

Advanced Master's Degree

Senior Management in Social Media and Community Management

A M D S M S M C M



Advanced Master's Degree

Senior Management in Social Media and Community Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/business-school/advanced-master-degree/advanced-master-degree-high-management-social-networks-community-management

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Skills

p. 22

06

Structure and Content

p. 30

07

Methodology

p. 54

08

Our Students' Profiles

p. 62

09

Course Management

p. 66

10

Impact on Your Career

p. 84

11

Benefits for Your Company

p. 88

12

Certificate

p. 92

01

Welcome

A Senior Management in Social Media and Community Management position brings a number of strategic and operational benefits to organizations in the digital age. From a strategic perspective, these leaders can define the vision and objectives of the social media presence, aligning them with the company's mission and values. In addition, their position allows them to make key decisions on resource allocation, identification of growth opportunities and online crisis management. In this context, and given the high demand for professionals in this field, TECH has developed a comprehensive program, 100% online and totally flexible for students, allowing them to adjust their study schedules individually.



Advanced Master's Degree in Senior Management in Social Media and Community Management
TECH Technological University



“

You will implement content, engagement and customer service strategies, helping to strengthen brand reputation and drive business success in the digital environment”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class 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 Technological 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:



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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

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

Teachers representing 20 different nationalities.



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

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 Technological University community.

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

04 Objectives

This university program will seek to develop a deep understanding of the dynamics of social media, from content creation to community management and online reputation monitoring. In addition, it will focus on cultivating leadership and management skills, enabling professionals to make strategic decisions, align social media presence with business objectives and lead multidisciplinary teams towards digital success. The program will also cover ethical and legal aspects, as well as the application of analytical tools to measure the impact and effectiveness of implemented strategies.



“

With this 100% Advanced Master's Degree, you will acquire the ability to analyze key metrics, manage online crises and seize emerging opportunities in the digital landscape”

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

The **Advanced Master's Degree in Senior Management in Social Media and Community Management** enables students to:

01

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

04

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

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

Differentiate the skills required to manage business activities strategically

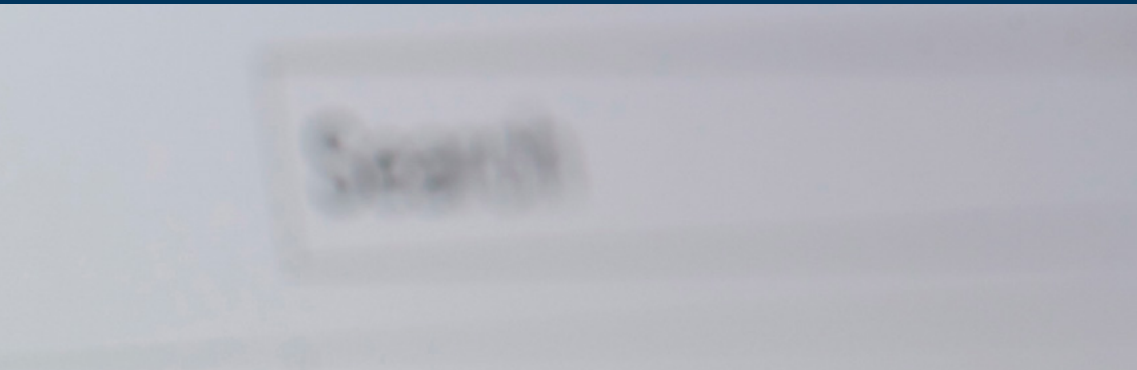


06

Work more effectively, more agile and more aligned with today's new technologies and tools

08

Define the best way to manage the company's Human Resources, achieving a better performance of the same



09

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

07

Design innovative strategies and policies to improve management and business efficiency

10

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

11

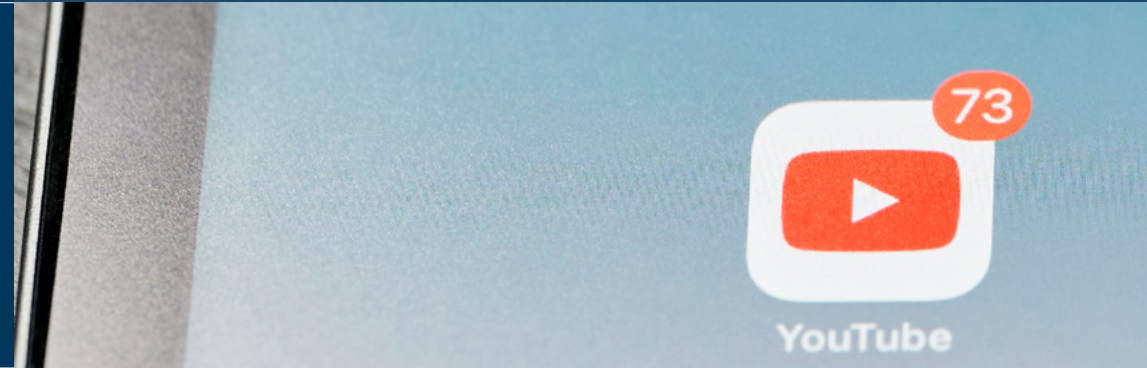
Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

14

Address workload distribution mechanisms of shared resources among several projects

12

Carry out the marketing strategy that allows to make the product known to potential clients and to generate an adequate image of the company



13

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

15

Create innovative strategies in line with different projects.

16

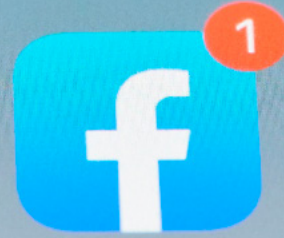
Establish the appropriate guidelines for the company's adaptation to the changing society

18

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



Instagram



Facebook

19

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

17

Use informative and communicative technologies and techniques in the different media or combined and interactive media systems

20

Encouraging creativity and persuasion through different media and communication media

21

Be able to relate advertising and public relations coherently with other social and human sciences

24

Assume the creative role of copywriter in an advertising agency or in the advertising department of a company or an institution

22

Understand the importance of the Internet in the search and management of information in the field of Advertising and Public Relations



23

Know how to analyze the elements that make up the advertising message: Graphic elements, audiovisual elements and musical and sound elements

25

Understand the nature and communicative potential of images and graphic design

26

Encouraging creativity and persuasion through different media and communication media

28

Be able to apply the necessary techniques for the management of a communication department within companies and institutions



29

Know how to organize events in the private and public sphere, following protocol guidelines

27

Understand the communication department within businesses and institutions

30

Identify multiple expressions, phenomena and processes of public opinion

05 Skills

The competencies of this Advanced Master's Degree will include strategic skills to define the vision and objectives of the social media strategy, as well as the ability to design tactical plans to achieve them. In addition, analytical skills will be enhanced to evaluate the performance of the strategies implemented and adjust them as needed. Emphasis will also be placed on leadership and team management skills, enabling professionals to lead and motivate their teams to achieve established objectives.



