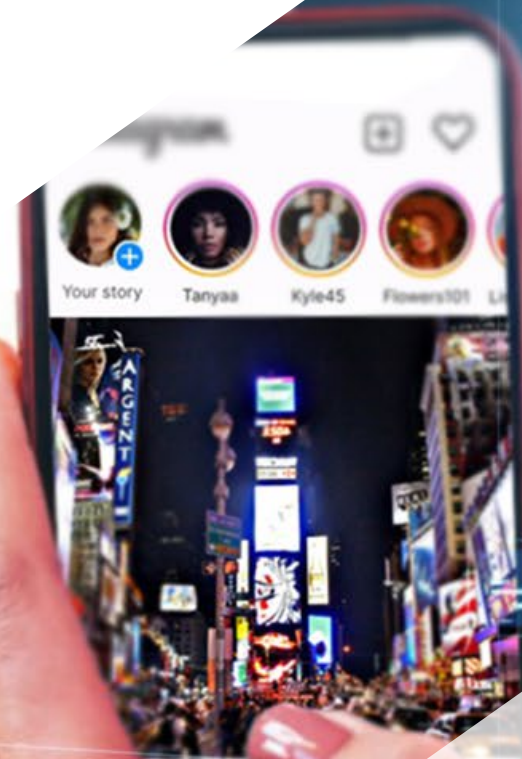


Hybrid Executive Master's Degree Multimedia Communication





Hybrid Executive Master's Degree Multimedia Communication

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Credits: 60 + 4 ECTS

Website: www.techtute.com/us/school-of-business/hybrid-executive-master-degree/hybrid-executive-master-degree-multimedia-communication

Index

01

Introduction

p. 4

02

Why Study this Hybrid
Executive Master's Degree?

p. 8

03

Objectives

p. 12

04

Skills

p. 16

05

Educational Plan

p. 20

06

Clinical Internship

p. 34

07

Where Can I Do the
Internship?

p. 40

08

Methodology

p. 44

09

Certificate

p. 52

01

Introduction

Reaching customers-users in a more direct way has become one of the most important premises for the business sector. In this sense, Multimedia Communication has become a valuable tool since it allows presenting information in different formats such as text, images, audios, videos, among others. Managers and leaders in the financial sector must be updated on these benefits in order to guarantee excellent results for their businesses. TECH has designed a comprehensive degree program for this update that consists of two stages. During the first stage, the student will dedicate 1,500 hours to the theoretical study of the contents and then, in an intensive 3-week internship, will delve into the practical applications of the complex concepts addressed.





“

A unique academic experience, where you will have in your favor all the advantages of online learning, accompanied by an intensive and rigorous practical stay"

Multimedia Communication benefits companies in a variety of ways. First, it allows them to reach a wider and more diverse audience through different channels, such as social networks, websites and *streaming* platforms. In addition, the combination of text, images, audio and video enriches the presentation of information, making messages more engaging and memorable for customers. Interactivity and immediate *feedback* favor the understanding of the audience's needs, allowing for quick and effective adaptation. Likewise, the analysis of data obtained through their work strategies helps in strategic decision making and improves management efficiency in companies.

Managers and business leaders must be up to date on all these potentialities to be able to adapt their entities and keep them relevant to users. In response to these demands, TECH has developed this Hybrid Executive Master's Degree. The program is distinguished by the implementation of a study modality that is unparalleled in the current university training panorama. Its structure consists of two distinct stages. The first stage is taught 100% online, from an interactive platform, with various resources to strengthen students' mastery of complex concepts. These materials include video summaries, master classes, infographics, among others. Thus, over the course of 1,500 hours, the degree is taught using disruptive methodologies such as *Relearning* and Harvard case studies.

In the second academic period, enrolled participants have the opportunity to develop a first level practical internship. For this purpose, they will have 3 weeks of liaison with a prestigious company with extensive results in the integration of Multimedia Communication advances. During this stage, they will be accompanied by tutors who will be in charge of reinforcing the mastery of the contents through advanced tasks and the handling of the most avant-garde tools of this professional sphere.

This **Hybrid Executive Master's Degree in Multimedia Communication** contains the most complete and up-to-date program on the market. The most important features include:

- Development of more than 100 cases presented by multimedia and digital communication professionals
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Work based on the current structures of communication and the new advertising industry, both in online and offline media
- The acquisition of a broad and exhaustive knowledge of the different branches of multimedia communication, its tools, its applications and the most effective recommendations to develop successful projects adapted to the demands of today's society
- All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection
- In addition, you will be able to do an internship in a large company in the communication sector



Incorporate to your professional practice cutting-edge theoretical and practical knowledge about the most effective digital platforms to reinforce the reputation of your business brand"

“

With 3 weeks of intensive practice, you will be able to become a corporate leader widely trained in the informative management of social networks”

In this proposed Master's program, of a professionalizing nature and hybrid learning modality, the program is aimed at updating professionals in the corporate and business sector. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical and practical elements that will bring participants up to date and allow them to optimize processes such as decision-making or effective communication for leadership.

Thanks to its multimedia content elaborated with the latest educational technology, they will allow managers a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned experts.

This Hybrid Executive Master's Degree is all you need to be up to date on the most effective genres, languages and codes of television and radio communication for your company.

Through this program, you will have the opportunity to analyze in situ, how a prestigious corporation draws strategies to sustain a close image and clean reputation with its users.



02

Why Study this Hybrid Executive Master's Degree?

Multimedia Communication is essential nowadays for any company that seeks to be up to date with the most direct and effective interaction with its clients-users. For this reason, managers with a broad mastery of their work strategies and the most innovative creative tools are increasingly in demand. In this Hybrid Executive Master's Degree of TECH, students will have an effective and intensive academic itinerary of 1,500 hours, accompanied by a practical stay of 3 weeks duration. Through this disruptive mode of study, they will acquire the most cutting-edge professional skills and will lead a sector in continuous progress and transformation.



“

Through this academic modality, you will develop theoretical and practical skills suitable for decision making and leadership in the field of business integration of Multimedia Communication strategies"

1. Updating from the latest technology available

Throughout this program, the professional will be able to interact with different software and platforms that enhance an adequate Multimedia Communication strategy in the business context. At the same time, they will delve into the specific languages and codes of media such as radio and television, analyzing the potential of each of them for the context and needs of their business.

2. Gaining In-Depth Knowledge from the Experience of Top Specialists

During this theoretical and practical learning opportunity, students will acquire professional skills with the best experts. All of them have a distinguished track record in the creation and application of Multimedia Communication strategies. In addition, these professionals will be part of each of the stages of the program, as members of the teaching staff and as specialized tutors who will advise the participants in a personalized way.

3. Entering first-class Communication Management environments

For this Hybrid Executive Master's Degree, TECH carefully selects the institutions in charge of facilitating the 3-week practical stay for its students. Therefore, each of the entities chosen for this academic dynamics have the most advanced working tools in the sector. Thus, participants are provided with a first-class experience, in line with the most demanding and rigorous work contexts in this professional field.





4. Combining the Best Theory with State-of-the-Art Practice

In order to facilitate the assimilation of professional skills for its students, TECH has configured a disruptive learning model that combines practice with theoretical study like no other university initiative. Thus, graduates are faced with a unique opportunity, unparalleled in the academic scenario, which will help them to immediately opt for the best positions in the business market.

5. Expanding the Boundaries of Knowledge

This Hybrid Executive Master's Degree in TECH can be taken from centers of international scope. In this way, the students will extend their horizons from the holistic understanding of the productive routines of this sector in other continents. All this is possible thanks to the wide network of contacts and agreements available to the largest digital university in the world.

“

*You will have full practical immersion
at the center of your choice”*

03 Objectives

This program provides students with a comprehensive approach to the most relevant communication theories. At the same time, it constitutes an unprecedented opportunity to analyze the strategic use of different media and digital tools. In parallel, graduates will develop leadership and team management skills in the context of business communication. On the other hand, the theoretical and practical methodologies implemented in the program will guarantee them the skills to face challenges such as the analysis of audiences, promoting ethics and responsibility, thus achieving a praxis of excellence.





