

# Executive Development Program

## Communication in Specialized Sectors





## Executive Development Program

### Communication in Specialized Sectors

- » Modality: online
- » Duration: 16 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector

Website: [www.techtute.com/in/school-of-business/executive-development-program/executive-development-program-communication-specialized-sectors](http://www.techtute.com/in/school-of-business/executive-development-program/executive-development-program-communication-specialized-sectors)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 26*

07

Our Students' Profiles

---

*p. 34*

08

Course Management

---

*p. 38*

09

Impact on Your Career

---

*p. 42*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 50*

# 01 Welcome

Nowadays, it is essential for companies to design a communication plan adapted to the professional activity they carry out. Each area requires a different type of communication that allows the organization to grow both externally and internally. Thanks to this TECH Technological University program, the student will obtain the necessary skills and knowledge to develop a communication plan adapted to the needs and objectives of the company, taking into account the sector in which it operates.



Executive Development Program in Communication in Specialized Sectors.  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"*

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 Technological 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

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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 methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### 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

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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 Harvard Business School case studies"*

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 Technological University community.

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

# 04

# Objectives

This program is designed to provide students with the tools to become more proficient in the creation of communication campaigns for different specialized sectors. Thus, at the end of the degree, professionals will be able to implement strategies and publicize political campaigns, financial data, cultural events or the work of NGOs, for example.





“

*Analyze public opinion and improve  
your brand positioning”*



Your goals are our goals.

We work together to help you achieve them

The Executive Development Program in Communication in Specialized Sectors will train you to:

01

Design efficient communication strategies for organizations operating in highly competitive economic and culturally diverse environments

02

Implement plans, actions and production of specific communication items in each and every one of the variants in which this occurs, both externally and internally in the organization

03

Choose the appropriate communication channels and media, in accordance with the brand and business positioning



04

Analyze public opinion as a source of information for brand positioning

05

Make the necessary strategic adjustments to correct the problems derived from the desired, projected and perceived identity

06

Implement different research techniques in strategic planning to establish appropriate objectives and carry them out



05

# Structure and Content

The Executive Development Program in Communication in Specialized Sectors at TECH Technological University, has been designed by a team of experts in the field with extensive knowledge of the different ways to inform at a corporate level and to offer an appropriate brand image, achieving a better understanding among the public.



“

*A very well-structured syllabus, which is offered in a 100% online format so that you can comfortably self-manage your study"*

## Syllabus

This program has been designed to provide business professionals with specific knowledge about communication in different sectors, such as: healthcare, finance, NGOs, politics, culture or public organizations, for example.

To this end, students are offered access to the most complete information available on this subject. They can learn this through the virtual campus, thanks to the multiple simulated theoretical contents and practical exercises which will favor the personal and professional growth of the students.

In this way, they will be able to access all the contents from the moment they enrol onto the course, which will be essential for them to be able to combine their study time with the rest of their daily obligations, whether it's personal or professional. Undoubtedly, the perfect option to achieve professional excellence in a short period of time.

This program takes place over 4 months and is divided into 3 modules:

- Module 1** / Financial, Political and Electoral Communication
- Module 2** / Communication in Health and Public Organizations
- Module 3** / Communication in ONGs, Museums and Culture





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

This Executive Development Program takes place completely online. Throughout the months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

## Module 1: Financial, Political and Electoral Communication

### 1.1. Financial Communication

- 1.1.1. Financial Communication in Listed Companies
- 1.1.2. The Issuers of the Financial Communication
- 1.1.3. Public Objective in Financial Operations

### 1.2. Political and Electoral Communication

- 1.2.1. Image in Political and Electoral Campaigns
- 1.2.2. Political Advertising
- 1.2.3. Political and Electoral Communication Plan
- 1.2.4. Electoral Communication Audits

## Module 2: Communication in Health and Public Organizations

### 2.1. Communication and Health

- 2.1.1. Journalism and Health Information
- 2.1.2. Interpersonal and Group Communication in the Field of Health
- 2.1.3. Communication Risk and Communicative Management in a Health Crisis

### 2.2. Communication in Public Organizations

- 2.2.1. Communication in the Public Sector
- 2.2.2. Strategy and Creation in Public Organization Communications
- 2.2.3. Intangible Assets in the Public Sector
- 2.2.4. Information Policy of Public Organizations

## Module 3: Communication in ONGs, Museums and Culture

### 3.1. Communications in Non-Profit Organizations

- 3.1.1. NPO and Relationship with Government Agencies
- 3.1.2. Corporative Reputation in Non-Profit Organizations
- 3.1.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
- 3.1.4. Different Figures and Communication Media

### 3.2. Digital Culture and Hypermedia Museography

- 3.2.1. Production and Diffusion of Art in the Digital Era
- 3.2.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
- 3.2.3. Constructive Participation in the Digital Culture





07

# Methodology

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

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







“

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

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

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

“

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



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



## A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

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

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

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

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



## Relearning Methodology

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

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

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

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

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



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

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

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

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

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





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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

The Executive Development Program in Communication in Specialized Sectors is a program aimed at communication professionals who want to update their knowledge, discover new ways of successfully carrying out their roles, and advance in their professional career.





