Hybrid Technology

32.6. *Lobby* Strategies
32.6.1. A View of Lobbies from the Pre-Legislative Administration
32.6.2. The Butterfly Effect
32.6.3. Light and Stenographers

32.7. Lobbying in The Media
32.7.1. Lobbying on the Internet and Social Media
32.7.2. Social Media Most Used by the Lobbies
32.7.3. Lobbies in Conventional Media

32.8. Types of Groups
32.8.1. Opinion Groups
32.8.2. Stakeholders
32.8.3. Power Groups

32.9. Types of Lobbying
32.9.1. According to their Organizational Aspect
32.9.2. According to their Legal Nature
32.9.3. According to their Goals, Objectives and Interests

32.10. Positive and Negative Aspects of Lobbying
32.10.1. Positive Aspects
32.10.2. Negative Aspects
32.10.3. Lobbyists' Vision

Module 33. Digital Media Research

33.1. The Scientific Method and its Techniques

33.1.1. Scientific Method and Methodological Techniques
33.1.2. Research Design and Phases
33.1.3. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
33.1.4. Research Approaches and Perspectives
33.1.5. Ethical and Deontological Standards

33.2. Measurable Aspects: Quantitative Methods

33.2.1. Quantitative Techniques
33.2.2. The Survey: Design and Procedures
33.2.3. Types of Surveys
33.2.4. Preparation of the Questionnaire
33.2.5. Field Work and Presentation of Results

33.3. Measurable Aspects: Qualitative Methods

33.3.1. Qualitative Techniques
33.3.2. Individual Interviews and their Typology
33.3.3. Life History
33.3.4. The Group Interview and its Variants: Focus Groups
33.3.5. Other Conversational Techniques: Philips 66, *Brainstorming*, Delphi, Participatory Intervention Cores, Problem and Solution Trees
33.3.6. Participatory – Action Research

33.4. Revealing Behaviors and Communicative Interactions: Observation and its Variants

33.4.1. Observation as a Scientific Method
33.4.2. The Procedure: Planning Systematic Observation
33.4.3. Different Types of Observation
33.4.4. Online Observation: Virtual Ethnography

33.5. Revealing the Content of Messages: Content and Discourse Analysis

33.5.1. Introduction to Quantitative Content Analysis
33.5.2. Sample Selection and Category Design
33.5.3. Data Processing
33.5.4. Critical Discourse Analysis
33.5.5. Other Techniques for the Analysis of Media Texts

33.6. Knowing the Reactions: Experiment in Communication

33.6.1. Introduction to Experiments
33.6.2. What is an Experiment in Communication
33.6.3. Experimentation and its Types
33.6.4. The Practical Design of the Experiment

33.7. Digital Information

33.7.1. Problems and Methodological Proposals
33.7.2. The Online Press: Characteristics and Approach to its Analysis

33.8. Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of its Content

33.8.1. Internet as an Object of Study
33.8.2. Criteria for Assessing the Quality and Reliability of its Content

33.9. Research on the Internet and Digital Platforms

33.9.1. Searching and Browsing in the Online Environment
33.9.2. Approach to Research on Digital Formats: Blogs
33.9.3. Approach to Social Network Research Methods
33.9.4. Hyperlink Research

33.10. Research Trends in Communication

33.10.1. Introduction to the Contemporary Environment of Research in Communication
33.10.2. The Readaptation of the Classic Objects of Communication Research
33.10.3. The Emergence of New Research Objects
33.10.4. Towards Interdisciplinarity and Methodological Hybridization

Module 34. Advertising Law

34.1. Basic Notions of the Advertising Law
34.1.1. Concept and Emergence of the Law of Advertising
34.1.2. Subjects of the Advertising Relationship
34.1.3. Personality Rights
34.1.4. Advertising Work, Intellectual and Industrial Property
34.1.5. Other Forms of Protection of Advertising Work

34.2. Sources of Advertising Law
34.2.1. Legal System and Rules
34.2.2. Sources of Advertising Law
34.2.3. Limits to the Effectiveness of Rules

34.3. Unfair Advertising
34.3.1. Misleading Advertising
34.3.2. Unfair Advertising
34.3.3. Covert Advertising
34.3.3. Aggressive Advertising
34.3.4. Comparative Advertising

34.4. Advertising Agreement
34.4.1. Legal Regime
34.4.2. Birth of the Contract
34.4.3. Ineffectiveness
34.4.4. Noncompliance
34.4.5. Common Provisions Specific to Advertising Agreements

34.5. The Advertising Creation Agreement
34.5.1. Concept
34.5.2. Characters
34.5.3. Content
34.5.4. Noncompliance
34.5.5. Extinction

34.6. The Advertising Broadcasting Agreement
34.6.1. Concept
34.6.2. Characters
34.6.3. Content
34.6.4. Non-compliance
34.6.5. Extinction