“

In the first stage of the TECH program you will get to deepen in a theoretical and online way the different languages and media, as well as their impact on the business sector”



General Objective

- Through this Hybrid Executive Master's Degree in Multimedia Communication, students will achieve specific academic goals such as mastering the most innovative platforms for the transmission of information in the digital context. At the same time, they will be able to handle different languages and adapt them to the approaches and media necessary to transmit their messages. In this way, they will integrate with excellence the latest trends and communication strategies with the most pressing needs of the business sector





Specific Objectives

- Properly contextualize media systems and in particular the global communication structure
 - Differentiate of the fields of advertising and public relations and their processes and organizational structures
 - Develop the ability to analyze, process, interpret, elaborate and structure digital communication
 - Analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
 - Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
 - Approach and integrate the development and structuring of digital communication
 - Use informative and communicative technologies and techniques, in the different media or combined and interactive media systems
 - Deepen the use of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
 - Encouraging creativity and persuasion through different media and communication media
 - Determine the features, forms and processes of advertising languages and other forms of persuasive communication
 - Explore the structure and transformation of today's society in terms of the features, forms and processes of Advertising Communication and public relations
- Deepen in the fundamentals of advertising and the agents involved in the advertising creation process
 - Recognize the professional profiles of advertising professionals, as well as the main functions and requirements that must be fulfilled for their professional development
 - Identify the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements

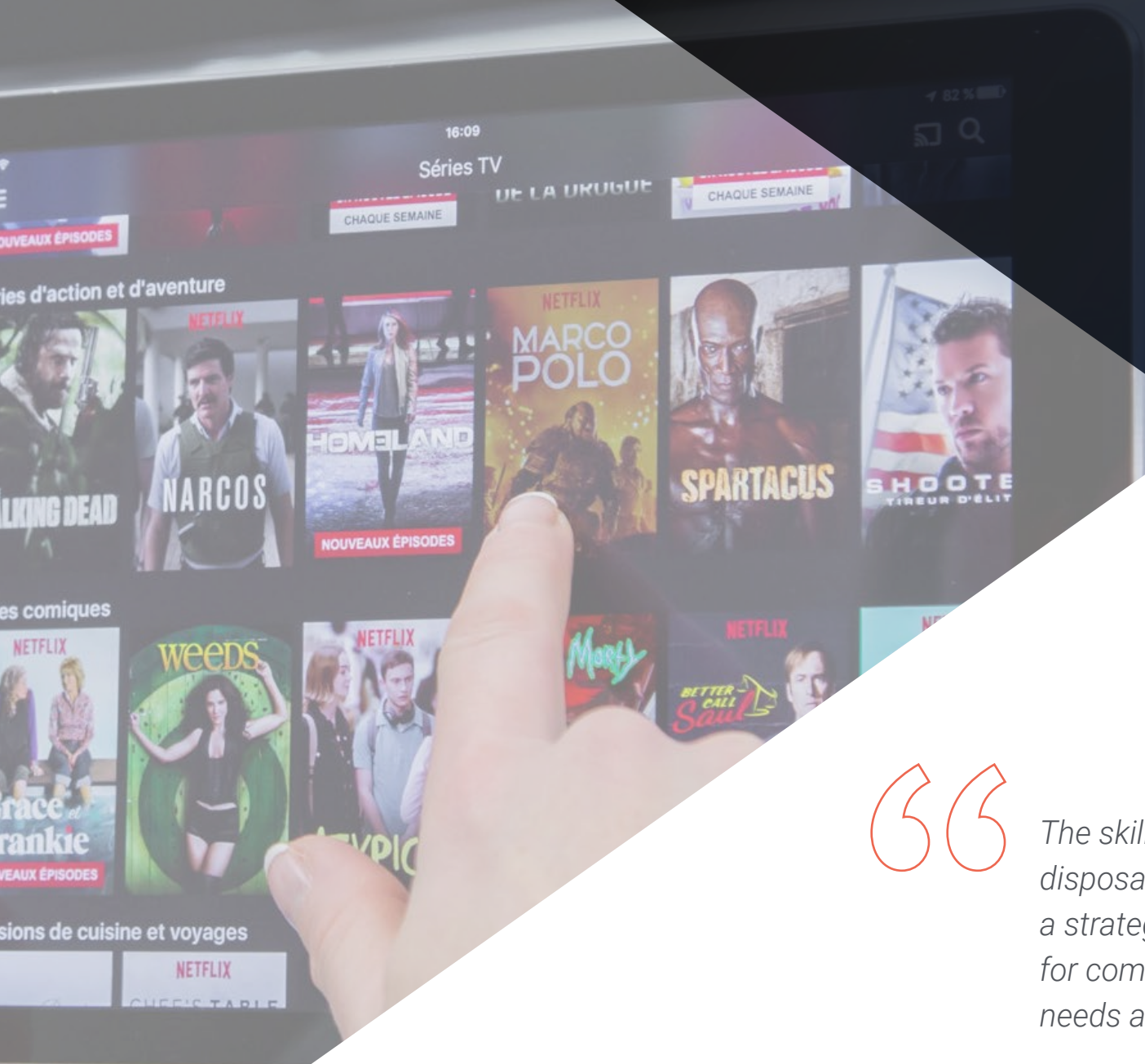


After the first phase of this program, you will apply what you have learned in an intensive practical internship. Thus, by enrolling, you will be facing a unique opportunity to achieve all your academic goals"

04 Skills

Each graduate of this program will develop specific competencies to integrate effective communication strategies in the context of large companies. These professionals will complete the academic itinerary handling state-of-the-art digital tools and being able to implement different codes and languages such as radio or television in their multimedia productions.





“

The skills that TECH puts at your disposal will allow you to structure a strategic communication plan for companies, according to their needs and those of their clients"

