

# Executive Development Program

## Social Media Planning





## Executive Development Program Social Media Planning

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in fields such as sales, marketing, and other similar areas

Website: [www.techtute.com/us/school-of-business/executive-development-program/executive-development-program-social-media-planning](http://www.techtute.com/us/school-of-business/executive-development-program/executive-development-program-social-media-planning)

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# 01

# Welcome

Social media must be present in any company's digital marketing and communication plans. They are the most effective mechanism to make a certain product known to a large number of people. They allow organizations to convey their messages quickly, positively influencing the decision making process of potential customers. For this reason, specialists in this field are needed who are able to develop the best strategies to take advantage of all the opportunities available in Social Media. And with this program designed by TECH, the professional will be able to acquire the strategic, communicative and managerial skills required to grow and develop in this area. In a 100% online format that will give you the flexibility you need, as it is completely adaptable to your personal circumstances.



Executive Development Program in Social Media Planning.  
TECH Global 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, practicing 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 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

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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 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

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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 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

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



“

*One of our fundamental objectives is to help you develop the essential skills to strategically manage a business"*

Your goals are our goals.

We work together to help you achieve them.

The **Executive Development Program in Social Media Planning** will equip the student to:

01

Establish Social Media communication plans adjusted to the organization's objectives, in line with the target audience and the marketed product

02

Implement digitization strategies for a business, making the right decisions to achieve the planned objectives

03

Analyze and identify factors that generate difficulties or opportunities in digital environments







04

Lead change processes in the company based on digitalization

05

Develop management skills necessary to lead the growth and expansion of companies operating in digital environments

06

Identify the changes required to improve management and direction within the company, based on orienting the strategy to the digital environment

05

# Structure and Content

TECH Global University's Executive Development Program in Social Media Planning is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that will lay the foundations for your success as a Social Media expert.



“

*What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us..."*

## Syllabus

The content of the Executive Development Program in Social Media Planning is designed to promote the development of management skills that enable more rigorous decision-making in uncertain environments.

Over the course of 150 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This program deals with the digital world within the financial areas of the company in depth, and is designed to train managers who understand the technological and social revolution from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs 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 skills to solve critical situations, creatively and efficiently.

This Executive Development Program takes place over 6 weeks and consists of just 1 module:

### Module 1

### Digital Communication and Online Reputation



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

TECH offers the possibility of developing this Executive Development Program in Social Media Planning completely online. Over the course of 6 weeks, 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. Digital Communication and Online Reputation**

**1.1. Web 2.0 or the Social Web**

- 1.1.1. Organization in the Age of Conversation
- 1.1.2. Web 2.0 Is All About People
- 1.1.3. Digital Environment and New Communication Formats

**1.2. Digital Communication and Reputation**

- 1.2.1. Online Reputation Report
- 1.2.2. Netiquette and Good Practices on Social Media
- 1.2.3. Branding and Networking 2.0

**1.3. Designing and Planning an Online Reputation Plan**

- 1.3.1. Overview of the Main Social Media in Spain
- 1.3.2. Brand Reputation Plan
- 1.3.3. General Metrics, ROI, and Social CRM
- 1.3.4. Online Crisis and Reputational SEO

**1.4. General, Professional, and Microblogging Platforms**

- 1.4.1. Facebook.
- 1.4.2. LinkedIn
- 1.4.3. Twitter

**1.5. Video, Image, and Mobility Platforms**

- 1.5.1. YouTube
- 1.5.2. Instagram
- 1.5.3. Flickr
- 1.5.4. Vimeo
- 1.5.5. Pinterest

**1.6. Content and Storytelling Strategy**

- 1.6.1. Corporate Blogging
- 1.6.2. Content Marketing Strategy
- 1.6.3. Creating a Content Plan
- 1.6.4. Content Curation Strategy

**1.7. Social Media Strategies**

- 1.7.1. Corporate PR and Social Media
- 1.7.2. Defining the Strategy to Be Followed in Each Medium
- 1.7.3. Analysis and Evaluation of Results

