Hybrid Executive Master's Degree
MBA in Communication Company Management

tech global university

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Hybrid Executive Master's Degree
MBA in Communication
Company Management

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

Duration: **12 months**

Certificate: **TECH Global University**

Accreditation: **60 + 4 ECTS**

Website: **www.techtitute.com/us/school-of-business/hybrid-executive-master-degree/hybrid-executive-master-degree-mba-communication-company-management**

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01
Introduction

Communication companies have a great impact nowadays, as they are in charge of disseminating information about what is happening in the world. Therefore, it is important that they have impartial managers who show an unbiased perspective of events. Therefore, the director in charge must have an up-to-date vision of everything that is happening around them, knowing each area of their business from a global perspective, which will help them to make the right decisions at all times. Achieving benefits to continue working in a plural and ideologically free way. In this way, this program will allow students to learn and do everything they need to undertake as the director of any company in this sector.

This program will allow you to advance in your career as a communicator, being able to hold a managerial position in the most important companies worldwide"

The management of a company has different functions, from the planning of projects to the organization of resources. A director of a communication company is, therefore, a professional who is highly qualified to deal with all the administrative aspects of their organization and, at the same time, has an unbiased perspective of events in order to disseminate them with the greatest veracity.

In this sense, TECH presents this blended program, in which the student will be able to address all relevant aspects of their profession, opening the way to new career opportunities. In this way, you will have access to an up-to-date syllabus completely online. Here, you will be able to identify the latest trends in business management, build a development plan and improve your detection, analysis and problem-solving skills.

All the content will be presented by a prestigious teaching staff, made up of professionals of the highest level. They will also provide various practical examples, complementary bibliography and, above all, their extensive experience to address the student's doubts.

At the end of the online modality, the student will be able to carry out an on-site internship in a prestigious agency. In this way, they will complete a series of activities that will help them to develop managerial and leadership skills, which will help them to face any situation in their daily practice. In this sense, you will be able to assume new responsibilities, managing a media of great national and international importance.

Throughout the course of the program, the student will have the support of a professional assistant. Therefore, you will learn, first-hand, the new technologies and strategies of this discipline, including technical skills to exercise this position in an ethical and responsible way. In addition, you will have access to an exclusive set of 10 additional Masterclasses, prepared by an internationally renowned expert and specialist in Communication and Marketing.

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

- Development of more than 100 case studies presented by experts in Communication Company Management

- The graphic, schematic and practical contents with which they are conceived, gather specific information on those disciplines that are essential for professional practice

- Comprehensive plans of systematized action in the field of business

- Algorithm-based interactive learning system for decision making on the situations presented

- Practical guides for the use of the main Business Sciences tools

- Its special emphasis on the most innovative methodologies for the application of business management and communication techniques

- All this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments

- Content that is accessible from any fixed or portable device with an Internet connection

- In addition, you will be able to do an internship in one of the best business centers in the world

Broaden your knowledge with TECH! You will have the opportunity to access 10 unique and complementary Masterclasses, led by an internationally renowned teacher in Communication and Marketing"

*The duality of this program
is perfect to learn and do at
the same time. An advantage
that is only possible at TECH"*

*This is your opportunity to make the leap
in your career. Enroll now and you will have
12 months of theoretical learning and a
practical internship to hone and perfect
your skills in business management.*

*Empower the executive management
of any communication company
thanks to the knowledge that this
complete TECH program will provide.*

In this Hybrid Executive Master's Degree, of a professional nature and blended learning modality, the program is aimed at updating professionals specialized in journalism or business and who require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge in their daily practice. In this way, the theoretical-practical elements will facilitate the updating of knowledge and will allow decision making in complex environments.

Thanks to its multimedia content developed with the latest educational technology, they will allow the professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to prepare for 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, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

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Why Study this Hybrid Executive Master's Degree?

This Hybrid Executive Master's Degree is a unique opportunity for professional expansion as it contains a syllabus that meets the needs of anyone who wishes to enhance their level of expertise. You will be able to combine the theoretical part with practical training in a renowned communication company, where you will be able to interact and work with a team of experts. As a result, during 3 weeks, you will review all your knowledge and will prove your ability to continue developing your career in the area of Communication Business Management.

Only with TECH will you be able to experience a new way of learning by doing with professionals of the highest academic level"

1. Updating from the latest technology available

Technological innovation and equipment is essential for the operation of communication companies. For this reason, in order to work in this field, it is necessary for the professional to recognize the management of each of the most advanced tools and strategies. For this reason, TECH has established relevant agreements with cutting-edge organizations that will offer the student the possibility of seeing the development of activities from the management of a cutting-edge communication company at first hand. Therefore, through its technology, the student will be able to see the current management dynamics in this field.

2. Gaining in-depth knowledge from the experience of top specialists

The student through this Hybrid Executive Master's Degree will verify the actions driven from the management of a communication company and will learn what is necessary to perform successfully in their day to day work. Always under the guidance of an expert tutor who will guide you at every stage you need.

