

# Internship Program

## Communications and Online Reputation Management



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Internship Program  
Communications and Online  
Reputation Management

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# 01 Introduction

In today's world, the public's perception of a person or company in social networks and digital media is of utmost importance. For this, it is essential to have unique content that provides value to the user and a real interaction with them. In this way, the Communications Director of a company must ensure the maintenance of the digital reputation of the brands managed by his team, creating communication plans according to their interests and objectives. With this practical program, the student will have the opportunity to learn through an on-site stay in a prestigious international marketing company, taking their skills to a new point of excellence.



*Expand your Communications and Online Reputation Management skills with this 100% practical program, exclusive to TECH"*





In this way, you can learn to make use of digital resources that are applied to communication, being this a varied way with different formats. Understanding this will help you master the communicative aspects that apply to the corporate entity, with a global vision of the requirements that companies may need.

In this sense, in this Internship Program, the student will be able to take on new responsibilities and opportunities, thanks to their learning in a controlled environment, counting on a series of activities that will prepare them to leap in their career, such as establishing the corporate identity of a brand, conducting a study of public opinion, reviewing texts to be published on social networks or the creation of a Social Media strategy.

Throughout the program, students will not be alone; they will have the support and guidance of a specialist attached to the company, who will be in charge of teaching them how to perform the most relevant activities of a communications director. Upon graduation, students will be able to enter this sector or start their own media agency to work with the best international brands.

# 02

## Why Study an Internship Program?

TECH, with the premise of continuing to innovate in education for the professional community worldwide, has developed a new teaching method, which, together with strong partnerships with modern companies with extensive experience in each area of study, allows students to broaden their perspectives and skills *in situ*. By enrolling in this 100% practical TECH program, you will open the doors to new possibilities to interact with executives specialized in the area of communication. It is also a unique opportunity to boost your career and achieve your professional goals, thanks to the practical activity you will develop during 3 weeks of intensive and face-to-face stay in a company with the most innovative equipment, with the guidance of a tutor in a personalized way.



*Develops a professional background specialized in Communications and Online Reputation Management attractive to large corporate platforms"*

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

With the immediacy allowed by the so-called digital social media, taking care of a brand's reputation is a very meticulous task to accomplish on a daily basis. Handling the most effective strategies to consolidate a solid corporate image will allow for greater support. That is why this TECH program brings the professional closer to a state-of-the-art business environment so that they can verify all the methods implemented in terms of Communication Management and crisis management. Consequently, this 100% practical program will teach you how to create efficient communication management strategies with real cases.

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

By taking this Internship Program, the professional will open the door to success, thanks to the various experts involved during its development. TECH chooses the best practice centers and, of course, the most versed experts in communication and Marketing to show real cases of crisis management and mastery of digital reputation.

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

The centers available for Internship Programs have been carefully selected by TECH's expert team. Thanks to this, the student will have guaranteed access to a prestigious business environment to develop this program in Communication and Digital Reputation Management. In this way, you will be able to see the day-to-day work in a demanding, rigorous, and high-demand area, applying the most advanced methods according to the new trends in the sector.



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

The professional will corroborate how their environment and competence work during 3 weeks of intensive stay in a communication or marketing company, so they will be able to broaden their perspective within a different, modern, and avant-garde business center that will show them new approaches and strategies to do a more efficient job.

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

Professionals from different parts of the world have already proven the effectiveness of this 100% practical program without geographical limitations and with the opportunity to share new visions and business approaches. Thanks to TECH, which has spaces available in different parts of the planet, students will choose the one that best suits their needs, always with the quality and guarantee of learning by doing.



