

# Advanced Master's Degree Corporate Communications and Event Management

A M D C C E M



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

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

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

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# 01 Welcome

The COVID-19 pandemic forever changed the Event Management industry. In this new era, there is a need for a renewed leadership that provides new strategies in terms of communication, online management, digitalization and multidisciplinary marketing, among many other areas of urgent interest. Thus, the manager who masters Corporate Communication will have an indisputable advantage to lead the best work teams, as well as the necessary skills to successfully carry out any kind of event or communication campaign in this new paradigm. For this reason, this program explores in depth those aspects that the manager must perfect to adapt to the new times, at the same time that it delves into the keys to distinguish themselves as a solvent leader and capable of facing a multitude of situations. In addition, the 100% online format of the program allows for a unique flexibility in that you do not need to sacrifice any aspect of your professional or personal life to continue to enhance your own career.



Advanced Master's Degree in Corporate Communications and Event Management.  
TECH Global University



“

*Your improved communication and organizational skills will put you at the forefront of the most prestigious events, with numerous opportunities to increase your economic and professional projection”*

02

# Why Study at TECH?

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



“

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

## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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



### Academic Excellence

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



### Economy of Scale

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



### Learn with the best

---

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

Teachers representing 20 different nationalities.



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

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

04

# Objectives

Since Event Management and Corporate Communication are two mutually supportive specialties, the main objective of this program could not be other than to present the most advanced knowledge of both disciplines. Thus, the manager will start with a distinctive advantage to perfectly achieve their most ambitious professional goals, boosting those skills that will undoubtedly make the difference in the most competitive scenarios.



“

*You will give a quality boost to your career, based on the most current knowledge and skills in the management field of Corporate Communication and Event Management"*

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

The **Advanced Master's Degree in Corporate Communications and Event Management** will enable students to:

01

Acquire and understand knowledge that provides expertise or an opportunity to be original in the development and/or application of ideas, often in a research context

04

Seek and manage information from sources to make decisions that contribute to the achievement of the organization's objectives

02

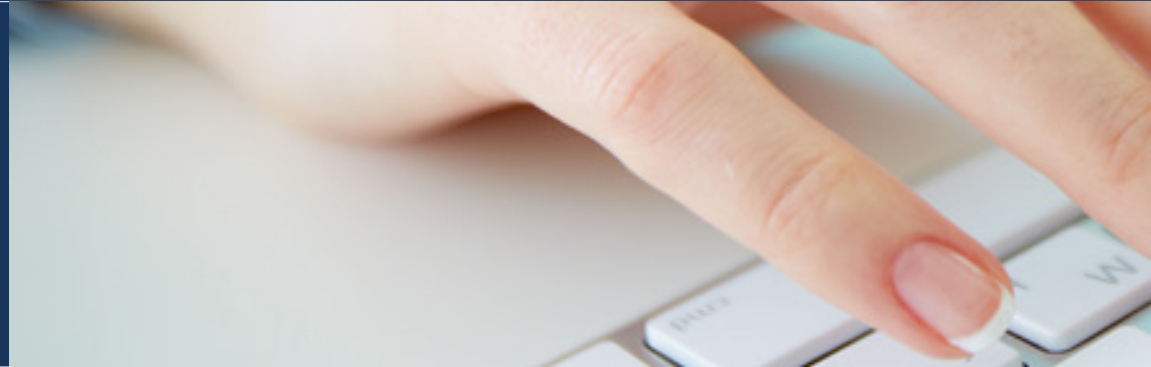
Communicate your conclusions and arguments to specialized and non-specialized audiences in a clear and unambiguous manner

03

Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams

05

Define objectives, strategies and commercial policies in the MICE market in order to establish adequate policies in line with the objectives and strategies of the event management company in the field of tourism





06

Evaluate the operating procedures in the field of business tourism and events to make a complete analysis of its production process in terms of excellence and quality of service

08

Master the digitalization of the event, the most used tools today and new trends

09

Understand the importance and organization of hybrid events

07

In-depth knowledge of current trends in event organization

10

Understand the different ways of sponsoring an event, the deontological, legal and compliance environment of the different sectors



11

Present the sponsorship dossier

12

Understand the new reality in the organization of events following the major crisis caused by the COVID-19 pandemic

13

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

14

Strengthen leadership skills and competencies of future asset managers

15

Establish techniques for creating a personal and professional brand

16

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

17

Establish complex communication strategies to achieve a link with all audiences

20

Understand the international context within which the company operates

18

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

21

Acquire the necessary management skills to carry out correct corporate communication

19

Explore the characteristics of communication in specific sectors

22

Plan and create strategies for brand awareness and customer loyalty

# 05 Skills

The paradigm shift that the COVID-19 has brought about in Event Organization has fostered a series of distinctive skills, which until now were not so relevant in this field. Therefore, throughout the program, the manager will deepen the digitization of all areas of Corporate Communication, as well as the management and direction of brand and reputation strategies adapted to the digital era, now more established than ever.



A grayscale photograph of a hand pointing at a bar chart on a document. The chart has three bars of increasing height. The text 'Profit Trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

*Your high-level skills will take you to the top of the most important companies and top management in the field of Event Management and Corporate Communication"*

01

Know the MICE sector, its scope of action and who is part of it

02

Differentiate each type of event according to objective and need

03

Manage projects from information gathering through to presentation

04

Understand different techniques and tools involved in Event Design

05

Master all elements of event planning, from protocol, security, logistics, guests, speakers, transportation, timing, among others



06

Know the protocol to be followed in the event of an emergency

08

Execute a strategic communication planning and marketing plan according to the proposed objective



09

Understand the new communication technologies and their importance for the generation of hybrid or digital events

07

Apply fundamental concepts for budget planning and its implementation

10

Learn about social networks and the importance of live events in the communication of an event

11

Manage the logistics and operation of the event according to the needs of the event

14

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

12

Coordinate the sponsorship of events and their most relevant aspects together with the participants

15

Apply the creative processes to the field to corporate communication

13

Perform appropriate communication using the most advanced digital tools

16

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



17

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

20

Implement management models which allow you to optimize internal communication

18

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

21

Identify the company environment and their target audience

19

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

22

Establish complex communication strategies to achieve a link with all audiences

06

# Structure and Content

To guarantee an effective and profitable educational experience for the manager, TECH has made a special effort to incorporate the most innovative pedagogical methodology in the educational sector, *Relearning*. Thanks to it, the most important concepts and terms related to Corporate Communication and Event Management are acquired in a natural way, as they are progressively reiterated throughout the program. This results in a substantial saving of the hours of study necessary to pass the qualification, while being able to deepen each topic through complementary readings and videos in detail of the highest quality.



