

# Internship Program

## Communication Company Management



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Internship Program  
Communication  
Company Management

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# 01 Introduction

Communications companies have a great impact nowadays. These organizations are in charge of transmitting all the events in the world, keeping the population informed. For this reason, the role of the communications director plays a decisive role in any company in this area. Therefore, they must maintain an up-to-date vision of everything that happens in their work teams, in addition to knowing each area of their business in order to make timely decisions at all times. In this practical program, the student will be able to spend an internship in a prestigious company to strengthen their leadership skills to advance to the next level of their career.

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*This is an exclusive opportunity to do an internship in Communication Company Management with an experienced team of professionals”*





The communicator understands the importance of relationships in business and professional development. The opportunity provided by this program to share an intensive 8-hour shift, Monday through Friday, is an open door to multiple possibilities to expand their talent and professional skills.

Being able to see firsthand how actions are developed from the management of a successful communication company will expand their criteria to execute efficient actions in the work environment. For this reason, TECH carefully chooses the internship center so that the student gets the most out of the experience.

By completing this program, the student will be able to complete a series of activities that will help them develop the managerial and leadership skills required to face any situation in their daily practice. In this sense, they will be able to assume new responsibilities by directing a national and international media of great importance.

Throughout the course of the program, the student will have the support of a professional assistant. For all this, they will be able to learn the new technologies and strategies of this discipline, including technical skills to exercise this position in an ethical and responsible manner. Therefore, upon graduation, students will be able to venture into this sector or start their own company to disseminate information around the world.



# 02

## Why Study an Internship Program?

The practical activity allows a quick assimilation of the processes learned in a theoretical way. Applying knowledge in the workplace and with the day to day, knowledge is strengthened and new skills are developed as far as professional talent is concerned. That is why TECH, at the forefront of higher education, has created this innovative teaching model, where the student can live a sensory experience in a business environment intensively for 3 weeks, with a team of experts. This will give them the opportunity to see firsthand how management actions are developed in a communication company and therefore improve their criteria and curricular profile. Through a meticulous study, the communication company where the practical activities will be carried out was chosen to determine the opportunities it would offer the student, which translates into a high level of quality that only this program can offer.



*Do you want to know how to run a communication company? This is the 100% practical program you need to learn. Enroll now"*

### **1. Updating from the latest technology available**

Renowned communication companies have achieved success thanks to the innovation and high quality equipment they possess. For this reason, TECH has established relevant agreements with avant-garde organizations that will offer the student the possibility of seeing the development of activities from the direction of a cutting-edge communication company in the foreground. In addition, it will make available all the technology that its educational platform can offer.

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

TECH joins forces with great professionals to develop each of its training programs. In this case, the internship will be supported by a multidisciplinary team that works in a relevant company. There, the student will verify the actions promoted by the management 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 them through every step they need.

### **3. Entering first-class corporate environments**

TECH carefully selects all available centers for Internship Programs. Thanks to this, the professional will have guaranteed access to a prestigious environment in the corporate area. In this way, they will be able to experience the day-to-day of a demanding, rigorous and exhaustive area of work, always applying new trends in terms of work methodology.



#### **4. Putting the acquired knowledge into daily practice from the very first moment**

This program is designed so that students can immediately apply all their knowledge and develop new skills under the guidance of an expert multidisciplinary team. From a modern scenario, the student will acquire the practical skills to manage a communication company in an effective way and with the application of new methodologies.

#### **5. Expanding the Boundaries of Knowledge**

Professionals from all over the world can take this Internship Program, because the experience it will offer them will be truly substantial, in view of the new internationalization processes that are taking place. Choosing the ideal center for their internship is possible thanks to the diversity of companies affiliated to the exclusive agreement, which only TECH can offer you. In this way, they will expand their vision and acquire the qualification they desire to expand their job possibilities in a business world without borders.