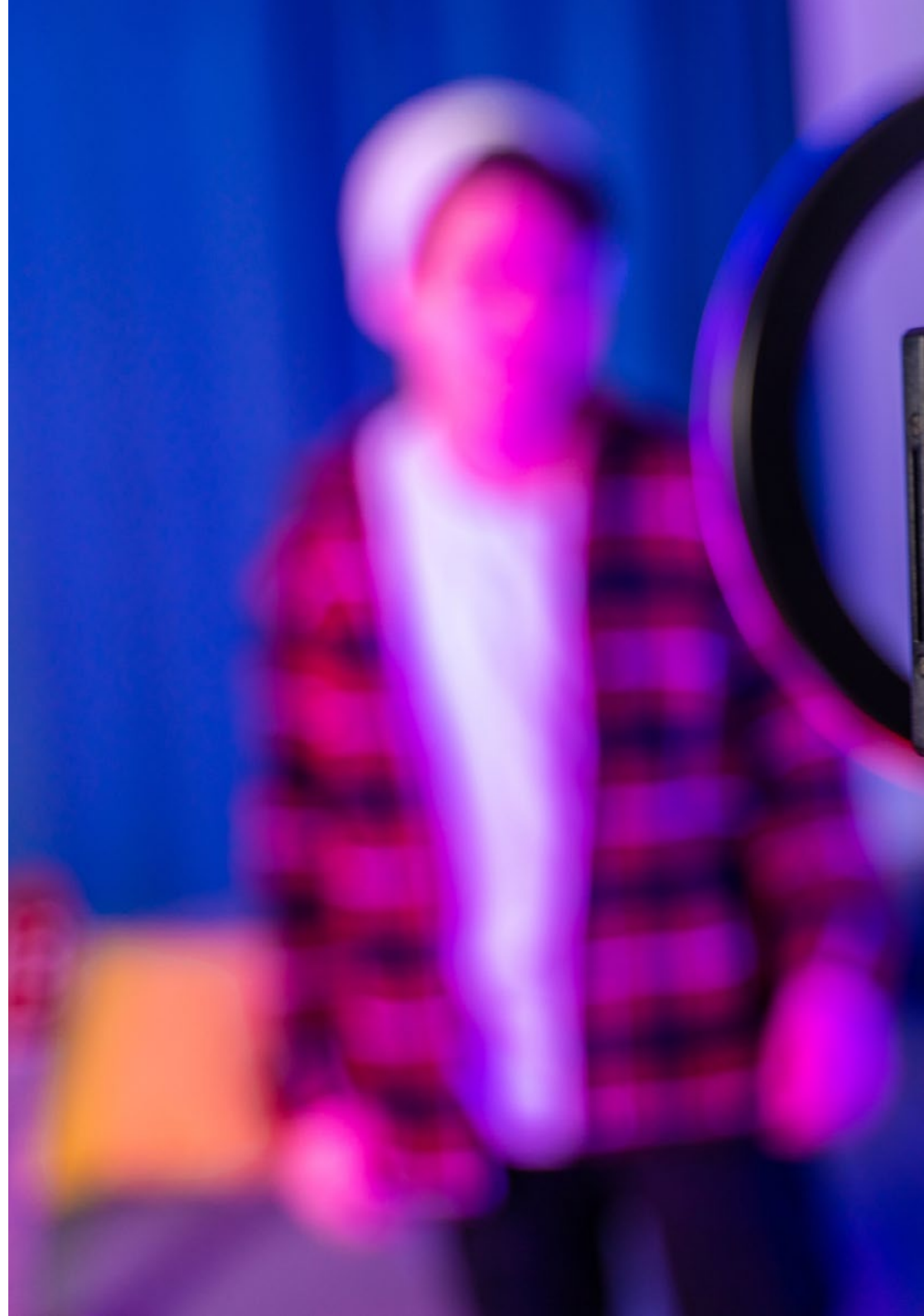


General Skills

- Exercise in a professional way the Multimedia Communication with the knowledge of all the necessary factors to do it with quality and solvency
- Master the different platforms through which journalism and communication are developed

“

Update your knowledge on graphic design and the advantages it brings to the corporate image through this comprehensive TECH program"





Specific Skills

- ♦ Describe the characteristics and fundamentals of communication
- ♦ See human social communication as a social science
- ♦ Implement the different online communication platforms
- ♦ Develop a plan for the creation of the corporate identity
- ♦ Create communication in the digital environment
- ♦ Mastering the way of communicating on mobile devices
- ♦ Correct writing in the advertising field
- ♦ Use the different languages of the mass media
- ♦ Handle television expression
- ♦ Apply radio expression
- ♦ Use creative thinking applied to advertising and communication
- ♦ Develop a corporate identity for an organization
- ♦ Use graphic design tools

05

Educational Plan

This Hybrid Executive Master's Degree, designed for business executives, covers a variety of topics in its 10 modules. First, it analyzes communication theories, methods and practices, as well as their influence on society and political power. At the same time, the syllabus delves into the latest technological trends to facilitate processes such as brand identity. Specifically, it delves into the best strategies to sustain digital reputation through social networks and other virtual platforms. Similarly, it addresses the most common languages and genres of the media and how to take advantage of them according to the company. For all this, the program uses the most innovative methodology: Relearning.



“

No rigid schedules or continuous evaluations: the first half of this Hybrid Executive Master's Degree offers you the best benefits of 100% online learning"

Module 1. Structure of the Communication

- 1.1. Theory, Concept and Method of the Communication Structure
 - 1.1.1. Introduction
 - 1.1.2. Autonomy of the Discipline and Relationships with other Subjects
 - 1.1.3. The Structuralist Method
 - 1.1.4. Definition and Purpose of the Communication Structure
 - 1.1.5. Guide to the Analysis of Communication Structure
- 1.2. New International Communication Order
 - 1.2.1. Introduction
 - 1.2.2. State Control: Monopolies
 - 1.2.3. Communication Marketing
 - 1.2.4. Cultural Dimension of Communication
- 1.3. Major Information Agencies
 - 1.3.1. Introduction
 - 1.3.2. What is an Information Agency?
 - 1.3.3. News and Information
 - 1.3.4. Before the Internet
 - 1.3.5. News Agencies Can Be Seen Thanks to the Internet
 - 1.3.6. The World's Major Agencies
- 1.4. The Advertising Industry and its Relationship with the Media System
 - 1.4.1. Introduction
 - 1.4.2. Advertising Industry
 - 1.4.3. The Need of Advertising for the Media
 - 1.4.4. La Structure of the Advertising Industry
 - 1.4.5. The Media and its Relationship with the Advertising Industry
 - 1.4.6. Advertising Regulations and Ethics BORRAR
- 1.5. Cinema and the Culture and Leisure Market
 - 1.5.1. Introduction
 - 1.5.2. The Complex Nature of Cinema
 - 1.5.3. The Origin of the Industry
 - 1.5.4. Hollywood, the Film Capital of the World

- 1.6. Political Power and the Media
 - 1.6.1. Introduction
 - 1.6.2. Influence of the Media in the Formation of Society
 - 1.6.3. Media and Political Power
- 1.7. Media Concentration
 - 1.7.1. Introduction
 - 1.7.2. Media Concentration
 - 1.7.3. Communication Policies BORRAR
- 1.8. Communication Structure in Latin America BORRAR
 - 1.8.1. Introduction BORRAR
 - 1.8.2. Communication Structure in Latin America BORRAR
 - 1.8.3. New Trends BORRAR
- 1.9. Media System in Latin America and the Digitization of Journalism
 - 1.9.1. Introduction
 - 1.9.2. Historical Approach
 - 1.9.3. Bipolarity of the Latin American Media System
 - 1.9.4. U.S. Hispanic Media A
- 1.10. Digitalization and the Future of Journalism
 - 1.10.1. Introduction
 - 1.10.2. Digitalization and the New Media Structure
 - 1.10.3. The Structure of Communication in Democratic Countries

Module 2. Social Communication Theory

- 2.1. The Art of Communicating
 - 2.1.1. Introduction: Te Study of Communication as a Social Science
 - 2.1.2. Knowledge
 - 2.1.2.1. Sources of Knowledge
 - 2.1.3. The Scientific Method
 - 2.1.3.1. The Deductive Method
 - 2.1.3.2. Inductive Method
 - 2.1.3.3. Hypothetico-Deductive Method