3. Enter into first-class business environments

The specialist will have guaranteed access to a prestigious business environment in the corporate area, thanks to the rigorous selection made to determine the best organizational environment for internships. In this way, they will be able to experience the day-to-day of a demanding, rigorous and exhaustive work area, always applying the new trends in terms of work methodology.

4. Combining the best theory with state-of-the-art practice

This program has been designed to provide all possible conditions for the professional who wishes to advance their career through training. The theoretical knowledge obtained will be applied immediately and new skills will be developed by the hand of an expert multidisciplinary team during the internship. Undoubtedly, an effective way to learn by doing.

5. Expanding the boundaries of knowledge

This program breaks down the frontiers of education with the possibility of studying from wherever you are, thanks to the online mode of the theoretical part. Then, the possibility of choosing a business center of your choice from a list of possibilities guarantees the opening to global scenarios according to the student's own choice.

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

03

Objectives

This Hybrid Executive Master's Degree offers students the opportunity to update their knowledge, while developing their skills to opt for a position of great importance in the world of communications. As such, this degree offers everything necessary to achieve this objective, from innovative and complete contents, to expert teaching staff, without forgetting the practical mode in a reference agency.

"

TECH helps you achieve your goals and therefore, presents this Hybrid Executive Master's Degree that will meet all your expectations"

General Objective

- The objective of this program focuses on helping students develop their managerial and leadership skills to assume this position in any company. Improving, also, their competencies to the maximum in an environment that requires a sociable, persuasive and understanding profile. For all this, you will be able to defend your company's interests and gain public recognition as a trustworthy company to turn to for up-to-date information

This program will help you achieve a unique opportunity: Managing a large media company"

Specific Objectives

* Define the latest trends developments in business management
* Build a plan for the development and improvement of personal and managerial skills
* Develop strategies to carry out decision-making in a complex and unstable environment
* Develop the ability to detect, analyze and solve and problem solving
* Gain knowledge about all the techniques to manage a communication company
* Know how to identify the audiences of the media
* Know how to identify the company's environment and target audiences
* Know how to manage your company's reputation
* Manage a large media company with an overview of what is happening in their company and in their competition
* Develop management and leadership skills
* Be able to develop the company's human resources
* Implement a strategic plan in the company
* Manage distribution channels
* Apply advertising policies appropriate to the company's objectives
* Design crisis communication plans
* Develop information products from an innovative point of view

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Skills

Upon successfully completing each module of the syllabus, students will acquire the professional competencies required to advance professionally in their field. Therefore, they will be able to manage a communication company with fluency, leadership and impartiality. Aspects that are highly valued today in this sector.

" The great opportunities that await you upon completion of this program will catapult you to success in just a few months"

General Skills

* Acquire the managerial skills that will enable them to develop successful marketing and communication strategies

* Apply the knowledge acquired in a multidisciplinary environment and their ability to solve problems in new or unfamiliar environments within broader contexts related to the Management of Communication Companies

* Develop the capacity for critical analysis and research in your professional field

* Communicate their conclusions and the ultimate knowledge and rationale behind them to specialized and non-specialized audiences in a clear and unambiguous manner

* Integrate new knowledge into their daily work with maximum efficiency

* Acquire skills to work as a team, from leadership and motivation

Update your knowledge in Communication Business Management with this exclusive TECH program"

Specific Skills

* Manage a large media company with an overview of what is happening in their company and in their competition

* 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

* Be up to date on the different events that happen in the world and that are of general interest to citizens

* In-depth analysis of the company and the competition

* Develop an appropriate communication plan, taking into account traditional and digital media, such as Social Media

* Apply innovation in the different areas of the company

* Develop the managerial function in any type of media

05
Course Management

The professionals in charge of the online modality are leading experts in marketing and business management. They will put all their experience at the disposal of the students with the objective of turning them into highly qualified managers. In this way, they will have all the knowledge to face the internship program and, later, any challenge of their daily work within the field.

This is the best teaching staff you can rely on. Experts of great renown within the marketing and business management field"

International Guest Director

With a strong background in Communications and Marketing, Bianca Freedman has served as Chief Executive Officer (CEO) at Edelman's Canada division, where she has led strategy, operations and culture in the region. In fact, she has played a crucial role in the evolution, promotion and protection of brands and reputations in a dynamic media environment. In addition, she has been one of the Executive Positioning experts within Edelman's global network, a critical area where business leaders are increasingly in demand.

She has also held other prominent positions at Edelman, including Chief Operating Officer (COO) and General Manager. In these roles, she has led some of the organization's most important and complex projects in both the private and public sectors, working with some of the country's most prestigious companies to transform their presence with employees, customers and shareholders.

Bianca Freedman's career has also included positions at InfinityComm Inc. as Account and Public Relations Manager, as well as at Credit Valley Hospital, where she has served as Marketing and Communications Coordinator. She has also held Marketing, Public Relations and Social Media Manager roles at Walmart, where she has been instrumental in communications innovation, both in Canada and in the San Francisco Bay Area, alongside the company's global e-commerce group.