“

*The faculty has developed a library of multimedia content created specifically for this qualification, serving as an essential support throughout your academic experience”*

## 28 | Structure and Content

### Syllabus

The Advanced Master's Degree in Corporate Communications and Event Management from TECH Global University is an intensive program that prepares students to face decisions and challenges in the most prestigious event organization and communication management spheres. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, the student will analyze a multitude of practical cases through individual work, 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 complexity associated with Event Management, as well as the vicissitudes of Corporate Communication from a strategic, international and innovative perspective.

A curriculum designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of Communication and Event Organization 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:

<b>Module 1</b>	The Events and Business Tourism Industry
<b>Module 2</b>	Event Design
<b>Module 3</b>	Event Planning
<b>Module 4</b>	The Creation of the Candidatures for the Event
<b>Module 5</b>	Finance Management
<b>Module 6</b>	Marketing and Communication Management Strategies
<b>Module 7</b>	Marketing Management and Digitization of Events
<b>Module 8</b>	Event Operations and Logistics Management
<b>Module 9</b>	Event Sponsorship
<b>Module 10</b>	Communication Strategy in the Digital World

<b>Module 11</b>	Digitization of Events How to Develop a Digital Event?
<b>Module 12</b>	Organizations Management
<b>Module 13</b>	Managerial Skills
<b>Module 14</b>	Ethics and Corporate Social Responsibility
<b>Module 15</b>	Corporative Communication, Brand Strategy and Reputation
<b>Module 16</b>	Strategic Planning in Corporate Communication
<b>Module 17</b>	Managing Aspects of Corporate Communication
<b>Module 18</b>	Communication in Specialized Sectors
<b>Module 19</b>	Marketing and Communication
<b>Module 20</b>	Customer Relationship Management

### Where, when and how is it taught?

TECH offers the possibility of taking this program completely online. During the 2 years of the program, the 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. The Events and Business Tourism Industry**

**1.1. The MICE World**

- 1.1.1. What Is the MICE Sector?
- 1.1.2. Who Do They Include?
- 1.1.3. Where Does It Operate?

**1.2. Stakeholders and Sector Overview: Economic Impact**

- 1.2.1. Number of Events and People Moved Annually
- 1.2.2. Expectations for Growth in the Post-COVID-19 Era

**1.3. Congresses, Conventions, Incentives**

- 1.3.1. What Is a Convention, a Congress and an Incentive?
- 1.3.2. Main Differences of These Events
- 1.3.3. Types of Conventions, Congresses and Incentives

**1.4. Fairs**

- 1.4.1. Main Characteristics of the Fairs
- 1.4.2. Types of Fairs
- 1.4.3. The Trade Show

**1.5. The Role of Convention Bureaus**

- 1.5.1. What Is a Convention Bureau?
- 1.5.2. Purpose of Convention Bureau
- 1.5.3. Coordination between Public and Private Entities

**1.6. Destination Marketing**

- 1.6.1. Strengths and Weaknesses of the Destination
- 1.6.2. Threats and Strengths of the Destination
- 1.6.3. Differentiation and Competitive Advantage

**1.7. Cultural Events**

- 1.7.1. The Cultural Events Market
- 1.7.2. Types of Cultural Events
- 1.7.3. How to Manage Profitable Cultural Events

**1.8. Musical Events**

- 1.8.1. Importance of Ticketing
- 1.8.2. Concert Merchandising and Sponsorship

**1.9. Social Events**

- 1.9.1. The Role of the Wedding Planner
- 1.9.2. Celebrations and Other Parties

**1.10. Sporting Events**

- 1.10.1. Major Sporting Events
- 1.10.2. Regulations for Sporting Events
- 1.10.3. Sponsoring

**Module 2. Event Design**

**2.1. Project Management**

- 2.1.1. Information Gathering, Project Start-Up: What Should We Know?
- 2.1.2. Study of Possible Locations
- 2.1.3. Pros and Cons of the Chosen Options

**2.2. Research Techniques. Design Thinking**

- 2.2.1. Stakeholder Maps
- 2.2.2. Focus Group
- 2.2.3. Benchmarking

**2.3. Experiential Design Thinking**

- 2.3.1. Cognitive Immersion
- 2.3.2. Covert Observation
- 2.3.3. World Coffee

**2.4. Defining Target Audience**

- 2.4.1. Who Is the Event Aimed at?
- 2.4.2. Why Are We Doing the Event?
- 2.4.3. What Is the Purpose of the Event?

**2.5. Tendencies**

- 2.5.1. New Trends in Staging
- 2.5.2. Digital Contributions
- 2.5.3. Immersive and Experiential Events

**2.6. Personalization and Design Space**

- 2.6.1. Adequacy of the Space to the Brand
- 2.6.2. Branding
- 2.6.3. Brand Manual

**2.7. Experience Marketing**

- 2.7.1. Live the Experience
- 2.7.2. Immersive Event
- 2.7.3. Encourage Recall

**2.8. Signage**

- 2.8.1. Signage Techniques
- 2.8.2. The Assistant's Vision
- 2.8.3. Coherence of the Story Event with Signage

**2.9. The Event Venues**

- 2.9.1. Studies of Potential Venues The Five Whys
- 2.9.2. Choice of Venue According to the Event
- 2.9.3. Selection Criteria

**2.10. Proposal for Staging Types of Stages**

- 2.10.1. New Proposal in Staging
- 2.10.2. Prioritization of Proximity to the Speaker
- 2.10.3. Stages Related to the Interaction

**Module 3. Event Planning**
**3.1. Timing and Organization of the Program**

- 3.1.1. Time Available for the Organization of the Event
- 3.1.2. Duration of the Event
- 3.1.3. Event Activities

**3.2. Space Organization**

- 3.2.1. Number of Expected Attendees
- 3.2.2. Number of Simultaneous Rooms
- 3.2.3. Room Formats

**3.3. Speakers and Guests**

- 3.3.1. Choice of Speakers
- 3.3.2. Contact and Confirmation of Speakers
- 3.3.3. Management of Speakers' Attendance

**3.4. Protocol**

- 3.4.1. Range of Invited Guests
- 3.4.2. Disposition of the Presidency
- 3.4.3. Parliamentary Organization

**3.5. Security**

- 3.5.1. Access Control: The Security Perspective
- 3.5.2. Coordination with Security Forces
- 3.5.3. Internal Control of Spaces

**3.6. Emergencies**

- 3.6.1. Evacuation Plan:
- 3.6.2. Study of the Needs in Case of Emergency
- 3.6.3. Creation of Medical Assistance Point