- 2.1.4. Common Concepts in Scientific Research
 - 2.1.4.1. Dependent and Independent Variables
 - 2.1.4.2. Hypotheses
 - 2.1.4.3. Operationalization
 - 2.1.4.4. The Law or Theory of Hedging
- 2.2. Elements of Communication
 - 2.2.1. Introduction
 - 2.2.2. Elements of Communication
 - 2.2.3. Empirical Research
 - 2.2.3.1. Basic Versus Applied Research
 - 2.2.3.2. Research Paradigms
 - 2.2.3.3. Values in Research
 - 2.2.3.4. The Unit of Analysis
 - 2.2.3.5. Cross-Sectional and Longitudinal Studies
 - 2.2.4. Define Communication
- 2.3. Trends in Social Communication Research
 - 2.3.1. Introduction. Communication in the Ancient World
 - 2.3.2. Communication Theorists
 - 2.3.2.1. Greece:
 - 2.3.2.2. The Sophists, Early Communication Theorists
 - 2.3.2.3. Aristotelian Rhetoric
 - 2.3.2.4. Cicero and the Canons of Rhetoric
 - 2.3.2.5. Quintilian: The Oratorical Institution
 - 2.3.3. The Modern Period: The Theory of Argumentation
 - 2.3.3.1. Anti-Reticist Humanism
 - 2.3.3.2. Communication in Baroque
 - 2.3.3.3. From the Enlightenment to Mass Society
 - 2.3.4. The 20th Century: the Rhetoric of the Mass Media
 - 2.3.4.1. Media Communication
- 2.4. Communicative Behavior
 - 2.4.1. Introduction: the Communicative Process
 - 2.4.2. Communicative Behavior
 - 2.4.2.1. Animal Ethology and the Study of Human Communication
 - 2.4.2.2. The Biological Background of Communication
 - 2.4.2.3. Intrapersonal Communication
 - 2.4.2.4. Patterns of Communicative Behavior
 - 2.4.3. The Study of Non-Verbal Communicative Behavior
 - 2.4.3.1. The Movement of the Body as a Pattern of Communicative Action
 - 2.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements
- 2.5. The Communicative Transaction
 - 2.5.1. Introduction: The Communicative Transaction
 - 2.5.2. Transactional Analysis
 - 2.5.2.1. The I-Child
 - 2.5.2.2. The Father-Self
 - 2.5.2.3. The Adult-Self
 - 2.5.3. Classification of Transactions
- 2.6. Identity, Self-Concept and Communication
 - 2.6.1. Introduction
 - 2.6.2. Identity, Self-Concept and Communication
 - 2.6.2.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
 - 2.6.2.2. The Strategy of Negative Emotions
 - 2.6.2.3. The Strategy of Positive Emotions
 - 2.6.2.4. The Strategy to Induce Emotions in Others
 - 2.6.2.5. The Mutual Commitment Strategy
 - 2.6.2.6. The Strategy of Pity or Understanding
 - 2.6.3. The Presentation of Oneself in Everyday Rituals
 - 2.6.3.1. Symbolic Interactionism
 - 2.6.4. Constructivism
 - 2.6.5. Self-Concept Motivated to Interact
 - 2.6.5.1. The Theory of Reasoned Action
 - 2.6.6. Conversational Pragmatics

- 2.7. Communication in Groups and Organizations
 - 2.7.1. Introduction: the Communicative Process
 - 2.7.2. Communicative Behavior
 - 2.7.2.1. Animal Ethology and the Study of Human Communication
 - 2.7.2.2. The Biological Background of Communication
 - 2.7.2.3. Intrapersonal Communication
 - 2.7.2.4. Patterns of Communicative Behavior
 - 2.7.3. The Study of Non-Verbal Communicative Behavior
 - 2.7.3.1. The Movement of the Body as a Pattern of Communicative Action
 - 2.7.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements
- 2.8. Media Communication I
 - 2.8.1. Introduction
 - 2.8.2. Media Communication
 - 2.8.3. Characteristics of the Media and its Messages
 - 2.8.3.1. The Mass Media
 - 2.8.3.2. Media Functions
 - 2.8.4. The Powerful Effects of the Mass Media
 - 2.8.4.1. The Media Tell us What to Think and What not to Think
- 2.9. Media Communication II
 - 2.9.1. Introduction
 - 2.9.2. The Hypodermic Theory
 - 2.9.3. The Limited Effects of the Media
 - 2.9.4. The Uses and Gratifications of Mass Communications
 - 2.9.4.1. Theory of Uses and Gratifications
 - 2.9.4.2. Origins and Principles
 - 2.9.4.3. Objectives of the Theory of Uses and Gratifications
 - 2.9.4.4. Expectations Theory
- 2.10. Media Communication III
 - 2.10.1. Introduction
 - 2.10.2. Computerized Communication and Virtual Reality
 - 2.10.2.1. Computer-Mediated Communication: the Problem of its Theoretical Integration
 - 2.10.2.2. Definitions of Computerized Communication

- 2.10.3. Evolution of the Theory of Uses and Gratifications
 - 2.10.3.1. Reinforcements of Media Dependency Theory
- 2.10.4. Virtual Reality as an Emerging Object of Study
 - 2.10.4.1. Psychological Immersion of the User
- 2.10.5. Telepresence

Module 3. Technology and Information and Knowledge Management

- 3.1. New Communication Tendencies
 - 3.1.1. Introduction to Computer Science
 - 3.1.2. What is a Computer?
 - 3.1.2.1. Elements of a Computer
 - 3.1.3. The Files
 - 3.1.3.1. File Compression
 - 3.1.4. Representation and Information Measurement
 - 3.1.5. Distance Learning
 - 3.1.6. Basic Rules of Online Communication
 - 3.1.7. How to Download Information from the Internet?
 - 3.1.7.1. Saving an Image
 - 3.1.8. The Forums as a Place of Interaction
- 3.2. The Design and Use of Virtual Classrooms for Distance Learning
 - 3.2.1. Introduction
 - 3.2.2. Distance Learning
 - 3.2.2.1. Features
 - 3.2.2.2. Advantages of Distance Educational
 - 3.2.2.3. Distance Education Generations
 - 3.2.3. Virtual Classrooms in Distance Learning
 - 3.2.3.1. The Design of Virtual Classrooms for Distance Learning
 - 3.2.4. Virtual Worlds and Distance Education
 - 3.2.4.1. Second Life
- 3.3. Plan and Organisation Techniques
 - 3.3.1. Introduction



- 3.3.2. Knowledge Maps
 - 3.3.2.1. Functional Criteria
 - 3.3.2.2. Classification of Knowledge Maps
 - 3.3.2.3. Concept and Definition of the Knowledge Map
 - 3.3.2.4. Mapping or Application of Knowledge
- 3.3.3. Construction of Knowledge Maps
- 3.3.4. Types of Knowledge Maps
- 3.3.5. Knowledge Maps with their Own Name
 - 3.3.5.1. Concept Maps
 - 3.3.5.2. Mind Maps
 - 3.3.5.3. Yellow Pages
- 3.4. Collaborative Work Environments: Tools and Applications in the Cloud
 - 3.4.1. Introduction
 - 3.4.2. Benchmarking
 - 3.4.2.1. Concepts
 - 3.4.3. Benchmark and Benchmarking
 - 3.4.4. Types and Phases of Benchmarking. Approaches and Approximations to Benchmarking
 - 3.4.5. Benchmarking Costs and Benefits
 - 3.4.6. The Xerox Case Study
 - 3.4.7. Institutional Reports
- 3.5. Online Communication and Online Communication for Learning
 - 3.5.1. Introduction
 - 3.5.2. Online Communication
 - 3.5.2.1. What is Communication and How is it Performed?
 - 3.5.2.2. What is Online Communication?
 - 3.5.2.3. Online Communication for Learning
 - 3.5.2.4. Online Communication for Distance Learning and the Distance Learner
 - 3.5.3. Free Online Communication Tools
 - 3.5.3.1. E-mail
 - 3.5.3.2. Instant Messaging Tools
 - 3.5.3.3. Google Talk
 - 3.5.3.4. Pidgin
 - 3.5.3.5. Facebook Messenger
 - 3.5.3.6. WhatsApp

- 3.6. Knowledge Management
 - 3.6.1. Introduction to Knowledge Management
 - 3.6.2. FADO Matrices
 - 3.6.3. What is Communication and How is it Performed?
 - 3.6.4. Definition
 - 3.6.4.1. Steps to Construct a Cause-Effect Diagram
- 3.7. Data Processing Tools. Spreadsheets
 - 3.7.1. Introduction to Calculation Sheets
 - 3.7.2. Origins
 - 3.7.3. Cells
 - 3.7.4. Basic Arithmetic Operations in Spreadsheets
 - 3.7.4.1. The Four Basic Operations
 - 3.7.5. Operations with Constants
 - 3.7.6. Operations with Variables. Advantages
 - 3.7.7. Relativity
- 3.8. Digital Presentation Tools
 - 3.8.1. Introduction
 - 3.8.2. How to Prepare Effective Academic Presentations
 - 3.8.2.1. Planning and Outlining the Presentation
 - 3.8.3. Production
 - 3.8.4. SlideShare
 - 3.8.4.1. Main Characteristics and Functional Criteria
 - 3.8.4.2. How to Use SlideShare?
- 3.9. Online Information Sources
 - 3.9.1. Introduction
 - 3.9.2. Traditional Media
 - 3.9.2.1. Radio
 - 3.9.2.2. Press
 - 3.9.2.3. Television
 - 3.9.3. Blog
 - 3.9.4. YouTube.

