Hybrid Professional Master's Degree
Marketing and Political Communications Management

tech. global university

Hybrid Professional Master's Degree
Marketing and Political
Communications Management

Modality: **Hybrid (Online)**
Duration: **12 months**
Certificate: **TECH Global University**
Teaching Hours: **1,620 h**
Website: **www.techtitute.com/us/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-marketing-political-communications-management**

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01
Introduction

Leading electoral campaigns of top-level politicians is undoubtedly an aspiration of many professionals specialized in the field of political communication. In recent years, the electoral "battle" scenario has been transformed by the incursion of social networks, where prolonged campaigns are conducted in favor of one party or another. A scenario that requires the directors and heads of these departments to have a mastery of politics, marketing, and the most effective communication strategies. That is why TECH has created this program, which incorporates the most advanced and updated 100% online syllabus on Political Marketing, institutional communication, and crisis management. In addition, they are complemented by an internship in a prestigious agency for the professional to expand their management skills.

With this program, you will learn the main strategies of communication, persuasion, and message development thanks to a group of experts in political marketing"

With this program, you will learn the main strategies of communication, persuasion, and message development thanks to a group of experts in political marketing". Undoubtedly, this marked a before and after in electoral strategies around the world, which now use the digital scenario as another option, and sometimes a preferential one, to reach their electorate and use it as an instrument of government.

Given this reality, the professional who wishes to manage any marketing and political communication campaign must be aware of the strategic innovations used in this field and possess a deep knowledge of leadership and communication. In order to integrate all this, TECH has created this Hybrid Professional Master's Degree, which combines the best academic syllabus with a practical stay in a leading company in the sector.

Therefore, the professional who enters this university program will do so with innovative multimedia content, which will allow him to deepen Political and Electoral Marketing in the construction of the political strategy and the electoral campaign. All this with a syllabus available 24 hours a day, from any device with an Internet connection.

Once the theoretical phase is completed, the professional will carry out a practical internship in a leading company in the field of Marketing and Political Communication. In this way, and during 3 intensive weeks, the graduate will be able to be with the best specialists in this field, seeing first-hand how their day-to-day work is, how communication is planned, and how crisis management is carried out.

TECH offers, in this way, an excellent opportunity to progress in the area of Marketing and Political Communication department management through a flexible and comfortable university education that responds, from a theoretical-practical perspective to the real needs of professionals who wish to give a boost to their careers.

This **Hybrid Professional Master's Degree in Marketing and Political Communication Management** contains the most complete and up-to-date program on the market. Its most notable features are:

- More than 100 case studies presented by experts in Policy communication
- The graphic, schematic and practical contents with which they are conceived, gather Specific information on those disciplines that are essential for professional practice
- Comprehensive systematized action plans in the business field
- Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- Practical guides for the use of the main political Communication tools
- Special emphasis on the most innovative methodologies for the application of leadership techniques in business
- 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
- The possibility of an internship in leading companies in the sector

Enhance your skills by taking a 3-week internship in one of the best international marketing companies"

Manage the communications of political organizations, applying social and electoral marketing strategies.

You will have access to the most current contents in this sector, all elaborated following the methodology perfected by TECH: Relearning.

" *You will work alongside the best professionals in the world of Political Communications who will guide you to achieve excellence"*

In this Professional Master's Degree proposal, of a professionalizing nature and blended learning modality, the program is intended to update nursing professionals who develop their functions in high performance centers, clinical or hospital centers, and who require a high level of qualification. The content is based on the latest scientific evidence and is organized in a didactic way to integrate theoretical knowledge into nursing practice. The theoretical-practical elements allow professionals to update their knowledge and help them to make the right decisions in patient care.

The multimedia content developed with the latest educational technology will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education program to learn in real situations. This program's design is based on Problem Based Learning, by means of which the student must try to solve different professional practice situations that will be presented throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

02
Why Study this Hybrid Professional Master's Degree?

In the area of political communication, mastering theoretical concepts is the basis for any strategy that is subsequently put into practice. That is why this duality is reflected in the design of this Hybrid Professional Master's Degree created by TECH. A pioneering degree that combines the most advanced knowledge on operational and strategic marketing, tools for action in election campaigns, or corporate communication with a practical stay in a leading company in this sector. In this way, the professional will be able to obtain a much more complete vision of the current panorama of Marketing and Political Communication and broaden their leadership skills in this field. All this is always guided by the best experts in the field.