**3.7. Individuals**

- 3.7.1. Assessment of Capacity
- 3.7.2. Distribution of Attendees at the Venue
- 3.7.3. Maximum Capacities and Decisions to Be Made

**3.8. Accesses**

- 3.8.1. Study of the Number of Accesses
- 3.8.2. Capacity of Each of the Accesses
- 3.8.3. Timing Calculation for Entry and Exit for Each Access

**3.9. Transport**

- 3.9.1. Assessment of Transportation Possibilities
- 3.9.2. Transportation Accessibility
- 3.9.3. Personal or Public Transportation Pros and Cons

**3.10. Locations**

- 3.10.1. How Many Locations Does the Event Have?
- 3.10.2. Where Are They Located?
- 3.10.3. Ease of Access to Venues

**Module 4. The Creation of the Candidatures for the Event**
**4.1. Choice of Destination**

- 4.1.1. Study of Destination
- 4.1.2. Destination Possibilities; Strengths
- 4.1.3. Infrastructure of Destination

**4.2. Advantages of Destination**

- 4.2.1. Transport and Access Facilities
- 4.2.2. Accommodation and Venues
- 4.2.3. Tourism Offer

**4.3. Destination Capacity**

- 4.3.1. Type of Event That Can Be Hosted
- 4.3.2. How Many Flights, Highways, Trains Does It Have
- 4.3.3. Conference Centers, Venues and Hotel Services

**4.4. Cultural and Activity Offer of the Destination**

- 4.4.1. Gastronomic Offer of the Destination
- 4.4.2. Cultural and Leisure Offer of the Destination
- 4.4.3. Activities Available at the Destination

**4.5. Accommodation**

- 4.5.1. Study of Hotel Supply
- 4.5.2. Study of the Supply of Apartments, Campsites and Others
- 4.5.3. Student Housing Options

**4.6. Transport**

- 4.6.1. Ease of Access to the Destination
- 4.6.2. Access and Transportation to the Venue
- 4.6.3. Destination's Internal Transportation Services

**4.7. Universities and Research Centers**

- 4.7.1. Know the Number of Universities in the Destination
- 4.7.2. How Many Research Centers Are There
- 4.7.3. Curricula or Prestige of Universities and Research Centers

**4.8. Sports and Cultural Facilities**

- 4.8.1. How Many Sports Facilities Are Available at the Destination
- 4.8.2. How Many Cultural Facilities Are Available at the Destination
- 4.8.3. Capacity of the Facilities and Possibilities of Use

**4.9. Gastronomy, Architecture and Art**

- 4.9.1. Gastronomic Offer of the City Michelin Star Restaurants
- 4.9.2. Museums Available
- 4.9.3. Recognized Architects or Singular Buildings of the Destination

**4.10. Congress and Sports Venues**

- 4.10.1. Number of Congress and Convention Centers
- 4.10.2. Number of Sports Halls and Pavilions
- 4.10.3. Infrastructure Possibilities of Congress and Sports Centers

**Module 5. Finance Management**

**5.1. Event Budget**

- 5.1.1. Event Budgeting
- 5.1.2. Budget Timing
- 5.1.3. Budget Presentation

**5.2. Revenues**

- 5.2.1. Types of Revenues
- 5.2.2. Revenue Confirmation Possibilities
- 5.2.3. Revenue Payment Facilities

**5.3. Expenses**

- 5.3.1. Types of Expenses: Fixed and Variable
- 5.3.2. Possibilities for Action Based on Expenditure
- 5.3.3. Supplier Payment Agreements

**5.4. Contingency Plan**

- 5.4.1. Actions to Be Taken in the Face of Increased Expenses
- 5.4.2. Actions to Be Taken in the Face of Declining Revenues
- 5.4.3. Percentage of Unforeseen Expenses

**5.5. Income Statement**

- 5.5.1. Preparation of the Income Statement
- 5.5.2. Use of the Income Statement
- 5.5.3. Actions to Be Implemented Based on the Income Statement

**5.6. Benefit Management**

- 5.6.1. Purpose of the Event and Its Proceeds
- 5.6.2. Management of Scholarships and Grants
- 5.6.3. Investment Possibilities

**5.7. Cash Flow**

- 5.7.1. What Is Cash Flow?
- 5.7.2. Cash Flow Contributions
- 5.7.3. Actions to Be Taken Based on Cash Flow

**5.8. Taxation**

- 5.8.1. Taxation of Profits According to Use
- 5.8.2. Difference between a Corporation and a Not-for-Profit Company

**5.9. Commission Management**

- 5.9.1. Determine the Number of Commissions Achieved
- 5.9.2. Customer-Based Commission Management
- 5.9.3. Commission Agreement with the Supplier

**5.10. Amortization. ROI**

- 5.10.1. Calculate the Return of Investment
- 5.10.2. Timing of Investment Recovery
- 5.10.3. Amortization of Investment(s)



**Module 6. Marketing and Communication Management Strategies**
**6.1. Strategic Communication**

- 6.1.1. Strategic Event Communication
- 6.1.2. The Importance of Environment in the Strategy
- 6.1.3. Brands Betting on Long term return

**6.2. Consumer Behavior**

- 6.2.1. New Interpretation of Maslow
- 6.2.2. Psychology of Today's Consumers
- 6.2.3. Google Claims a New Model of Behavior

**6.3. Brand Purpose**

- 6.3.1. Current Importance of Brand Purpose
- 6.3.2. Finding the Value and Purpose of the Brand
- 6.3.3. Integration or Coexistence of Purpose with CSR

**6.4. Sustainability as a Strategy**

- 6.4.1. Discovery and Practice of Sustainability
- 6.4.2. Communication of Sustainable Development Goals
- 6.4.3. Implementation of the SDGs at Events

**6.5. Global Communication Challenges**

- 6.5.1. International Marketing Theories
- 6.5.2. Cross-Cultural Marketing y Its Application
- 6.5.3. Moving Brands and Messages to Other Countries

**6.6. Advertising and Marketing**

- 6.6.1. Traditional and Digital Advertising
- 6.6.2. Creativity: Art or Science
- 6.6.3. Event Actions and Tools

**6.7. Analysis Models**

- 6.7.1. Internal Analysis: SWOT and CAME
- 6.7.2. Strategic Analysis: Boston and Ansoff
- 6.7.3. External Analysis: Porter's 5 Forces and PESTEL

**6.8. Media Relations**

- 6.8.1. Press Conferences, Press Releases and Other Tools
- 6.8.2. Spokesperson Training
- 6.8.3. Crisis Communication

