Hybrid Professional Master's Degree
MBA in Corporate Communications Management (CCO, Chief Communications Officer)

tech global university

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Hybrid Professional Master's Degree
MBA in Corporate Communications Management
(CCO, Chief Communications Officer)

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

Duration: **12 months**

Certificate: **TECH Global University**

60 + 5 ECTS Credits

Website: www.techtitute.com/us/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-mba-corporate-communications-management-cco-chief-communications-officer
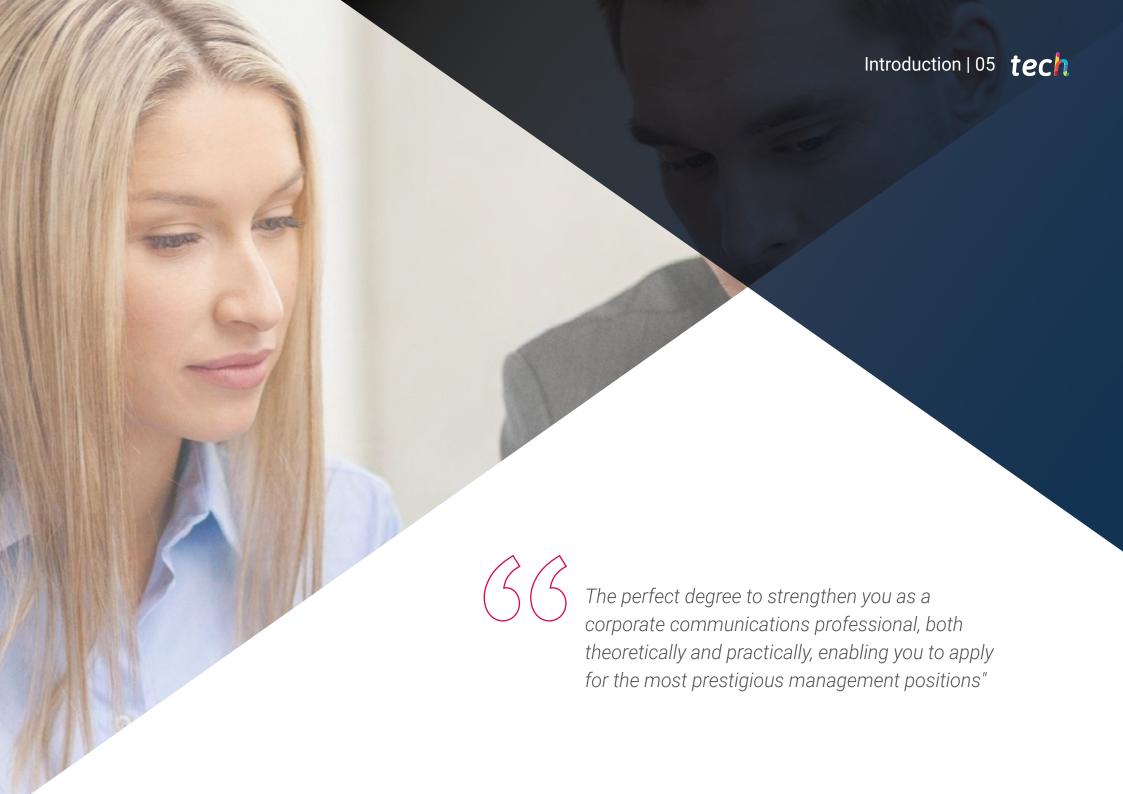
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01
Introduction

Corporate Communication is an area of vital importance, not only because of its function as an information vehicle for thousands of companies around the world but also because the success of these companies depends to a certain extent on it. The strategies outlined by this discipline help to control the entity's discourse, adapting it to the image it wants to show and building a solid and guaranteed reputation. For this reason, the demand for professionals who master this sector is currently very high. Based on this, TECH has developed a complete qualification through which graduates will be able to reinforce their knowledge in this field, as well as perfect their skills through a 3-week stay in a reference company in the sector.

The perfect degree to strengthen you as a corporate communications professional, both theoretically and practically, enabling you to apply for the most prestigious management positions"

The development of the Internet and new technologies has also boosted the digital market. This has opened a successful front for many entities that have found in the online network a space to sell their products and services worldwide. In fact, there are thousands of cases in which almost bankrupt businesses have resurfaced thanks to its implementation in the field of the World Wide Web. However, although it may seem like an unparalleled opportunity, it also has negative connotations, as increased competition has turned the sector into a constant struggle to occupy the top positions in search engines, as well as to maintain a reputation worthy of the best and most committed to ethics and social responsibility.