“

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

01

Resolve business conflicts and problems between workers

02

Apply Lean management methodologies

03

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

04

Exercise economic and financial control of a company

05

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



06

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

08

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

09

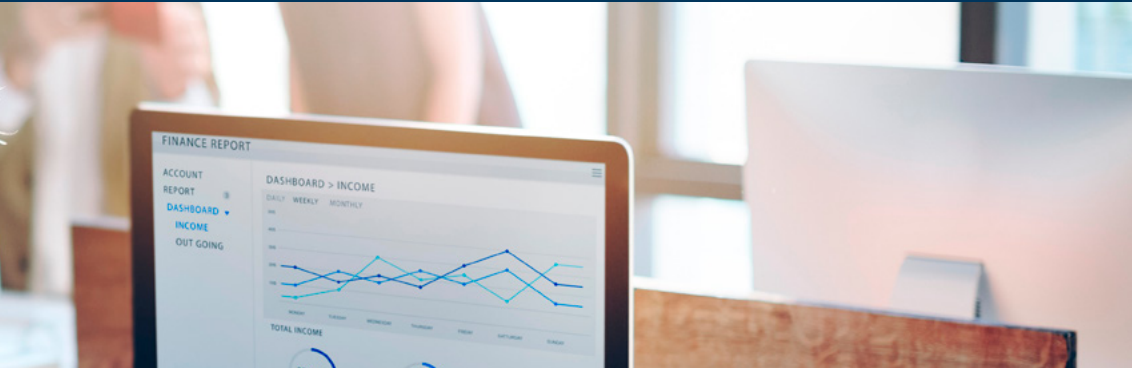
Apply the most appropriate strategies to support e-commerce of the company's products

07

Delve into the new business models associated with information systems

10

Develop and lead marketing plans



11

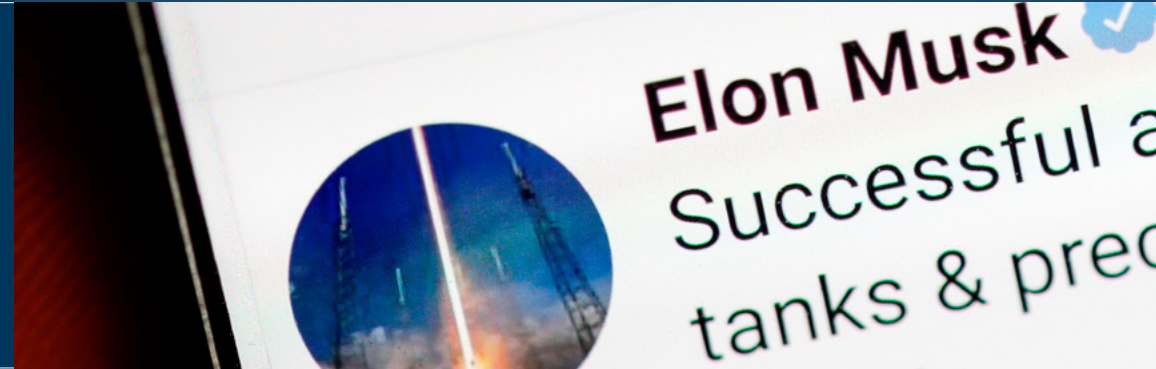
Develop metrics of goal achievement associated with a digital marketing strategy and analyze them in digital dashboards

14

Commit to sustainably developing the company, avoiding environmental impacts

12

Focus on innovation in all processes and areas of the company



13

Lead the different projects of the company, from defining when to prioritize and delay their development within an organization

15

Describe the characteristics and fundamentals of communication in the digital environment

16

Know about social media and the work of the community manager.

18

Develop a strategic Marketing plan

ascent, switchover
cise flap control to landing

19

Carry out research in digital media

17

Develop creative communication

20

Effectively write advertising copy

21

Carry out management of art campaigns

22

Create graphic pieces in Advertising





23

Develop a corporate Identity

24

Analyze and manage communication in the context of public opinion

06

Structure and Content

This academic program will cover a wide variety of content, designed to provide professionals with an in-depth and up-to-date understanding of the digital landscape. Key topics will include social media Marketing strategies, data analysis and key metrics, online community management, creative content development and engagement strategies, as well as online reputation management and crisis resolution. In addition, the program usually covers aspects related to leadership and team management in digital environments, ethics and responsibility in the use of social networks.



“

You will delve into advanced digital marketing strategies, emerging trends in social media and innovative approaches to engaging and building online communities”

Syllabus

TECH Technological University's Advanced Master's Degree in Senior Management in Social Media and Community Management is an intensive program that prepares students to face business challenges and decisions internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,600 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 fundamentals of senior management in social media and Community Management and is designed for managers to understand business 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 social networks and Community Management. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This program is developed over 2 years and is divided into 20 modules:

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 Communications
Module 8	Market Research, Advertising and Commercial Management
Module 9	Innovation and Project Management
Module 10	Executive Management

Module 11 Fundamentals of Communication in the Digital Environment

Module 12 Social Media and Community Management

Module 13 Creativity in Communication

Module 14 Strategic Marketing

Module 15 Research in Digital Media

Module 16 Creative Advertising I: Writing

Module 17 Creative Advertising II: Art Management

Module 18 The Fundamentals of Graphic Design

Module 19 Corporate Identity

Module 20 Public Opinion

Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior Management in Social Media and Community Management completely online. During the 2 years of the program, students will be able to access all the contents in this program at any time, which will allow them to manage their own 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 Morality
- 1.5.2. Business Ethics
- 1.5.3. Leadership and Ethics in Companies

1.6. Sustainability

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

1.7. Corporate Social Responsibility

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

1.8. Responsible Management Systems and Tools

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

1.9. Multinationals and Human Rights

- 1.9.1. Globalization, Multinational Companies and Human Rights
- 1.9.2. Multinational Companies vs. 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: Typologies

2.2. Corporate Strategy

- 2.2.1. Competitive Corporate Strategy
- 2.2.2. Types of Growth Strategies
- 2.2.3. Conceptual Framework

2.3. Strategic Planning and Strategy Formulation

- 2.3.1. Conceptual Framework
- 2.3.2. Elements of Strategic Planning
- 2.3.3. Strategy Formulation: Strategic Planning Process

2.4. Strategic Thinking

- 2.4.1. The Company as a System
- 2.4.2. Organization Concept

2.5. Financial Diagnosis

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

2.6. Planning and Strategy

- 2.6.1. The Plan from a Strategy
- 2.6.2. Strategic Positioning
- 2.6.3. Strategy in Companies

2.7. Strategy Models and Patterns

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

2.8. Competitive Strategy

- 2.8.1. The 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 for Business Communication

Module 3. People and Talent Management

3.1. Organizational Behavior

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

3.2. People in Organizations

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

3.3. Strategic People Management

- 3.3.1. Strategic Human Resources Management
- 3.3.2. Strategic People Management

3.4. Evolution of Resources An Integrated Vision

- 3.4.1. The Importance of HR
- 3.4.2. A New Environment for People Management and Leadership
- 3.4.3. Strategic HR Management

3.5. Selection, Group Dynamics and HR Recruitment

- 3.5.1. Approach to Recruitment and Selection
- 3.5.2. Recruitment.
- 3.5.3. The Selection Process

3.6. Human Resources Management by Competencies

- 3.6.1. Analysis of the Potential
- 3.6.2. Remuneration Policy
- 3.6.3. Career/Succession Planning

3.7. Performance Evaluation and 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. Identification, Training and Development of Talent
- 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 Conflicts 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 PRL Teams 3.19.1. Management of Human Resources and Teams 3.19.2. Prevention of Occupational Hazards	3.20. Productivity, Attraction, Retention and Activation of Talent 3.20.1. Productivity 3.20.2. Talent Attraction and Retention Levers
3.21. Monetary Compensation Vs. Non-Cash 3.21.1. Monetary Compensation Vs. Non-Cash 3.21.2. Wage Band Models 3.21.3. Non-cash Compensation Models 3.21.4. Working Model 3.21.5. Corporate Community 3.21.6. Company Image 3.21.7. Emotional Salary	3.22. Innovation in Talent and People Management II 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 Requirements of Funds 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 of the State

4.9. Systems of Control of Enterprises

- 4.9.1. Analysis of Financial Statements
- 4.9.2. The Company's Balance Sheet
- 4.9.3. The Profit and Loss Statement
- 4.9.4. The Statement of Cash Flows
- 4.9.5. Ratio Analysis

4.10. Financial Management

- 4.10.1. The Company's Financial Decisions
- 4.10.2. Financial Department
- 4.10.3. Cash Surpluses
- 4.10.4. Risks Associated with Financial Management
- 4.10.5. Financial Administration Risk Management

4.11. Financial Planning

- 4.11.1. Definition of Financial Planning
- 4.11.2. Actions to be Taken in Financial Planning
- 4.11.3. Creation and Establishment of the Business Strategy
- 4.11.4. The Cash Flow Table
- 4.11.5. The Working Capital Table