**6.9. Agency Relationships**

- 6.9.1. Competitions, Contracts and Other Practices
- 6.9.2. Project Management and Implementation
- 6.9.3. Project Measurement and Results

**6.10. The Communication Plan**

- 6.10.1. The Communication Plan
- 6.10.2. Development of the Tactical Part of the Communication Plan
- 6.10.3. Implementation and Follow-Up of the Communication Plan

## Module 7. Marketing Management and Digitization of Events

### 7.1. Event Digitization

- 7.1.1. New Communication Technologies
- 7.1.2. Digital Events
- 7.1.3. Big Data, Metrics and Analytics

### 7.2. Digital Segmentation

- 7.2.1. New Audiences and Types of Users
- 7.2.2. New Segmentation Variables
- 7.2.3. The Buyer and Their Development

### 7.3. Digitization of Information

- 7.3.1. Thinking and Communicating Digitally
- 7.3.2. New Knowledge Management Models
- 7.3.3. Fake News and Other Enemies of Digitalization

### 7.4. Digital Reputation Management

- 7.4.1. Personal Brand
- 7.4.2. Social Listening
- 7.4.3. Inbound Marketing

### 7.5. Digital Branding

- 7.5.1. Branding
- 7.5.2. Event Branding
- 7.5.3. Actions to Be Taken Based on the Income Statement

### 7.6. The Benchmarking Process

- 7.6.1. Purpose of the Event
- 7.6.2. Competitive Analysis
- 7.6.3. Benchmarking of Results

### 7.7. Event Campaigns

- 7.7.1. Brainstorming
- 7.7.2. Internal and External Part of the Campaign
- 7.7.3. Campaign Implementation and Follow-Up

### 7.8. Marketing and Communication Team Management

- 7.8.1. Leadership Skills
- 7.8.2. Keys to Pragmatic *Management*
- 7.8.3. Day-to-Day Management

## Module 8. Event Operations and Logistics Management

### 8.1. Operations and Logistics of Activities

- 8.1.1. Study of the Activity Needs
- 8.1.2. Projecting the Necessary Operations
- 8.1.3. Know the Needs of the Operation's Staff

### 8.2. Transport and Access Logistics

- 8.2.1. Logistics According to the Type of Transport of the Event
- 8.2.2. Logistics Based on Access
- 8.2.3. Capacity at Access and Transport Points

### 8.3. HR Event Management

- 8.3.1. Types of HR Available for the Event
- 8.3.2. Internal Communication
- 8.3.3. Hierarchies and Chains of Command

### 8.4. Supplier Management

- 8.4.1. Communication Policy with Supplier
- 8.4.2. Management of Each Supplier's Operations
- 8.4.3. Adaptability and Needs of Each Supplier

### 8.5. Speakers and VIP Guests Operation

- 8.5.1. VIP Contact Protocol
- 8.5.2. Manage VIP Guest Needs (Access Areas, Security, Transportation, etc.)
- 8.5.3. Management of VIP Support and Assistance Personnel Lecturer

### 8.6. Accessibility Management

- 8.6.1. Manage Event Accessibility Tasks to Perform
- 8.6.2. Inclusive and Respectful Gastronomy
- 8.6.3. Inclusion Programs for Assistants with Difficulties

### 8.7. Sustainability Management

- 8.7.1. Local Gastronomy
- 8.7.2. Event Waste Management
- 8.7.3. Selection of Sustainable Materials and Products

### 8.8. Internal Transfers Operation

- 8.8.1. Guest Transfer Management Protocol
- 8.8.2. The Difficulty of the Airport and Its Operations
- 8.8.3. Incident Management and Resolution

### 8.9. Attendant Service Operation

- 8.9.1. The Hospitality Desk
- 8.9.2. Segmentation of Service Areas
- 8.9.3. Management of Special Incidents

### 8.10. Event Set-Up and Dismantling

- 8.10.1. Timing and Personnel Calculation for Set-Up
- 8.10.2. Assembly Logistics Requirements
- 8.10.3. Event Dismantling Logistics

## Module 9. Event Sponsorship

### 9.1. Sponsorship Planning and Strategy: Target Group Selection

- 9.1.1. Aspects to Analyze of the Sector to Be Sponsored
- 9.1.2. Selection of the Best Sponsors
- 9.1.3. What to Sponsor and Reasons for Sponsorship

### 9.2. Sector Policies. Code of Ethics. Compliance

- 9.2.1. Code of Ethics for Each Sector
- 9.2.2. Sponsor Data Management
- 9.2.3. Compliance Departments and Their Importance

### 9.3. Making the Sponsorship Dossier. Introduction

- 9.3.1. Introduction
- 9.3.2. Identification
- 9.3.3. Objectives

### 9.4. Making the Sponsorship Dossier. Technical Data

- 9.4.1. Identification of Endorsements and Guarantors
- 9.4.2. Historical Data
- 9.4.3. Sponsorship Opportunities

### 9.5. Sales Price Management

- 9.5.1. Calculate Sponsorship Selling Prices
- 9.5.2. Individual Sale by Concept
- 9.5.3. Group Sales of Different Sponsorships

### 9.6. Floor Plans and Locations of Exhibit Areas

- 9.6.1. Creation of the Stands Map
- 9.6.2. What Should Be Displayed?
- 9.6.3. Attendee Traffic Flow

### 9.7. Exhibition Area Planning

- 9.7.1. Visualisation
- 9.7.2. Notoriety
- 9.7.3. Volume Equity

### 9.8. Marketing Policies

- 9.8.1. Where to Sell Sponsorships?
- 9.8.2. How to Sell Sponsorship?
- 9.8.3. Payment Terms and Penalties

### 9.9. Management and Follow-Up of Sponsorship Sales

- 9.9.1. Sponsorship Execution and Forecasting
- 9.9.2. Viability Study
- 9.9.3. Achievement of Objectives or Restatement

### 9.10. Sponsorship Loyalty

- 9.10.1. Sponsor Loyalty Actions
- 9.10.2. Services to Provide
- 9.10.3. Improvements or Innovations

## Module 10. Communication Strategy in the Digital World

### 10.1. Web 2.0 or the Social Web

- 10.1.1. Organization in the Age of Conversation
- 10.1.2. Web 2.0 is all about People
- 10.1.3. Digital Environment and New Communication Formats

### 10.2. Digital Communication and Reputation

- 10.2.1. Online Reputation Report
- 10.2.2. Netiquette and Good Practices on Social Media
- 10.2.3. Branding and Networking 2.0