TECH brings you closer to the best experts in Marketing and Political Communication so that you will be able to lead the best departments in this field"

1. Updating from the latest technology available

The active participation of politicians on the Internet, especially through social networks, entails a mastery of the political language adapted to each platform and the public found therein. This is essential nowadays, and that is why TECH brings the professional in this program closer to the strategic advances developed in the field of political communication in the digital world. In this way, you will be able to implement effective online actions, leading electoral campaigns at the highest level.

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

In this academic process, the professional will be guided by a teaching team specialized in the field of Marketing and Political Communication. Thanks to this, they will be able to build the foundations of their knowledge in this field, which they will apply directly during their practical stay. An environment where you will also be surrounded by real specialists in this field that will lead you to learn first hand how to manage a team aimed at developing and implementing political communication strategies.

3. Entering first-class environments

TECH is committed from the outset to introducing the professional to a first-class environment. This is why it carries out a meticulous selection of the teaching staff that integrates this degree and the companies where the practical stay will be carried out. In this way, you will have guaranteed access to a prestigious Marketing and Political Communication space that will lead you to perfect your leadership skills in this field.

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

TECH's maxim with this Hybrid Professional Master's Degree is to bring professionals closer to their real needs so that they are able to manage the most relevant Marketing and Political Communication departments. That is why it provides a flexible theoretical framework, without classroom classes, that perfectly complements an intensive and advanced stay of 3 weeks duration. All this will allow you to approach the most current and effective techniques and procedures in this field.

5. Expanding the Boundaries of Knowledge

TECH offers a wide range of possibilities for professional growth through this university program. Not only does it allow students to obtain advanced knowledge but also to apply it in a prestigious company, developing activities aimed at managing Marketing and Political Communication teams. A unique opportunity that only TECH, the largest online university in the world, could offer.

You will have a total practical immersion in the center of your choice"

03
Objectives

This Hybrid Professional Master's Degree is designed to train students through various tools to meet the challenge of creating a media planning and marketing strategy that will benefit anyone who is related to the world of politics. To do this, you will have a program that brings together all the most relevant theoretical knowledge in the area and a practical stay in one of the best Digital Marketing agencies.

"In this program, you will not only learn but also perform the activities of a communicator dedicated to the political sector. A unique opportunity for your professional career"

General Objective

- The Hybrid Professional Master's Degree in Marketing and Political Communication Management is designed to provide students with the necessary tools to face the challenge of creating a strategic marketing and political communication plan that includes not only the ethical issues in the political proposal but also the channels to be used, the message and the chosen guidelines. A goal that, in only 3 weeks of intensive practice, the student will be able to achieve

With TECH, you will reach the top; that's why you will have access to a program that will help you analyze the development of social changes to write messages according to the current situation"

Specific Objectives

- Gain knowledge about the fundamentals of management, strategy, marketing and communication
- Understand the functioning of political institutions and organizations
- Know the objectives and tools of marketing and political communication
- Know how to apply marketing and communication tools according to the political product: program, party and candidate.
- Know the stages and development of a political and electoral campaign
- Develop the concepts of citizenship and society in order to recognize their rights and duties
- Analyze the development of social changes
- Study citizen participation and the concept of public opinion
- Develop aspects of politics and ideologies
- Analyze the different concepts of democracy
- Analyze the current international political scenarios
- Describe the elaboration and development of a strategic plan
- Review the characteristics and peculiarities of digital strategy, corporate strategy and technology strategy
- Know the basics of marketing and marketing management
- Know the functions of Strategic Marketing
- Learn the dimensions of the Marketing strategy
- Understand how the Marketing mix works
- Develop a Marketing Plan
- Learn how communication works and is managed in organizations
- Analyze trends in business communication

04
Skills

Bypassing each module of the syllabus, the student will acquire the professional competencies needed to perform an optimal job as a communicator. They will be able to display the skills and techniques that will help them create messages that reach the public and communicate the intentions of political parties or presidential candidates.