Notably, as an active member of the community, she has served on the Humber PR Advisory Board and volunteers with the Community Association for Riders with Disabilities (CARD). And she is fully committed to removing barriers to entering the job market, as well as supporting high-potential talent.

Ms. Freedman, Bianca

- Chief Executive Officer (CEO) at Edelman, Canada
- Manager of Marketing, Public Relations and Social Media at Walmart
- Marketing and Communications Coordinator, Credit Valley Hospital, Credit Valley
- Account and Public Relations Manager at InfinityComm Inc
- IWF Fellowship in Business Administration and Management from INSEAD
- Transformational Leadership, Business Administration and Management Program at Harvard Business School
- Postgraduate degree in Public Relations from Humber College
- B.A. in Political Science, Communication Studies, from McMaster University
- Member of: Humber PR Advisory Board and Community Association for Riders with Disabilities (CARD)

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

Management

Ms. Iñesta Fernández, Noelia

- Media Research Specialist
- Journalist and Social Media Manager
- Specialist in the Commercial and Communication Department at Greterika Group
- Head of Communication and Marketing at Anfeda Corporate
- PhD in Media Research at UC3M
- Master's Degree in Social Media Management at the Social Media Institute
- Master's Degree in Applied Media Research at UC3M
- Degree in Sociology from the Spanish National University of Distance Education
- Degree in Journalism at UC3M
- Higher Technician in Audiovisual Production Alfonso X el Sabio High School

> *The curricular profile of each of the teachers of this course is an indication of the quality of the content available in this program"*

Educational Plan

This Hybrid Executive Master's Degree in Communication Company Management contains the most up-to-date syllabus on the educational market. It has been developed by the best experts in the industry, allowing the student to address in depth all the essential aspects to manage the human resources of a company and maintain a corporate strategy in line with the digital era.

Develop your full potential in a practical way and together with a team of experts who will show you the managerial functions of the communication company"

Module 1. Management and Leadership

1.1. General Management
    1.1.1. The Concept of General Management
    1.1.2. The Role of the Director
    1.1.3. The CEO and their Responsibilities
    1.1.4. Transforming the Work of Management
1.2. Management and Leadership Development
    1.2.1. Concept of Management Development
    1.2.2. Concept of Leadership
    1.2.3. Leadership Theories
    1.2.4. Leadership Styles
    1.2.5. Intelligence in Leadership
    1.2.6. The Challenges of Today's Leader
1.3. Negotiation
    1.3.1. Intercultural Negotiation
    1.3.2. Negotiation Focuses
    1.3.3. Effective Negotiation Techniques
    1.3.4. Restructuring
1.4. Human Resources Management by Competencies
    1.4.1. Analysis of the Potential
    1.4.2. Remuneration Policy
    1.4.3. Career/Succession Planning
1.5. Talent Management and Commitment
    1.5.1. Keys for Positive Management
    1.5.2. Talent Map of the Organization
    1.5.3. Cost and Added Value
1.6. Innovation in Talent and People Management
    1.6.1. Strategic Talent Management Models
    1.6.2. Talent Identification, Training and Development
    1.6.3. Loyalty and Retention
    1.6.4. Proactivity and Innovation

1.7. Developing High-Performance Teams
    1.7.1. Personal Factors and Motivation for Successful Work
    1.7.2. Integrating a High-Performance Team
    1.7.3. People and Business Change and Development Projects
    1.7.4. Financial Keys for HR: Business and People
1.8. Motivation
    1.8.1. The Nature of Motivation
    1.8.2. Expectations Theory
    1.8.3. Needs Theory
    1.8.4. Motivation and Financial Compensation
1.9. Organizational Changes
    1.9.1. The Transformation Process
    1.9.2. Anticipation and Action
    1.9.3. Organizational Learning
    1.9.4. Resistance to Change
1.10. Financial Diagnosis
    1.10.1. Concept of Financial Diagnosis
    1.10.2. Stages of Financial Diagnosis
    1.10.3. Assessment Methods for Financial Diagnosis

Module 2. Business Strategy

2.1. Strategic Management
    2.1.1. The Concept of Strategy
    2.1.2. The Process of Strategic Management
    2.1.3. Approaches in Strategic Management
2.2. Planning and Strategy
    2.2.1. The Plan in a Strategy
    2.2.2. Strategic Positioning
    2.2.3. Strategy in Companies
    2.2.4. Planning
2.3. Strategy Implementation
    2.3.1. Indicator Systems and Process Approach
    2.3.2. Strategic Map
    2.3.3. Differentiation and Alignment