- 3.9.5. Social media
 - 3.9.5.1. Facebook
 - 3.9.5.2. Twitter
 - 3.9.5.3. Instagram
 - 3.9.5.4. Snapchat
- 3.9.6. Search Engine Advertising
- 3.9.7. Newsletters
- 3.10. Saturation of Information
 - 3.10.1. Introduction
 - 3.10.2. Saturation of Information
 - 3.10.2.1. Information in Today's World
 - 3.10.2.2. Press
 - 3.10.2.3. Television
 - 3.10.2.4. Radio
 - 3.10.3. Manipulating Information

Module 4. Fundamentals of Communication in the Digital Environment

- 4.1. Web 2.0 or the Social Web
 - 4.1.1. Organization in the Age of Conversation
 - 4.1.2. Web 2.0 Is All About People
 - 4.1.3. Digital Environment and New Communication Formats
- 4.2. Digital Communication and Reputation
 - 4.2.1. Online Reputation Report
 - 4.2.2. Etiquette and Best Practices in Social Networking
 - 4.2.3. Branding and 2.0 Networks
- 4.3. Online Reputation Plan Design and Planning
 - 4.3.1. Overview of the Main Social Media
 - 4.3.2. Brand Reputation Plan
 - 4.3.3. General metrics, ROI, and Social CRM
 - 4.3.4. Online Crisis and Reputational SEO

- 4.4. General, Professional, and Microblogging Platforms
 - 4.4.1. Facebook
 - 4.4.2. LinkedIn
 - 4.4.3. Google+
 - 4.4.4. Twitter
- 4.5. Video, Image, and Mobility Platforms
 - 4.5.1. YouTube
 - 4.5.2. Instagram
 - 4.5.3. Flickr
 - 4.5.4. Vimeo
 - 4.5.5. Pinterest
- 4.6. Content and Storytelling Strategy
 - 4.6.1. Corporate Blogging
 - 4.6.2. Content Marketing Strategy
 - 4.6.3. Creating a Content Plan
 - 4.6.4. Content Curation Strategy
- 4.7. Social Media Strategies
 - 4.7.1. Corporate PR and Social Media
 - 4.7.2. Defining the Strategy to Be Followed in Each Medium
 - 4.7.3. Analysis and Evaluation of Results
- 4.8. Community Administration
 - 4.8.1. Roles, Tasks and Responsibilities of the Community Administration
 - 4.8.2. Social Media Manager
 - 4.8.3. Social Media Strategist
- 4.9. Social Media Plan
 - 4.9.1. Designing a Social Media Plan
 - 4.9.2. Schedule, Budget, Expectations and Follow-up
 - 4.9.3. Contingency Protocol in Case of Crisis
- 4.10. Online Monitoring Tools
 - 4.10.1. Management Tools and Desktop Applications
 - 4.10.2. Monitoring and Research Tools

Module 5. Written Communication

- 5.1. History of Communication
 - 5.1.1. Introduction
 - 5.1.2. Communication in Antiquity
 - 5.1.3. The Revolution of Communication
 - 5.1.4. Current Communication
- 5.2. Oral and Written Communication
 - 5.2.1. Introduction
 - 5.2.2. The Text and its Linguistics
 - 5.2.3. The Text and its Properties: Coherence and Cohesion
 - 5.2.3.1. Coherence
 - 5.2.3.2. Cohesion
 - 5.2.3.3. Recurrence
- 5.3. Planning or Prewriting
 - 5.3.1. Introduction
 - 5.3.2. Writing Processes
 - 5.3.3. Planning
 - 5.3.4. Documentation
- 5.4. The Act of Writing
 - 5.4.1. Introduction
 - 5.4.2. Style
 - 5.4.3. Lexicon
 - 5.4.4. Sentence
 - 5.4.5. Paragraph
- 5.5. Rewriting
 - 5.5.1. Introduction
 - 5.5.2. The Review

- 5.5.3. How to Use the Computer to Improve the Text
 - 5.5.3.1. Dictionary
 - 5.5.3.2. Search/Change
 - 5.5.3.3. Synonyms
 - 5.5.3.4. Paragraph
 - 5.5.3.5. Shades
 - 5.5.3.6. Cut and Paste
 - 5.5.3.7. Change Control, Commenting and Version Comparison
- 5.6. Spelling and Grammar Issues
 - 5.6.1. Introduction
 - 5.6.2. Most Common Accentuation Problems
 - 5.6.3. Capitalization
 - 5.6.4. Punctuation Marks
 - 5.6.5. Abbreviations and Acronyms
 - 5.6.6. Other Signs
 - 5.6.7. Some Problems
- 5.7. Textual Models: the Description
 - 5.7.1. Introduction
 - 5.7.2. Definition
 - 5.7.3. Types of Description
 - 5.7.4. Description Types
 - 5.7.5. Techniques
 - 5.7.6. Linguistic Elements
- 5.8. Textual Models: Narration
 - 5.8.1. Introduction
 - 5.8.2. Definition
 - 5.8.3. Features
 - 5.8.4. Components
 - 5.8.5. The Narrator
 - 5.8.6. Linguistic Elements

- 5.9. Textual Models: the Exposition and the Epistolary Genre
 - 5.9.1. Introduction
 - 5.9.2. The Exposition
 - 5.9.3. The Epistolary Genre
 - 5.9.4. Components
- 5.10. Textual Models: Argumentation
 - 5.10.1. Introduction
 - 5.10.2. Definition
 - 5.10.3. Elements and Structure of Argumentation
 - 5.10.4. Types of Arguments
 - 5.10.5. Fallacies
 - 5.10.6. Structure
 - 5.10.7. Linguistic Features
- 5.11. Academic Writing
 - 5.11.1. Introduction
 - 5.11.2. Scientific Work
 - 5.11.3. Summary
 - 5.11.4. The Review
 - 5.11.5. The Trial
 - 5.11.6. Appointments
 - 5.11.7. Writing on the Internet

Module 6. Television Communication

- 6.1. The Message on Television
 - 6.1.1. Introduction
 - 6.1.2. The Message on Television
 - 6.1.3. Television as the Union of Dynamic Image and Audio
- 6.2. History and Evolution of the Television Media
 - 6.2.1. Introduction
 - 6.2.2. Origin of the Television Medium
 - 6.2.3. History and Evolution in the World of Television Media
- 6.3. Television Genres and Formats
 - 6.3.1. Introduction
 - 6.3.2. Television Genres
 - 6.3.3. Format on Television



- 6.4. The Script on Television
 - 6.4.1. Introduction
 - 6.4.2. Types of Scripts
 - 6.4.3. Role of the Script in Television
- 6.5. Television Programming
 - 6.5.1. Introduction
 - 6.5.2. History
 - 6.5.3. Block Programming
 - 6.5.4. Cross Programming
 - 6.5.5. Counterprogramming
- 6.6. Language and Narration in Television
 - 6.6.1. Introduction
 - 6.6.2. Language in Television
 - 6.6.3. Television Narration
- 6.7. Speech and Expression Techniques
 - 6.7.1. Introduction
 - 6.7.2. Speech Techniques
 - 6.7.3. Expression Techniques
- 6.8. Creativity in Television
 - 6.8.1. Introduction
 - 6.8.2. Creativity in Television
 - 6.8.3. The Future of Television
- 6.9. Production
 - 6.9.1. Introduction
 - 6.9.2. Television Production
 - 6.9.3. Pre-Production
 - 6.9.4. Production and Recording
 - 6.9.5. Postproduction

- 6.10. Digital Technology and Techniques in Television
 - 6.10.1. Introduction
 - 6.10.2. The Role of Technology in Television
 - 6.10.3. Digital Techniques in Television