### 10.3. Designing and Planning an Online Reputation Plan

- 10.3.1. Brand Reputation Plan
- 10.3.2. General Metrics, ROI, and Social CRM
- 10.3.3. Online Crisis and Reputational SEO

### 10.4. Generalist, Professional and Microblogging Platforms

- 10.4.1. Facebook.
- 10.4.2. LinkedIn
- 10.4.3. Twitter

### 10.5. Video, Image, and Mobility Platforms

- 10.5.1. YouTube
- 10.5.2. Instagram
- 10.5.3. Flickr
- 10.5.4. Vimeo
- 10.5.5. Pinterest

### 10.6. Content Strategy and Storytelling

- 10.6.1. Corporate Blogging
- 10.6.2. Content Marketing Strategy
- 10.6.3. Creating a Content Plan
- 10.6.4. Content Curation Strategy

### 10.7. Social Media Strategies

- 10.7.1. Corporate PR and Social Media
- 10.7.2. Defining the Strategy to Be Followed in Each Medium
- 10.7.3. Analysis and Evaluation of Results

### 10.8. Community Management:

- 10.8.1. Functions, Duties, and Responsibilities of the Community Manager
- 10.8.2. Social Media Manager
- 10.8.3. Social Media Strategist

### 10.9. Social Media Plan

- 10.9.1. Designing a Social Media Plan
- 10.9.2. Schedule, Budget, Expectations and Follow-up
- 10.9.3. Contingency Protocol in Case of Crisis

### 10.10. Online Monitoring Tools

- 10.10.1. Management Tools and Desktop Applications
- 10.10.2. Monitoring and Research Tools

**Module 11. Digitization of Events How to Develop a Digital Event?**

**11.1. The COVID-19 Era at Events**

- 11.1.1. Import Aspects to Know
- 11.1.2. Timing to Make Decisions

**11.2. Planning Digital Events Schedule**

- 11.2.1. Creation of the Schedule
- 11.2.2. Components to Consider in the Schedule
- 11.2.3. Aspects to Reflect in the Schedule Priorities

**11.3. Supplier Selection**

- 11.3.1. Choice of Technology Partner
- 11.3.2. Requirements to Be Requested from the Supplier
- 11.3.3. Supplier Selection Price Factor vs. Value Factor Experience

**11.4. Network and Internet Management**

- 11.4.1. Aspects of Network Management to Be Considered
- 11.4.2. Contracting Internet Services
- 11.4.3. Network Stress and Saturation Tests

**11.5. Scope Objectives. Audience**

- 11.5.1. Determine Your Target Audience
- 11.5.2. Rebroadcast in Other Languages
- 11.5.3. Rooms to Broadcast

**11.6. Interaction of the Attendees. Voting**

- 11.6.1. Implementation of the Interaction System
- 11.6.2. Elements to Be Taken into Account in the Interaction of Attendees
- 11.6.3. Forms and Procedures for Developing Interaction

**11.7. Introduction Videos. Chyrons. Music**

- 11.7.1. Chyrons
- 11.7.2. Importance of the Instructions
- 11.7.3. Resources to Consider

**11.8. Onsite and Digital Coordination. Onsite and Remote Speakers**

- 11.8.1. Contact with Speakers
- 11.8.2. Delivery of the Action Program to the Speakers
- 11.8.3. Timing and Organization of Speakers Rules to Follow

**11.9. Creating Virtual Sets**

- 11.9.1. Chroma
- 11.9.2. Rear
- 11.9.3. Led Screen

**11.10. Virtual and Hybrid Event Management**

- 11.10.1. Follow-Up of the Event through Management
- 11.10.2. Schedule and Order of Broadcasting
- 11.10.3. Live Incident Resolution

**Module 12. Organizations Management**

**12.1. Strategic Management**

- 12.1.1. Organisational Design
- 12.1.2. Strategic Position of the Business
- 12.1.3. Competitive and Corporate Strategies

**12.2. Corporate Finance**

- 12.2.1. Financial Policy and Growth
- 12.2.2. Company Valuation Methods
- 12.2.3. Capital Structure and Financial Leverage
- 12.2.4. Finance for the Global Communications Officer

**12.3. Strategic Leadership for Intangible Asset Economy**

- 12.3.1. Cultural Alignment Strategies
- 12.3.2. Corporate and Differentiating Leadership
- 12.3.3. Change and Transformation Agent

**12.4. Economic Situation**

- 12.4.1. The Fundamentals of the Global Economy
- 12.4.2. The Globalization of Companies and Financial Markets
- 12.4.3. Entrepreneurship and New Markets

**12.5. Innovation and Digital Transformation**

- 12.5.1. Management and Strategic Innovation
- 12.5.2. Open Innovation
- 12.5.3. Sharing Economy

**12.6. International Context**

- 12.6.1. Geopolitics
- 12.6.2. Divisive Markets and Types of Change
- 12.6.3. Hedging with Currency Exchange Contracts
- 12.6.4. Foreign Investments and Exportation Financing

**Module 13. Managerial Skills**
**13.1. Public Speaking and Spokesperson Training**

- 13.1.1. Interpersonal Communication
- 13.1.2. Communication Skills and Influence
- 13.1.3. Communication Barriers

**13.2. Communication and Leadership**

- 13.2.1. Leadership and Leadership Styles
- 13.2.2. Motivation
- 13.2.3. Skills and Abilities of the Leader 2.0

**13.3. Personal Branding**

- 13.3.1. Strategies for Personal Brand Development
- 13.3.2. Personal Branding Laws
- 13.3.3. Tools for Creating Personal Brands

**13.4. Team Management**

- 13.4.1. Work Teams and Meeting Management
- 13.4.2. Managing Change Processes
- 13.4.3. Managing Multicultural Teams
- 13.4.4. Coaching

**13.5. Negotiation and Conflict Resolution**

- 13.5.1. Effective Negotiation Techniques
- 13.5.2. Interpersonal Conflicts
- 13.5.3. Intercultural Negotiation

**13.6. Emotional Intelligence**

- 13.6.1. Emotional Intelligence and Communication
- 13.6.2. Assertiveness, Empathy, and Active Listening
- 13.6.3. Self-Esteem and Emotional Language

**13.7. Relational Capital: Coworking**

- 13.7.1. Managing Human Capital
- 13.7.2. Performance Analysis
- 13.7.3. Managing Equality and Diversity
- 13.7.4. Innovation in People Management

**13.8. Time Management**

- 13.8.1. Planning, Organisation and Control
- 13.8.2. The Methodology of Time Management
- 13.8.3. Action Plans
- 13.8.4. Tools for Efficient Time Management