Module 3. Organization, Management and Corporate Policies

3.8. Distribution Channel Management

    3.8.1. Concept and Functions of Commercial Distribution

    3.8.2. Design and Management of Distribution Channels

3.9. Advertising Communication

    3.9.1. Integrated Marketing Communication

    3.9.2. Advertising Communication Plan

    3.9.3. *Merchandising* as a Communication Technique

3.10. E-Commerce

    3.10.1. Introduction to E-Commerce

    3.10.2. Differences between Traditional Commerce and E-commerce

    3.10.3. Technological E-Commerce Platforms

Module 4. Communication Company Management

4.1. The Industries of Communication

    4.1.1. Mediamorphosis

    4.1.2. Digital Transformation

    4.1.3. Cybermedia

4.2. Legal and Economic Structure of Communication Enterprises

    4.2.1. Individual Entrepreneur

    4.2.2. Trading Companies

    4.2.3. Media Conglomerates

4.3. Structure, Administration and Challenges of Management

    4.3.1. Departmental Structure in Communication Management

    4.3.2. Current Trends in Management Models

    4.3.3. Integration of Intangibles

    4.3.4. Communication Department Challenges

4.4. Strategic Analysis and Competitiveness Factors

    4.4.1. Analysis of the Competitive Environment

    4.4.2. Competitiveness Determinants

4.5. Business Ethics

    4.5.1. Ethical Behavior in the Company

    4.5.2. Deontology and Ethical Codes

    4.5.3. Fraud and Conflicts of Interest

4.6. The Importance of Marketing in Communication Companies

    4.6.1. Marketing Strategies in Traditional Media

    4.6.2. Repercussion of Social Media on the Media Agenda

4.7. Strategic Thinking and Systems

    4.7.1. The Company as a System

    4.7.2. Strategic Thinking Derived from Corporate Culture

    4.7.3. The Strategic Approach From a People Management Perspective

4.8. Branding

    4.8.1. The Brand and Their Functions

    4.8.2. Branding

    4.8.3. Brand Architecture

4.9. Creative Strategy Formulation

    4.9.1. Explore Alternative Strategies

    4.9.2. Counter briefing or Creative Briefing

    4.9.3. Branding and Positioning

4.10. Design of a Crisis Manual/Crisis Communication Plan

    4.10.1. Preventing the Crisis

    4.10.2. Managing Crisis Communication

    4.10.3. Recovering from the Crisis

Module 5. Strategic and Corporate Communication

5.1. Communication in Organizations

    5.1.1. Organizations, People and Society

    5.1.2. Historical Evolution of Organizational Behavior

    5.1.3. Bidirectional Communication

5.2. Trends in Business Communication

    5.2.1. Generation and Distribution of Corporate Content

    5.2.2. Business Communication on the Web 2.0

    5.2.3. Implementation of Metrics in the Communication Process

5.3. Comprehensive Communication Plans

    5.3.1. Audit and Diagnosis

    5.3.2. Elaboration of Communication Plan

    5.3.3. Measuring Results: KPIs and ROI

5.4. Internal Communication

   5.4.1. Motivational Programs, Social Action, Participation and Training with Human Manager

   5.4.2. Internal Communication Support and Tools

   5.4.3. Internal Communication Plan

5.5. External Communication

   5.5.1. External Communication Actions

   5.5.2. The Need for Communication Offices

5.6. Reputation Management

   5.6.1. Corporative Reputation Management

   5.6.2. Focus on Brand Reputation

   5.6.3. Leadership Reputation Management

5.7. Digital Communication and Reputation

   5.7.1. Online Reputation Report

   5.7.2. Netiquette and Good Practices on Social Media

   5.7.3. Branding and Networking 2.0

5.8. Communication in Crisis Situations

   5.8.1. Definition and Types of Crisis

   5.8.2. Phases of the Crisis

   5.8.3. Messages: Contents and Moments

5.9. Lobbies and Pressure Groups

   5.9.1. Opinion Groups and Their Actions in Businesses and Institutions

   5.9.2. Institutional Relations and Lobbying

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

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. Media

6.1. Introduction to the Media

   6.1.1. What is the Media?

   6.1.2. Characteristics of the Media

   6.1.3. Media Utility

6.2. Press

   6.2.1. Introduction and Brief History of the Media

   6.2.2. Main Features

   6.2.3. From Paper to Digital

6.3. Radio

   6.3.1. Introduction and Brief History of the Media

   6.3.2. Main Features

6.4. Television

   6.4.1. Introduction and Brief History of the Media

   6.4.2. Traditional Television

   6.4.3. New Forms of Television Consumption

6.5. Social Networks as a Means of Communication

   6.5.1. The Network as a New Communication Environment

   6.5.2. Communicative Possibilities of Social Media

6.6. New Platforms and Devices

   6.6.1. A Multi-Screen Environment

   6.6.2. Second Television Screens

   6.6.3. The Multitasker Consumer

6.7. Glocalization

   6.7.1. Local Media

   6.7.2. Proximity Journalism

6.8. Effects of the Media

   6.8.1. Efficiency of Commercial and Advertising Communication

   6.8.2. Theories on the Effects of the Media

   6.8.3. Social and Co-Creation Models

Module 7. Social Media

Module 8. **Information Product** Management

8.1. Information Product Definition
   8.1.1. Concept
   8.1.2. Features
   8.1.3. Types
8.2. Information Product Development Process
   8.2.1. Phases of Information Production
   8.2.2. Agenda Setting
8.3. Strategies for Launching New Information Products
   8.3.1. Tangible Strategies
   8.3.2. Intangible Strategies
   8.3.3. Product Portfolio Strategy
8.4. Competitor Strategy Study
   8.4.1. Benchmarking
   8.4.2. Types of Benchmarking
   8.4.3. Advantages
8.5. Information Product Portfolio Innovation Process
   8.5.1. Transmedia Narratives
   8.5.2. Fan Phenomenon
8.6. Innovation in Strategic Positioning
   8.6.1. Gamification
   8.6.2. New Narrative World
8.7. Journalistic Documentation
   8.7.1. Essential Guides to Cultural Journalism Documentation