**1.8. Community Management:**

- 1.8.1. Functions, Duties, and Responsibilities of the Community Manager
- 1.8.2. Social Media Manager
- 1.8.3. Social Media Strategist

**1.9. Social Media Plan**

- 1.9.1. Designing a Social Media Plan
- 1.9.2. Schedule, Budget, Expectations and Follow-up
- 1.9.3. Contingency Protocol in Case of Crisis

**1.10. Online Monitoring Tools**

- 1.10.1. Management Tools and Desktop Applications
- 1.10.2. Monitoring and Research Tools



“

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

# 06

# 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.



07

# Our Students' Profiles

The Executive Development Program in Social Media Planning is a program aimed at professionals who want to update their knowledge, discover new ways of leading and managing digital businesses, and advance in their professional career. It is particularly aimed at experienced professionals and executives who want to acquire the business management skills necessary to generate new opportunities in the digital era.







“

*If you have managerial experience, want to broaden your knowledge in the digital area and are looking for an interesting career enhancement while continuing to work, this is the program for you"*

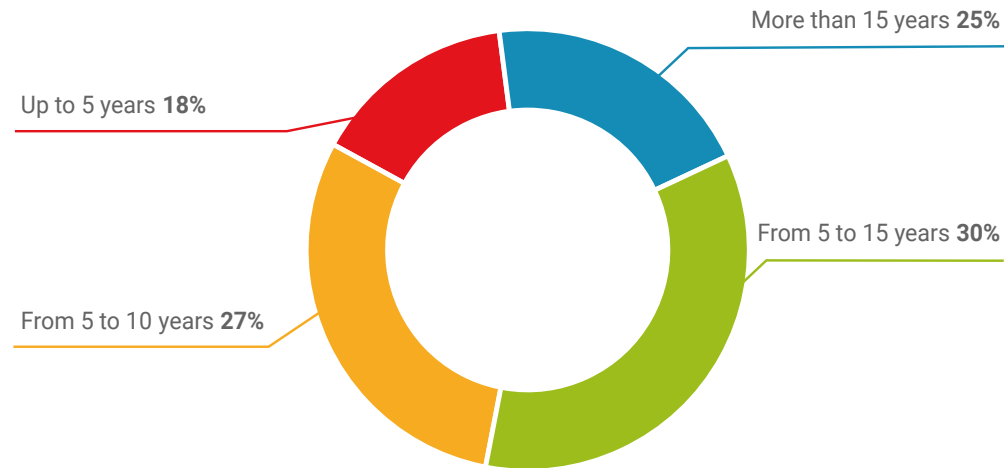
### Average Age

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

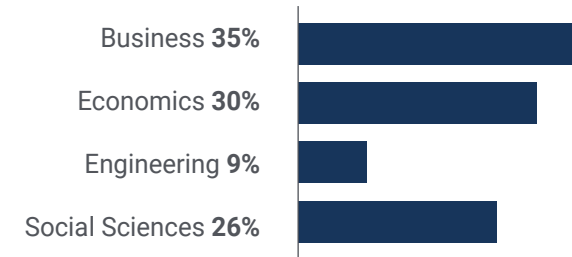
### Years of Experience

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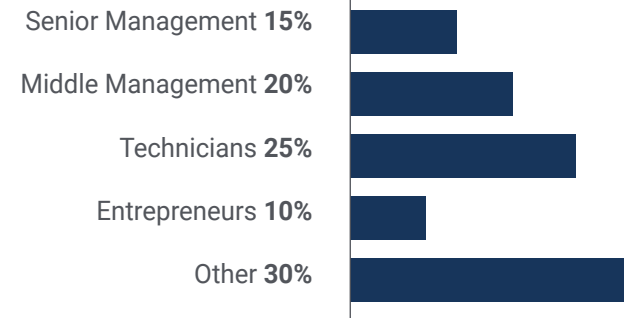
### Training