That is why Corporate Communication has been gaining importance as time has passed, and the market has become an increasingly larger showcase in which transparency and business policy are significant assets that can determine the success and durability of an entity. Based on this, TECH has developed a complete degree through which the graduate will be able to specialize in this field through the exhaustive knowledge of the main strategies of communication planning in the business environment.

This Hybrid Professional Master's Degree is divided into two sections: first, 1,500 hours of theoretical and multidisciplinary content, thanks to which the student will be able to catch up on the latest advances in this field, learn the guidelines of ethics and corporate social responsibility, delve into the management of organizations and delve into communication techniques for specialized sectors. They will also be able to place special emphasis on the most effective digital strategies, as well as on the mastery of the necessary tools.

Once this period is over, the graduate will have access to 3 weeks of practical stay in a reference entity in the Corporate Communication panorama, where they will be able to work actively with a group of professionals of the highest level. In this way, they will be able to consolidate the information acquired in the first section and develop the skills required by the current market.

This **Hybrid Professional Master's Degree MBA in Corporate Communications Management Management (CCO, Chief Communications Officer)** contains the most complete and up-to-date educational program on the market. The most important features include:

* Development of more than 100 case studies presented by corporate communication professionals and university professors with extensive experience in the sector

* 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

* Management of organizations from a strategic point of view through innovative guidelines in the national and international context

* Mastery of ethics and corporate social responsibility through a comprehensive approach to the most innovative guidelines related to business commitment

* 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

* Furthermore, you will be able to do an internship in one of the best corporate communications companies

" *A unique opportunity to add to your resume a practical experience of 120 hours in a reference company in the international panorama of Corporate Communication"*

"

The theoretical section is made up of 1,500 hours of the best content, in which, in addition to the syllabus, you will have access to high-quality multidisciplinary material"

You will work intensively on acquiring the necessary knowledge to implement branding and reputation strategies at the highest level.

During the 12 months of training, you will have unlimited access to the Virtual Campus, where all the content will be hosted from the beginning of the academic activity.

This Professional Master's Degree program is aimed at updating information professionals who work in the Corporate Communication sector. The contents are based on the latest technical evidence and oriented in a didactic way to integrate theoretical knowledge into journalistic practice, and the theoretical-practical elements will facilitate the updating of knowledge and allow decision-making in strategic planning.

Thanks to the multimedia content, developed with the latest educational technology, Marketing professionals will benefit from situated and contextual learning, i.e., a simulated environment that will provide immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

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Why Study this Hybrid Professional Master's Degree?

The mastery of the most advanced techniques and tools of Corporate Communication Management is included in this study program. At the same time, this program distinguishes itself from others of its kind in the market for its ability to combine, to perfection, theoretical and multidisciplinary learning with the development of practical skills. In this way, with the individualized guidance of the best experts, the student will achieve the professional skills most required by this sector in a fast, flexible, and comprehensive way.

"TECH has been a pioneer in combining theoretical study through an innovative online platform with the acquisition of practical skills through an immersive internship. Don't miss this opportunity and enroll now"

1. Updating from the latest technology available

In the field of Corporate Communication, numerous trends have spread in recent years to reinforce the corporate image and brand. Implement these strategies, managers must handle tools and technological resources of varying importance. With this Hybrid Professional Master's Degree in TECH, the student will have immediate access to all of them.

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

Through this updated academic modality, the student will be linked to the best professionals in two major stages. First, they will have excellent professors who will be in charge of teaching them theoretical and other multidisciplinary knowledge in TECH's 100% online learning platform. Subsequently, they will develop skills directly with a team of leading experts from a 3-week intensive stay.

3. Enter into first-class management environments for Corporate Communication.

In the companies chosen by TECH for the professional practice of this Hybrid Professional Master's Degree, students will be able to handle the most up-to-date computer tools and technological resources for Corporate Communication Management. Therefore, upon completing this internship, they will be able to immediately stand out in the labor market for their competitive skills.

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

In this type of study, one of the premises is to learn from the direct practice of various tasks. For this reason, TECH has arranged for all its students to complete practical activities during an intensive 3-week stay. In addition, their progress will be supervised by a designated tutor with an extensive professional background.

5. Expanding the Boundaries of Knowledge

Through its wide network of agreements and contacts, TECH has selected companies of high prestige in Corporate Communication Management that are located in distant geographies. With this teaching strategy, the graduate will complete their studies, acquiring a holistic understanding of the scope and international standards of this sector.