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

# 03 Objectives

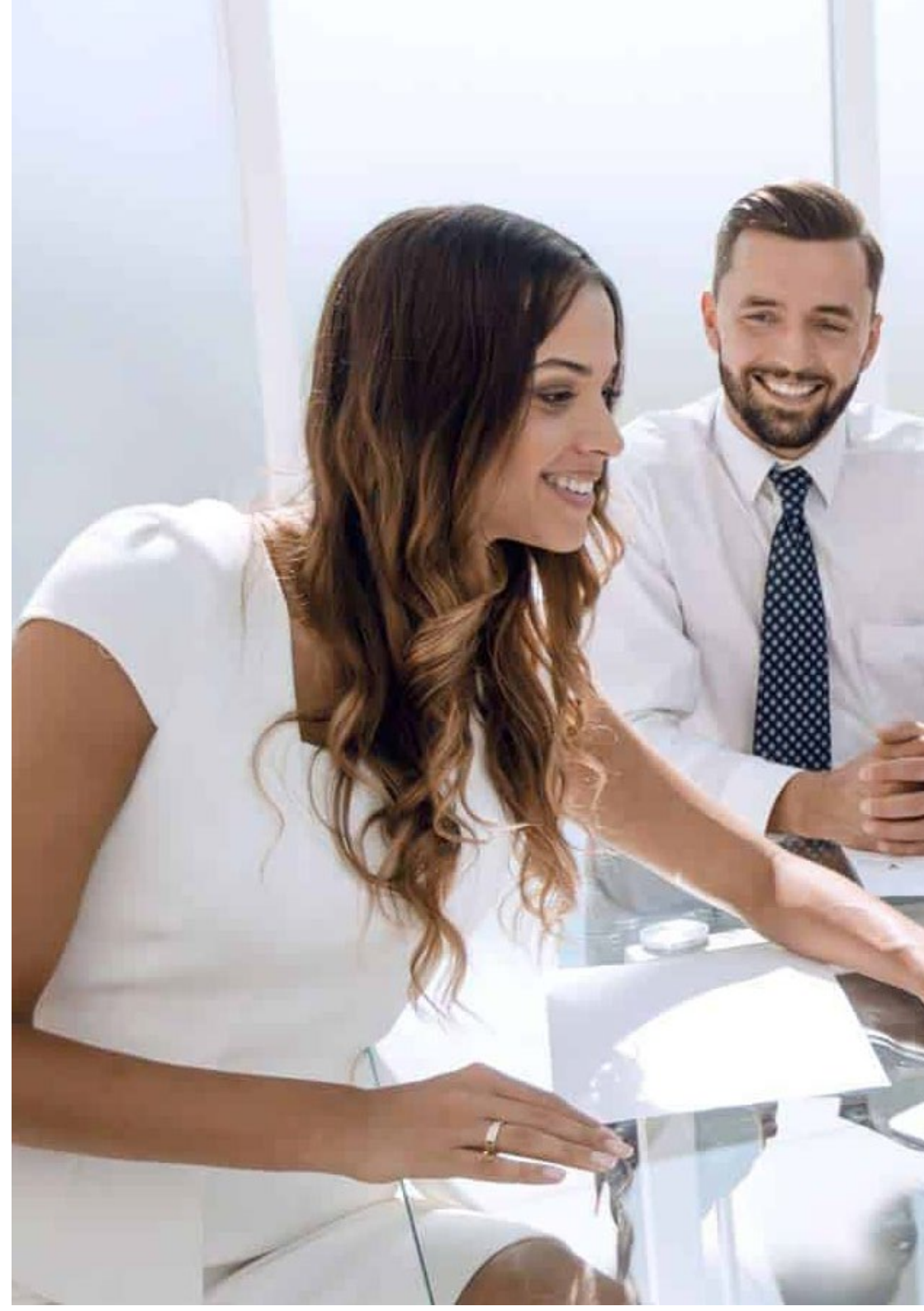
The main objective of this Internship Program is to help students develop their managerial and leadership skills to assume this position in any company. Also, developing their competences to the maximum in an environment that requires a sociable, persuasive and understanding profile. As a result, they will be able to defend their company's interests and gain public recognition as a reliable company to turn to for up-to-date information.