By taking this Hybrid Professional Master's Degree, you will be qualified to work in the political field, producing powerful and emotive writing"

General Skills

- Know how to work in a newsroom in the political area and interact with the rest of the editors of the media
- Develop a strategy and planning for the selection of information sources in the political arena
- Know how to apply the knowledge to create a strategy in Political Communication
- Generate specialized knowledge on each of the areas that influence Marketing and Political Communication
- Be able to write pieces for political purposes
- Use specialized vocabulary in this area of knowledge
- Know how to analyze the strategies of the different political parties and provide timely monitoring information
- Delimit the market niche and the audience to which the communication is addressed
- Determine the most frequent mistakes made by the director of political communication and their consequences
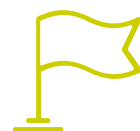
Specific Skills

◆ You will be able to apply the most dynamic techniques and tools of Political Coaching

◆ Learn about the benefits of Social Marketing

◆ Understand the latest trends and methodology to know more and better the electoral market

◆ Be able to elaborate an electoral program or a local, municipal, regional or other government program

◆ Communicate better verbally and non-verbally, innovate in the creation of content to inform the electorate through the development of the political content plan

◆ Learn about the main platforms for citizen interaction, as well as the most relevant tools to work on Digital Political Marketing

Master the main citizen interaction platforms and outline the most effective political communication strategy to attract new voters"

Course Management

The teaching staff in charge of the theoretical modality is composed of a group of high-level professionals specialized in marketing and political communication. They have gathered all their work experience and the most current knowledge to develop a syllabus according to the sector's demands. In addition, they have participated in the design and elaboration of the pedagogical materials to reinforce the empirical contents.

" *Learn with the best professionals in the industry and learn about the latest developments in journalism and political marketing.*

International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.

Dña. McIntoch, Jess

- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

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

Management

Mr. López Rausell, Adolfo

- Independent consultant in KMC
- Commercial and Research Technician at Investgroup
- Marketing Consultant at Alcoworking
- Manager at Innovation Club of the Valencian Community
- Degree in Economics and Business Administration from the University of Valencia
- Diploma in Marketing from ESEM Business School
- Member of AECTA (member of the Board of Directors for communication), AINACE (member of the Board of Directors), Marketing Club Valencia (former president)

Enroll now and advance in your field of work with a comprehensive program that will allow you to put into practice everything you have learned"

Educational Plan

In this first part of the Hybrid Professional Master's Degree in Marketing Management and Political Communication, the student will have access to a 100% online syllabus, which has been designed to boost their career. In addition, during 12 months, they will have continuous access to the contents from anywhere in the world and at the time that best suits their needs. Therefore, after completing the program, the student willbe better prepared to perform various activities in a face-to-face stay in a Digital Marketing agency.

"

Multimedia pills, essential readings, case studies... you have a wide range of didactic material that you can access 24 hours a day from any electronic device with an internet connection"

Module 1. Society, Citizenship and Politics

1.1. Citizens and Society
    1.1.1. Concept of Society
    1.1.2. Citizen's Rights and Duties
    1.1.3. Types of Citizens
1.2. Social Change
    1.2.1. Concept of Social Change
    1.2.2. Factors of Social Change
    1.2.3. Social Change Transformation
1.3. Citizen Participation
    1.3.1. Social and Citizen Participation
    1.3.2. Collective Decision Making
    1.3.3. Forms of Citizen Participation
1.4. Public Opinion
    1.4.1. Forms of Public Opinion
    1.4.2. Pressure Groups
    1.4.3. Population Groups in Public Opinion
1.5. Society, Politics and Power
    1.5.1. Power in Society
    1.5.2. Reality of Politics
    1.5.3. Political Behavioral Factors
1.6. Ideologies and Political Action
    1.6.1. Concept and Dimensions of Ideology
    1.6.2. Ideological Groups
    1.6.3. Manifestations of Ideology
1.7. Dimensions of Politics
    1.7.1. Political Regimes
    1.7.2. Political Systems
    1.7.3. Public Policy Factors
1.8. Political Systems
    1.8.1. Concept and Characteristics
    1.8.2. Types of Policy Systems

1.9. Democracy: Representation and Participation
    1.9.1. Definition of Democracy
    1.9.2. Types of Democracy
    1.9.3. Levels of Citizen Participation
1.10. International Political Scenarios
    1.10.1. Policy Scenarios in Europe
    1.10.2. Policy Scenarios in North America
    1.10.3. Policy Scenarios in Central America
    1.10.4. Policy Scenarios in Latin America