   8.7.2. Historical Documentation
   8.7.3. Current Documentation
   8.7.4. The Raging News
8.8. Designing and Planning an Online Reputation Plan
   8.8.1. BORRAR
   8.8.2. Brand Reputation Plan. General Metrics, ROI, and Social CRM
   8.8.3. Online Crisis and Reputational SEO

8.9. The Importance of Communication in Today's Organizations
   8.9.1. Mechanisms and Systems for Communication with the Media
   8.9.2. Errors in Organizational Communication
8.10. Inbound Marketing.
   8.10.1. Effective Inbound Marketing
   8.10.2. The Benefits of Inbound Marketing
   8.10.3. Measuring the Success of Inbound Marketing

Module 9. Market and Communication Environments

9.1 Company's Macro-Environment
   9.1.1. Concept of Macro-Environment
   9.1.2. Macro-Environment Variables
9.2 Company's Micro-Environment
   9.2.1. Approach to the Concept of Micro-Environment
   9.2.2. Actors in the Micro-Environment
9.3 New Competitive Environment
   9.3.1. Technological Innovation and Economic Impact
   9.3.2. Knowledge Society
   9.3.3. The New Consumer Profile
9.4 Knowing the Market and the Consumer
   9.4.1. Open Innovation
   9.4.2. Competitive Intelligence
   9.4.3. Competitive Economy
9.5 The Market and Audiences
   9.5.1. Brief History of Audimetry in Spain BORRAR
   9.5.2. Profile of Media Users
   9.5.3. Audience Fragmentation
9.6 Developing the Marketing Plan
   9.6.1. Marketing Plan Concept
   9.6.2. Situation Analysis and Diagnosis
   9.6.3. Strategic Marketing Decisions
   9.6.4. Operating Marketing Decisions

Module 10. Market and Customer Management

07
Clinical Internship

Immediately after completing the online period, the student will have access to an on-site internship at a major agency in the field. Here, they will be able to carry out a series of activities that will allow them to strengthen their theoretical knowledge and improve their skills. This modality is designed to be carried out during three weeks, with a schedule from Monday to Friday and supervised by an assistant specialist.

"

Complete your internship at the best digital agency in the country and train to lead an important communication company"

Organizational environments demand qualified personnel in the communication area and exclusively in the management area, because they are currently essential axes for the development and evolution of the company. Performing with new methods and advanced skills, according to the digital era in which we live, will allow the professional to increase their range of effectiveness and overcome the challenges they face.

TECH, aware of this reality, has developed this 100% practical program, which will allow students to develop their career in the communication sector in managerial and organizational functions. During 3 weeks the entire learning process will be developed, together with a multidisciplinary team that will demonstrate all the functions to be performed in such a relevant executive position. In addition, a tutor will guide you throughout the process.

This Hybrid Executive Master's Degree represents an excellent opportunity to soak up all the activities that a director of communication companies performs, such as planning and positioning the company, carrying out the management of communications in crisis situations or studying the feasibility of any marketing project.

The Internship Program 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 fellow trainees to facilitate teamwork and multidisciplinary integration as transversal competencies for daily practice (learning to be and learning to relate).

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

Module	Practical Activity
Advanced management and business leadership techniques	Utilize leadership theories and challenges to develop effective negotiation skills
	Participate in talent management and commitment management
	Use strategy maps and other indicators to come up with innovative proposals that lead to higher productivity
	Verify strategic planning and positioning for the company
	Making the most of Web 2.0 and social networks
Approach advanced methods of management of communication companies	Apply coordination mechanisms between departments and organizational charts
	Design proposals regarding organizational structure and implementation of new practices
	Perform scenario analysis for decision making and contingency plans
	Manage crisis communication according to the company's manual and, in case it is not available, propose it
	Perform marketing and advertising activities
Strategic and Corporate Communication	Generate and distribute corporate content Intervene in the comprehensive communication plan
	Use advanced performance assessment techniques: KPIs and ROI
	Participate in the internal communication management plan
	Carry out external communication actions and participate in the management of the company's reputation
	Develop institutional relations and lobbying activities
	Propose social media strategies and a corporate communication plan 2.0
Management of marketing strategies	Use the Agenda Setting and new strategic marketing techniques
	Innovate the portfolio of information products through the presentation of avant-garde proposals
	Apply effective Inbound Marketing through content generation
	Manage CRM and other types of communication management software
	Intervene in research and feasibility study projects

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

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

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

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

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

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

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

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

WhereCan I Do the Internship?