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

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Objectives

Given the importance that Corporate Communication has today and based on the role it plays in the strategic planning of the company, TECH has considered necessary the development of a program through which professionals interested in this field or who want to implement the most effective and innovative branding and reputation techniques to their entities can do so through the course of a theoretical and practical experience. Therefore, the objective of this Hybrid Professional Master's Degree is, precisely, to provide you with all the information you need to reach your highest expectations, as well as the highest professional level.

"

If your objectives include mastering integrated communication plans, this Hybrid Professional Master's Degree will give you the keys to success through its comprehensive management"

General Objective

- The main objective of this Hybrid Professional Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer) is to provide the professional with a comprehensive vision of the communication environment by identifying the particularities of the sector, as well as its impact and repercussion on the business fabric as a whole. Thanks to this, they will acquire a broad, updated and advanced knowledge that will allow them to develop new media ecosystems in today's market. In addition, this will serve to enhance your management, analysis, creativity and leadership skills, as the main competencies of Corporate Communication.

A top level degree designed for its graduates to achieve success through a corporate communication management of reference in the international panorama"

Specific Objectives

Module 1. Organizations Management

- Perform appropriate communication using the most advanced digital tools
- Implement integral communication plans
- Apply the necessary techniques for managing a communication department within different companies and institutions

Module 2. Managerial Skills

- Apply the creative processes to the field to corporate communication
- Implement rigorous metrics that demonstrate the return on the strategic management of intangibles with consolidated non-financial indicators and with direct impact on the business.
- Identify the audiences of media communication. Efficiently manage all aspects of the communication department of any organization

Module 3. Ethics and Corporate Social Responsibility

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

Module 4. Corporative Communication, Brand Strategy and Reputation

- Design innovative strategies and policies to improve management and business efficiency
- Plan and implement integral communication plans

Module 5. Strategic Planning in Corporate Communication

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

Module 6. Management Aspects of Corporate Communication

- Implement management models which allow you to optimize internal communication

Module 7. Communication in Specialized Sectors

- Identify the company environment and their target audience
- Establish complex communication strategies to achieve a link with all audiences

Module 8. Marketing and Communication

- Manage the company's reputation
- Use social networks and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

Module 9. Customer Relationship Management

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

Module 10. Communication Strategy in the Digital World

- Be capable of designing a successful Social Media Plan based on a timeline and a budget

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Skills

The design of each of the programs offered by TECH is carried out not only with the aim of expanding the knowledge of the graduates but also with the purpose of providing them with the most effective strategies so that they can improve their professional skills in a guaranteed manner. Therefore, by completing this Hybrid Professional Master's Degree, you will be prepared to assume the leadership of any project related to corporate communication in the company, something that you will be able to demonstrate through an exhaustive, specialized, and rigorous work.

"
A multidisciplinary program that focuses on perfecting your professional skills through the resolution of simulated cases based on real business experiences"

General Skills

- Specialize in the interpretation and assessment of corporate communication
- Apply the latest trends in business management in the company
- Develop their own personal and managerial skills
- Make decisions in a complex and unstable environment
- Identify the audiences of the media and the competition and develop new projects that will help improvement
- Analyze the diverse sources used from corporate communication
- Apply innovative techniques and concepts used in the speciality
- Use innovative processes that apply to the practice of the profession
- Manage new communication channels on the internet
- Create appropriate communication plans for each sector

With this study program, you will acquire world-class skills to effectively manage a communications department in any business organization"

Specific Skills

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

* Describe the strategic role of integrated and consistent communication with all the stakeholders

* Strengthen leadership skills and competencies of future asset managers

* Establish techniques for creating a personal and professional brand

* Implement rigorous metrics that demonstrate the return on the strategic management of intangibles with consolidated non-financial indicators and with direct impact on the business

* Describe the new rules of communication, own content creation and the relationship with stakeholders in the digital world within which organizations compete

* Plan and implement integrated communication plans

* Establish complex communication strategies to achieve a link with all audiences

* Develop skills and competencies to effectively manage the communication department of any organization in all its aspects

* Describe the essential elements of corporate communication management

* Explore the characteristics of communication in specific sectors

05
Course Management

This study program has been designed by a teaching staff of excellence. All the professors that make up this faculty have extensive theoretical and practical experience in the field of Corporate Communication Management for companies of international prestige. Its trajectory and results have been translated into an innovative syllabus that will bring the student closer to the main technologies and operational strategies of this demanding sector.