**Module 14. Ethics and Corporate Social Responsibility**
**14.1. The Managerial Role and CSR**

- 14.1.1. Strategic Vision and Corporate Social Responsibility
- 14.1.2. Balanced Scorecard
- 14.1.3. Systems and Models for Implementing CSR
- 14.1.4. Organization of CSR Roles and Responsibilities

**14.2. Corporate Responsibility**

- 14.2.1. Value Creation in an Economy of Intangibles
- 14.2.2. CSR: Corporate Commitment
- 14.2.3. Social, Environmental, and Economic Impact

**14.3. Responsible Finance and Investment**

- 14.3.1. Sustainability and Responsibility of the Financial Manager
- 14.3.2. Transparency in Information
- 14.3.3. Finance and Responsible Investment
- 14.3.4. Social Economy, Cooperativity and Corporate Social Responsibility

**14.4. Business and Environment**

- 14.4.1. Sustainable Development
- 14.4.2. Legislative Development in Environmental Responsibility
- 14.4.3. Response of Companies to Environmental Problems
- 14.4.4. Waste and Emissions

**14.5. Packaging and Environment**

- 14.5.1. Packaging as a Differentiation Business Strategy
- 14.5.2. Encouragement and Communication at the Point of Sale
- 14.5.3. Packaging Design and Future Trends

**14.6. Responsible Management Systems and Tools**

- 14.6.1. Social Responsibility Management Systems
- 14.6.2. Integration Systems
- 14.6.3. Quality Management Systems, the Environment and Occupational Health and Safety
- 14.6.4. Audits

**14.7. Multinationals and Human Rights**

- 14.7.1. Globalization, Human Rights and Multinational Companies
- 14.7.2. Multinational Companies and International Law
- 14.7.3. Specific Legal Instruments

**14.8. Legal Environment and Corporate Governance**

- 14.8.1. International Rules on Importation and Exportation
- 14.8.2. Intellectual and Industrial Property
- 14.8.3. International Labor Law

**Module 15. Corporative Communication, Brand Strategy and Reputation**

**15.1. Corporate Identity and Strategic Vision**

- 15.1.1. Identity and Redefining Business Values
- 15.1.2. Corporate Business Culture
- 15.1.3. Communication Department Challenges
- 15.1.4. Public Image and Projection

**15.2. Corporate Brand Strategy**

- 15.2.1. Public Image and Stakeholders
- 15.2.2. Corporate Branding Strategy and Management
- 15.2.3. Corporate Communication Strategy in Line With Brand Identity

**15.3. Reputation Theory**

- 15.3.1. Reputation as a Paradigm of a Good Company
- 15.3.2. The Concept of Corporate Reputation
- 15.3.3. Internal Reputation
- 15.3.4. Influence of Internationalization on Corporate Reputation

**15.4. Reputation Evaluation**

- 15.4.1. Corporate Reputation Audit
- 15.4.2. *Listed Companies Reputation* Monitor
- 15.4.3. Reputational Good Governance Index
- 15.4.4. Analysis of Sectorial Reputation

**15.5. Reputation Management**

- 15.5.1. Corporate Reputation Management
- 15.5.2. Focus on Brand Reputation
- 15.5.3. Leadership Reputation Management

**15.6. Reputation Risk and Crisis Management**

- 15.6.1. Listening to and Managing Feedback
- 15.6.2. Procedures, Crisis Manual and Contingency Plans
- 15.6.3. Spokesperson Training in Emergency Situations

**15.7. Ethical Sustainability**

- 15.7.1. Sustainable Criteria and Strategies
- 15.7.2. Communication Campaigns with Sustainability Criteria
- 15.7.3. Sustainable Brand Positioning and Image

**15.8. Brand Metrics and Analysis and Reputation**

- 15.8.1. Introduction to the Metrics of Corporate Branding
- 15.8.2. Internal and External Measurement Indexes
- 15.8.3. Brand Management Tools
- 15.8.4. Brand Assessment and Ranking

**Module 16. Strategic Planning in Corporate Communication**

**16.1. Strategic Planner**

- 16.1.1. Strategic Planner: Origins and Functions
- 16.1.2. The Strategic Planner in Advertising Companies, Strategic Consultancies and Communication Companies
- 16.1.3. Stakeholder Management

**16.2. Planning Models and Schools**

- 16.2.1. Models for Intangibles Management
- 16.2.2. Intangibles and Strategic Plans
- 16.2.3. Evaluation of Intangibles
- 16.2.4. Reputation and Intangibles

**16.3. Qualitative Research in Strategic Planning**

- 16.3.1. Insights Detection
- 16.3.2. Focus Groups for Strategic Planning
- 16.3.3. Planning of Strategic Interviews

**16.4. Quantitative Research in Strategic Planning**

- 16.4.1. Data Analysis and Drawing Conclusions
- 16.4.2. Use of Psychometric Techniques
- 16.4.3. Challenges of Applied Research in Business Communication

**16.5. Creative Strategy Formulation**

- 16.5.1. Explore Alternative Strategies
- 16.5.2. Counter briefing or Creative Briefing
- 16.5.3. Branding and Positioning

**16.6. Strategic Use of Different Media**

- 16.6.1. 360° Campaigns
- 16.6.2. Launching of New Products
- 16.6.3. Social Trends
- 16.6.4. Evaluation of Effectiveness

**16.7. Trends in Business Communication**

- 16.7.1. Generation and Distribution of Corporate Content
- 16.7.2. Business Communication on the Web 2.0
- 16.7.3. Implementation of Metrics in the Communication Process

**16.8. Sponsorship and Patronage**

- 16.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
- 16.8.2. Communication Opportunities and Tangible and Intangible Returns
- 16.8.3. Hospitality and Collaboration Actions

**Module 17. Managing Aspects of Corporate Communication****17.1. Communication in Organizations**

- 17.1.1. Organizations, People and Society
- 17.1.2. Historical Evolution of Organizational Behavior
- 17.1.3. Bidirectional Communication
- 17.1.4. Communication Barriers

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

- 17.2.1. Departmental Structure in Communication Management
- 17.2.2. Current Trends in Management Models
- 17.2.3. Integration of Intangibles
- 17.2.4. Communication Department Challenges

**17.3. Integral Communication Plans**

- 17.3.1. Audit and Diagnosis
- 17.3.2. Elaboration of Communication Plan
- 17.3.3. Measuring results: KPIs and ROI

**17.4. Effects of the Media**

- 17.4.1. Efficiency of Commercial and Advertising Communication
- 17.4.2. Theories on the Effects of the Media
- 17.4.3. Social and Co-creation Models