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

# 03 Objectives

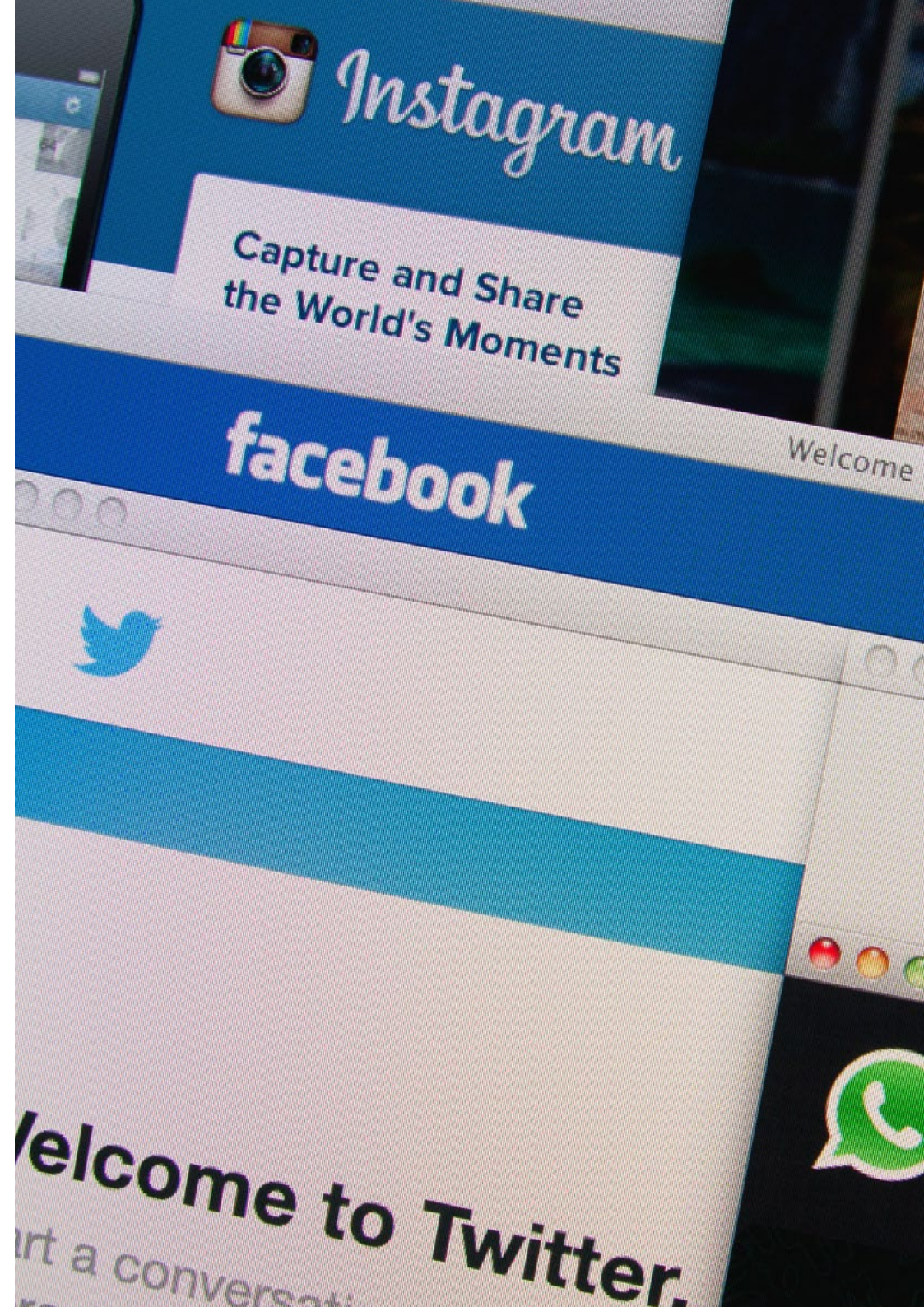
The objective of this Internship Program is to enable students to strengthen their leadership skills in the field of digital communication, developing their skills to the maximum in an environment that requires a sociable, persuasive, and understanding profile. All this is thanks to an on-site stay in a prestigious marketing company and the accompaniment and guidance of associate professionals..



## General Objectives

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- Check the effectiveness of new trends and application of cutting-edge technologies in the management of information and brand reputation through digital media
- Apply advanced techniques for the management of a communication department within companies and institutions
- Propose new ways and strategies to expand the company's communication space
- Master effective methods to take care of a brand's digital reputation







## Specific Objectives

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- Acquire the necessary skills for the professional practice of Online Communication with the knowledge of all the necessary factors to perform it with quality and solvency
- Develop a crisis management plan in organizations or companies
- Describe the characteristics and fundamentals of social communication
- Know the history and development of human social communication
- 360° communication approach using all advertising techniques and digital tools
- Develop a plan for the creation of the corporate identity
- Know how to work with public opinion indicators using data to the communicator's advantage
- Master the basic structures of communication and work in this context
- Write precise and efficient communicative texts
- Carry out community management in any organization
- Work with lobbyists and Lobbies understanding how they exert power
- Carry out research digital media

# 04 Educational Plan

The Internship Program in Communications and Online Reputation Management is a program designed to be carried out in a prestigious marketing company. From Monday to Friday, the student will comply with a schedule of 8 continuous hours of intensive and dynamic learning. Counting at all times with the support of an adjunct specialist.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of managerial work in the communications department, managing all media plans and social networks to care for 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.