Module 2. Management and Strategy of Companies and Organizations

2.1. General Management
    2.1.1. The Concept of General Management
    2.1.2. The Role of the Director
    2.1.3. The CEO and their Responsibilities
    2.1.4. Transforming the Work of Management
2.2. Management and Leadership Development
    2.2.1. Concept of Management Development
    2.2.2. Concept of Leadership
    2.2.3. Leadership Theories
    2.2.4. Leadership Styles
    2.2.5. Intelligence in Leadership
    2.2.6. The Challenges of Today's Leader
2.3. Planning and Strategy
    2.3.1. The Plan in a Strategy
    2.3.2. Strategic Positioning
    2.3.3. Strategy in Companies
    2.3.4. Planning
2.4. Strategic Management
    2.4.1. The Concept of Strategy
    2.4.2. The Process of Strategic Management
    2.4.3. Approaches in Strategic Management

2.5. Digital Strategy
    2.5.1. Technology Strategy and its Impact on Digital Innovation
    2.5.2. Strategic Planning of Information Technologies
    2.5.3. Strategy and The Internet

2.6. Corporate Strategy
    2.6.1. The Concept of Corporate Strategy
    2.6.2. Types of Corporate Strategies
    2.6.3. Corporate Strategy Definition Tools

2.7. Corporate Strategy and Technology Strategy
    2.7.1. Creating Value for Customers and Shareholders
    2.7.2. Strategic IS/IT Decisions
    2.7.3. Corporate Strategy vs Technology and Digital Strategy

2.8. Strategy Implementation
    2.8.1. Indicator Systems and Process Approach
    2.8.2. Strategic Map
    2.8.3. Differentiation and Alignment

2.9. Financial Management
    2.9.1. Sector Opportunities and Threats
    2.9.2. The Concept of Value and Value Chain
    2.9.3. Scenario Analysis, Decision-Making and Contingency Planning

2.10. Strategic Human Resources Management
    2.10.1. Job Design, Recruitment, and Selection
    2.10.2. Training and Career Development
    2.10.3. Strategic Approach to People Management
    2.10.4. Design and Implementation of Personnel Policies and Practices

Module 3. Strategic and Operational Marketing

3.1. Fundamentals of Marketing
    3.1.1. The Concept of Marketing
    3.1.2. The Basic Elements of Marketing
    3.1.3. Marketing Activities in Companies

3.2. Marketing Management
    3.2.1. The Concept of Marketing Management
    3.2.2. New Trends in Marketing
    3.2.3. A New Marketplace: Consumer and Business Capabilities
    3.2.4. Holistic MK Orientation
    3.2.5. Update on the 4Ps of Marketing
    3.2.6. Marketing Management Tasks

3.3. The Function of Strategic Marketing
    3.3.1. The Concept of Strategic Marketing
    3.3.2. Concept of Strategic Marketing Planning
    3.3.3. Stages in the Process of Strategic Marketing Planning

3.4. Marketing Strategy Dimensions
    3.4.1. Marketing Strategies
    3.4.2. Types of Marketing Strategies

3.5. Marketing Mix
    3.5.1. Marketing Mix Concept
    3.5.2. Product Strategies
    3.5.3. Pricing Strategies
    3.5.4. Distribution Strategies
    3.5.5. Communication Strategies

3.6. Marketing Digital
    3.6.1. Digital Marketing Concept
    3.6.2. Marketing Strategies in Digital Marketing

3.7. Inbound Marketing
    3.7.1. Effective Inbound Marketing
    3.7.2. The Benefits of Inbound Marketing
    3.7.3. Measuring the Success of Inbound Marketing

Module 4. Corporate Communication

Module 5. Organizations: Crisis Management and Social Responsibility

5.1. Organisational Design
    5.1.1. Organizational Design Concept
    5.1.2. Organizational structure
    5.1.3. Types of Organizational Designs

5.2. Organizational Structure
    5.2.1. Main Coordination Mechanisms
    5.2.2. Departments and Organization Charts
    5.2.3. Authority and Responsibility
    5.2.4. Empowerment

5.3. Corporate Social Responsibility
    5.3.1. Social Commitment
    5.3.2. Sustainable Organizations
    5.3.3. Business Ethics