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

- 17.5.1. Identifying Opportunities and Information Needs
- 17.5.2. Management of Reports and Interviews with Spokespersons
- 17.5.3. Virtual Press Room and e-Communication
- 17.5.4. Buying Advertising Space

**17.6. Public Relations**

- 17.6.1. PR Strategy and Practice
- 17.6.2. Protocol and Ceremonial Rules
- 17.6.3. Event Organization and Creative Management

**17.7. Lobbies and Pressure Groups**

- 17.7.1. Opinion Groups and Their Actions in Businesses and Institutions
- 17.7.2. Institutional Relations and Lobbying
- 17.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

**17.8. Internal Communication**

- 17.8.1. Motivational Programs, Social Action, Participation and HR Training Programs
- 17.8.2. Internal Communication Support and Tools
- 17.8.3. Internal Communication Plan

**17.9. Branding & Naming**

- 17.9.1. Brand Management and Coordination in Launching of New Products
- 17.9.2. Brand Repositioning

**17.10. Audience Forecasting and Data Sources**

- 17.10.1. Measurement Units and Audience Profiles
- 17.10.2. Affinity, Share, Rating and GRPs
- 17.10.3. Current Suppliers in the Advertising Market

**Module 18. Communication in Specialized Sectors**

**18.1. Financial Communication**

- 18.1.1. Value of Intangibles
- 18.1.2. Financial Communication in Listed Companies
- 18.1.3. The Issuers of the Financial Communication
- 18.1.4. Public Objective in Financial Operations

**18.2. Political and Electoral Communication**

- 18.2.1. Image in Political and Electoral Campaigns
- 18.2.2. Political Advertising
- 18.2.3. Political and Electoral Communication Plan
- 18.2.4. Electoral Communication Audits

**18.3. Communication and Health**

- 18.3.1. Journalism and Health Information
- 18.3.2. Interpersonal and Group Communication in the Field of Health
- 18.3.3. Communication Risk and Communicative Management in a Health Crisis

**18.4. Digital Culture and Hypermedia Museography**

- 18.4.1. Production and Diffusion of Art in the Digital Era
- 18.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
- 18.4.3. Constructive Participation in the Digital Culture

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

- 18.5.1. Communication in the Public Sector
- 18.5.2. Strategy and Creation in Public Organization Communications
- 18.5.3. Intangible Assets in the Public Sector
- 18.5.4. Information Policy of Public Organizations

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

- 18.6.1. NPO and Relationship with Government Agencies
- 18.6.2. Corporative Reputation in Non-Profit Organizations
- 18.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
- 18.6.4. Different Figures and Communication Media

**Module 19. Marketing and Communication**

**19.1. Product Placement and Branded Content**

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

**19.2. Digital Media Planning and Contracting**

- 19.2.1. Real Time Bidding
- 19.2.2. Integrated Digital Campaign Planning
- 19.2.3. Advertising Investment Control Scorecard

**19.3. Promotional Marketing**

- 19.3.1. Consumer Promotions
- 19.3.2. Sales Force, Channel, Point of Sale and Special Promotions
- 19.3.3. Success and Cost-Effectiveness of Promotional Actions

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

- 19.4.1. Search Engine Marketing
- 19.4.2. Conversion of Traffic to Qualified Traffic
- 19.4.3. SEM Project Management

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

- 19.5.1. Ad servers
- 19.5.2. Traditional Metrics and Digital GRPs
- 19.5.3. CrossMedia and Interactions

**19.6. Display Advertising, Rich Media and Viral Publicity**

- 19.6.1. Media, Formats and Supports
- 19.6.2. The Conversion Cycle
- 19.6.3. Buzz Marketing and WOM

**19.7. Mobile Marketing, Geo-Localization and Internet TV**

- 19.7.1. New Mobile Marketing Applications
- 19.7.2. Geo-Localization
- 19.7.3. Applications which Integrate Websites, Geotagging and Mobile

**19.8. Advertising Effectiveness**

- 19.8.1. Research Techniques and Tracking Campaigns
- 19.8.2. Coverage and Effective Frequency Analysis
- 19.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure



**Module 20. Customer Relationship Management****20.1. CRM and Relational Marketing**

- 20.1.1. Business Philosophy or Strategic Orientation
- 20.1.2. Customer Identification and Differentiation
- 20.1.3. The Company and its Stakeholders
- 20.1.4. Clienting

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

- 20.2.1. Database Marketing Applications
- 20.2.2. Laws and Regulations
- 20.2.3. Information Sources, Storage, and Processing

**20.3. Consumer Psychology and Behavior**

- 20.3.1. The Study of Consumer Behavior
- 20.3.2. Internal and External Consumer Factors
- 20.3.3. Consumer Decision Process
- 20.3.4. Consumerism, Society, Marketing, and Ethics

**20.4. Consumer Centric Marketing**

- 20.4.1. Segmentation
- 20.4.2. Profitability Analysis
- 20.4.3. Customer Loyalty Strategies

**20.5. CRM Management Techniques**

- 20.5.1. Direct Marketing
- 20.5.2. Multichannel Integration
- 20.5.3. Viral Marketing

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

- 20.6.1. CRM, Sales and Costs
- 20.6.2. Customer Satisfaction and Loyalty
- 20.6.3. Technology Implementation
- 20.6.4. Strategic and Management Errors



*An intensive educational journey  
to improve your skills in this field"*

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”*

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.

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

## 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

The multidisciplinary nature of this Advanced Master makes it an excellent opportunity for effective *networking*. The executive will receive a personalized orientation to their own interests, and will be able to meet other students with whom to share objectives and ambitions within the world of Corporate Communication and Event Management. At the same time that you improve your employability, you will weave new professional networks that will help you to further advance your career.