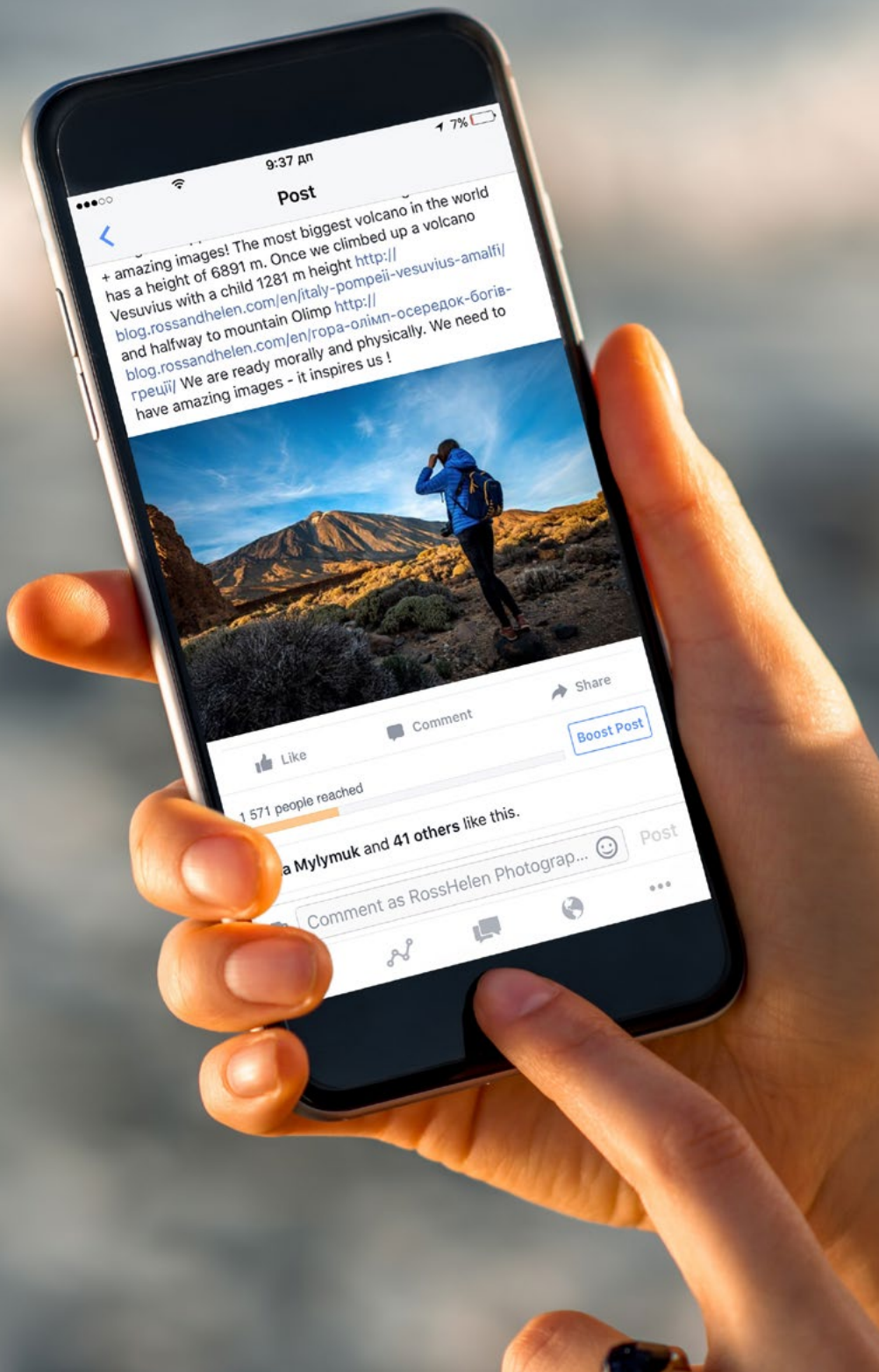
This program represents an excellent opportunity to perform the activities of a communications director, such as changing the corporate image of a company, planning communication plans following the parameters of the brand, or carrying out Digital Marketing campaigns, as well as other related activities, completing the learning process.