5.4. Social Responsibility in Organizations
    5.4.1. CSR Management in Organizations
    5.4.2. CSR Towards Employees
    5.4.3. Sustainable Action

5.5. Reputation Management
    5.5.1. Corporative Reputation Management
    5.5.2. Focus on Brand Reputation
    5.5.3. Leadership Reputation Management

5.6. Reputation Risk and Crisis Management
    5.6.1. Listening to and Managing Feedback
    5.6.2. Procedures, Crisis Manual and Contingency Plans
    5.6.3. Spokesperson Training in Emergency Situations

5.7. Conflicts in Organizations
    5.7.1. Interpersonal Conflicts
    5.7.2. Conflict Conditions
    5.7.3. Consequences of Conflicts

5.8. Lobbies and Pressure Groups
    5.8.1. Opinion Groups and Their Actions in Businesses and Institutions
    5.8.2. Institutional Relations and Lobbying
    5.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

5.9. Negotiation
    5.9.1. Intercultural Negotiation
    5.9.2. Negotiation Focuses
    5.9.3. Effective Negotiation Techniques
    5.9.4. Restructuring

5.10. Corporate Brand Strategy
    5.10.1. Public Image and Stakeholders
    5.10.2. Corporate Branding Strategy and Management
    5.10.3. Corporate Communication Strategy in Line With Brand Identity

Module 6. Marketing and Institutional Communication

6.1. Political Action in Institutions
    6.1.1. Concept of Institution
    6.1.2. Types of Institutions and Social Groups
    6.1.3. Institutional Actions

6.2. Institutional Marketing
    6.2.1. Institutional Markets: Citizens and Entities
    6.2.2. Institutional Offering
    6.2.3. Citizen Satisfaction

6.3. Marketing Plans in the Institutions
    6.3.1. Institutional Environment Analysis
    6.3.2. Objectives of the Institution
    6.3.3. Strategic and Operational Actions

6.4. Public Communication
    6.4.1. Political Communication Agents
    6.4.2. Formal Media: Press and Institutions
    6.4.3. Informal Media: Networks and Opinion Makers

Module 7. Political Marketing

Module 8. Electoral Marketing

8.9. Election Campaign Action Plan
    8.9.1. Personal Actions
    8.9.2. Virtual Actions
    8.9.3. Electoral Publicity Actions
    8.9.4. Follow-Up of Electoral Actions
8.10. Electoral Results
    8.10.1. Post-election Analysis
    8.10.2. Interpretation of Electoral Results
    8.10.3. Political and Electoral Consequences of the Result

Module 9. Leadership and Personal Communication

9.1. Communication and Leadership
    9.1.1. Leadership and Leadership Styles
    9.1.2. Motivation
    9.1.3. Skills and Abilities of the Leader 2.0
9.2. Interpersonal Communication
    9.2.1. Body Language
    9.2.2. Assertive Communication
    9.2.3. Interviews
9.3. Personal and Influential Skills
    9.3.1. Impact and Influence
    9.3.2. Stress Mastery
    9.3.3. Time Management
9.4. Strategic Leadership
    9.4.1. Leadership Models
    9.4.2. Coaching
    9.4.3. Mentoring
    9.4.4. Transformational Leadership
9.5. Public Speaking and Spokesperson Education
    9.5.1. Interpersonal Communication
    9.5.2. Communication Skills and Influence
    9.5.3. Barriers to Personal Communication

9.6. Power in the Organization
    9.6.1. Power within Organizations
    9.6.2. Structural Power Sources
    9.6.3. Political Tactics
9.7. The Managerial Role and CSR
    9.7.1. Strategic Vision and Corporate Social Responsibility
    9.7.2. Systems and Models for Implementing CSR
    9.7.3. Organization of CSR Roles and Responsibilities
9.8. Emotional Intelligence
    9.8.1. Emotional Intelligence and Communication
    9.8.2. Assertiveness, Empathy, and Active Listening
    9.8.3. Self-Esteem and Emotional Language
9.9. Psychological Profile of the Candidate
    9.9.1. Psychology of Leadership
    9.9.2. Politicians' Personality Typology
    9.9.3. Expectations About the Ideal Candidate
9.10. Personal Branding
    9.10.1. Strategies to Develop Personal Branding
    9.10.2. Personal Branding Laws
    9.10.3. Tools for Creating Personal Brands