The most distinguished professors in this academic field will offer you their personalized guidance throughout a teaching program of 1,500 theoretical and 120 practical hours"

International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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

Management

Mr. Larrosa Guirao, Salvador

- Finance Specialist
- Expert in Market Research, Finance and Risk Analysis
- University Lecturer

Professors

Ms. Gomis Noriega, Silvia

- Specialist in innovation
- R&D&I Coordinator
- Technology Transformation Expert
- Teacher

With the personalized guidance of TECH faculty, you will be able to design innovative strategies and policies that will improve management and business efficiency"

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Educational Plan

A team of experts in Corporate Communication has worked together with TECH to elaborate the content of this Hybrid Professional Master's Degree. Thanks to this, it has been possible to select the most comprehensive and innovative information related to this field and organizational management from the point of view of public image. In addition to the syllabus, the graduate will find on the Virtual Campus a multitude of additional high-quality materials presented in different formats. They will also be able to access it without limits, as well as from any device with an internet connection.

In the Virtual Campus, you will find diverse additional material of the highest quality so that you can expand the syllabus in a personalized way and based on your needs"

Module 1. Organizations Management

1.1. Strategic Management
- 1.1.1. Organisational Design
- 1.1.2. Strategic Position of the Business
- 1.1.3. Competitive and Corporate Strategies

1.2. Corporate Finance
- 1.2.1. Financial Policy and Growth
- 1.2.2. Company Valuation Methods
- 1.2.3. Capital Structure and Financial Leverage
- 1.2.4. Finance for the Global Communications Officer

1.3. Strategic Leadership for Intangible Asset Economy
- 1.3.1. Cultural Alignment Strategies
- 1.3.2. Corporate and Differentiating Leadership
- 1.3.3. Change and Transformation Agent

1.4. Economic Situation
- 1.4.1. The Fundamentals of the Global Economy
- 1.4.2. The Globalization of Companies and Financial Markets
- 1.4.3. Entrepreneurship and New Markets

1.5. Innovation and Digital Transformation
- 1.5.1. Management and Strategic Innovation
- 1.5.2. Creative Thinking and Design Thinking
- 1.5.3. Open Innovation
- 1.5.4. Sharing Economy

1.6. International Context
- 1.6.1. Geopolitics
- 1.6.2. Divisive Markets and Types of Change
- 1.6.3. Hedging with Currency Exchange Contracts
- 1.6.4. Foreign Investments and Exportation Financing

Module 2. Managerial Skills

2.1. Public Speaking and Spokesperson Education
- 2.1.1. Interpersonal Communication
- 2.1.2. Communication Skills and Influence
- 2.1.3. Communication Barriers

2.2. Communication and Leadership
- 2.2.1. Leadership and Leadership Styles
- 2.2.2. Motivation
- 2.2.3. Skills and Abilities of the Leader 2.0

2.3. Personal Branding
- 2.3.1. Strategies to Develop Personal Branding
- 2.3.2. Personal Branding Laws
- 2.3.3. Tools for Creating Personal Brands

2.4. Team Management
- 2.4.1. Work Teams and Management Meetings
- 2.4.2. Managing Change Processes
- 2.4.3. Managing Multicultural Teams
- 2.4.4. Coaching

2.5. Negotiation and Conflict Resolution
- 2.5.1. Effective Negotiation Techniques
- 2.5.2. Interpersonal Conflicts
- 2.5.3. Intercultural Negotiation

2.6. Emotional Intelligence
- 2.6.1. Emotional Intelligence and Communication
- 2.6.2. Assertiveness, Empathy, and Active Listening
- 2.6.3. Self-Esteem and Emotional Language

2.7. Relational Capital: Co-working
- 2.7.1. Managing Human Capital
- 2.7.2. Performance Analysis
- 2.7.3. Managing Equality and Diversity
- 2.7.4. Innovation in People Management

2.8. Time Management
- 2.8.1. Planning, Organisation and Control
- 2.8.2. The Methodology of Time Management
- 2.8.3. Action Plans
- 2.8.4. Tools for Efficient Time Management

Module 3. Ethics and Corporate Social Responsibility

3.1.   The Managerial Role and CSR
    3.1.1.   Strategic Vision and Corporate Social Responsibility
    3.1.2.   Balanced Scorecard
    3.1.3.   Systems and Models for Implementing CSR
    3.1.4.   Organization of CSR Roles and Responsibilities

3.2.   Corporate Responsibility
    3.2.1.   Value Creation in an Economy of Intangibles
    3.2.2.   CSR: Corporate Commitment
    3.2.3.   Social, Environmental, and Economic Impact