TECH is at the forefront of digital education, providing its students with the best and most innovative centers for on-site training, thereby enhancing their skills and abilities to manage and lead any company in the communication sector. This is a unique opportunity for students to continue to grow in their field of work, alongside the best specialists in marketing and business management.

After this intensive internship, you will be better prepared to perform excellent work as a director of a communication company"

The student will be able to complete the practical part of this Hybrid Executive 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:
- Digital Education, E-Learning and Social Media
- MBA in Communication Company Management

School of Business

Recovery

Country	City
Argentina	San Luis

Address: Rivadavia 470, D5700
San Luis, Argentina

Company specialized in Law, Economics and
Communication

Related internship programs:
- MBA in Marketing Management and Political Communication

School of Business

Piensamarketing

Country	City
Argentina	Río Negro

Address: Campichuelo 580 (8400),
Ciudad de Bariloche, Río Negro

Social and digital marketing and communication
agency

Related internship programs:
- Digital Business in Creation and Entrepreneurship
- MBA in Digital Marketing

09
Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"

At TECH you will NOT have live classes (which you might not be able to attend)"
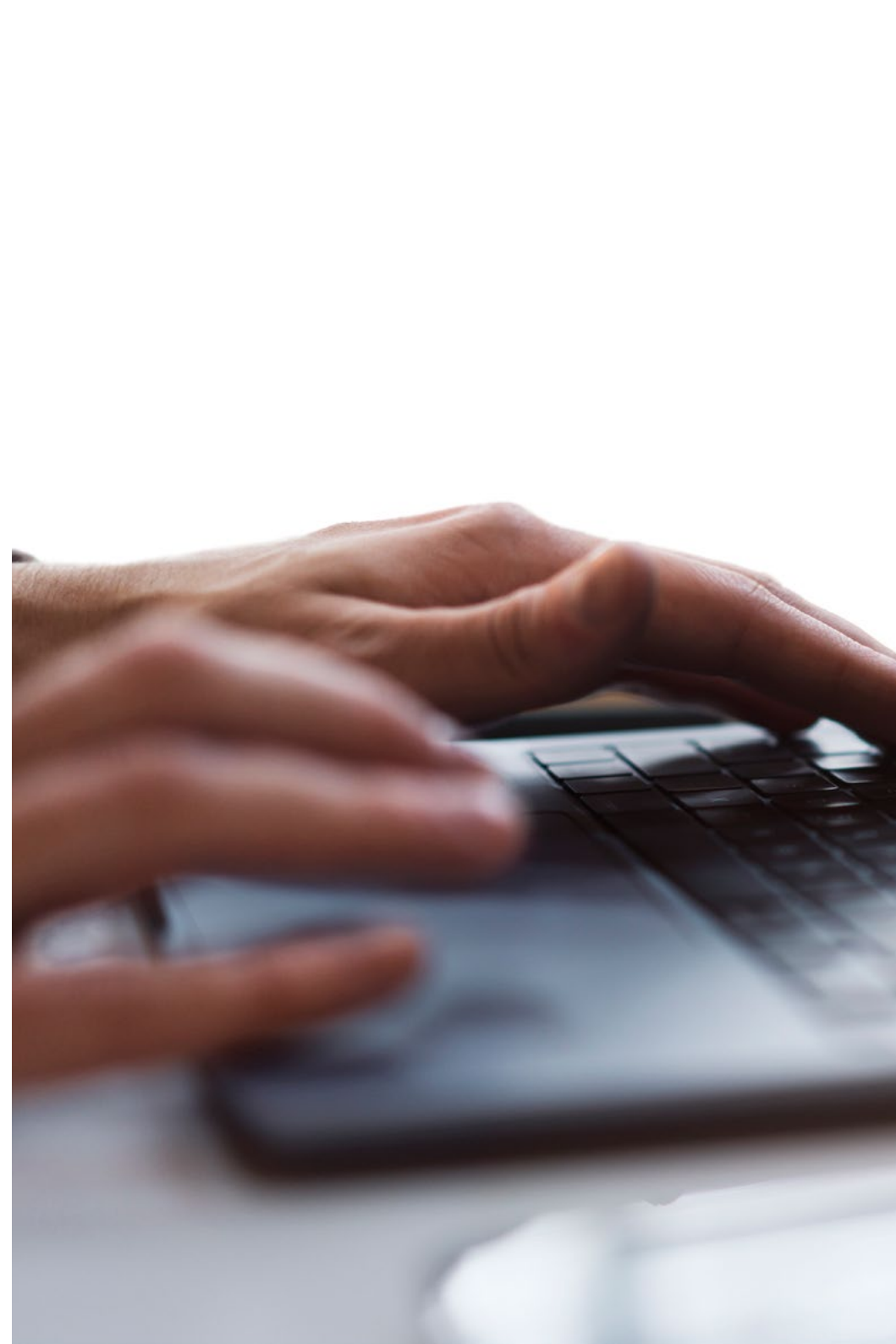
The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