Module 10. Construction of the Political and Electoral Strategy

10.1. Electoral Systems
    10.1.1. Regulatory Framework
    10.1.2. Electoral Regulations
10.2. Data Science and Big Data
    10.2.1. Business Intelligence
    10.2.2. Methodology and Analysis of Large Volumes of Data
    10.2.3. Data Extraction, Processing, and Loading
10.3. Political Coaching
    10.3.1. Coaching Concept
    10.3.2. Political Coaching Methodologies
    10.3.3. Advantages of Political Coaching

Module 11. The Electoral Campaign: Conventional Tools for Action

Module 12. The Election Campaign: Online Tools for Action

Clinical Internship

In this second part of the hybrid program, the student will have access to complete practical training in one of the most important agencies of the communication and Political Marketing sector at an international level. Here, they will have the support of a tutor, who will accompany them throughout the process to carry out the different activities proposed.
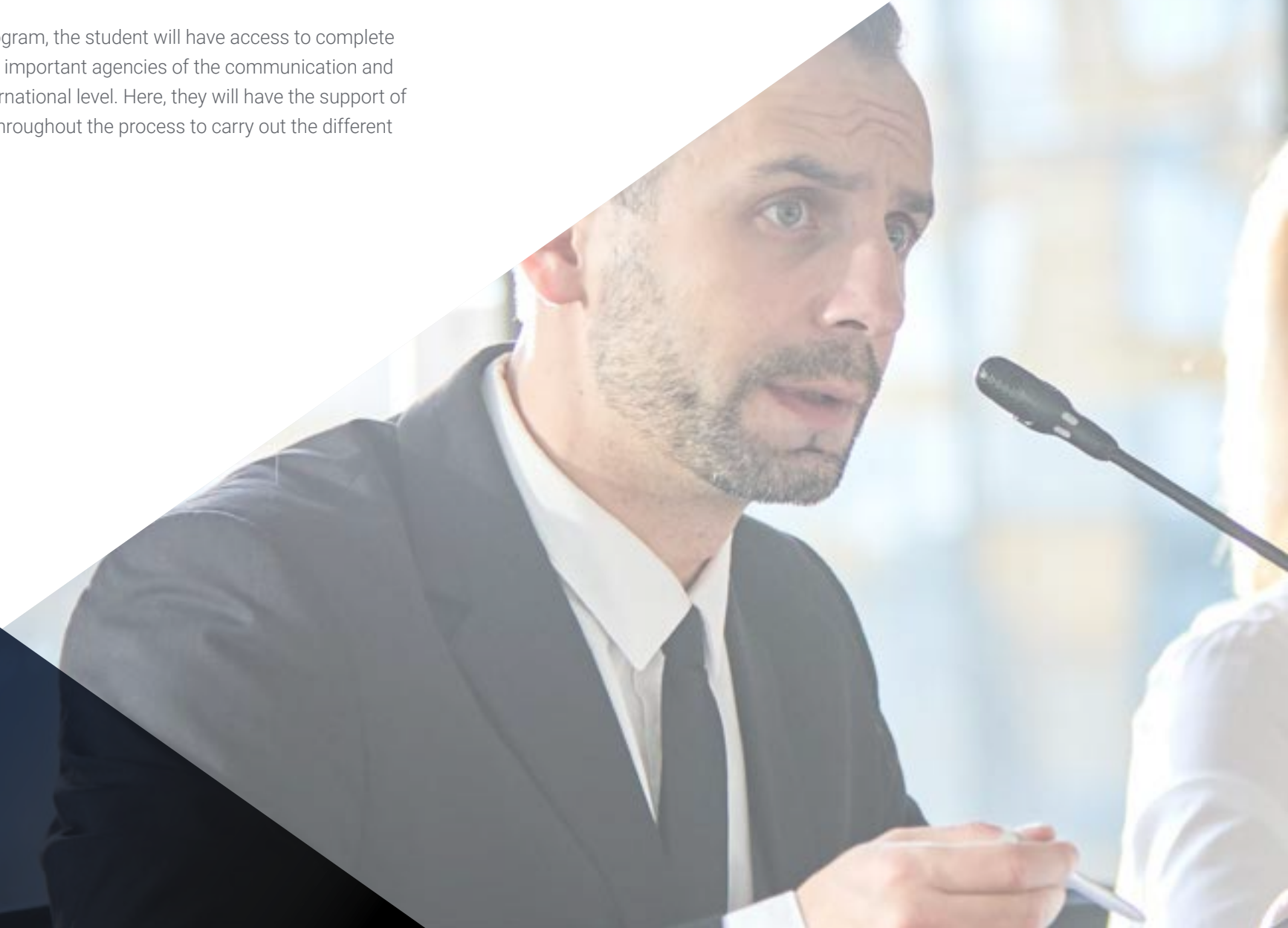
TECH offers you the opportunity to take a practical internship in one of the country's most important agencies in the field of Marketing and Political Communication. Enroll now to join the best program on the international academic scene"