4.12. Corporate Financial Strategy

- 4.12.1. Corporate Strategy and Sources of Financing
- 4.12.2. Financial Products for Corporate Financing

4.13. Macroeconomic Context

- 4.13.1. Macroeconomic Context
- 4.13.2. Relevant Economic Indicators
- 4.13.3. Mechanisms for Monitoring 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. Analysis and Resolution of 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, etc)

- 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

<p>5.9. Supply Chain Management</p> <ul style="list-style-type: none"> 5.9.1. The Concept of Management of the Supply Chain (SCM) 5.9.2. Supply Chain Costs and Efficiency 5.9.3. Demand Patterns 5.9.4. Operations Strategy and Change 	<p>5.10. Interactions Between the SCM and All Other Departments</p> <ul style="list-style-type: none"> 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 	<p>5.11. Logistics Costs</p> <ul style="list-style-type: none"> 5.11.1. Logistics Costs 5.11.2. Problems with Logistics Costs 5.11.3. Optimizing Logistic Costs 	<p>5.12. Profitability and Efficiency of Logistics Chains: KPIS</p> <ul style="list-style-type: none"> 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
<p>5.13. Process Management</p> <ul style="list-style-type: none"> 5.13.1. Process Management 5.13.2. Process-Based Approach: Process Mapping 5.13.3. Improvements in Process Management 	<p>5.14. Distribution and Transportation and Logistics</p> <ul style="list-style-type: none"> 5.14.1. Distribution in the Supply Chain 5.14.2. Transportation Logistics 5.14.3. Geographic Information Systems as a Support to Logistics 	<p>5.15. Logistics and Customers</p> <ul style="list-style-type: none"> 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) 	<p>5.16. International Logistics</p> <ul style="list-style-type: none"> 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
<p>5.17. Outsourcing of Operations</p> <ul style="list-style-type: none"> 5.17.1. Operations Management and Outsourcing 5.17.2. Outsourcing Implementation in Logistics Environments 	<p>5.18. Competitiveness in Operations</p> <ul style="list-style-type: none"> 5.18.1. Operations Management 5.18.2. Operational Competitiveness 5.18.3. Operations Strategy and Competitive Advantages 	<p>5.19. Quality Management</p> <ul style="list-style-type: none"> 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 Enterprise

- 6.2.1. The Evolution of the IT Model
- 6.2.2. Organization and IT Departments
- 6.2.3. Information Technology and Economic Environment

6.3. Corporate Strategy and Technology Strategy

- 6.3.1. Creating Value for Customers and Shareholders
- 6.3.2. Strategic IS/IT Decisions
- 6.3.3. Corporate Strategy vs Technological and Digital Strategy

6.4. Information Systems Management

- 6.4.1. Corporate Governance of Technology and Information Systems
- 6.4.2. Management of Information Systems in Companies
- 6.4.3. Expert Managers in Information Systems: Roles and Functions

6.5. Information Technology Strategic Planning

- 6.5.1. Information Systems and Corporate Strategy
- 6.5.2. Strategic Planning of Information Systems
- 6.5.3. Phases of Information Systems Strategic Planning

6.6. Information Systems for Decision-Making

- 6.6.1. Business Intelligence
- 6.6.2. Data Warehouse
- 6.6.3. BSC or Balanced Scorecard

6.7. Exploring the Information

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

6.8. Enterprise Business Intelligence

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

6.9. New Business Concept

- 6.9.1. Why BI
- 6.9.2. Obtaining Information
- 6.9.3. BI in the Different Departments of the Company
- 6.9.4. Reasons to Invest in BI

6.10. BI Tools and Solutions

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

6.11. BI Project Planning and Management

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

6.12. Corporate Management Applications

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

6.13. Digital Transformation

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

6.14. Technology and Trends

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

6.15. IT Outsourcing

- 6.15.1. Conceptual Framework of Outsourcing
- 6.15.2. IT Outsourcing and its Impact on the Business
- 6.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 7. Commercial Management, Strategic Marketing and Corporate 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. Basic Elements of Marketing
- 7.2.3. Marketing Activities of the Company

7.3. Strategic Marketing Management

- 7.3.1. The Concept of Strategic Marketing
- 7.3.2. Concept of Strategic Marketing Planning
- 7.3.3. Stages in the Process of Strategic Marketing Planning

7.4. Digital Marketing and E-Commerce

- 7.4.1. Digital Marketing and E-Commerce Objectives
- 7.4.2. Digital Marketing and Media Used
- 7.4.3. E-Commerce General Context
- 7.4.4. Categories of E-Commerce
- 7.4.5. Advantages and Disadvantages of E-Commerce Versus Traditional Commerce.

7.5. Managing Digital Business

- 7.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 7.5.2. Design and Creation of a Digital Marketing Plan
- 7.5.3. ROI Analysis in a Digital Marketing Plan

7.6. Digital Marketing to Reinforce the Brand

- 7.6.1. Online Strategies to Improve Your Brand's Reputation
- 7.6.2. Branded Content and Storytelling

7.7. Digital Marketing Strategy

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

7.8. Digital Marketing to Attract and Retain Customers

- 7.8.1. Loyalty and Engagement Strategies Through the Internet
- 7.8.2. Visitor Relationship Management
- 7.8.3. Hypersegmentation

7.9. Managing Digital Campaigns

- 7.9.1. What is a Digital Advertising Campaign?
- 7.9.2. Steps to Launch an Online Marketing Campaign
- 7.9.3. Mistakes in Digital Advertising Campaigns

7.10. Online Marketing Plan

- 7.10.1. What is an Online Marketing Plan?
- 7.10.2. Steps to Create an Online Marketing Plan
- 7.10.3. Advantages of Having an Online Marketing Plan

7.11. Blended Marketing

- 7.11.1. What is Blended Marketing?
- 7.11.2. Differences Between Online and Offline Marketing
- 7.11.3. Aspects to be Taken into Account in the Blended Marketing Strategy
- 7.11.4. Characteristics of a Blended Marketing Strategy
- 7.11.5. Recommendations in Blended Marketing
- 7.11.6. Benefits of Blended Marketing

7.12. Sales Strategy

- 7.12.1. Sales Strategy
- 7.12.2. Sales Methods

7.13. Corporate Communication

- 7.13.1. Concept
- 7.13.2. The Importance of Communication in the Organization
- 7.13.3. Type of Communication in the Organization
- 7.13.4. Functions of Communication in the Organization
- 7.13.5. Components 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 Tools and Supports
- 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. Marketing Research: Historical Origin
- 8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
- 8.1.3. Key Elements and Value Contribution of Market Research

8.2. Quantitative Research Methods and Techniques

- 8.2.1. Sample Size
- 8.2.2. Sampling
- 8.2.3. Types of Quantitative Techniques

8.3. Qualitative Research Methods and Techniques

- 8.3.1. Types of Qualitative Research
- 8.3.2. Qualitative Research Techniques

8.4. Market Segmentation

- 8.4.1. Market Segmentation Concept
- 8.4.2. Utility and Segmentation Requirements
- 8.4.3. Consumer Market Segmentation
- 8.4.4. Industrial Market Segmentation
- 8.4.5. Segmentation Strategies
- 8.4.6. Segmentation Based on Marketing - Mix Criteria
- 8.4.7. Market Segmentation Methodology

8.5. Research Project Management

- 8.5.1. Market Research as a Process
- 8.5.2. Planning Stages in Market Research
- 8.5.3. Stages of Market Research Implementation
- 8.5.4. Managing a Research Project

8.7. 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, Concept of Briefing and Positioning
- 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
- 8.8.4. Importance of Advertising in Business
- 8.8.5. Advertising Trends and Challenges

8.9. Developing the Marketing Plan

- 8.9.1. Marketing Plan Concept
- 8.9.2. Situation Analysis and Diagnosis
- 8.9.3. Strategic Marketing Decisions
- 8.9.4. Operational Marketing Decisions