3.3.   Responsible Finance and Investment
    3.3.1.   Sustainability and Responsibility of the Financial Manager
    3.3.2.   Transparency in Information
    3.3.3.   Finance and Responsible Investment
    3.3.4.   Social Economy, Cooperativity and Corporate Social Responsibility

3.4.   Business and Environment
    3.4.1.   Sustainable Development
    3.4.2.   Legislative Development in Environmental Responsibility
    3.4.3.   Response of Companies to Environmental Problems
    3.4.4.   Waste and Emissions

3.5.   Packaging and Environment
    3.5.1.   Packaging as a Differentiation Business Strategy
    3.5.2.   Encouragement and Communication at the Point of Sale
    3.5.3.   Packaging Design and Future Trends

3.6.   Systems and Tools for Responsable Management
    3.6.1.   Social Responsibility Management Systems
    3.6.2.   Integration Systems
    3.6.3.   Quality Management Systems, the Environment and Occupational Health and Safety
    3.6.4.   Audits

3.7.   Business ethics
    3.7.1.   Ethical Behavior in Companies
    3.7.2.   Deontology and Ethical Codes
    3.7.3.   Fraud and Conflicts of Interest

3.8.   Multinationals and Human Rights
    3.8.1.   Globalization, Human Rights and Multinational Companies
    3.8.2.   Multinational Companies and International Law
    3.8.3.   Specific Legal Instruments

3.9.   Legal Environment and Corporate Governance
    3.9.1.   International Rules on Importation and Exportation
    3.9.2.   Intellectual and Industrial Property
    3.9.3.   International Labor Law

Module 4. Corporative Communication, Brand Strategy and Reputation

4.1.   Coporate Identity and Strategic Vision
    4.1.1.   Identity and Redefining Business Values
    4.1.2.   Corporate Business Culture
    4.1.3.   Communication Department Challenges
    4.1.4.   Public Image and Projection

4.2.   Corporate Brand Strategy
    4.2.1.   Public Image and Stakeholders
    4.2.2.   Corporate Branding Strategy and Management
    4.2.3.   Corporate Communication Strategy in Line with Brand Identity

4.3.   Reputation Theory
    4.3.1.   Reputation as a Paradigm of a Good Company
    4.3.2.   The Concept of Corporate Reputation
    4.3.3.   Internal Reputation
    4.3.4.   Influence of Internationalization on Corporative Reputation

4.4.   Reputation Evaluation
    4.4.1.   Corporative Reputation Audit
    4.4.2.   Listed Companies Reputation Monitor
    4.4.3.   Reputational Good Governance Index
    4.4.4.   Analysis of Sectorial Reputation

4.5.   Reputation Management
    4.5.1.   Corporative Reputation Management
    4.5.2.   Focus on Brand Reputation
    4.5.3.   Leadership Reputation Management
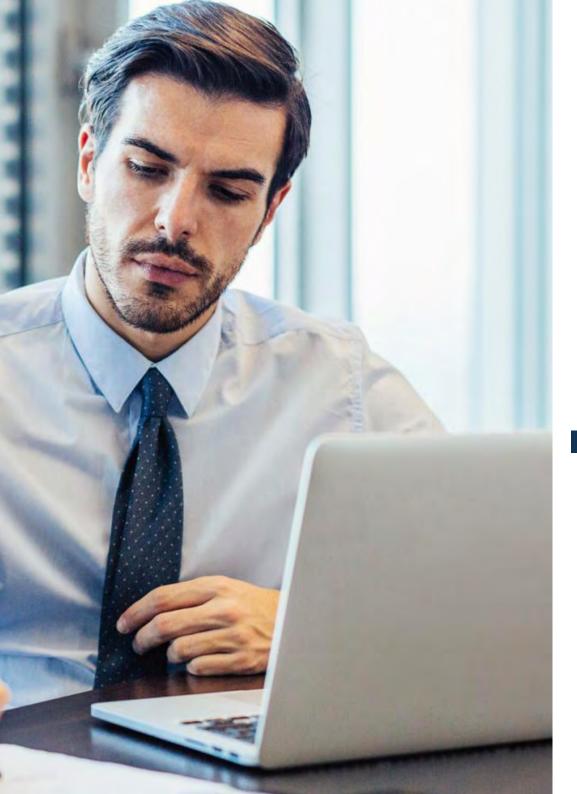
Module 5. Strategic Planning in Corporate Communication