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:



*Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"*



Module	Practical Activity
<b>Communication management in new digital channels</b>	Online crisis management and reputational SEO
	Verify the effectiveness of the use of generalist, professional, and microblogging platforms: Facebook, LinkedIn, Google+ and Twitter
	Verify the effectiveness of the use of video, image and mobility platforms. and mobility platforms: Youtube, Instagram, Flickr, Vimeo and Pinterest
	Create appropriate content and storytelling and social media and control strategies for each social network.
	Check the customer service model in social networks.
<b>Corporate identity and communication structure.</b>	Propose effective methods such as the use of Hootsuite and other tools for content management.
	Perform Image Audit and Strategy
	Communicate and reinforce Corporate Social Responsibility through innovative actions.
	Propose a communication model in a communication crisis involving brand identity.
<b>Advanced Communication and Digital Reputation Techniques</b>	Apply innovation in Corporate Visual Identity and Naming
	Apply innovative strategies as Public Affairs
	Use Lobbying as a means to establish relationships through digital and media environments.
	Revision of texts and rewriting, argumentation of texts
	Participate in actions that contribute to the intermediation with the different institutional actors, Influencers, and communication media.
<b>Advanced research techniques in digital media</b>	Apply Methods and Techniques for Public Opinion Research
	Use the scientific method and its methodological techniques.
	Designing a research proposal with results projections
	Conduct individual and group interviews
	Apply other types of conversational techniques: Use the scientific method and its techniques Methodology Philips 66, Brainstorming, Delphi, etc.
Use advanced techniques to collect, organize, process, and analyze digital data.	

# 05 Where Can I Do the Internship Program?

To continue at the forefront of the education sector university, TECH has have brought together the best companies to assist in the practical training of students interested in taking the next step in their careers. Therefore, this program is a unique opportunity for you to achieve this goal together with the best specialists in Marketing and Digital Communications Management.




*By taking this program at any of these companies, you will gain the confidence you need to start a new career path today”*





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



**School of Business**

**Sanux Salud y Nutrición**

Country	City
Spain	Granada


Address: Cam. Real de los Neveros, 28,  
18008 Granada

Comprehensive clinical center for the treatment of obesity and overweight.

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**Related internship programs:**

- Digital Communication and Reputation Management
- Social Media Management: Community Manager



**School of Business**

**Goose & Hopper España**

Country	City
Spain	Valence

Address: La Marina de Valencia, Muelle de la Aduana S/N Edificio Lanzadera 46024

Advertising, design, technology, and creativity agency.

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**Related internship programs:**

- Digital Communication and Reputation Management
- Organic 3D Modeling



**School of Business**

**BIA3 Consultores**

Country	City
Spain	Murcia

Address: EDIFICIO EXPOMURCIA, Av. Miguel de Cervantes, 45, Planta 7, Letra D, 30009 Murcia

BIA3 Consultants, specialists in strategic communication in the agri-food sector.

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**Related internship programs:**

- Digital Communication and Reputation Management



**School of Business**

**Data Comunicación**

Country	City
Spain	Vizcaya

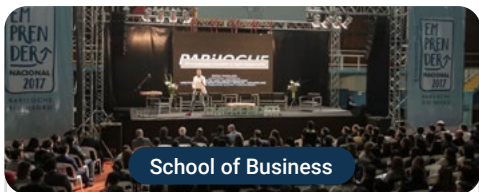
Address: C/ El árbol 25. Oficina 4, 48980 Santurtzi

Communication and Digital Marketing Agency

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**Related internship programs:**

- Digital Communication and Reputation Management



School of Business

### 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

### The Social Surfers

Country: Argentina  
City: Autonomous City of Buenos Aires

Address: Avda. del Libertador 8142 Nuñez,  
Ciudad Autónoma de Buenos Aires

Communication, marketing, and web analytics company

**Related internship programs:**

- Social Media Management: Community Manager
- Digital Communication and Reputation Management