8.6. 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

8.10. Promotion and Merchandising Strategies

- 8.10.1. Integrated Marketing Communication
- 8.10.2. Advertising Communication Plan
- 8.10.3. Merchandising as a Communication Technique

8.11. Media Planning

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

8.12. Fundamentals of Commercial Management

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

8.13. Commercial Negotiation

- 8.13.1. Commercial Negotiation
- 8.13.2. Psychological Issues in Negotiation
- 8.13.3. Main Negotiation Methods
- 8.13.4. The Negotiation Process

8.14. Decision-Making in Commercial Management

- 8.14.1. Commercial Strategy and Competitive Strategy
- 8.14.2. Decision Making Models
- 8.14.3. Decision-Making Analytics and Tools
- 8.14.4. Human Behavior in Decision Making

8.15. Leadership and Management of the Sales Network

- 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 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 the Direction and Management of Innovation Projects

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

- 9.9.1. Creation of a Startup
- 9.9.2. Organization and Culture
- 9.9.3. Top Ten Reasons Why Startups Fail
- 9.9.4. Legal Aspects

9.10. Project Risk Management Planning

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

Module 10. Executive Management

10.1. General Management

- 10.1.1. The Concept of General Management
- 10.1.2. The 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. Fundamentals of Communication in the Digital Environment**11.1. Web 2.0 or the Social Web**

- 11.1.1. Organization in the Age of Conversation.
- 11.1.2. Web 2.0 Is All About People.
- 11.1.3. Digital Environment and New Communication Formats

11.2. Digital Communication and Reputation

- 11.2.1. Online Reputation Report
- 11.2.2. Etiquette and Best Practices in Social Networking
- 11.2.3. Branding and 2.0 Networks

11.3. Online Reputation Plan Design and Planning

- 11.3.1. Overview of the Main Social Media
- 11.3.2. Brand Reputation Plan
- 11.3.3. General Metrics, ROI, and Social CRM
- 11.3.4. Online Crisis and Reputational SEO

11.4. General, Professional, and Microblogging Platforms

- 11.4.1. Facebook
- 11.4.2. LinkedIn
- 11.4.3. Google+
- 11.4.4. Twitter

11.5. Video, Image, and Mobility Platforms

- 11.5.1. YouTube
- 11.5.2. Instagram
- 11.5.3. Flickr
- 11.5.4. Vimeo
- 11.5.5. Pinterest

11.6. Content and Storytelling Strategy

- 11.6.1. Corporate Blogging
- 11.6.2. Content Marketing Strategy
- 11.6.3. Creating a Content Plan
- 11.6.4. Content Curation Strategy

11.7. Social Media Strategies

- 11.7.1. Corporate PR and Social Media
- 11.7.2. Defining the Strategy to Be Followed in Each Media
- 11.7.3. Analysis and Evaluation of Results

11.8. Community Administration

- 11.8.1. Roles, Tasks and Responsibilities of the Community Administration
- 11.8.2. Social Media Manager
- 11.8.3. Social Media Strategist

11.9. Social Media Plan

- 11.9.1. Designing a Social Media Plan
- 11.9.2. Schedule, Budget, Expectations and Follow-up
- 11.9.3. Contingency Protocol in Case of Crisis

11.10. Online Monitoring Tools

- 11.10.1. Management Tools and Desktop Applications
- 11.10.2. Monitoring and Research Tools

Module 12. Integrated Marketing Communication

12.1. Below the Line Advertising

- 12.1.1. Introduction. Concept and Characteristics
- 12.1.2. New Trends in Marketing Communications
- 12.1.3. Non-Mass and Personal Media

12.2. Direct and Interactive Marketing

- 12.2.1. Concept and Characteristics of Direct Marketing
- 12.2.2. Telemarketing
- 12.2.3. E-mail Marketing, Letters, Newsletters, Personalized Information

12.3. Marketing Techniques at the Point of Sale

- 12.3.1. Optimal Point-of-Sale Conditions
- 12.3.2. Packaging Design: Packaging Aesthetics
- 12.3.3. Marketing
- 12.3.4. Actions with Prizes or Bonuses

12.4. Importance of Public Relations

- 12.4.1. Characteristics of Public Relations
- 12.4.2. Means and Formats of Public Relations
- 12.4.3. Corporate Image: Intangible Value, the Brand

12.5. Branded Entertainment Marketing Trends

- 12.5.1. Concept and Characteristics of Branded Entertainment
- 12.5.2. Viral Advertising Marketing
- 12.5.3. Branded Content Marketing
- 12.5.4. «Gamification»

12.6. Digital Communication Strategy

- 12.6.1. Introduction to Digital Marketing Communication Planning and Strategies
- 12.6.2. E-Commerce
- 12.6.3. Prosumer: Participatory Consumer

12.7. Digital Communication Metrics

- 12.7.1. Formats and Metrics of Digital Communication
- 12.7.2. Search Engine Positioning
- 12.7.3. Metrics and Analytics of Digital Marketing Actions

12.8. Importance of Social Networks

- 12.8.1. Types of Social Networks
- 12.8.2. The Importance of Social Networks for your Business
- 12.8.3. Blogs, Blogosphere and Microblogs Marketing Blog

12.9. Effective Segmentation and Social Media Tools

- 12.9.1. Segmenting Audience on the Web
- 12.9.2. Segmenting on Facebook
- 12.9.3. Segmenting on Twitter

12.10. Advantages of Mobile Marketing

- 12.10.1. Mobile Marketing Features
- 12.10.2. Mobile Marketing Actions: Advertising, Couponing, Location, Messaging and Content
- 12.10.3. Applications (Apps)

Module 13. Creativity in Communication

13.1. To Create is to Think

- 13.1.1. The Art of Thinking
- 13.1.2. Creative Thinking and Creativity
- 13.1.3. Thought and Brain
- 13.1.4. The Lines of Research on Creativity: Systematization

13.2. Nature of the Creative Process

- 13.2.1. Nature of Creativity
- 13.2.2. Notion of Creativity: Creation and Creativity
- 13.2.3. The Creation of Ideas for Persuasive Communication
- 13.2.4. Nature of the Creative Process in Advertising

13.3 The Invention

- 13.3.1. Evolution and Historical Analysis of the Creation Process
- 13.3.2. Nature of the Classical Canon of Inventio
- 13.3.3. The Classical View of Inspiration in the Origin of Ideas
- 13.3.4. Invention, Inspiration, Persuasion

13.4. Rhetoric and Persuasive Communication

- 13.4.1. Rhetoric and Advertising
- 13.4.2. The Rhetorical Parts of Persuasive Communication
- 13.4.3. Rhetorical Figures
- 13.4.4. Rhetorical Laws and Functions of Advertising Language

13.5. Creative Behavior and Personality

- 13.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 13.5.2. Creative Behavior and Motivation
- 13.5.3. Perception and Creative Thinking
- 13.5.4. Elements of Creativity

13.6. Creative Skills and Abilities

- 13.6.1. Thinking Systems and Models of Creative Intelligence
- 13.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
- 13.6.3. Interaction Between Factors and Intellectual Capabilities
- 13.6.4. Creative Skills
- 13.6.5. Creative Capabilities

13.7. The Phases of the Creative Process

- 13.7.1. Creativity as a Process
- 13.7.2. The Phases of the Creative Process
- 13.7.3. The Phases of the Creative Process in Advertising

13.8. Troubleshooting

- 13.8.1. Creativity and Problem Solving
- 13.8.2. Perceptual Blocks and Emotional Blocks
- 13.8.3. Invention Methodology: Programs and Creative Methods

13.9. The Methods of Creative Thinking

- 13.9.1. The Brainstorming as a Model for the Creation of Ideas
- 13.9.2. Vertical Thinking and Lateral Thinking
- 13.9.3. Invention Methodology: Programs and Creative Methods

