

Internship Program

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



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01 Introduction

Corporate Communication has become an indispensable tool for those companies that want to face an increasingly competitive market. The image they project, the tone of their discourse, and the advertising and marketing techniques they employ will represent their essence, giving their public profile a distinctive feature that will largely determine their success or failure. Therefore, these entities require the best communication professionals specialized in the corporate area in order to establish efficient guidelines that contribute to their reputation with innovative branding strategies. TECH has decided to launch an eminently practical program lasting three weeks, through which graduates will have access to leading companies to learn in detail how they operate.



Develop the management skills most in demand in the labor market under the didactic guidance of leading specialists in Corporate Communication”





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In recent years, Corporate Communication has become a valuable tool for companies in different fields. This context has been fostered in the first place by the rise of new digital technologies that shorten borders and boost brand image at global levels. At the same time, this technological reality has greatly modified the audience's relationship with the companies around them. Therefore, on many occasions, those corporations that are impossible to access from social networks or do not seek a direct link with their customers through the current IT facilities are often discarded until they are practically forgotten. Aware of this fact, more and more businesses are looking for an expert capable of designing effective communication strategies to devise effective communication strategies with their potential customers. TECH wants its students to become these specialists immediately and, to this end, has devised a study method that is exclusively practical and pioneering in its type.

This is a unique opportunity to include in your curriculum 120 hours of self-employment in an entity specialized in corporate communication with a broad background in the management of political, sustainable, research projects, of change management and governance and related to many more areas. From day one, the graduate will join a team versed in the sector, with whom they will be able to work on their managerial skills while developing competencies in the management of ethics and corporate social responsibility, brand strategies, and guidelines for reaching a consensus on online and offline reputation.

In addition, you will be tutored by an expert in corporate communication, who will ensure that all the requirements for which this degree was designed are met. Therefore, the student will always have the confidence to work based on the best strategies and use the most sophisticated and innovative tools related to this field. Not to mention that this experience will serve as a distinctive asset to demonstrate that they mastered the necessary skills to manage corporate communication in any company with confidence and with ample guarantees of success.

02

Why Study an Internship Program?

Corporate Communication and proper management establish a direct link between the company, its customers, and the general public. For this reason, more and more entities seek to strengthen their strategies with experts capable of facing different image crises through speeches adjusted to the company's needs and the user's demands. Students in the TECH program will be able to develop all these skills in a 100% hands-on curriculum. Through this program, students will be linked for three weeks to companies specialized in corporate communication to learn new skills quickly and flexibly.



With this study program, you will be able to master the practical and theoretical tools essential for proper management of the corporate image and brand"

1. Updating from the latest technology available

Through this degree, students will delve into the most updated IT tools on the market to perform metrics with respect to the scope of Corporate Communication of companies in the 21st century. At the same time, they will analyze the potential of different digital technologies for deploying marketing and advertising strategies with greater economic and social impact.

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

Throughout this program, TECH students will learn with the best specialists in Corporate Communication. Therefore, they will directly assimilate their experiences and receive personalized guidance to support new skills. The entire academic process will be supervised by an adjunct tutor with extensive experience and mastery of the contents.

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

The centers chosen to participate in this study have international results thanks to their up-to-date handling of the most complex technologies and their qualified professionals. Therefore, this Internship Program is a unique opportunity to acquire the most competitive skills of the market in first person and applying, from the first day, the knowledge acquired.



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

TECH wants to disengage itself from the eminently theoretical academic programs that offer little scope for the practical development of new skills. For this reason, it has designed this study program in which the student will learn from direct, immersive, and demanding work experience.

5. Expanding the Boundaries of Knowledge

In order for its students to master the most global perspectives on Corporate Communication Management, TECH has designed this program with an international perspective. Therefore, each student can join companies in different latitudes and acquire skills in the international standards with the most significant impact in this sector.

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

03 Objectives

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



General Objectives

- Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence
- Describe the strategic role of integrated and consistent communication with all the Stakeholders
- Strengthen the skills, competencies and leadership capacity of future intangible asset managers.





Specific Objective

- ◆ Establish techniques for creating a personal and professional brand
- ◆ Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- ◆ Plan and implement integral communication plans
- ◆ Implement complex communication strategies to reach all audiences.
- ◆ Develop skills and competencies to effectively manage the communication department of any organization in all its aspects
- ◆ Describe the essential elements of corporate communication management
- ◆ Explore the characteristics of communication in specific sectors
- ◆ Understand the international context within which the company operates
- ◆ Acquire the necessary management skills to carry out correct corporate communication
- ◆ Managing teams and resolving labor conflicts
- ◆ Plan and create strategies for brand awareness and customer loyalty

04 Educational Plan

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

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

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

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

The internship will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for Corporate Communication Management praxis (learning to be and learning to relate).