“

*This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities”*

### Average Age

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

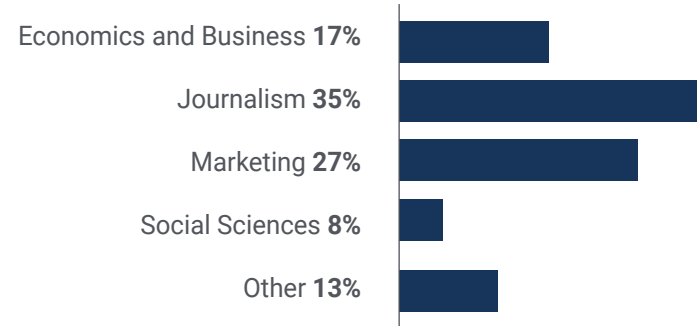
### Years of Experience

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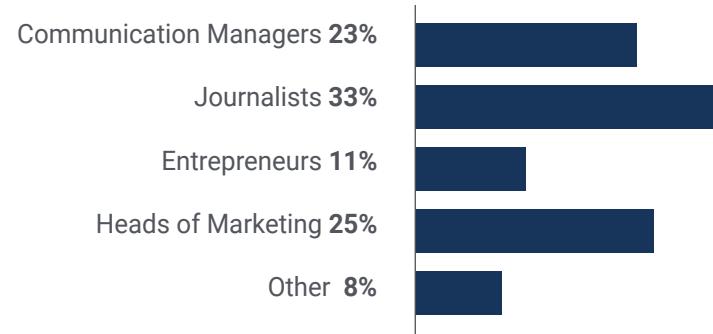
### Training

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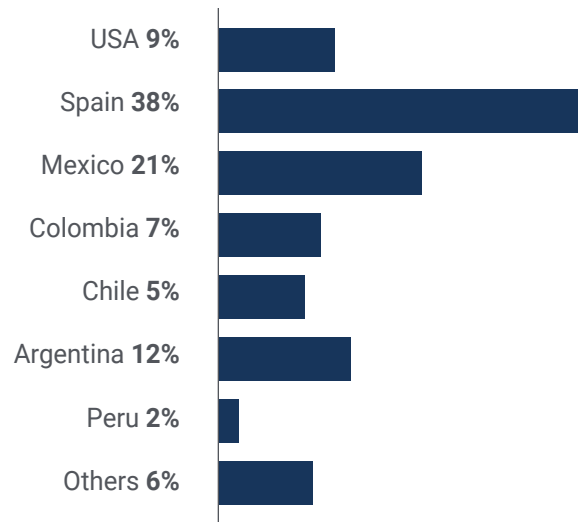
### Academic Profile

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## Geographical Distribution

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## Ramón Vela

Head of Corporate Communication

*"Thanks to this program, I have gained an understanding of how corporate strategies should be prepared for different specialized sectors, a fundamental issue in order to make my company's communication increasingly effective. Undoubtedly, a program that I recommend to all professionals in the sector"*

08

# Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.







“

*Our teaching team, experts in Communication and Specialized Sectors will help you achieve success in your profession"*

## Management



### D. Larrosa Guirao, Salvador

- ◆ Specialist professor in finance with vast experience in this field and in teaching

## Professors

### Ms. Gomis Noriega, Silvia

- ◆ Professor of Innovation
- ◆ Professional with extensive experience and background in teaching





09

# Impact on Your Career

This program is a must-have tool for business professionals seeking career enhancement. To this end, they are offered specialized knowledge that will make a difference in the way they work. They will be able to apply the most innovative strategies to implement successful communication campaigns that will result in greater benefits for your company.



“

*Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"*

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

The Executive Development Program in Communication in Specialized Sectors at TECH is an intense program that prepares you to face challenges and decisions in corporate and business communication in both the on and off-line fields. The main objective is to promote personal and professional growth. Helping students achieve success.

The best program currently available to achieve professional excellence.

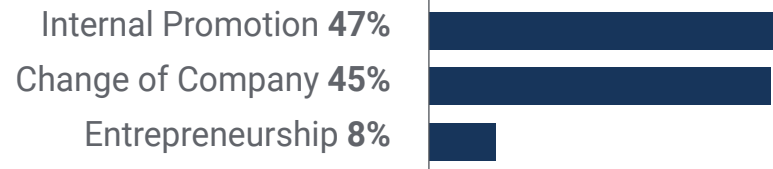
*Thanks to this program you will receive a large number of job offers with which you will be able to start your professional growth.*

*Our teaching team, experts in Communication and Specialized Sectors, will help you achieve success in your profession"*

### Professional change for our students



### Type of change





### Salary increase

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



10

# Benefits for Your Company

The Executive Development Program in Communication in Specialized Sectors helps raise the organization's talent to its maximum potential by training high-level leaders. To this end, they are offered a very complete curriculum that will not only make a difference in the resume of the students, but also in the companies in which they work.





“

*Implement the most successful  
communication campaigns in your sector”*

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.

---

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

11

# Certificate

This Executive Development Program in Communication in the Specialized Sectors guarantees you, in addition to the most rigorous and updated training, access to a Executive Development Program issued by TECH Technological University.





“

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

This **Executive Development Program in Communication in Specialized Sectors** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Executive Development Program** issued by **TECH Technological University** by tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Executive Development Program, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Degree: **Executive Development Program in Communication in the Specialized Sectors**  
Official N° of Hours: **250 h.**



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



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# Executive Development Program

## Communication in Specialized Sectors