13.10. Creativity and Advertising Communication

- 13.10.1. The Creative Process as a Specific Product of Advertising Communication
- 13.10.2. Nature of the Creative Process in Advertising: Creativity and Process of Advertising Creation
- 13.10.3. Methodological Principles and Effects of Advertising Creation
- 13.10.4. Advertising Creation: From Problem to Solution
- 13.10.5. Creativity and Persuasive Communication

Module 14. Strategic Marketing

14.1. Marketing Management	14.2. Role of Strategic Marketing	14.3. Dimensions of Marketing Strategy	14.4. New Product Strategy Development
14.5. Price-Setting Policies	14.6. Promotion and Merchandising Strategies	14.7. Distribution, Expansion, and Intermediation Strategies	14.8. Development of the Marketing Plan

Module 15. Digital Media Research

<p>15.1. The Scientific Method and its Techniques</p> <p>15.1.1. Introduction</p> <p>15.1.2. The Scientific Method and its Techniques</p> <p>15.1.3. Scientific Method and Methodological Techniques</p> <p>15.1.4. Research Design and Phases</p> <p>15.1.5. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing</p> <p>15.1.6. Research Approaches and Perspectives</p>	<p>15.2. Methodology I</p> <p>15.2.1. Introduction</p> <p>15.2.2. Measurable Aspects: The Quantitative Method</p> <p>15.2.3. Quantitative Techniques</p> <p>15.2.4. Types of Surveys</p> <p>15.2.5. Questionnaire Preparation and Presentation of Results</p>	<p>15.3. II Methodology</p> <p>15.3.1. Introduction</p> <p>15.3.2. Measurable Aspects: The Qualitative Method</p> <p>15.3.3. Qualitative Techniques</p> <p>15.3.4. Individual Interviews and their Typology</p> <p>15.3.5. The Group Interview and its Variables: Discussion Groups</p> <p>15.3.6. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Nuclei, Problem and Solution Tree</p> <p>15.3.7. Participatory – Action Research</p>	<p>15.4. III Methodology</p> <p>15.4.1. Introduction</p> <p>15.4.2. Revealing Behaviors and Communicative Interactions: Observation and its Variants</p> <p>15.4.3. Observation as a Scientific Method</p> <p>15.4.4. The Procedure: Planning a of a Systematic Observation</p> <p>15.4.5. Different Types of Observation</p> <p>15.4.6. Online Observation: Virtual Ethnography</p>
<p>15.5. IV Methodology</p> <p>15.5.1. Introduction</p> <p>15.5.2. Revealing the Content of Messages: Content and Discourse Analysis</p> <p>15.5.3. Introduction to Quantitative Content Analysis</p> <p>15.5.4. Sample Selection and Category Design</p> <p>15.5.5. Data Processing</p> <p>15.5.6. Critical Discourse Analysis</p> <p>15.5.7. Other Techniques for the Analysis of Media Texts</p>	<p>15.6. Techniques for Collecting Digital Data</p> <p>15.6.1. Introduction</p> <p>15.6.2. Know the Reactions: Experiment in Communication</p> <p>15.6.3. Introduction to Experiments</p> <p>15.6.4. What is an Experiment in Communication</p> <p>15.6.5. Experimentation and its Types</p> <p>15.6.6. The Practical Design of the Experiment</p>	<p>15.7. Techniques for Organizing Digital Data</p> <p>15.7.1. Introduction</p> <p>15.7.2. Digital Information</p> <p>15.7.3. Problems and Methodological Proposals</p> <p>15.7.4. The Online Press: Characteristics and Approach to its Analysis</p>	<p>15.8. Participatory Instrumental Services</p> <p>15.8.1. Introduction</p> <p>15.8.2. Internet as an Object of Study: Criteria for Evaluating the Quality and Reliability of Content</p> <p>15.8.3. Internet as an Object of Study</p> <p>15.8.4. Criteria for Evaluating the Quality and Reliability of Content on the Internet</p>

15.9. Internet Quality as a Source: Validation and Confirmation Strategies

- 15.9.1. Introduction
- 15.9.2. Research on the Internet and Digital Platforms
- 15.9.3. Searching and Browsing in the Online Environment
- 15.9.4. Approach to Digital Formats Research: Blogs
- 15.9.5. Approach to Social Network Research Methods
- 15.9.6. Hyperlink Research

15.10. Dissemination of Research Activity

- 15.10.1. Introduction
- 15.10.2. Research Trends in Communication
- 15.10.3. Introduction to the Contemporary Environment of Research in Communication
- 15.10.4. The Readaptation of the Classic Objects of Communication Research
- 15.10.5. The Emergence of Classical Research Objects
- 15.10.6. Towards Interdisciplinarity and Methodological Hybridization

Module 16. Creative Advertising I: Writing

16.1. Writing Concept

- 16.1.1. Writing and Editing
- 16.1.2. Writing and Thinking
- 16.1.3. Writing and Order

16.2. Fundamentals of Copywriting

- 16.2.1. Correction
- 16.2.2. Adaptation
- 16.2.3. Efficiency

16.3. Characteristics of Copywriting

- 16.3.1. Nominalization
- 16.3.2. Destructuring
- 16.3.3. Expressive Concentration

16.4. Text and Image

- 16.4.1. From Text to Image
- 16.4.2. Text Functions
- 16.4.3. Image Functions
- 16.4.4. Relationship Between Text and Imaging

16.5. Brand and Slogan

- 16.5.1. The Brand
- 16.5.2. Brand Characteristics
- 16.5.3. The Slogan

16.6. Direct Advertising: The Letter

- 16.6.1. The Brochure
- 16.6.2. The Catalogue
- 16.6.3. Other Annexes

16.7. Press Advertising: The Large Format Advertisement

- 16.7.1. Newspapers and Magazines
- 16.7.2. Superstructure
- 16.7.3. Formal Characteristics
- 16.7.4. Editorial Characteristics

16.8. Press Advertising Other Formats

- 16.8.1. Word Advertisements
- 16.8.2. Superstructure
- 16.8.3. The Claim
- 16.8.4. Superstructure

16.9. Outdoor Advertising

- 16.9.1. Formats
- 16.9.2. Formal Characteristics
- 16.9.3. Editorial Characteristics

16.10. Radio Advertising

- 16.10.1. Radio Language
- 16.10.2. The Radio Spot
- 16.10.3. Superstructure
- 16.10.4. Wedge Types
- 16.10.5. Formal Characteristics

16.11. Audiovisual Advertising

- 16.11.1. The Image
- 16.11.2. The Text
- 16.11.3. Music and Sound Effects
- 16.11.4. Advertising Formats
- 16.11.5. The Script
- 16.11.6. Storyboard

Module 17. Creative Advertising II: Art Management

17.1. Subjects and Object of Advertising Graphic Design

- 17.1.1. Related Professional Profiles
- 17.1.2. Academic Context and Competencies
- 17.1.3. Advertiser and Agency

17.2. Creative Direction and Creative Idea

- 17.2.1. Creative Process
- 17.2.2. Types of Creative Processes
- 17.2.3. Art Direction and Formal Idea

17.3. The Role of the Art Director

- 17.3.1. What is Art Direction?
- 17.3.2. How Art Direction Works?
- 17.3.3. The Creative Team
- 17.3.4. The Role of the Art Director

17.4. Fundamentals of Advertising Graphic Design

- 17.4.1. Design Concepts and Design Standards
- 17.4.2. Trends and Styles
- 17.4.3. Design Thinking, Process and Management
- 17.4.4. Scientific Metaphor

17.5. Methodology of Advertising Graphics

- 17.5.1. Graphic Creativity
- 17.5.2. Design Process
- 17.5.3. Communication and Aesthetics

17.6. Graphic Strategy

- 17.6.1. Apprehension Form
- 17.6.2. Graphic Message
- 17.6.3. Aesthetic State

17.7. Graphic Architecture

- 17.7.1. Typometry
- 17.7.2. Graphic Spaces
- 17.7.3. Reticle
- 17.7.4. Pagination Standards

