

Internship Program

Marketing and Political Communications Management



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Marketing and Political
Communications Management

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01 Introduction

The digital and technological era has transformed the political landscape, where communication continues to develop through traditional media but where the presence in social networks is gaining more and more importance. A scenario that marks the current political marketing strategies and where any professional who directs the communication strategy of any political party or ruler must be fluent. For this reason, TECH has created this program that offers a practical stay in a leading company in the field of political communication and marketing. A 3-week stay with the best specialists in this field will show the professional the methods used in an area of great hardness, especially in the electoral process.



Immerse yourself in an agency specialized in Political Marketing and integrate in your daily professional performance the best strategies in institutional communication”





The presence of politicians and the parties to which they belong on the Internet, especially on social networks, has led to the establishment of communication campaigns of such intensity that each publication seeks to attract new voters and mobilize the electorate. A new form of political management and action in response, at times, to online requests from citizens.

A new paradigm must be mastered by any professional who wishes to direct the Marketing and Political Communication strategy of any ruler or political organization. For this reason, TECH has created this Internship Program, which offers a stay in a leading communication company in this field.

It consists of 3 intensive weeks, where the professional will be able to improve their *Soft Skills* and management skills, with the help of real experts in this field, who perfectly master the communicative language in the political field, the planning of institutional communication or crisis management in this area. All this will also enhance your skills, which will lead you to hold positions of greater responsibility in political parties, agencies, and any other institution related to this exciting area of work.

“*The teaching materials of this program, elaborated by these specialists, have contents that are completely applicable to your professional experiences”*

02

Why Study an Internship Program?

TECH moves away from the theoretical framework in this program to respond to the real needs of professionals who already have knowledge in Marketing and Political Communication and wish to progress in this field through practice. That is why this academic institution has designed this intensive Internship Program that will take you to a prestigious communication agency. An ideal scenario to learn from the hand of the best specialists, the strategies used for the planning and development of political communication, either in electoral campaign, as throughout the course. A unique academic opportunity that revolutionizes the pedagogical systems and puts the specialist at the center of the equation offers them very useful learning in their professional progress.



TECH is the only university that offers you the possibility of entering the most demanding Marketing and Political Communication companies to learn first-hand about the leadership of these departments”

1. Updating from the latest technology available

The incursion of political organizations and institutions on the Internet and, especially on social networks, forces political communication professionals to master these tools and all those that facilitate public opinion on certain political actions. For this reason, and in order to bring the professional closer to this technology, TECH has created this Internship Program, with which the specialist will enter a prestigious agency in the communication sector, accessing the most used digital tools today.

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

This practical experience, unique in the academic panorama, will lead the professional throughout this period to be accompanied and tutored by the best specialists in the field of Marketing and Political Communication. This will allow them to broaden their skills for the management and teams that make up these departments, therefore enabling them to design the best communication strategy in politics.

3. Entering first-class environments

TECH maintains a philosophy based on quality education, therefore, it carefully selects all the companies available for the Internship Program. In this way, the professional will have guaranteed access to a first-class environment and maximum demand in a field of communication that requires a mastery of the political field, the language of communication, and crisis management.



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

With this program, this institution seeks to bring professionals closer to their demands for updating and perfecting their practical knowledge. Therefore, it has discarded the theoretical framework to provide a stay in a leading company, where you can develop activities of Marketing Management and Political Communication in a real, competitive, and top-level environment. A 100% practical learning will allow you to get in front with guarantees of the main companies in charge of carrying out the communication of institutional organizations and politicians.

5. Expanding the Boundaries of Knowledge

TECH offers the possibility of doing this Internship Program, not only in national, but also in international centers. This way, the specialist will be able to expand their frontiers and catch up with the best professionals, who practice in first class centers and in different continents. A unique opportunity that only TECH, the largest online university in the world, could offer.



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

03 Objectives

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



General Objectives

- Master the latest techniques used in the digital field for the management of political communication
- Incorporate the methods used in Political Marketing by the best specialists in this field into daily work
- Boost leadership and communication competencies and skills in the Marketing and Political Communication department





Specific Objective

- Better coordinate and organize the tasks and functions of the political organization, identify processes, develop procedures and technical instructions and conduct follow-up audits
- Establish a Social Media Plan to be applied in the digital environment
- Applying the most dynamic techniques and tools of political coaching
- Learn about the benefits of Social Marketing
- Understand the latest trends and methodology to know more and better the electoral market
- Elaborate an electoral program or local, municipal, regional or other government program
- Communicate better verbally and non-verbally
- Innovate in the creation of content to inform the electorate through the development of the political content plan
- Learn about the main platforms for citizen interaction, as well as the most relevant tools to work on Digital Political Marketing
- Understand how to perform web analytics and digital metrics
- Analyze the electoral debate and meetings with voters
- Determine the action plan for an election and post-election campaign
- Analyze communication in democracies and to know what digital democracy is
- Develop institutional communication strategies

04 Planning of teaching

The Internship Program of this program in Marketing Management and Political Communication consists of a 3-week internship in a prestigious center, from Monday to Friday, with 8 consecutive hours of practical training with an expert professional. This stay will allow the professional to train in real environments, always under the guidance of an expert team that will teach him the singularities of this field.

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

TECH offers an excellent opportunity to immerse yourself in an unparalleled experience that will allow you, in a short period of time, to obtain the essential keys to prosper as a Marketing and Political Communications Director in agencies, political organizations, or large institutions. A unique option that seeks, above all, the progression and improvement of skills in a position of great responsibility.

The internship will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning

to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of marketing and political communication (learning to be and learning to relate).

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

05

Where Can I Do the Internship Program?

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



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





The student will be able to do this program at the following centers:



School of Business

Match Mode

Country	City
Spain	Barcelona

Management: Avenida Diagonal 696
(08034) Barcelona

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

Related internship programs:

- Fashion and Luxury Communication Management
- Communication Company Management



School of Business

Recovery

Country	City
Argentina	San Luis

Management: Rivadavia 470, D5700
San Luis, Argentina

Empresa especializada en Derecho,
Ciencias Económicas y Comunicación

Related internship programs:

- Communication Company Management
- Marketing and Political Communications Management

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. 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. 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 Marketing and Political Communications Management** contains the most complete and up-to-date program in the professional and academic landscape.

After the student has passed the assessments, they will receive their corresponding Internship Program diploma 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 Marketing and Political Communications Management**

Duration: **3 weeks**

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

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



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