The academic path of this Hybrid Professional Master's Degree in Marketing Management and Political Communication includes a 3-week internship in a leading company in this sector. Therefore, the professional who enters it will have a unique opportunity to grow with real experts in this field.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the necessary skills for the generation of a Marketing and political communication strategy. Likewise, during the practical stay, the student will have access to the realization of real and specific tasks that will teach them to develop their professional activity with total success.

An intensive and unique practical experience in the current academic panorama, which comes to respond to the needs of updating knowledge by professionals who lead departments of Marketing and political communication or who aspire to make the professional leap they are looking for in this field. All this through a university program that will provide you with a first-level practical phase, surrounded by the best specialists in this field.

The internship will be carried out with the active participation of the student 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 marketing and political communication (learning to be and learning to relate).

The procedures described below will form the basis of the practical part of the training, and their implementation is subject to both the suitability of the patients and the availability of the center and its workload, with the proposed activities being as follows:

Module	Practical Activity
Management and Strategy of Companies and Organizations	Collaborate in the planning of digital and technological strategies
	Contribute to the implementation of corporate strategies
	Provide support in scenario analysis, decision-making, and contingency planning
	Propose and develop a strategic analysis of people management
Strategic and Operational Marketing	Perform marketing activities of the company
	Collaborate in strategic marketing planning
	Develop Effective Inbound Marketing
	Collaborate in The Development of the Marketing Plan
	Establish profitable strategies in business communication on the Internet
Corporate Communication	Reinforce the company's corporate reputation
	Collaborate in the creation of Corporate Visual Identity and Naming
	Contribute to brand building and brand positioning
	Provide crisis communication support
	Outlining corporate branding strategies
Political Marketing and Institutional Communication	Collaborate in the execution of political and Marketing actions in institutions
	Support in the creation of Marketing plans in institutions
	Implement strategic and corporate actions
	Planning the Institutional Political Agenda
	Carry out governmental communication
	Contribute to the creation of a Political Marketing plan
Electoral Marketing	Conduct electoral market research through quantitative and qualitative techniques
	Conducting studies of voting intentions for polls and estimates
	Collaborate in The Development of the Electoral Campaign Plan
	Contribute in the Organization of the Electoral Campaign
	Manage Reports and Spokesperson Interviews
	Collaborate in the creation of PR strategy and practice. PP
	Carry outpolitical Inbound Marketing

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 entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the 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 of the Internship Program

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

1. TUTOR: During the Hybrid Professional 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 Professional 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 Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional 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 Professional 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 Professional 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.

Where Can I Do the Clinical Internship?

In its maxim of offering quality education within the reach of most people, TECH has been willing to expand academic horizons so that this training can be taught in various centers around the world.. A unique opportunity that allows the professional to continue to grow his career alongside the best professionals in the field of political communication

TECH helps you broaden your professional horizons by providing you with the highest quality training in the world's best offices, agencies, and media outlets"

Students can take the practical part of this Hybrid Professional Master's Degree at the following centers:

School of Business

Match Mode

Country	City
Spain	Barcelona

Address: Avenida Diagonal 696 (08034) Barcelona

The only platform specialized in fashion for the recruitment of freelancers specialized in this sector.