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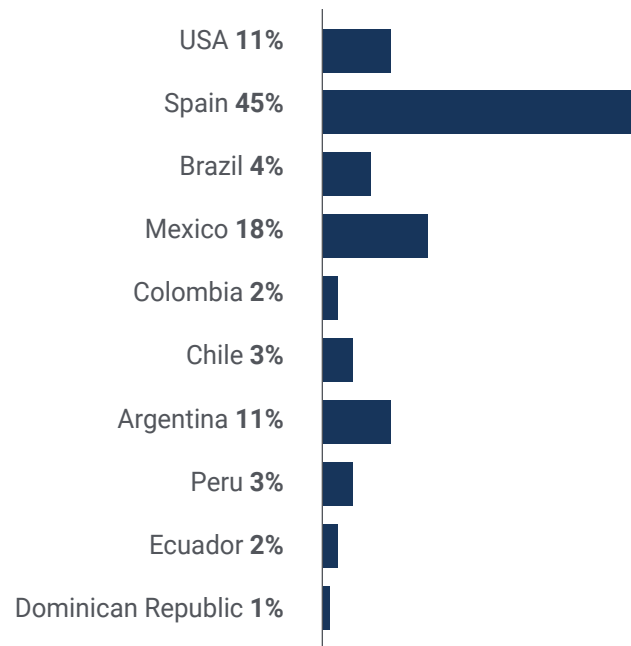
### Academic Profile

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## Geographical Distribution

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## María Mendoza

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**e-Business Director**

*"The Executive Development Program in Social Media Planning offered me the possibility to achieve my goals. The skilful faculty made the experience and learning even more enriching. Largely as a result of that, today I am director of e-Business in a large company, a new position that I exercise with enthusiasm and my best efforts. All in all, I earned a well-deserved change for getting in on the action"*

08

# Course Management

This program has been designed by a team of experts in the field who, aware of the need for specialization of professionals in the field of digital business, has created a program that will be essential to improve the competitiveness of professionals in the sector. Undoubtedly, the best team of teachers today, with extensive experience both at teaching and at a business level. A unique teaching staff that will help students achieve their academic goals.





“

*A high-level teaching staff to teach professionals who seek excellence”*

## Management



### Galán, José

- Specialist in Online Marketing, E-commerce, SEO, SEM, Blogging
- Director of E-Marketing at TECH Technological University
- Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing) [www.josegalan.es](http://www.josegalan.es)
- Director of Corporate Marketing, Médica Panamericana
- Degree in Advertising and Public Relations. Complutense University of Madrid
- European Higher Education Program in Digital Marketing ESIC



09

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.







“

*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

With this program, you will be able to advance drastically in your profession, although there is no doubt that, to do so, you will have to make an investment in different areas, such as economic, professional and personal.

However, the goal is to improve in your professional life and, to do so, it is necessary to fight.

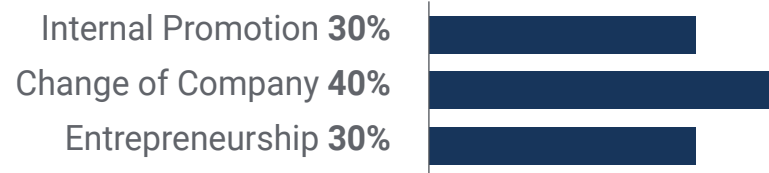
*Thanks to this program you will receive a large number of job offers with which you will be able to start your professional growth.*

*Completing the Executive Development Program in Social Media Planning will allow you to advance in your profession.*

#### When the change occurs



#### Type of change



### Salary increase

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



10

# Benefits for Your Company

The Executive Development Program in Social Media Planning contributes to raising the organization's talent to its maximum potential by training high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*In the digital era, executives will introduce new concepts, strategies and perspectives to the company that can bring about essential changes in the organization"*

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.

---

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 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.

11

# Certificate

The Executive Development Program in Social Media Planning guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Development Program diploma issued by TECH Global University.





“

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

This program will allow you to obtain your **Executive Development Program diploma in Social Media Planning** 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: **Executive Development Program in Social Media Planning**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





## Executive Development Program

### Social Media Planning

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Development Program

## Social Media Planning