34.7. The Sponsorship Agreement
34.7.1. Concept
34.7.2. Characters
34.7.3. Content
34.7.4. Noncompliance
34.7.5. Extinction

34.8. Advertising Ethics and Self-Regulation
34.8.1. Advertising Deontology: Concept, Purpose and Value of Codes of Conduct
34.8.2. Self Control

34.9. The Importance of Advertising and the Need for its Regulation
34.9.1. The Alternative to Self-Regulation
34.9.2. Benefits and Advantages of Self-Regulation
34.9.3. The Current Status of Self-Regulation

"Business communication is indispensable to create a good reputation for the company and connect with potential customers. Become a specialist at TECH and achieve success in this industry!"

Methodology

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

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

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

TECH Business School uses the Case Study to contextualize all content

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

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

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

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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

❝

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

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

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

Testing & Retesting

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

Our Students' Profiles

The profile of TECH Global University students is that of professionals with extensive training and experience, who understand the importance of continuing their studies during their working life. In this particular case, they are professionals with previous knowledge in Senior Management of Comprehensive Corporate Communications, who want to expand their scope of action to the audiovisual industry, and they will achieve this through a high-quality syllabus.

This 100% online Advanced Master's Degree is aimed at professionals with extensive experience, who wish to update their skills in business communication"

Middle Ages

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

Years of Experience

Up to 5 years **15%**

More than 15 years **18%**

10 to 15 years **35%**

5-10 years **32%**

Training

Economics and Business	**17%**
Journalism	**35%**
Marketing	**27%**
Social Sciences	**8%**
Other	**13%**

Professional Profile

Communication Directors	**23%**
Journalists	**33%**
Entrepreneurs	**11%**
Heads of Marketing	**25%**
Other	**8%**
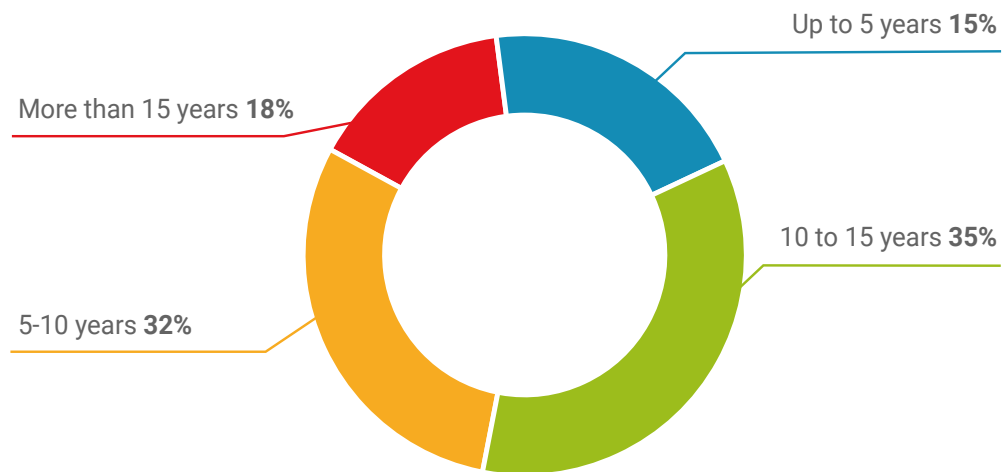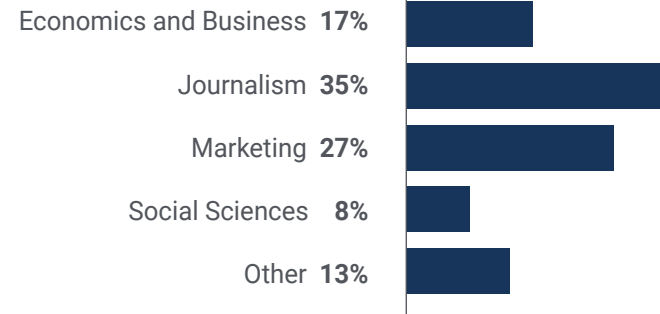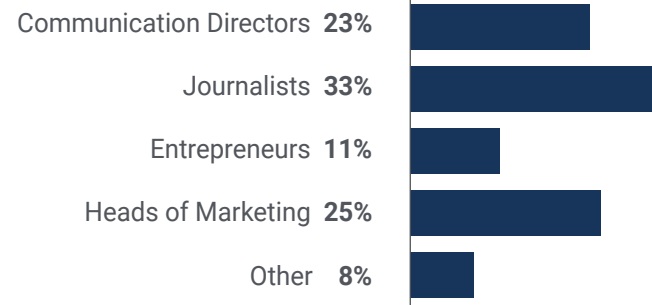
Geographical Distribution