Module 7. Radio Communication

- 7.1. History of Broadcasting
 - 7.1.1. Introduction
 - 7.1.2. Origins
 - 7.1.3. Orson Welles and "The War of the Worlds"
 - 7.1.4. Radio in the World
 - 7.1.5. The New Radio
- 7.2. Radio Language
 - 7.2.1. Introduction
 - 7.2.2. Characteristics of Radio Communication
 - 7.2.3. Elements that Make Up the Radio Language
 - 7.2.4. Characteristics of the Construction of Radiophonic Texts
 - 7.2.5. Characteristics of Radiophonic Text Writing
 - 7.2.6. Glossary of Terms Used in Radiophonic Language
- 7.3. The Radio Script Creativity and Expression
 - 7.3.1. Introduction
 - 7.3.2. Radio Script
 - 7.3.3. Basic Principles in the Development of a Script
- 7.4. Broadcast Production, Realization and Voice-Over in Broadcasting
 - 7.4.1. Introduction
 - 7.4.2. Production and Realization
 - 7.4.3. Radio Voice-Over
 - 7.4.4. Peculiarities of Radio Voice-Over
 - 7.4.5. Practical Breathing and Voice-Over Exercises

- 7.5. Improvisation in Broadcasting
 - 7.5.1. Introduction
 - 7.5.2. Peculiarities of the Radio Media
 - 7.5.3. What is Improvisation?
 - 7.5.4. How is Improvisation Carried Out?
 - 7.5.5. Sports Information in Radio. Characteristics and Language
 - 7.5.6. Lexical Recommendations
- 7.6. Radio Genres
 - 7.6.1. Introduction
 - 7.6.2. Radio Genres
 - 7.6.2.1. The News
 - 7.6.2.2. The Chronicle
 - 7.6.2.3. The Report
 - 7.6.2.4. The Interview
 - 7.6.3. The Round Table and the Debate
- 7.7. Radio Audience Research
 - 7.7.1. Introduction
 - 7.7.2. Radio Research and Advertising Investment
 - 7.7.3. Main Research Methods
 - 7.7.4. General Media Study
 - 7.7.5. Summary of the General Media Study
 - 7.7.6. Traditional Radio Vs. Online Radio
- 7.8. Digital Sound
 - 7.8.1. Introduction
 - 7.8.2. Basic Concepts about Digital Sound
 - 7.8.3. History of Sound Recording
 - 7.8.4. Main Digital Sound Formats
 - 7.8.5. Digital Sound Editing Audacity

- 7.9. New Radio Operator
 - 7.9.1. Introduction
 - 7.9.2. New Radio Operator
 - 7.9.3. The Formal Organization of Broadcasters
 - 7.9.4. The Task of the Editor
 - 7.9.5. The Content Gathering
 - 7.9.6. Immediacy or Quality?

Module 8. Creativity in Communication

- 8.1. To Create is to Think
 - 8.1.1. The Art of Thinking
 - 8.1.2. Creative Thinking and Creativity
 - 8.1.3. Thought and Brain
 - 8.1.4. The Lines of Research on Creativity: Systematization
- 8.2. Nature of the Creative Process
 - 8.2.1. Nature of Creativity
 - 8.2.2. The Notion of Creativity: Creation and Creativity
 - 8.2.3. The Creation of Ideas for Persuasive Communication
 - 8.2.4. Nature of the Creative Process in Advertising
- 8.3. The Invention
 - 8.3.1. Evolution and Historical Analysis of the Creation Process
 - 8.3.2. Nature of the Classical Canon of the invention
 - 8.3.3. The Classical View of Inspiration in the Origin of Ideas
 - 8.3.4. Invention, Inspiration, Persuasion
- 8.4. Rhetoric and Persuasive Communication
 - 8.4.1. Rhetoric and Advertising
 - 8.4.2. The Rhetorical Parts of Persuasive Communication
 - 8.4.3. Rhetorical Figures
- 8.5. Creative Behavior and Personality
 - 8.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
 - 8.5.2. Creative Behavior and Motivation
 - 8.5.3. Perception and Creative Thinking
 - 8.5.4. Elements of Creativity

- 8.6. Creative Skills and Abilities
 - 8.6.1. Thinking Systems and Models of Creative Intelligence
 - 8.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
 - 8.6.3. Interaction Between Factors and Intellectual Capabilities
 - 8.6.4. Creative Skills
 - 8.6.5. Creative Capabilities
- 8.7. The Phases of the Creative Process
 - 8.7.1. Creativity as a Process
 - 8.7.2. The Phases of the Creative Process
 - 8.7.3. The Phases of the Creative Process in Advertising
- 8.8. Troubleshooting
 - 8.8.1. Creativity and Problem Solving
 - 8.8.2. Perceptual Blocks and Emotional Blocks
 - 8.8.3. Methodology of Invention: Creative Programs and Methods
- 8.9. The Methods of Creative Thinking
 - 8.9.1. The brainstorming as a Model for the Creation of Ideas
 - 8.9.2. Vertical Thinking and Lateral Thinking
 - 8.9.3. Methodology of Invention: Creative Programs and Methods
- 8.10. Creativity and Advertising Communication
 - 8.10.1. The Creative Process as a Specific Product of Advertising Communication
 - 8.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
 - 8.10.3. Methodological Principles and Effects of Advertising Creation
 - 8.10.4. Advertising Creation: From Problem to Solution
 - 8.10.5. Creativity and Persuasive Communication

Module 9. Corporate Identity

- 9.1. The Importance of Image in Businesses
 - 9.1.1. What is Corporate Image?
 - 9.1.2. Differences between Corporate Identity and Corporate Image
 - 9.1.3. Where can the Corporate Image be Manifested?
 - 9.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?

- 9.2. Research Techniques in Corporate Image
 - 9.2.1. Introduction
 - 9.2.2. The study of the Company's Image
 - 9.2.3. Corporate Image Research Techniques
 - 9.2.4. Qualitative Image Study Techniques
 - 9.2.5. Types of Quantitative Techniques
- 9.3. Image Audit and Strategy
 - 9.3.1. What is Image Auditing?
 - 9.3.2. Guidelines
 - 9.3.3. Audit Methodology
 - 9.3.4. Strategic Planning
- 9.4. Corporate Culture
 - 9.4.1. What is Corporate Culture?
 - 9.4.2. Factors Involved in Corporate Culture
 - 9.4.3. Functions of Corporate Culture
 - 9.4.4. Types of Corporate Culture
- 9.5. Corporate Social Responsibility and Corporate Reputation
 - 9.5.1. CSR: Concept and Application of the Company
 - 9.5.2. Guidelines for Integrating CSR into Businesses
 - 9.5.3. CSR Communication
 - 9.5.4. Corporate Reputation
- 9.6. Corporate Visual Identity and Naming
 - 9.6.1. Corporate Visual Identity Strategies
 - 9.6.2. Basic Elements
 - 9.6.3. Basic Principles
 - 9.6.4. Preparation of the Manual
 - 9.6.5. The Naming
- 9.7. Brand Image and Positioning
 - 9.7.1. The Origins of Trademarks
 - 9.7.2. What is a Brand?
 - 9.7.3. The Need to Build a Brand
 - 9.7.4. Brand Image and Positioning
 - 9.7.5. The Value of Brands
- 9.8. Image Management through Crisis Communication
 - 9.8.1. Strategic Communication Plan
 - 9.8.2. When it All Goes Wrong: Crisis Communication
 - 9.8.3. Cases
- 9.9. The Influence of Promotions on Corporate Image
 - 9.9.1. The New Advertising Industry Landscape
 - 9.9.2. The Marketing Promotion
 - 9.9.3. Features
 - 9.9.4. Dangers
 - 9.9.5. Promotional Types and Techniques
- 9.10. Distribution and Image of the Point of Sale
 - 9.10.1. The Main Players in Commercial Distribution
 - 9.10.2. The Image of Retail Distribution Companies through Positioning
 - 9.10.3. Through its Name and Logo