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



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

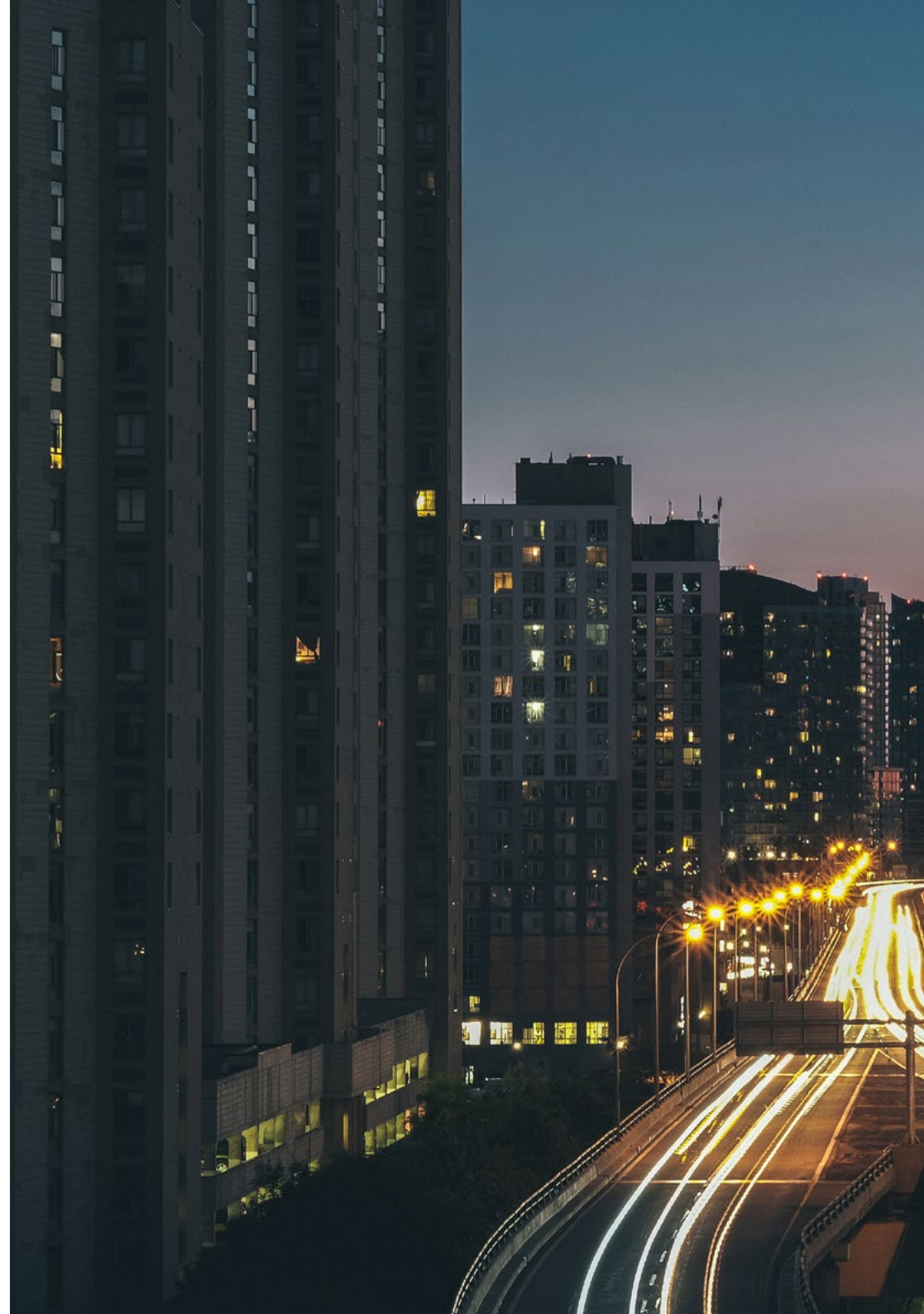
05

Where Can I Do the Internship Program?

TECH has established demanding criteria for being part of the group of companies in which the students of this center can carry out their practical training. Therefore, if the graduate chooses this training, they will be guaranteed active participation in one of the best international entities in communication. Thanks to this, you will not only learn in detail how they work and what tools they use in this sector, but you will become part of the team, assuming the tasks and responsibilities of a true expert in corporate communication management.

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Thanks to this Internship Program, you will be able to include in your resume 120 hours of experience in a large company in the Corporate Communication Management sector at an international level”





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



Premium global health care Madrid

Country City
Spain Madrid

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

Rehabilitation, readaptation, and personal training are the
pillars of the Physiotherapy clinic in Chamartín.

Related internship programs:

- MBA in Digital Marketing
- Project Management



School of Business

Premium global health care Fuenlabrada

| | |
|---------|--------|
| Country | City |
| Spain | Madrid |

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

Rehabilitation, readaptation, and personal training are the pillars of the Physiotherapy clinic in Fuenlabrada.

Related internship programs:

- MBA in Digital Marketing
- Project Management



School of Business

Premium global health care Pozuelo

| | |
|---------|--------|
| Country | City |
| Spain | Madrid |

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

Rehabilitation, readaptation, and personal training are the pillars of the Physiotherapy clinic in Pozuelo.

Related internship programs:

- MBA in Digital Marketing
- Project Management





Infomedia

| | |
|-----------|---------------------------------|
| Country | City |
| Argentina | 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

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. NO INCLUDED:** 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 MBA in Corporate Communications Management Management (CCO, Chief Communications Officer)** contains the most complete and updated program on the professional and academic scene.

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.

Program: **Internship Program in Corporate Communications Management (CCO, Chief Communications Officer)**

Duration: **3 weeks**

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

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



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