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)
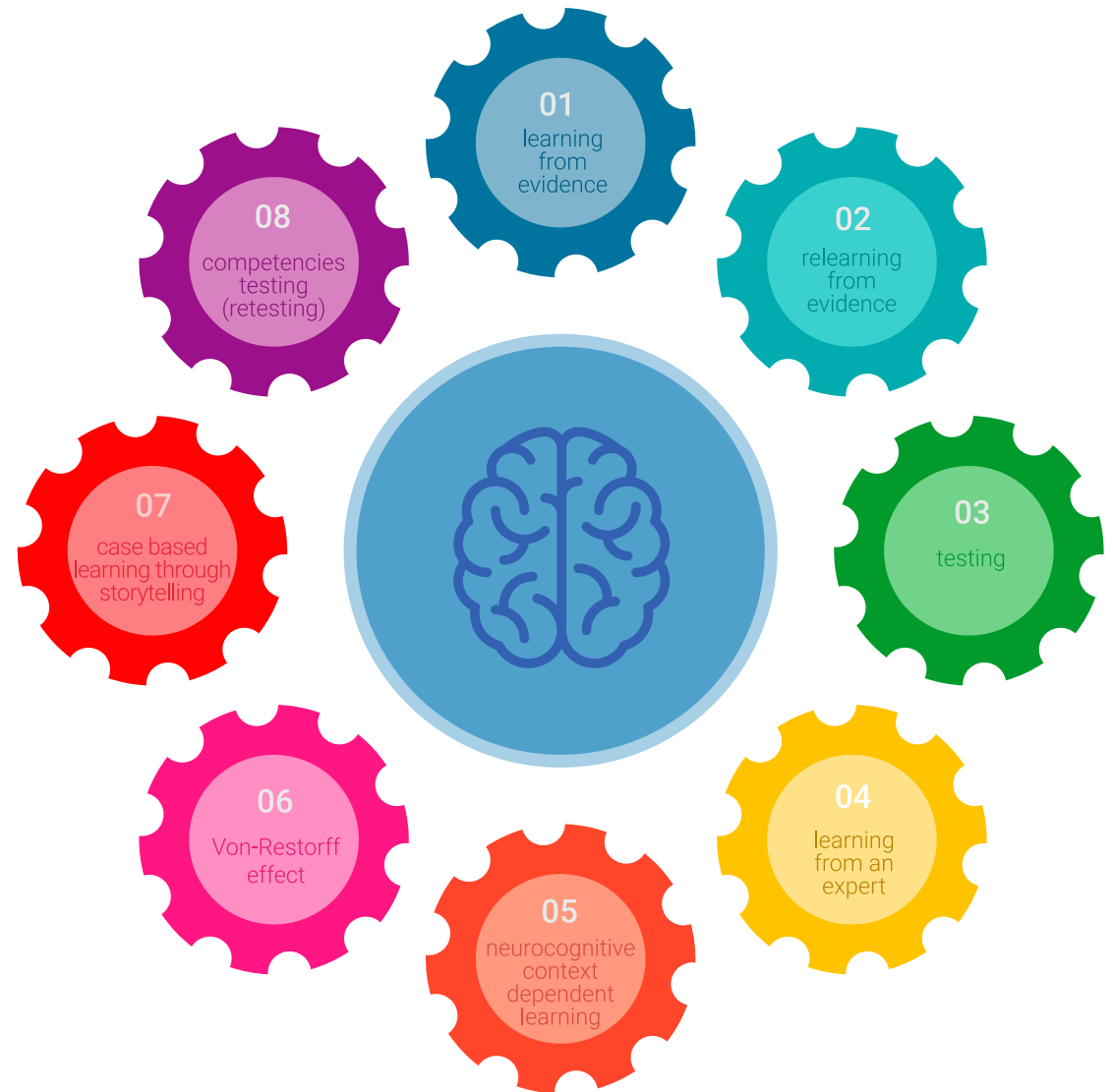
A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:
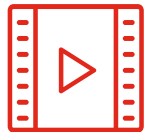
Study Material