“

*You will find a completely personalized syllabus and tutoring, being able to contact the teaching staff according to your own interests”*

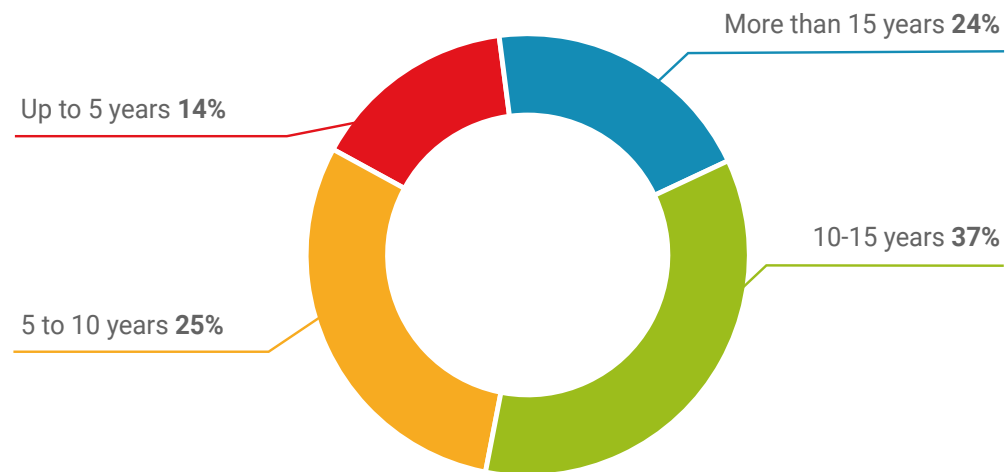
### Average Age

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

### Years of Experience

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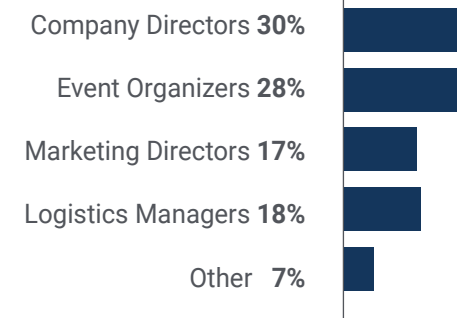
### Training

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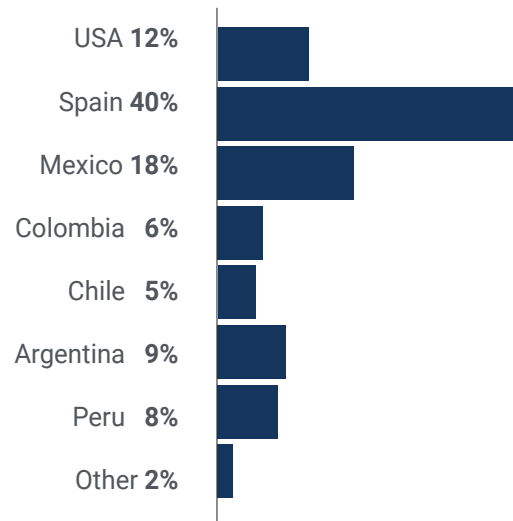
### Academic Profile

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## Geographical Distribution

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## Gerardo Rodríguez

Senior Event Manager

*"COVID-19 completely changed my perspective as an event manager, but I knew how to see it as a new opportunity to continue growing professionally. This TECH Advanced Master's Degree helped me to boost management skills that I had previously ignored and that have allowed me to reposition myself again as a leader in my sector"*

09

# Course Management

Since the content of this program has a high-level of specialization, TECH has chosen the best possible teachers to develop it. Thus, executives and managers who are experts in Event Management have poured all their knowledge, both theoretical and practical, into all the modules of this program, including the necessary practical perspective to contextualize them. The manager will gain access to the most effective tips and techniques to continue building a prosperous working future in an industry with a multitude of opportunities.



“

*Don't miss the opportunity to hone your managerial skills with people who already know how to succeed professionally and are committed to sharing their expertise with you"*

## International Guest Director

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

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

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

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





## Dr. Nyquist, Eric

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

“

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

## Management



### Mr. Gil Tomas, Tommy

- ◆ Founder and CEO of Atelier MICE, a company that organizes conferences and events
- ◆ Development Director of Creativalab S.L
- ◆ Director Barcelona Congr eso M edic S.L
- ◆ More than 25 years of work dedicated to the MICE world
- ◆ Teacher with more than 20 years of experience
- ◆ Diploma in Marketing Management and Master's Degree in Pharmaceutical Marketing from ISM-ESIC
- ◆ Diploma in Tax Law by ESINE

## Professors

### Mr. Perell  Sobrepere, Marc

- ◆ Director of Digital and Strategy Area at Creativalab S.L
- ◆ Head of the Communications and Marketing Area Avantia Group
- ◆ Head of the Communications and Marketing Area Managing Incompetence
- ◆ Marketing and communication teacher at the EU Business School, the Abat Oliba CEU University and the Johan Cruyff Institute
- ◆ Doctor in Communication Sciences. Ramon Llull University-Barcelona
- ◆ Master's Degree in Humanities and Social Sciences. CEU Abat Oliba University-Barcelona
- ◆ Degree in Journalism CEU Abat Oliba University-Barcelona
- ◆ Degree in Advertising and Public Relations. CEU Abat Oliba University-Barcelona



10

# Impact on Your Career

Management skills in the field of Corporate Communication are important, but so is the manager's own ability and self-management to deal with a multitude of situations. Therefore, this Advanced Master's Degree also enhances the so necessary Soft Skills in the management field, such as self-management of time, motivation, leadership, teamwork and flexibility to adapt to any environment or request in the organization of an event.



“

*This program will push your most important skills to the limit, resulting in a noticeable impact on both your career path and individual ambitions”*

*Achieve your most ambitious professional goals, backed by the most pioneering educational technology and the most committed teaching staff.*

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

The Advanced Master's Degree in Corporate Communications and Event Management at TECH Global University is an intensive program that prepares students to face challenges and business decisions, both nationally and internationally. Its main objective is to promote personal and professional growth, in short, to help them achieve success.

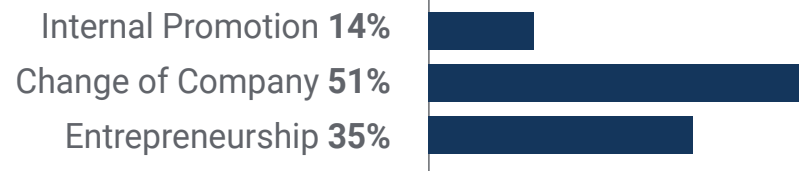
Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

*Raise the professionalism and attractiveness of your CV by incorporating this Advanced Master's Degree in Corporate Communications and Event Management.*

### When the change occurs



### Type of change



## Salary increase

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



11

# Benefits for Your Company

It has not only been the managers who have had to adapt to a new scenario in Event Management, but the companies have also had to reorganize and face new unforeseen situations. That is why this program does not neglect this issue, since the graduates of this Advanced Master's Degree have sufficient skills to successfully take on any professional program.





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*Give a digital, innovative and avant-garde vision to the management of events in your organization, assuming the maximum responsibility of your Corporate Communication”*

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

01

### Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

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

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

03

### Building agents of change

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

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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 manager will be work on a current project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased competitiveness**

This Advanced Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

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





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

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

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

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

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

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**



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



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

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

# Advanced Master's Degree Corporate Communications and Event Management