Country	Percentage
USA	9%
Spain	38%
Mexico	21%
Colombia	7%
Argentina	12%
Chile	5%
Peru	2%
Other	6%
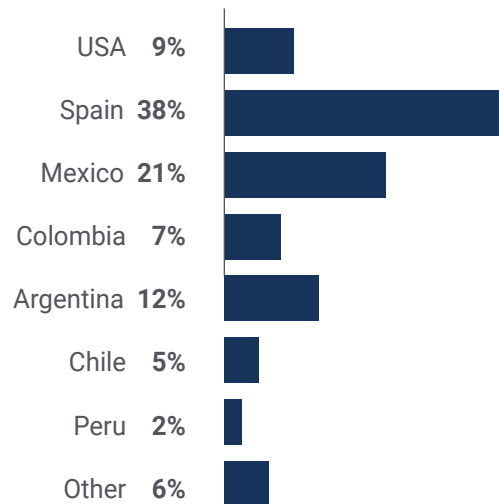
Paula Díaz

Communications Director

"Specialization in business communication is indispensable for those who, like me, have been working in this industry for some time, as it is the best way to get up to date on the latest developments. At TECH I found everything I was looking for to improve my skills and, fortunately, in a totally online format that has allowed me to balance my study time with the rest of my obligations"

Course Management

The academic faculty of this Advanced Master's Degree is made up of qualified professionals with extensive experience in corporate communication. In fact, their expertise covers a wide range of areas, from public relations to crisis management, including digital communication strategies and branding. These specialists not only have a solid theoretical background, but are also firmly committed to academic excellence and the practical implementation of communication principles in real business contexts.

Our professors aspire to prepare you to succeed in the field of corporate communication in a dynamic business environment"

International Guest Director

Eric Nyquist is a leading **international sports professional**who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in **world-class** sports organizations.

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

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

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

Mr. Nyquist, Eric

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

Thanks to this university program, 100% online, you will be able to balance your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

International Guest Director

With a strong background in **Communications** and **Marketing**, Bianca Freedman has served as *Chief Executive Officer (CEO)* of **Edelman's Canada** division, where she has led strategy, operations and culture in the region. In fact, she has played a crucial role in the evolution, promotion and protection of brands and reputations in a dynamic media environment. In addition, she has been one of the *Executive Positioning* experts within **Edelman's** global network, a critical area where business leaders are increasingly in demand.

She has also held other prominent positions at **Edelman**, including *Chief Operating Officer (COO)* and *General Manager*. In these roles, she has led some of the organization's most important and complex projects in both the private and public sectors, working with some of the country's most prestigious companies to transform their presence with employees, customers and shareholders.

Bianca Freedman's career has also included positions at **InfinityComm Inc.** as **Account and Public Relations Manager**, as well as at **Credit Valley Hospital**, where she has served as **Marketing and Communications Coordinator**. She has also held Marketing, **Public Relations and Social Media Manager roles** at **Walmart**, where she has been instrumental in communications innovation, both in **Canada** and in the **San Francisco** Bay Area, alongside the company's global **e-commerce** group.

Notably, as an active member of the community, she has served on the **Humber PR Advisory Board** and volunteers with the **Community Association for Riders with Disabilities (CARD)**. And she is fully committed to removing barriers to entering the job market, as well as supporting high-potential talent.

Ms. Freedman, Bianca

- Chief Executive Officer (CEO) at Edelman Canada, Toronto, Canada
- Manager of Marketing, Public Relations and Social Media at Walmart
- Marketing and Communications Coordinator, Credit Valley Hospital, Credit Valley
- Account and Public Relations Manager at InfinityComm Inc.
- IWF Fellowship in Business Administration and Management from INSEAD
- Transformational Leadership, Business Administration and Management Program at Harvard Business School
- Postgraduate degree in Public Relations from Humber College
- B.A. in Political Science, Communication Studies, from McMaster University
- Member of: Humber PR Advisory Board and Community Association for Riders with Disabilities (CARD)

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

Management

Dr. Ledesma Carrillo, Carlos Atxoña

- Expert in international business and legal advice for companies.
- Responsible for the International Area at Transporte Interurbanos de Tenerife S.A.
- Legal Advisor at Transporte Interurbanos de Tenerife S.A.
- Legal Manager at AvalonBiz Consulting Group SL
- Course trainer oriented to Data Protection
- PhD in Regional Development from the University of La Laguna
- Degree in Law from the University of La Laguna
- Diploma in Project Management from the Rey Juan Carlos University
- MBA in Business Administration and Management at the European University of the Canary Islands

Dr. González Fernández, Sara

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

Ms. Iñesta Fernández, Noelia

- Media Research Specialist
- Journalist and Social Media Manager
- Specialist in the Commercial and Communication Department at Greterika Group.
- Head of Communication and Marketing at Anfeda Corporate
- PhD in Media Research at UC3M
- Master's Degree in Social Media Management at the Social Media Institute
- Master's Degree in Applied Media Research at UC3M
- Degree in Sociology from the Spanish National University of Distance Education
- Degree in Journalism at UC3M
- Higher Technician in Audiovisual Production IES Alfonso X el Sabio