17.8. Final Arts

- 17.8.1. Final Arts
- 17.8.2. Processes
- 17.8.3. Systems

17.9. Creation of Advertising Graphic Supports

- 17.9.1. Publigrphy
- 17.9.2. Organizational Visual Image (OVI)

17.10. Graphic Advertisements

- 17.10.1. Packaging
- 17.10.2. Websites
- 17.10.3. Corporate Image in Web Pages

Module 18. Fundamentals of Graphic Design

18.1. Introduction to Graphic Design

- 18.1.1. What Is Graphic Design?
- 18.1.2. Graphic Design Functions
- 18.1.3. Areas of Action in Graphic Design
- 18.1.3. The Value of Graphic Design

18.2. Graphic Design as a Professional Activity

- 18.2.1. Influence of Technology on the Development of the Profession
- 18.2.2. What is the Role of the Graphic Designer?
- 18.2.3. Professional Fields
- 18.2.4. The Designer as a Citizen

18.3. Basic Elements

- 18.3.1. Point
- 18.3.2. Line
- 18.3.3. The Shape
- 18.3.4. Texture
- 18.3.5. The Space

18.4. Formal Elements

- 18.4.1. Contrast
- 18.4.2. The Balance
- 18.4.3. The Proportion
- 18.4.4. Rhythm
- 18.4.5. Harmony
- 18.4.6. The Movement
- 18.4.7. Unit

18.5. Graphic Design References of the 20th and 21st Centuries

- 18.5.1. Graphic Designers who have made a Mark in History
- 18.5.2. Most Influential Designers
- 18.5.3. Graphic Designers Today
- 18.5.4. Visual References

18.6. Posters

- 18.6.1. Advertising Poster
- 18.6.2. Functions
- 18.6.3. 19th Century Posters
- 18.6.4. Visual References

18.7. Graphic Style

- 18.7.1. Iconic Language and Mass Culture
- 18.7.2. Graphic Design and Its Relationship with Art
- 18.7.3. Own Graphic Style
- 18.7.4. Design Isn't a Profession, It's a Lifestyle

18.8. From the Streets to the Office

- 18.8.1. Design as the Latest Avant-Garde
- 18.8.2. Street Art
- 18.8.3. Street Art Applied to Advertising
- 18.8.4. Street Art and Brand Image

18.9. Most Used Digital Tools

- 18.9.1. Adobe Lightroom
- 18.9.2. Adobe Photoshop
- 18.9.3. Adobe Illustrator
- 18.9.4. Adobe InDesign
- 18.9.5. Corel Draw

18.10 Starting a Design Project

- 18.10.1. Briefing
- 18.10.2. Definition
- 18.10.3. Justification
- 18.10.4. Implications
- 18.10.5. Objectives
- 18.10.6. Methodology

Module 19. Corporate Identity

19.1. The Importance of Image in Businesses

- 19.1.1. What is Corporate Image?
- 19.1.2. Differences between Corporate Identity and Corporate Image
- 19.1.3. Where can the Corporate Image be Manifested?
- 19.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?

19.2. Research Techniques in Corporate Image

- 19.2.1. Introduction
- 19.2.2. The Study of the Company's Image
- 19.2.3. Corporate Image Research Techniques
- 19.2.4. Qualitative Image Study Techniques
- 19.2.5. Types of Quantitative Techniques

19.3. Image Audit and Strategy

- 19.3.1. What is Image Auditing?
- 19.3.2. Guidelines
- 19.3.3. Audit Methodology
- 19.3.4. Strategic Planning

19.4. Corporate Culture

- 19.4.1. What is Corporate Culture?
- 19.4.2. Factors Involved in Corporate Culture
- 19.4.3. Functions of Corporate Culture
- 19.4.4. Types of Corporate Culture

19.5. Corporate Social Responsibility and Corporate Reputation

- 19.5.1. CSR: Concept and Application of the Company
- 19.5.2. Guidelines for Integrating CSR into Businesses
- 19.5.3. CSR Communication
- 19.5.4. Corporate Reputation

19.6. Corporate Visual Identity and Naming

- 19.6.1. Corporate Visual Identity Strategies
- 19.6.2. Basic Elements
- 19.6.3. Basic Principles
- 19.6.4. Preparation of the Manual
- 19.6.5. The Naming

19.7. Brand Image and Positioning

- 19.7.1. The Origins of Trademarks
- 19.7.2. What is a Brand?
- 19.7.3. The Need to Build a Brand
- 19.7.4. Brand Image and Positioning
- 19.7.5. The Value of Brands

19.8. Image Management through Crisis Communication

- 19.8.1. Strategic Communication Plan
- 19.8.2. When It All Goes Wrong: Crisis Communication
- 19.8.3. Cases

19.9. The Influence of Promotions on Corporate Image

- 19.9.1. The New Advertising Industry Landscape
- 19.9.2. The Marketing Promotion
- 19.9.3. Features
- 19.9.4. Dangers
- 19.9.5. Promotional Types and Techniques

19.10. Distribution and Image of the Point of Sale

- 19.10.1. The Main Players in Commercial Distribution
- 19.10.2. The Image of Retail Distribution Companies through Positioning
- 19.10.3. Through its Name and Logo

Module 20. Public Opinion

20.1. The Concept of Public Opinion

- 20.1.1. Introduction
- 20.1.2. Definition
- 20.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
- 20.1.4. Phases in the Growth of Public Opinion as a Discipline
- 20.1.5. The 20th Century

20.2. Theoretical Framework of Public Opinion

- 20.2.1. Introduction
- 20.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century.
- 20.2.3. Twentieth Century Authors
- 20.2.4. Walter Lippmann: Biased Public Opinion
- 20.2.5. Jürgen Habermas: Political-Valuative Perspective
- 20.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality

20.3. Social Psychology and Public Opinion

- 20.3.1. Introduction
- 20.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
- 20.3.3. The Name
- 20.3.4. Conformism

20.4. Media Influence Models

- 20.4.1. Introduction
- 20.4.2. Media Influence Models
- 20.4.3. Types of Media Effects
- 20.4.4. Research on Media Effects
- 20.4.5. The Power of the Media

20.5. Public Opinion and Political Communication

- 20.5.1. Introduction
- 20.5.2. Electoral Political Communication. Propaganda
- 20.5.3. Government Political Communication

20.6. Public Opinion and Elections

- 20.6.1. Introduction
- 20.6.2. Do Election Campaigns Influence Public Opinion?
- 20.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
- 20.6.4. The Effects of Public Opinion

20.7. Government and Public Opinion

- 20.7.1. Introduction
- 20.7.2. Representatives and their Constituents
- 20.7.3. Political Parties and Public Opinion
- 20.7.4. Public Policies as an Expression of the Government's Action

20.8. The Political Intermediation of the Press

- 20.8.1. Introduction
- 20.8.2. Journalists as Political Intermediaries
- 20.8.3. Dysfunctions of Journalistic Intermediation
- 20.8.4. Reliance on Journalists as Intermediaries

20.9. Public Sphere and Emerging Models of Democracy

- 20.9.1. Introduction
- 20.9.2. The Public Sphere in the Information Society
- 20.9.3. Emerging Models of Democracy

20.10. Methods and Techniques of Public Opinion Research

- 20.10.1. Introduction
- 20.10.2. Opinion Polls
- 20.10.3. Types of Surveys
- 20.10.4. Analysis



“

You will deal with online reputation management and online conflict resolution, with a strong ability to adapt to rapid changes in the digital environment. Sign up now!”

07

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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”

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

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.