Module 10. The Fundamentals of Graphic Design

- 10.1. Introduction to Design
 - 10.1.1. Design Concept: Art and Design
 - 10.1.2. Fields of Application of the Design
 - 10.1.3. Design and Ecology: Ecodesign
 - 10.1.4. Activist Design
- 10.2. Design and Configuration
 - 10.2.1. The Design Process
 - 10.2.2. The Idea of Progress
 - 10.2.3. The Dichotomy Between Need and Desire
- 10.3. Introduction to Adobe Lightroom I
 - 10.3.1. Tour of the Interface: Catalog and Preferences
 - 10.3.2. Program Structure and Visualization
 - 10.3.3. Structure of the library
 - 10.3.4. File Import



- 10.4. Introduction to Adobe Lightroom II
 - 10.4.1. Fast Development, Keywords and Metadata
 - 10.4.2. Simple Collections
 - 10.4.3. Intelligent Collections
 - 10.4.4. Practice
- 10.5. Library in Adobe Lightroom
 - 10.5.1. Classification and Structuring Methods
 - 10.5.2. Stacks, Virtual Copies, Files Not Found
 - 10.5.3. Watermark and Logos
 - 10.5.4. Export
- 10.6. Revealing in Adobe Lightroom I
 - 10.6.1. Developed Module
 - 10.6.2. Lens Correction and Cropping
 - 10.6.3. The Histogram
 - 10.6.4. Calibration and Profiling
- 10.7. Presets
 - 10.7.1. What are they?
 - 10.7.2. How Are They Used?
 - 10.7.3. What Kind of Presets Are Saved in Lightroom Presets?
 - 10.7.4. Search Resources
- 10.8. Tone in Adobe Lightroom
 - 10.8.1. Tone Curve
 - 10.8.2. HSL
 - 10.8.3. Split Tones
 - 10.8.4. Practice
- 10.9. Revealing in Adobe Lightroom II
 - 10.9.1. Masks
 - 10.9.2. Development with Brush
 - 10.9.3. Focus and Noise Reduction
 - 10.9.4. Vignetting
 - 10.9.5. Red Eye and Blemish Removal
- 10.10. Revealing in Adobe Lightroom III
 - 10.10.1. Transform an Image
 - 10.10.2. Creation of Panoramic Photographs
 - 10.10.3. HDR, What Is It? How Do We Create it?
 - 10.10.4. Synchronize Settings

06

Clinical Internship

This qualification breaks into the academic context by offering a superlative opportunity for updating by means of a practical stay. A modality of studies rarely related to online education. However, TECH goes a step further and presents a disruptive program in which its graduates will be able to broaden their skills from all points of view.





“

The best companies, where the latest Multimedia Communication strategies are fully integrated, are involved in this disruptive TECH program”

This Hybrid Executive Master's Degree will put in front of the members of the student body the most distinctive elements of a managerial and professional environment that implies an adequate Multimedia Communication. Thus, through a 3-week stay, from Monday to Friday with consecutive 8-hour days, participants will be tutored by specialists, who will guide and guide them through the most appropriate techniques and tools for these tasks. In turn, this will allow them to acquire real experience, which will lead them to learn the working methods used in the development of a brand identity and contribute to the reputation of the company.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the necessary skills for the provision of multimedia design services in companies that require a high level of qualification, and are oriented towards specific training for the exercise of the activity, in a creative, technological environment and high professional performance.

The practical teaching will be carried out with the active participation of the students performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Multimedia Communication in the business sphere (learning to be and learning to relate).



The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
Communication in the Digital Environment	Plan SEO and web 2.0 focused writing
	Develop a content strategy based on storytelling, corporate blogging or other social media strategies.
	Manage social networks based on the company's online reputation criteria
	Extract useful information from media such as YouTube or social networks for the development of new content
Written, television and radio communication	Plan the documentation and steps prior to the actual writing of content
	Improve written texts through the use of specific tools for this purpose
	Write scripts with television language and narration
	Handle voice-over and expression techniques for multimedia pieces
	Produce pieces with specific television creativity techniques
	Use scripts and radio language in voice-over pieces
	Take advantage of the improvisation techniques of radio broadcasting for the creation of multimedia pieces
Corporate Identity	Enhance the corporate image and identity through the multimedia pieces created
	Follow corporate guidelines in terms of social responsibility and reputation to create multimedia pieces in line with the corporate philosophy
	Manage a strategic communication plan to face unforeseen situations that may arise in daily work
	Create multimedia advertising pieces with methodological principles of the creative process
The Fundamentals of Graphic Design	Design the accompanying creativities for the multimedia pieces to be produced
	Use the main graphic retouching and image editing programs or tools
	Collaborate in the planning of creative campaigns
	Offer support in the composition of creatives, adapted to different digital formats

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this educational entity undertakes to take out civil liability insurance to cover any eventuality that may arise during the internship during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions for Practical Training

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Executive Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Hybrid Executive Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Executive Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Executive Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Executive Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Executive Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07

Where Can I Do the Internship?

Thanks to the rigorous selection made by TECH, students will have the best companies in the use of Multimedia Communication to develop their internships. The chosen corporations stand out for their technologies, access to digital platforms and comprehensive management of media language codes. At the same time, they have experts with an exceptional trajectory that will provide graduates with a complete and updated approach to the problems of this field of work.




“

Do your internship in a relevant company, which will allow you to learn in detail the most effective strategies of Multimedia Communication”

tech 42 | Where Can I Do the Internship?



Students will be able to take the practical part of this Hybrid Executive Master's Degree in the following centers:



School of Business

V3rtice Comunicación

Country	City
Spain	Madrid

Address: C. de la Alameda, 22, 28014 Madrid

Online and offline advertising and communication agency

Related internship programs:
Multimedia Communication





School of Business

Actitud de Comunicación

Country City
Spain Madrid

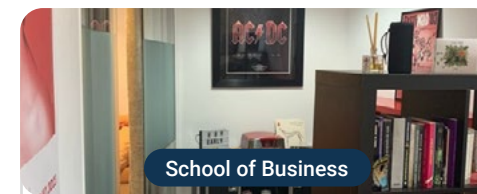
Address: Calle del Buen Suceso, 32,
28008 Madrid

Communication agency founded in 2004 by professionals with more than three decades of experience.

Related internship programs:

Multimedia Communication

-Research in Communication: New Topics, Media and Audiences



School of Business

Innercia

Country City
Spain Madrid

Address: Fuencarral 45, Planta 3, Oficina 10,
28004 Madrid

Communication and cultural production company specialized in music

Related internship programs:

Multimedia Communication



School of Business

Tu destino viajar

Country City
Spain Madrid

Address: Urbanización El Romeral, 22B,
28500 Madrid

Travel agency specialized in tailor-made trips

Related internship programs:

Multimedia Communication

-Social Media Management: Community Manager

08

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.