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%
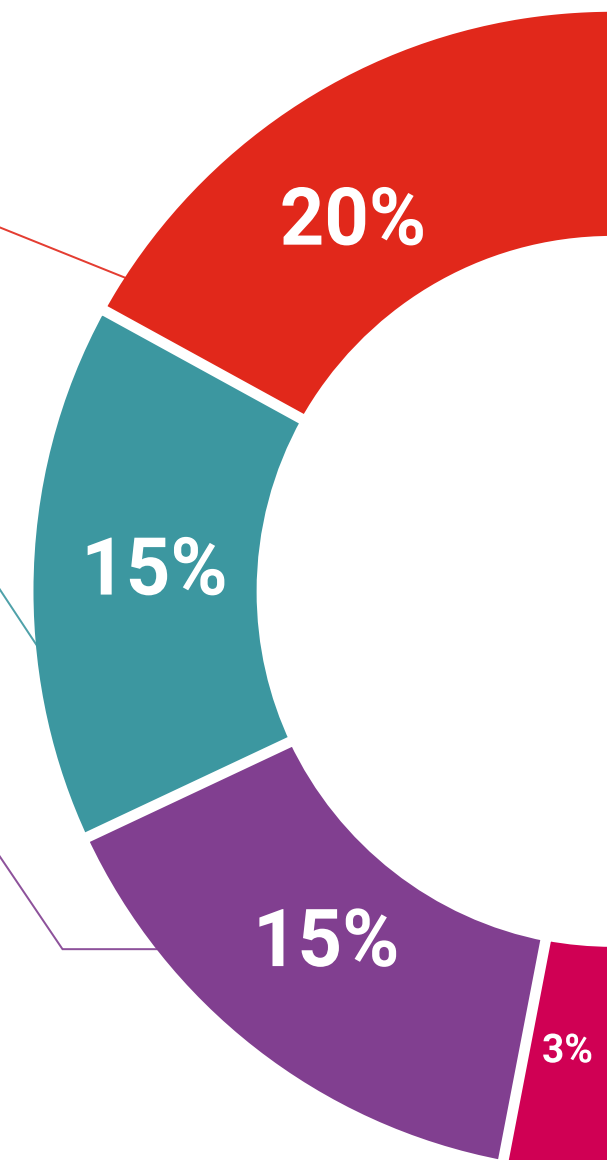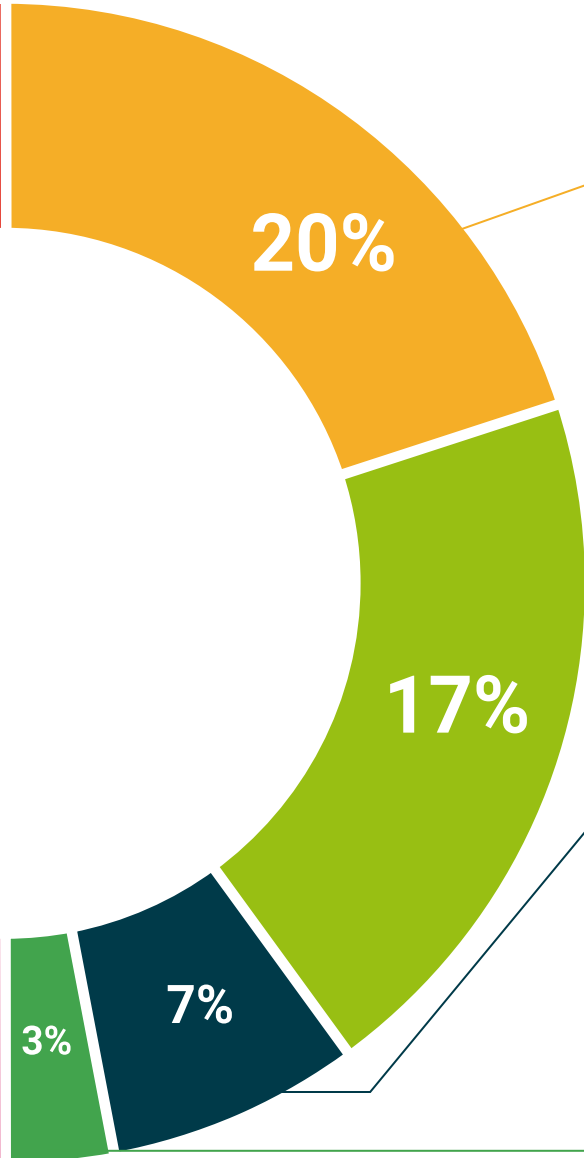
Case Studies

Students will complete a selection of the best case studies in the field.
Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We
do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets
or quick action guides. A synthetic, practical and effective way to help students
progress in their learning.

10
Certificate

The Hybrid Executive Master's Degree MBA in Communication Company Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Executive 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 private qualification will allow you to obtain an Hybrid Executive Master's Degree in MBA in Communication Company 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 private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program

Title: Hybrid Executive Master's Degree MBA in Communication Company Management

Modality: Hybrid (Online + Internship)

Duration: 12 months

Accreditation: 60 + 4 ECTS

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tech global university

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

Hybrid Executive Master's Degree MBA in Communication Company Management

This is a private qualification of 1,920 hours of duration equivalent to 64 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
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Hybrid Professional Master's Degree in Infrastructure and Civil Engineering

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	4
Master's Degree Thesis (MDT)	0
Total	64

General Structure of the Syllabus

Year	Subject	ECTS	Type
1°	Management and Leadership	6	CO
1°	Business Strategy	6	CO
1°	Organization, Management and Corporate Policies	6	CO
1°	Communication Company Management	6	CO
1°	Strategic and Corporate Communication	6	CO
1°	Media	6	CO
1°	Social Media	6	CO
1°	Information Product Management	6	CO
1°	Market and Communication Environments	6	CO
1°	Market and Customer Management	6	CO

Dr. Pedro Navarro Illana
Dean

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

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Hybrid Executive Master's Degree
MBA in Communication Company Management

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

Duration: **12 months**

Certificate: **TECH Global University**

Accreditation: **60 + 4 ECTS**

Hybrid Executive Master's Degree
MBA in Communication Company Management

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