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

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

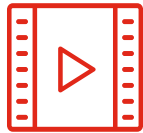
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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

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



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



Study Material

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

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



Classes

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

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



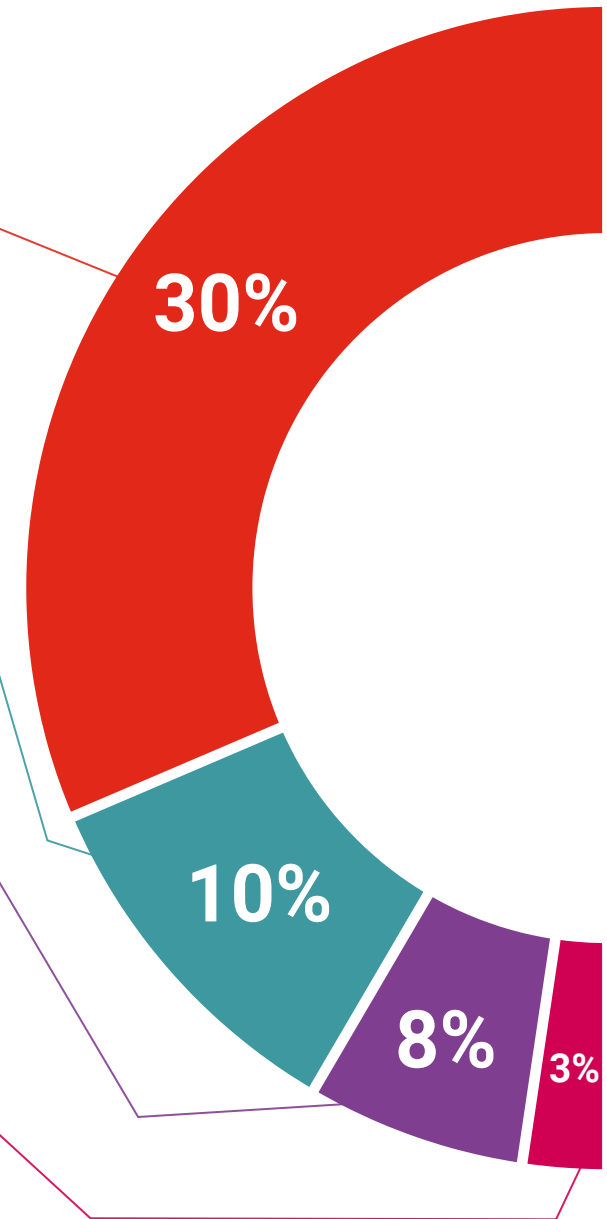
Management Skills Exercises

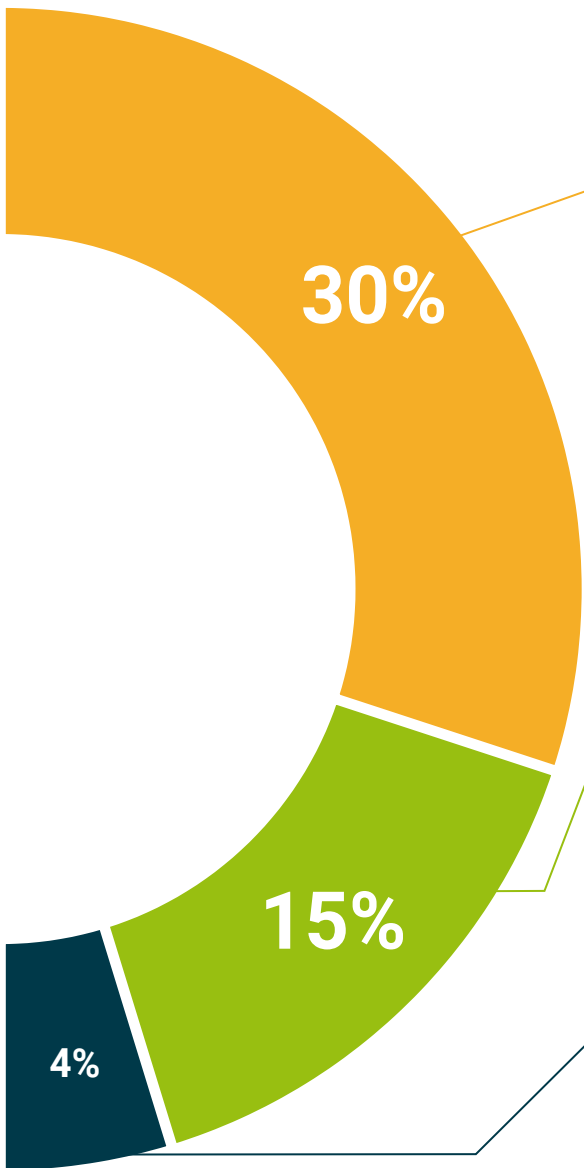
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



08

Our Students' Profiles

Students in this program are professionals with experience in areas related to marketing, communication, advertising or business management, who seek to acquire advanced skills to strategically lead the digital presence of an organization. Also included are digital entrepreneurs, who wish to strengthen their knowledge in the field of social networks and Community Management, to boost the growth of their businesses. In addition, it is common to find students with diverse backgrounds, including sectors such as Technology, Journalism or Public Relations, who wish to specialize in effective online brand and community management.





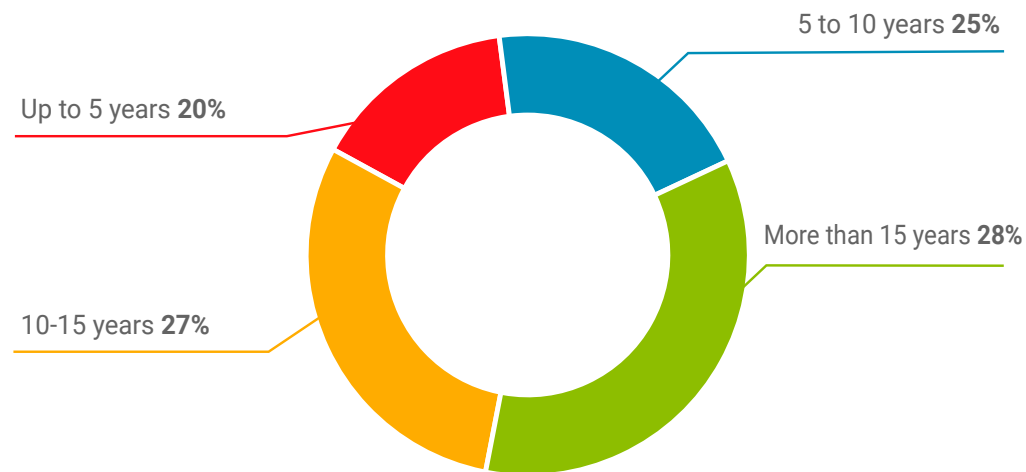
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This program is aimed at individuals with a passion for the digital world and the desire to excel in an increasingly digitized and socially connected business environment.