Module 6. Managing Aspects of Corporate Communication

.4. Effects of the Media

6.4.1. Efficiency of Commercial and Advertising Communication

6.4.2. Theories on the Effects of the Media

6.4.3. Social and Co-creation Models

6.5. Press Offices and Their Relationship with Communication Media

6.5.1. Identifying Opportunities and Information Needs

6.5.2. Management of Reports and Spokesperson Interviews

6.5.3. Virtual Press Room and e-Communication

6.5.4. Buying Advertising Space

6.6. Public Relations

6.6.1. PR Strategy and Practice

6.6.2. Protocol and Ceremonial Rules

6.6.3. Event Organization and Creative Management

6.7. Lobbies and Pressure Groups

6.7.1. Opinion Groups and their Actions in Businesses and Institutions

6.7.2. Institutional Relations and Lobbying

6.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

6.8. Internal Communication

6.8.1. Motivational Programs, Social Action, Participation and Training with HR

6.8.2. Internal Communication Support and Tools

6.8.3. Internal Communication Plan

6.9. Branding & Naming

6.9.1. Brand Management and Coordination in Launching of New Products

6.9.2. Brand Repositioning

6.10. Audience Forecasting and Data Sources

6.10.1. Measurement Units and Audience Profiles

6.10.2. Affinity, Sharing, Rating and GRPs

6.10.3. Current Suppliers in the Advertising Market

Module 7. Communication in Specialized Sectors

7.1. Financial Communication

7.1.1. Value of Intangibles

7.1.2. Financial Communication in Listed Companies

7.1.3. The Issuers of the Financial Communication

7.1.4. Public Objective in Financial Operations

7.2. Political and Electoral Communication

7.2.1. Image in Political and Electoral Campaigns

7.2.2. Political Advertising

7.2.3. Political and Electoral Communication Plan

7.2.4. Electoral Communication Audits

7.3. Communication and Health

7.3.1. Journalism and Health Information

7.3.2. Interpersonal and Group Communication the Field of Health

7.3.3. Communication Risk and Communicative Management in Health Crisis

7.4. Digital Culture and Hypermedia Museography

7.4.1. Production and Diffusion of Art in the Digital Era

7.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences

7.4.3. Constructive Participation in the Digital Culture

7.5. Communication at the Forefront of Public Organizations

7.5.1. Communication in the Public Sector

7.5.2. Strategy and Creation in Public Organization Communications

7.5.3. Intangible Assets in the Public Sector

7.5.4. Information Policy of Public Organizations

7.6. Communications in Non-Profit Organizations

7.6.1. NPO and Relationship with Government Agencies

7.6.2. Corporative Reputation in NonProfit Organizations

7.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations

7.6.4. Different Figures and Communication Media

Module 8. Marketing and Communication

8.1.   Product Placement and Branded Content
    8.1.1.   Unique Forms of Communication and Brand Placement
    8.1.2.   Concepts, Products and Services in User-Friendly Media
8.2.   Digital Media Planning and Contracting
    8.2.1.   Real Time Bidding
    8.2.2.   Integrated Digital Campaign Planning
    8.2.3.   Advertising Investment Control Scorecard
8.3.   Promotional Marketing
    8.3.1.   Consumer Promotions
    8.3.2.   Sales Force, Channel, Point of Sale and Special Promotions
    8.3.3.   Success and Cost Effectiveness of Promotional Actions
8.4.   Planning, Execution and Measurement of SEM Campaigns
    8.4.1.   Search Engine Marketing
    8.4.2.   Conversion of Traffic to Qualified Traffic
    8.4.3.   SEM Project Management
8.5.   Metrics and Results Analysis in Public Digital Campaigns
    8.5.1.   Ad servers
    8.5.2.   Traditional Metrics in Digital GRPs
    8.5.3.   Cross-Media and Interactions
8.6.   Display Advertising, Rich Media and Viral Publicity
    8.6.1.   Media, Formats and Supports
    8.6.2.   The Conversion Cycle
    8.6.3.   Buzz Marketing and WOM
8.7.   Mobile Marketing, Geo-Localization and Internet TV
    8.7.1.   New Mobile Marketing Applications
    8.7.2.   Geo-localization
    8.7.3.   Applications which Integrate Websites, Geotagging and Mobile
8.8.   Advertising Effectiveness
    8.8.1.   Research Techniques and Tracking Campaigns
    8.8.2.   Coverage and Effective Frequency Analysis
    8.8.3.   Notoriety and Time Distribution Patterns of Advertising Pressure