School of Business

### Infomedia

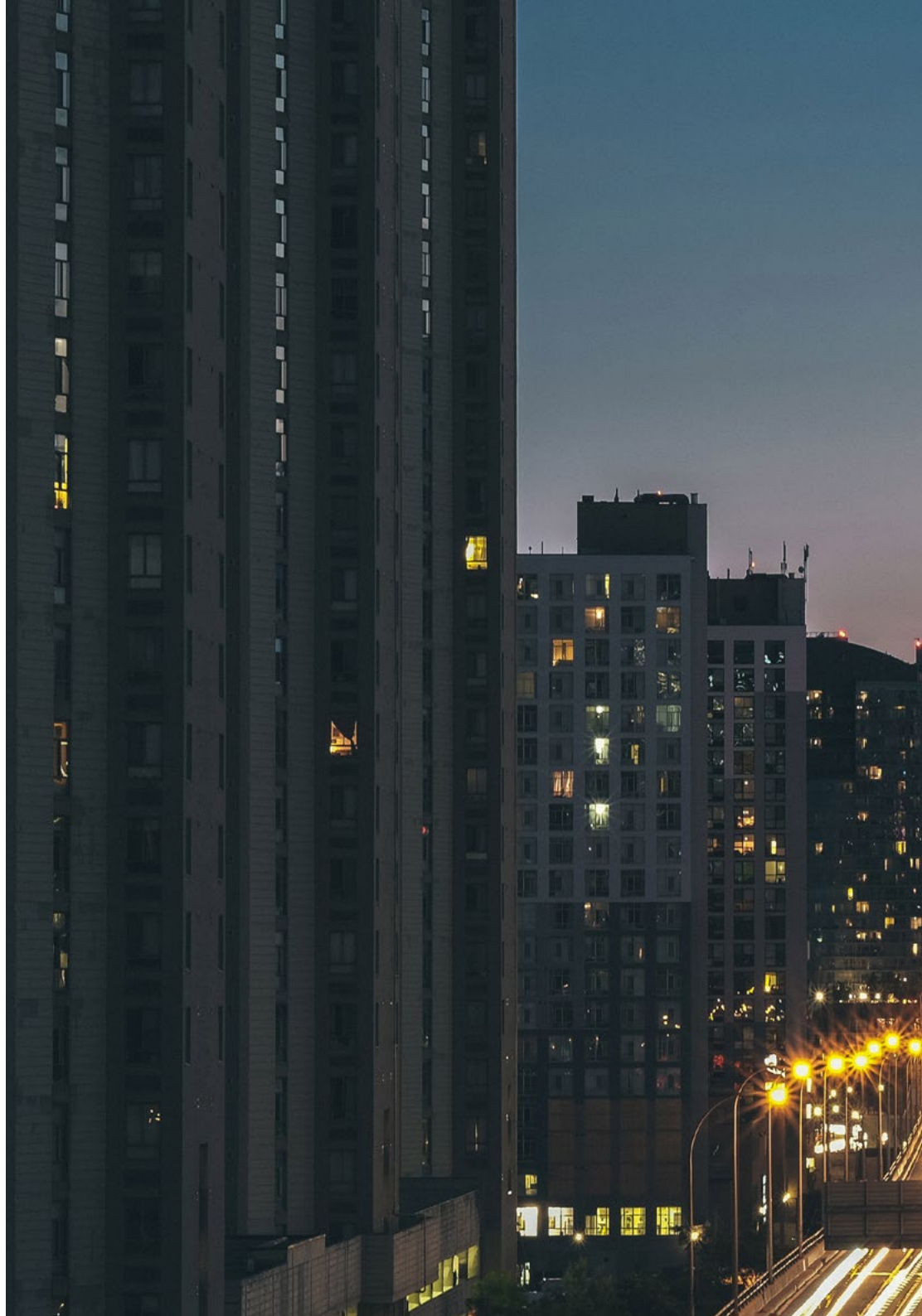
Country: Argentina  
City: Autonomous City of Buenos Aires

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

Communication and content management agency

**Related internship programs:**

- Digital Communication and Reputation Management





School of Business

### Goose & Hopper México

Country City  
Mexico Michoacán de Ocampo

Address: Avenida Solidaridad Col. Nueva Chapultepec Morelia, Michoacan

Advertising, design, technology, and creativity agency.

**Related internship programs:**

- Digital Communication and Reputation Management
- Organic 3D Modeling



School of Business

### Grupo Fórmula

Country City  
Mexico Mexico City

Address: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

**Related internship programs:**

- Graphic Design
- People 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 shall have broad coverage and shall be taken out prior to the start of the practical internship 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 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. NO INCLUDED:** The Internship Program will not include any element not described in the current 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 Communications and Online Reputation 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 La TECH will reflect the grade obtained in the test.

Title: **Internship Program in Communications and Online Reputation Management**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

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



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