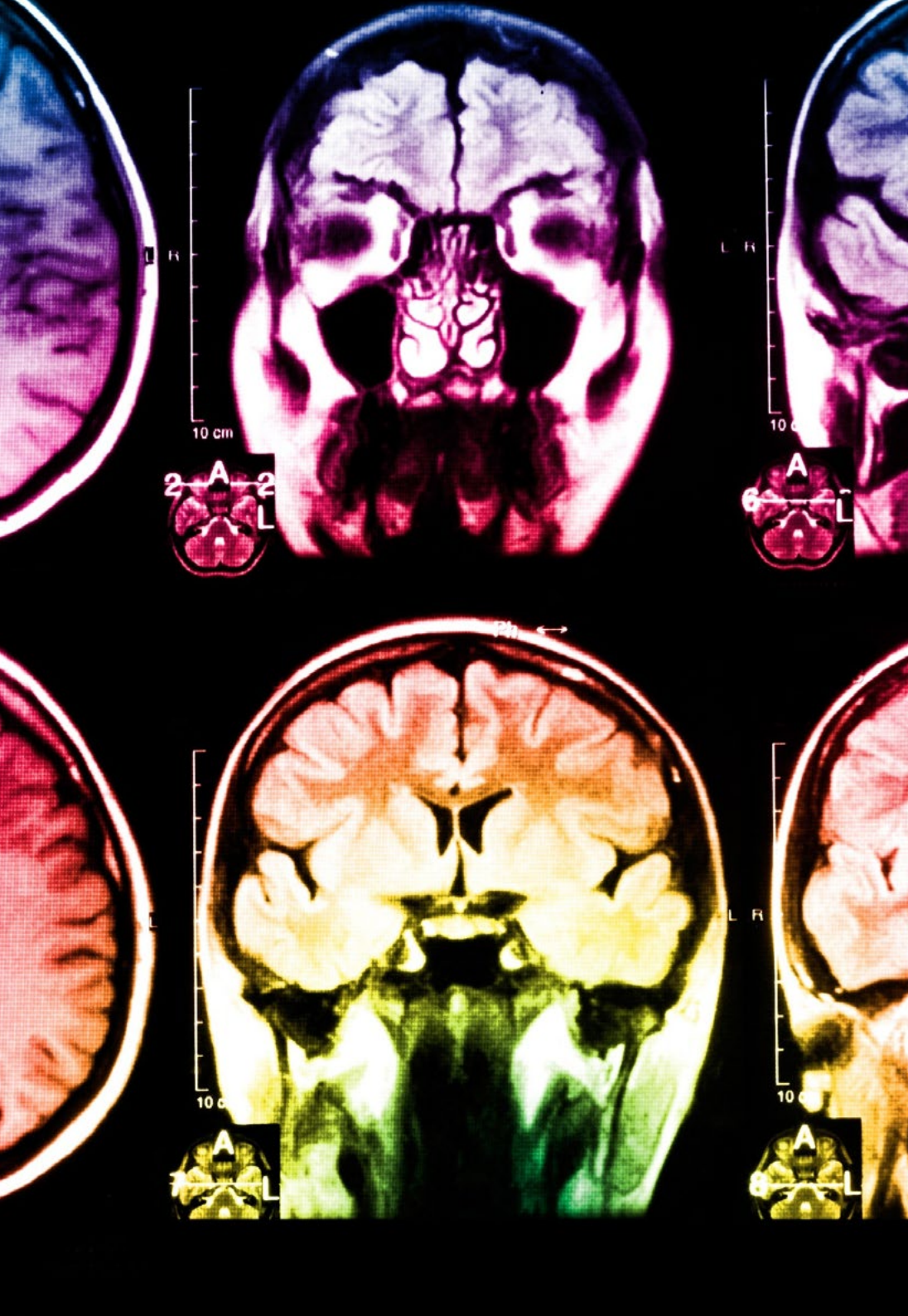
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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.

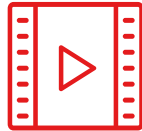
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



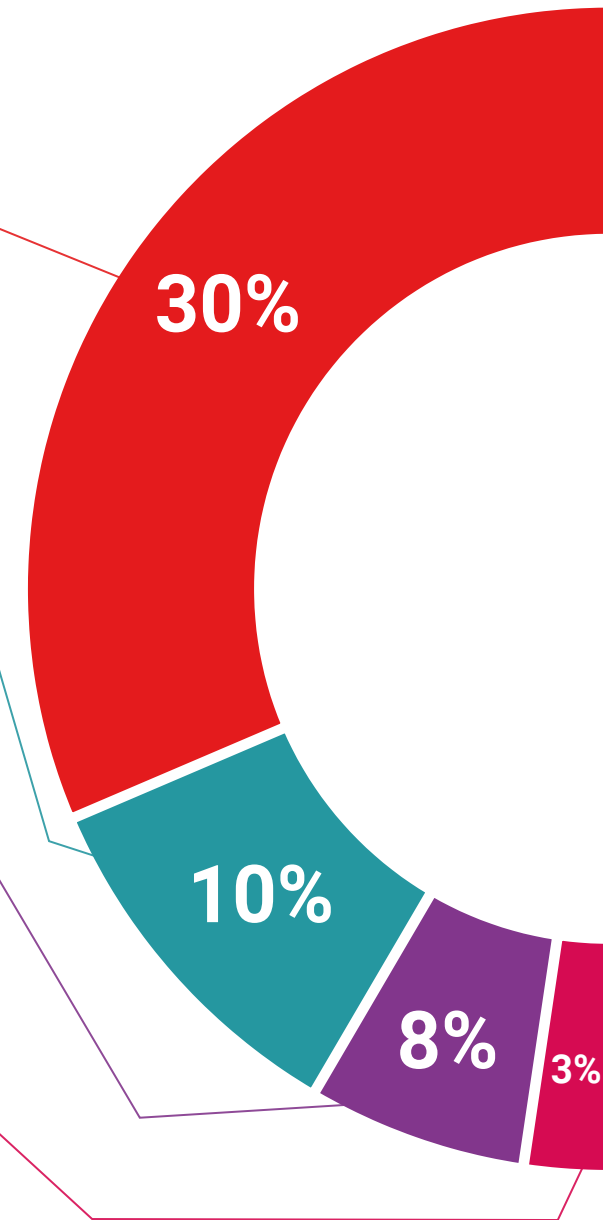
Management Skills Exercises

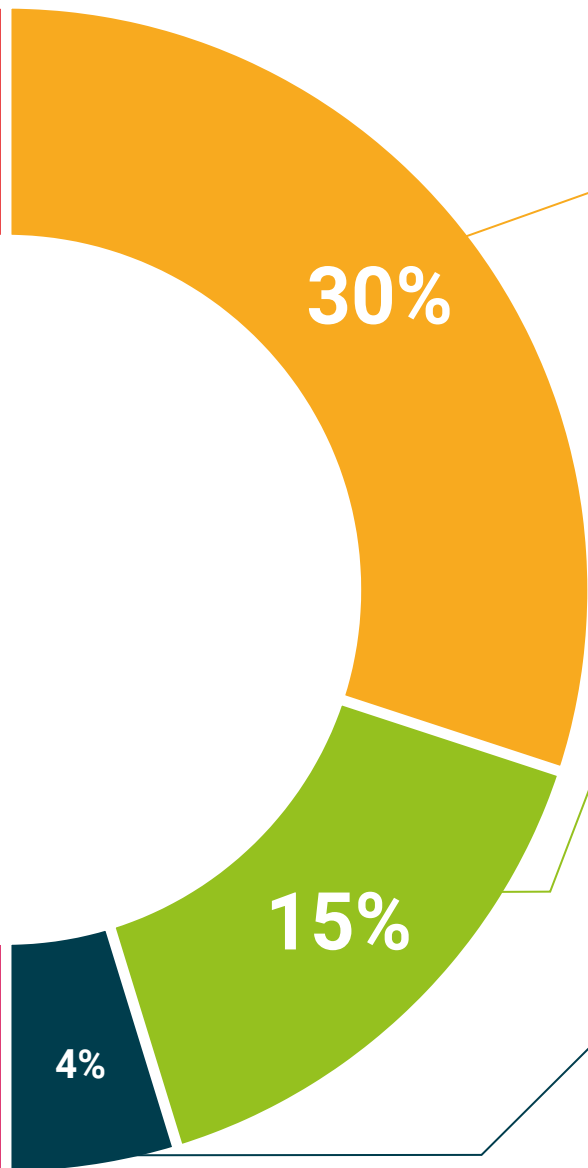
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.



09

Certificate

The Hybrid Executive Master's Degree in Multimedia Communication guarantees, in addition to the most rigorous and updated training, access to a Hybrid Executive Master's Degree issued by TECH Global University.





“

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

This private qualification will allow you to obtain an **Hybrid Executive Master's Degree in Multimedia Communication** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Hybrid Executive Master's Degree in Multimedia Communication**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Accreditation: **64 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.



Hybrid Executive Master's Degree

Multimedia Communication

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Credits: 60 + 4 ECTS

Hybrid Executive Master's Degree Multimedia Communication