## General Objectives

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- Master the advanced methods of organization, management and policies of the communication company
- Manage existing communication, marketing and business administration trends, as well as the application of cutting-edge technologies in the communication company management
- Incorporate into daily work innovative proposals that allow positioning in the market environment
- Establish relationships and develop new skills that will allow them to configure a professional background that is up to date with the demands of the labor market in Communication Company Management







## Specific Objectives

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- ♦ 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

# 04 Educational Plan

The Internship Program in Communication Company Management is an intensive program designed to enhance the students' leadership and management skills. Through the on-site stay in a prestigious company, the student will have 3 weeks of learning, divided into eight hours to continue five days a week. In addition, they will receive the support and guidance of a specialist attached to the company.

In this training proposal, of a completely practical nature, the activities are aimed at developing and enhancing the skills necessary for the provision of managerial work in the communications department, managing all media plans and social media to take care of the image of a brand in the face of any crisis it may experience, and which are oriented to specific training for the exercise of the activity.

This practical training is an excellent opportunity to learn about all the activities that a director of communications companies performs, such as planning and positioning the company, managing communications in crisis situations or studying the viability of any marketing project.

The practical teaching 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 daily practice (learning to be and learning to relate).







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

Module	Practical Activity
<b>Advanced Management and Business Leadership Techniques</b>	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 allow for higher productivity
	Verify strategic planning and positioning for the company
<b>Approach Advanced Methods for the Communication Company Management</b>	Make web 2.0 and social networks profitable
	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
<b>Strategic and Corporate Communication</b>	Perform marketing and advertising activities
	Generate and distribute corporate content Intervene in the integral communication plan
	Use advanced techniques to evaluate results: KPIs and ROI
	Participate in the internal communication management plan
	Perform external communication actions and participate in the management of the company's reputation
	Develop institutional relations and Lobbying activities
<b>Management of Marketing Strategies</b>	Propose social media strategies and a corporate communication plan 2.0
	Use 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	

# 05 Where Can I Do the Internship Program?

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




*At the end of this intensive stay, you will be better prepared to perform excellent work as a director of a communication company”*







The student will be able to do this program 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

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**Related internship programs:**

- Fashion and Luxury Communication Management
- Communication Company Management



### Piensamarketing

Country: Argentina  
City: Río Negro

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


Social and digital marketing and communication  
agency

**Related internship programs:**

- Creation and Entrepreneurship in Digital Business
- MBA in Digital Marketing







**School of Business**

### Recovery

Country	City
Argentina	San Luis

Address: Rivadavia 470, D5700  
San Luis, Argentina

Company specialized in Law, Economic  
Sciences and Communication

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**Related internship programs:**

- Communication Company Management
- Marketing and Political Communications Management

# 06 General Conditions

## 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. This 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 Internship Program, 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 Internship Program, 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 Internship Program will receive a certificate accrediting their stay at the center.
- 5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.
- 6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. 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 Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

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

# 07 Certificate

This **Internship Program in Communication Company Management** contains the most complete and up-to-date program on the professional and academic scene.

After the student has passed the evaluations, they will receive their corresponding TECH Internship Program issued by TECH Technological University via tracked delivery.

The certificate issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Communication Company Management**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**



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# Internship Program

## Communication Company Management

A woman with dark hair in a ponytail, wearing a grey blazer over a light blue button-down shirt, is looking down at a document. The image is split diagonally from the top-left to the bottom-right. The top-left portion is white, and the bottom-right portion is a light blue-grey. The woman is in the bottom-right portion, looking towards the bottom-left. The word "tech" is in the bottom-right corner.

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