Professors

Mr. González Peña, Alexis José

- Financial Department Director at CajaSiete Caja Rural
- Senior Internal Auditor at Bankia
- Senior Internal Auditor at Caja Insular de Ahorros de Canarias
- Senior auditor experience at Deloitte
- Degree in Business Administration from the University of Las Palmas of Gran Canaria
- Master's Degree in Taxation and Tax Consultancy by the Financial Studies Center (Centro de Estudios Financieros)
- Executive Master's Degree in Financial Management and Advanced Finance from the Higher School of Banking Techniques and Practices
- Expert in Financial Planning and Management Control in Banking by Financial International Analysts
- Management Development Expert in Portfolio Management by International Financial Analysts

10

Impact on Your Career

This TECH program is a must for business professionals who wish to turn their career around by specializing in a complex and very intense area such as Senior Management of Comprehensive Corporate Communications. Therefore, it is an Advanced Master's Degree that includes the most relevant aspects in this area, and that will mark a plus of quality in the CV of the students. Undoubtedly, the opportunity they were waiting for to improve their career.

We are fully committed to helping you achieve the professional change you want"

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

TECH Global University's Advanced Master's Degree in Senior Management of Comprehensive Corporate Communications is an intensive program that prepares students to face business challenges and decisions, globally. Its main objective is to promote personal and professional growth Helping students achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

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

Don't miss the opportunity to study at TECH and expand your education in this field.

Time of change

During the program	During the first year	After 2 years
21%	**53%**	**26%**

Type of change

Internal Promotion **37%**

Change of Company **45%**

Entrepreneurship **18%**
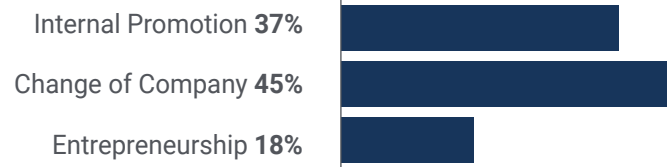
Salary increase

This program represents a salary increase of more than **25.22%** for our students

Salary before	A salary increase of	Salary after
$ 57,900	**25.22%**	**$ 72,500**

11 Benefits for Your Company

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

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

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

01

Growth of talent and intellectual capital
The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain
This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

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

04

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

05

Project Development
The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

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

12

Certificate

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

" 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 of Comprehensive Corporate Communications** 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 Comprehensive Corporate Communications**

Modality: **o nline**

Duration: **2 years**

Accreditation: **120 ECTS**

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Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Advanced Master's Degree in Senior Management in Comprehensive Corporate Communications

This is a private qualification of 3,600hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

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Advanced Master's Degree in Senior Management in Comprehensive Corporate Communications

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1º	Leadership, Ethics and Social Responsibility in Companies	4	CO	2º	Corporate Communication, Brand Strategy and Reputation	4	CO
1º	Strategic Management and Executive Management	4	CO	2º	Management Aspects of Corporate Communication	4	CO
1º	People and Talent Management	4	CO	2º	Communication in Specialized Sectors	4	CO
1º	Economic and Financial Management	4	CO	2º	Marketing and Communication	4	CO
1º	Operations and Logistics Management	4	CO	2º	Communication Company Management	4	CO
1º	Information Systems Management	4	CO	2º	Media	4	CO
1º	Commercial Management, Strategic Marketing and Corporate Communication	4	CO	2º	Information Product Management	4	CO
				2º	Market and Communication Environments	4	CO
1º	Market Research, Advertising and Commercial Management	4	CO	2º	Advertising Language	4	CO
1º	Innovation and Project Management	4	CO	2º	Creativity in Communication	4	CO
1º	Executive Management	4	CO	2º	Creative Advertising I: Writing	4	CO
1º	Social Communication Theory	4	CO	2º	Creative Advertising II: Art Management	4	CO
1º	Introduction to the Psychology of Communication	4	CO	2º	Corporate Identity	2	CO
1º	Fundamentals of Communication in the Digital Environment	4	CO	2º	Public Opinion	2	CO
1º	Written Communication	4	CO	2º	Integrated Marketing Communications	2	CO
1º	Structure of Communication	4	CO	2º	Pressure and Persuasion Groups	2	CO
1º	Business Strategy	4	CO	2º	Digital Media Research	1	CO
				2º	Advertising Law	1	CO

Dr. Pedro Navarro Illana
Rector

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

Advanced Master's Degree
Senior Management of Comprehensive Corporate Communications

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

Advanced Master's Degree
Senior Management of Comprehensive Corporate Communications

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