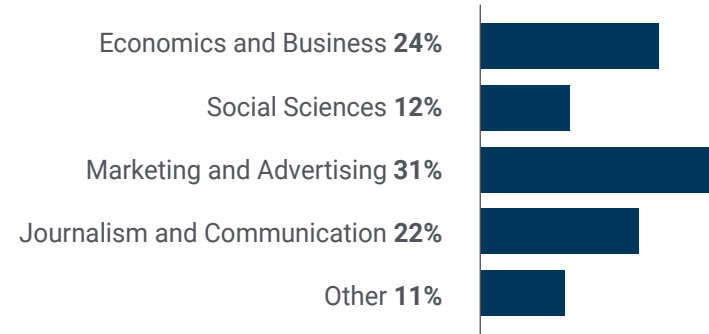
Average Age

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

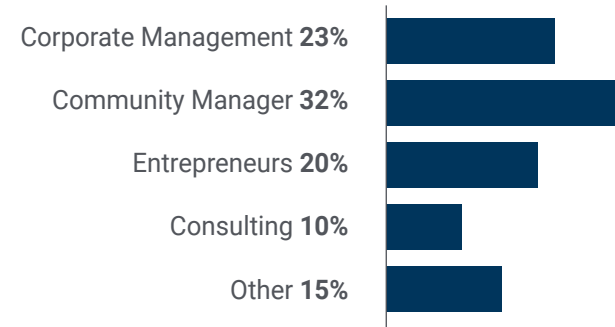
Years of Experience



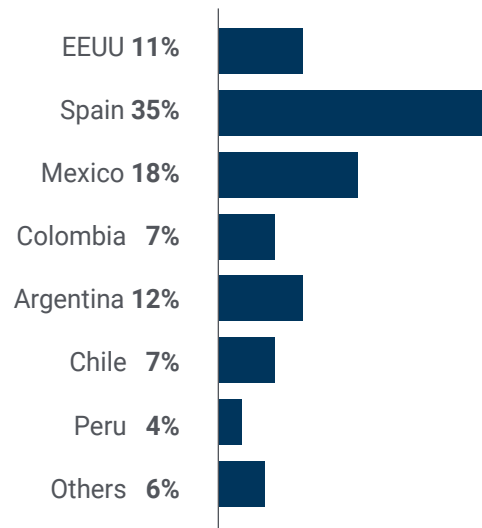
Training



Academic Profile



Geographical Distribution



Luis Hernandez

CEO

"Enrolling in this Advanced Master's Degree in Senior Management in Social Media and Community Management has been one of the best decisions I have made. Not only have I gained solid knowledge on how to lead strategically in the digital world, but I have also connected with passionate professionals and experts who have broadened my vision and approach. I'm eager to apply everything I've learned to my business and take it to the next level in social media. I'm ready to innovate, connect and captivate our online community like never before!"

09

Course Management

Teachers are leading experts in the field of digital Marketing and social media, carefully selected for their in-depth knowledge and practical experience in the industry. In fact, these professionals not only have a solid academic background, but also a proven track record in designing and implementing effective strategies in digital environments. In addition to their experience, these educators are up to date with the latest market trends and tools, which allows them to offer graduates with an up-to-date and relevant perspective.



“

With teaching based on real cases, professors will provide you with the skills and knowledge you need to excel in the Senior Management in Social Media and Community Management”

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within *Fortune 500*, companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard**, she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive** and **high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and **value proposition** through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held management positions in recruitment for companies in various areas.

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



Ms. Dove, Jennifer

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

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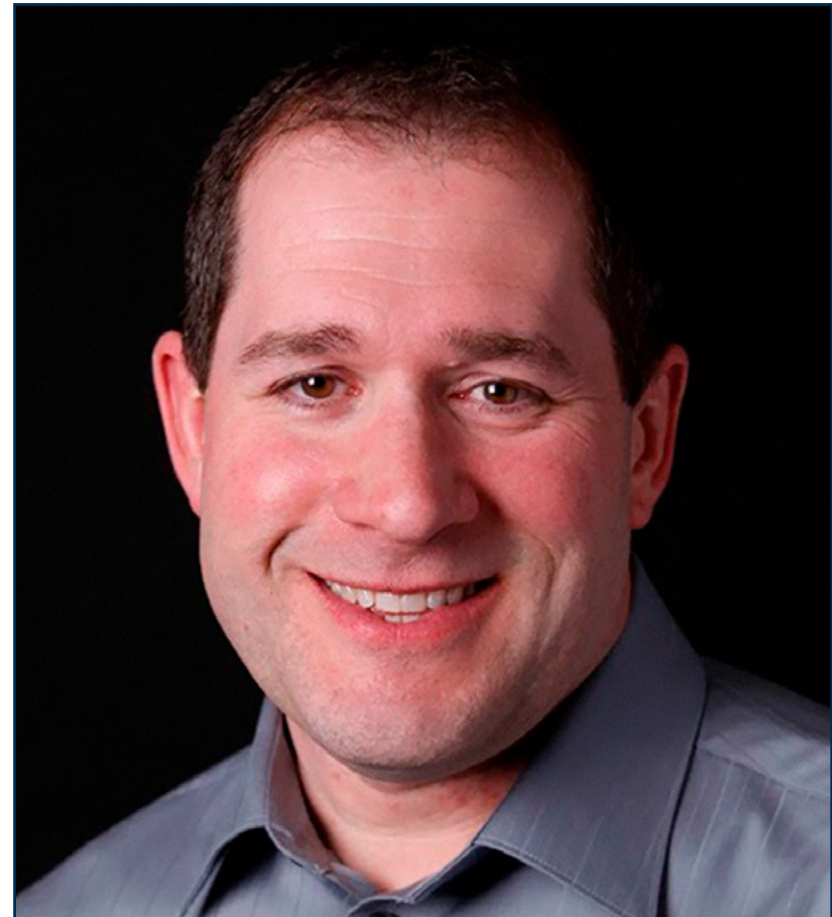
Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



D. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

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

International Guest Director

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

The strategies designed by Arman have a latent impact, as they have enabled several corporations to **improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting a "cost-effective decarbonization"** and **overhauling** a fragmented **data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

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

“

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

International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

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

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

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

International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion environment. Throughout his successful career he has developed different tasks related to Products, Merchandising and Communication. All of this linked to with prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness,, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accesories. His tactics have also focused on the retail environment and consumer needs and behavior. In this

La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has been in charge of creating effective calendars for buying and selling campaings.

He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).



Ms. La Sala, Andrea

- ♦ Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce&Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A.
- ♦ Market Analyst at Fastweb
- ♦ Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

“

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

International Guest Director

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

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

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Cafe
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Director of Business Intelligence at Capgemini
- ♦ Senior Analyst at Nordea
- ♦ Senior Business Intelligence Consultant at SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

“

Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors”

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

“

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

International Guest Director

Eric Nyquist, Ph.D., 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 combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

10

Impact on Your Career

This TECH program will be indispensable for business professionals who wish to turn their career around by specializing in an area as complex as social media. By acquiring an advanced set of skills in digital strategy, team leadership and online community management, graduates will be prepared to take on leadership roles in companies in a variety of sectors. From Senior Management positions in Social Media and Community Management, to specialized consulting roles, mastery of these skills will allow them to stand out in an increasingly competitive job market.



“

Thanks to this program, you will gain a solid foundation to continue growing and adapting to the rapidly changing digital landscape, ensuring a lasting impact on your career trajectory”

You will open doors to executive and senior management roles, as companies increasingly value social media expertise as an essential component of business success.

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

TECH Technological University's Advanced Master's Degree in Senior Management in Social Media and Community Management is an intensive program that prepares students to face business challenges and decisions internationally. Its main objective is to promote personal and professional growth Helping students achieve success.

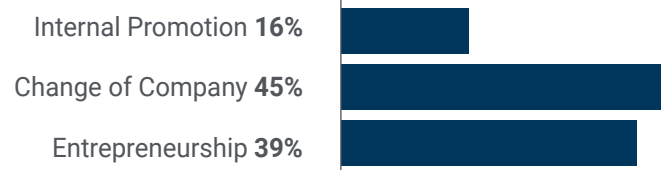
Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

You will have the flexibility to explore career opportunities in various industries, from digital marketing agencies to technology companies and non-profit organizations.

Time of Change



Type of change



Salary increase

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



11

Benefits for Your Company

This TECH program has been designed thinking about the specialization needs of the professionals in Senior Management in Social Media and Community Management, but also in what they will be able to contribute to the companies in which they work. These specialists will be able to strategically lead the online presence of the company, increasing the vision of the brand, the participation of the company's brand vision, audience engagement and customer loyalty. In addition, their expertise in online community management will enable them to build strong customer relationships and respond effectively on social media platforms.





“

You will bring to any business the formulation of sound strategies and informed decision making that will drive growth and business innovation”

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 in Social Media and Community guarantees students, in addition to the most rigorous and up to date education, access to an Advanced Master's Degree issued by TECH Technological University.



“

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

This Advanced Master's Degree Senior Management of Real Estate Companies contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Program: Advanced Master's Degree in Senior Management in Social Media and Community

Modality: online

Duration: 2 years



*Apostille Convention. In the event that the student wishes to have their paper Advanced Master's Degree issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



Advanced Master's Degree

Senior Management in Social Media
and Community Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

Advanced Master's Degree

Senior Management in Social Media and Community Management