Module 9. *Customer Relationship Management*

9.1.   CRM and Relational Marketing
    9.1.1.   Business Philosophy or Strategic Orientation
    9.1.2.   Customer Identification and Differentiation
    9.1.3.   The Company and its Stakeholders
    9.1.4.   Clienting Clienteling
9.2.   Database Marketing and Customer Relationship Management
    9.2.1.   Database Marketing Applications
    9.2.2.   Laws and Regulations
    9.2.3.   Information Sources, Storage, and Processing
9.3.   Consumer Psychology and Behavior
    9.3.1.   The Study of Consumer Behavior
    9.3.2.   Internal and External Consumer Factors
    9.3.3.   Consumer Decision Process
    9.3.4.   Consumerism, Society, Marketing, and Ethics
9.4.   Consumer Centric Marketing
    9.4.1.   Segmentation
    9.4.2.   Profitability Analysis
    9.4.3.   Customer Loyalty Strategies
9.5.   CRM Management Techniques
    9.5.1.   Direct Marketing
    9.5.2.   Multichannel Integration
    9.5.3.   Viral Marketing
9.6.   Advantages and Risks of Implementing CRM
    9.6.1.   CRM, Sales and Costs
    9.6.2.   Customer Satisfaction and Loyalty
    9.6.3.   Technology Implementation
    9.6.4.   Strategic and Management Errors

Module 10. Communication Strategy in the Digital World

10.1.   Web 2.0 or the Social Web
  10.1.1.   Organization in the Age of Conversation
  10.1.2.   Web 2.0 Is All About People
  10.1.3.   Digital Environment and New Communication Formats
10.2.   Digital Communication and Reputation
  10.2.1.   Online Reputation Report
  10.2.2.   Etiquette and Best Practices in Social Networking
  10.2.3.   Branding and Networking 2.0
10.3.   Designing and Planning an Online Reputation Plan
  10.3.1.   Overview of the Main Social Media in Spain
  10.3.2.   Brand Reputation Plan
  10.3.3.   General metrics, ROI, and Social CRM
  10.3.4.   Online Crisis and Reputational SEO
10.4.   Generalist, Professional and Microblogging Platforms
  10.4.1.   Facebook
  10.4.2.   LinkedIn
  10.4.3.   Google+
  10.4.4.   Twitter
10.5.   Video, Image, and Mobility Platforms
  10.5.1.   YouTube
  10.5.2.   Instagram
  10.5.3.   Flickr
  10.5.4.   Vimeo
  10.5.5.   Pinterest
10.6.   Content Strategy and Storytelling
  10.6.1.   Corporate Blogging
  10.6.2.   Content Marketing Strategy
  10.6.3.   Creating a Content Plan
  10.6.4.   Content Curation Strategy
10.7.   Social Media Strategies
  10.7.1.   Corporate PR and Social Media
  10.7.2.   Defining the Strategy to be Applied in Each Medium
  10.7.3.   Analysis and Evaluation of Results

After completing this Hybrid Professional Master's Degree, you will stand out from the rest of your professional peers for your ethics and corporate social responsibility"

07
Internship

Once the 1,500 hours of purely academic experience have been completed, the graduate will have access to a 3-week internship in a leading company within the Corporate Communication sector. In this way, TECH offers the possibility of completing their training by actively participating in the day-to-day work of an international entity alongside a team of top-level professionals. Therefore, you will not only be able to implement the strategies developed in the theoretical section, but you will also be able to work actively in the improvement of your skills by implementing them in the training.

During the practical period you will be accompanied by an expert in Corporate Communication Management so that you can acquire from him the best practices in the workplace"

The curriculum of this practical MBA program in Corporate Communications Management (CCO, Chief Communications Officer) has been designed taking into consideration not only the needs of the students but also the skills demanded by companies in this sector in the current job market. For this reason, during the 3-week stay, the graduate will become part of a team specialized in this area, with which they will actively collaborate in the design and management of information products for different entities.

This experience, consisting of 120 hours, will be carried out from Monday to Friday with 8 consecutive hours of work with an assistant expert, who will not only ensure that the conditions of the program are met but will also transmit his knowledge to the student so that he can take advantage of it in the development of his practical activity. In this way, you will have all the necessary support to obtain a guaranteed high level of strategic planning in corporate communication.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the competencies necessary for the provision of a communicative management service that requires a high level of qualification and is oriented towards specific training for the exercise of the activity, in an environment that is highly beneficial for personal and professional development.

Therefore, it is a unique opportunity to work on your information skills in specialized sectors, as well as to get up to date with the branding and reputation strategies that are having the best results so far. In addition, you will be able to work with the most sophisticated and innovative tools, allowing you to add to your resume skills through demonstrable work experience and real projects.