Related internship programs:
- Fashion and Luxury Communication Management
- Communication Company Management

School of Business

Recovery

Country
Argentina

City
San Luis

Address: Rivadavia 470, D5700
San Luis, Argentina

Empresa especializada en Derecho,
Ciencias Económicas y Comunicación

Related internship programs:
- Communication Company Management
- Marketing and Political Communications Management

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%
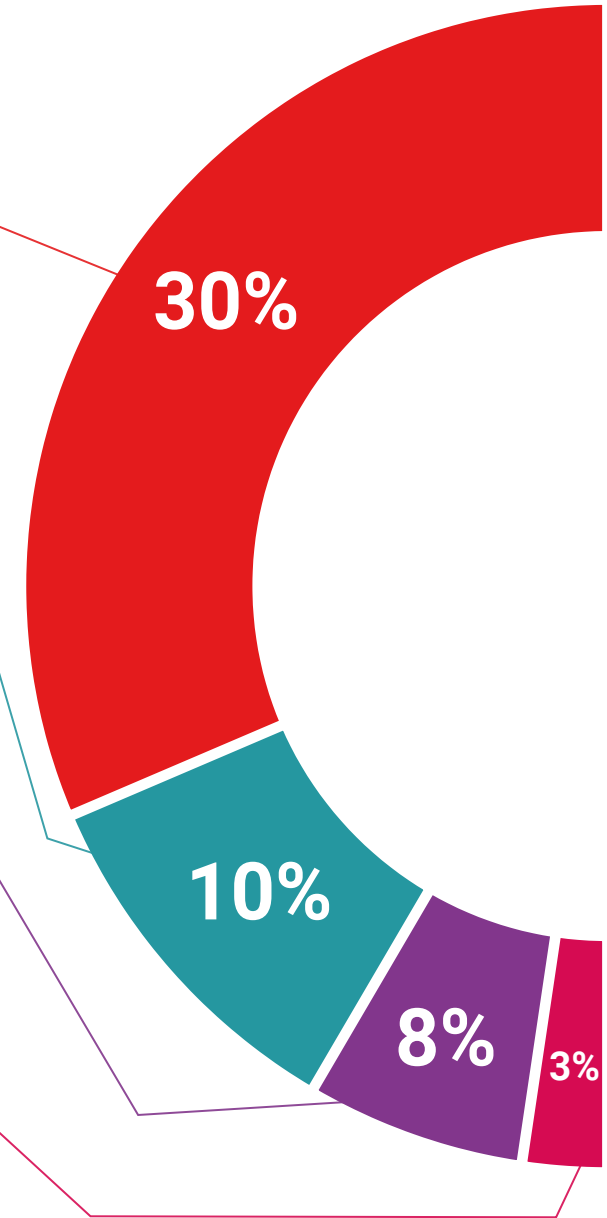
Case Studies

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.

10 Certificate

The Hybrid Professional Master's Degree in Marketing and Political Communications Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree 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 **Hybrid Professional Master's Degree diploma in Marketing and Political Communications Management** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Hybrid Professional Master's Degree in Marketing and Political Communications Management**

Course Modality: **Hybrid (Online)**

Duration: **12 months**

Certificate: **TECH Global University**

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tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Hybrid Professional Master's Degree in Marketing and Political Communications Management

This is a program of 1,620 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Hybrid Professional Master's Degree in Marketing and Political Communications Management

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	5
Master's Degree Thesis (MDT)	0
Total	65

General Structure of the Syllabus

Year	Subject	ECTS	Type
1	Society, Citizenship and Politics	5	CO
1	Management and Strategy of Companies and Organizations	5	CO
1	Strategic and Operational Marketing	5	CO
1	Corporate Communication	5	CO
1	Organizations: Crisis Management and Social Responsibility	5	CO
1	Marketing and Institutional Communication	5	CO
1	Political Marketing	5	CO
1	Electoral Marketing	5	CO
1	Leadership and Personal Communication	5	CO
1	Construction of the Political and Electoral Strategy	5	CO
1	The Electoral Campaign: Conventional Tools for Action	5	CO
1	The Election Campaign: Online Tools for Action	5	CO

Dr. Pedro Navarro Illana
Rector

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

tech global university

Hybrid Professional Master's Degree

Marketing and Political
Communications Management

Modality: **Hybrid (Online)**
Duration: **12 months**
Certificate: **TECH Global University**
Teaching Hours: **1,620 h**

Hybrid Professional Master's Degree

Marketing and Political Communications Management