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 Corporate Communication Management praxis (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:

A program that will make you stand out for your team management, your promotion of emotional intelligence, and the use of Coworking as an indispensable tool to carry out the best projects"

Module	Practical Activity
More innovative managerial skills for the 21st-century company	Apply different tools and strategies for personal brand building
	Implement an adequate management of teams and human capital, with emphasis on Coworking
	Develop coaching strategiesto boost the work of the team
Others Management Aspects of Corporate Communication	Develop a Corporate Communication Strategy in Line with Brand Identity
	Apply corporate reputation auditing and sectoral reputation analysis
	Prepare spokespersons through procedures, crisis manuals, and contingency plans for emergency situations involving the environmental or social image of the brand
	Managing the company's accountability system
Latest trends in strategic planning in Corporate Communication	DetectingInsights Focus Group for strategic planning
	Planning strategic interviewing and psychometric techniques
	Develop Counterbriefing or Creative Briefing tactics, as well as 360º campaigns
	Implement metrics in the communication and effectiveness evaluation process
Innovative marketing and communication strategies in Corporate Communication Management	Planning digital media hiring
	establish the Sales Force, Channel, Point of Sale and Special Promotions
	Execute and measure SEM campaigns
	Implementing Metrics for the particular analysis of results in digital advertising campaigns
What's new in the business communication strategy for the digital environment?	Designing an online reputation plan with an emphasis on social networks
	Use the main online monitoring tools
	Apply general metrics, ROI, and social CRM Online crisis and reputational SEO

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 for Internship Program

The general terms and conditions of the internship program agreement shall be 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 Internship?

When choosing the centers where the internships are carried out, TECH always selects the best ones, based not only on their experience but also on the opinions of their clients and the degree of innovation they use in their daily activities. Thanks to this, it is possible to offer the best internships, in which the graduate not only has access to the most sophisticated and innovative tools but in which they will be accompanied by a series of renowned professionals in the sector. In this way, the training not only serves you to gain work experience but also to demonstrate your skills in any personnel selection process.

A significant asset that will undoubtedly open many doors to companies of the highest level in your professional future"

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

School of Business

Infomedia

Country	Autonomous City of Buenos Aires
Argentina	
City	

Address: Avda. Santa Fe 1752 3ºA
Ciudad de Buenos Aires

Communication and content management agency

Related internship programs:
- Digital Communication and Reputation Management

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School of Business

Premium global health care Madrid

County
Spain

City
Madrid

Address: C. de Víctor de la Serna, 4, 28016 Madrid

Multidisciplinary center, specialized in rehabilitation, readaptation and personal training

Related internship programs:
- MBA in Digital Marketing
- Project Management

School of Business

Premium global health care Fuenlabrada

Country
Spain

City
Madrid

Address: Paseo de Roma, 1, 28943 Fuenlabrada, Madrid

Multidisciplinary center specialized in rehabilitation, rehabilitation and personal training

Related internship programs:
- MBA in Digital Marketing
- Project Management

School of Business

Premium global health care Pozuelo

Country
Spain

City
Madrid

Address: Centro Comercial Monteclaro, Local 59.4, s/n, Av. de Monteclaro, d, 28223 Pozuelo de Alarcón, Madrid

Center specialized in rehabilitation, readaptation and personal training

Related internship programs:
- MBA in Digital Marketing
- Project Management

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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.

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Certificate

The Hybrid Professional Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer) 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 MBA in Corporate Communications Management (CCO, Chief Communications Officer)**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 MBA in Corporate Communications Management (CCO, Chief Communications Officer)**

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

Duration: **12 months**

Certificate: **TECH Global University**

Recognition: **60 + 5 ECTS Credits**

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

Hybrid Professional Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer)

This is a program of 1,620 hours of duration equivalent to 65 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
Chancellor

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Hybrid Professional Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer)

General Structure of the Syllabus

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
1º	Organizations Management	6	CO
1º	Managerial Skills	6	CO
1º	Ethics and Corporate Social Responsibility	6	CO
1º	Corporative Communication, Brand Strategy and Reputation	6	CO
1º	Strategic Planning in Corporate Communication	6	CO
1º	Management Aspects of Corporate Communication	6	CO
1º	Communication in Specialized Sectors	6	CO
1º	Marketing and Communication	6	CO
1º	Customer Relationship Management	6	CO
1º	Communication Strategy in the Digital World	6	CO

Dr. Pedro Navarro Illana
Chancellor

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

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Hybrid Professional Master's Degree

MBA in Corporate Communications Management (CCO, Chief Communications Officer)

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

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Hybrid Professional Master's Degree

MBA in Corporate Communications Management (CCO, Chief Communications Officer)

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