

# Internship Program

## Social Media Management and Community Manager

A hand holding a smartphone with digital overlays and social media icons. The background features a colorful, abstract design with a rainbow gradient at the top and a dark blue gradient at the bottom. The smartphone screen shows a social media interface with various icons and text, including the word "Insta".

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Internship Program  
Social Media Management  
and Community Manager

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# 01 Introduction

Social networks emerged in the private sphere to connect people around the world. However, their globalized use has opened the doors to the business market, as companies have come to understand that their presence in networks is essential to achieve effective brand awareness and improve sales. Therefore, those who do not have a presence in these communication channels are losing an audience that could not only consume their products or services but, even more importantly, promote them. By completing this TECH program, the professional will be able to update the skills needed to lead social media management teams. To do this, they will be involved in a 3-week practical internship in a relevant company in the communication and marketing sector.



*Incorporate the latest creative and promotional strategies in social media through this Internship Program"*





In recent years, many people have decided to make their passion for social networks their profession. But to carry out this work in the most appropriate way for companies, it is not only necessary to know how to handle the tools at their disposal but also to develop a series of communication, management, and planning skills. In this way, the objective is not only to advertise the company's products but also to manage the online communities by attending to the needs of customers, resolving conflicts, solving doubts, and, above all, creating a brand image that allows for better advertising and for consumers themselves to become prescribers of the company.

These elements are indispensable in today's social media management, but managing these departments requires leadership and the ability to manage valuable resources such as people. For this reason, TECH has designed this Internship Program that takes the professional to a 3-week immersion in a leading company in the communication and marketing sector.

An eminently practical stay that will allow you to develop professionally by obtaining the most relevant and outstanding information on the use and effective management of the main digital marketing tools focused on social networks. All this from the hand of the main experts in the field, consolidated teams in their companies that will make all their knowledge available to the graduates in internships to help them improve in a sector that demands professional managers in constant updating.

# 02

## Why Study an Internship Program?

In the field of communication, the practice of communication is essential, so in the field of academic pedagogy, TECH goes a step further and provides an Internship Program that allows updating knowledge and the professional impulse of those who take it. With this idea in mind, this institution has created a program that allows the graduate to enter a first-level company in the field of communication and marketing. This way, during 3 intensive weeks, you will be part of a work team specialized in the management of social networks, which will show you the most used digital tools for planning, administration, and monitoring of accounts. In addition, it will lead you to test the procedures used in the coordination of teams and their daily work. A unique academic opportunity that adapts to the real needs of professionals who wish to progress in a highly competitive work environment.



*TECH introduces you to a first-level professional scenario, where you can easily perform in the leadership of account management in social networks"*

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

The Internet revolutionized the world, and the social networks that emerged in this environment are here to stay. That is why virtual spaces, where millions of people interact, are increasing more and more. The management of these profiles requires a mastery of the most current digital tools. For this reason, and with the aim of bringing the specialist closer to this technology, TECH presents this Internship Program, where the professional will have the opportunity to access it through a leading company in the field of communication and Marketing.

### **2. Gaining In-Depth Knowledge from the Experience of the best professionals**

One of the main advantages of this program is the professional environment in which the graduate will be immersed. During this internship period, they will have the opportunity to progress in their career, thanks to the mentoring of a specialist in social networks and the work of a Community Manager. This will allow them to see the latest trends in this field at the hands of the best.

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

TECH maintains a philosophy based on providing the highest quality in all its programs, so it makes a careful selection of all available centers for Internship Programs. In this way, the professional will have guaranteed access to a prestigious environment in the area of Social Media Management and Community Manager. In this way, they will experience the day-to-day in a demanding and exhaustive work area where the latest technology in this field is applied.



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

Professionals who take this program already have solid theoretical knowledge, so in order to advance in the practical side of Social Media Management and Community Manager, TECH offers a new learning model that is 100% practical, which will lead them to take the lead in the management of profiles and business accounts. All this in just 3 months of professional practice and surrounded by great specialists in this area.

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

In this digital scenario, TECH offers a range of possibilities for the professional to develop in the field of Social Media Management and Community Manager. In this way, the graduates will be able to expand their knowledge frontiers and catch up with the best specialists in this field. An excellent opportunity to take the professional leap you are looking for.



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

# 03 Objectives

This Internship Program will allow students to improve their skills in the management of social networks and virtual communities. Therefore, at the end of this period, the professional will know how to perfectly handle the main tools used by Community Managers to implement their plans and digital marketing strategies, achieving an efficient use of social networks of your company, which favors the knowledge of the same and, therefore, the increase of potential consumers.



## General Objectives

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- Master the latest digital tools used in the administration of social networks
- Incorporate the planning methods and strategies used by Community Managers specialized in social network management into their daily work
- Enhance leadership and team coordination skills in the field of Social Networks







## Specific Objectives

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- ♦ Describe the characteristics and fundamentals of communication in the digital environment
- ♦ Know about social media and the work of the community manager
- ♦ Develop creative communication
- ♦ Develop a strategic marketing plan
- ♦ Carry out research in digital media
- ♦ Effectively write advertising copy
- ♦ Carry out management of art campaigns
- ♦ Create graphic pieces in advertising
- ♦ Develop a corporate Identity
- ♦ Analyze and manage communication in the context of public opinion



*This Internship Program gives you the opportunity to work in a leading technological institution in the field of social networks"*

# 04

## Educational Plan

The Internship Program consists of a practical internship in a prestigious clinical center, a 3-week period from Monday to Friday , with 8 consecutive hours of work with a professionals in the field. This internship will allow students to learn in-depth how the work of the Community Manager should be carried out, with the aim of creating a positive image of the company in which they work to increase sales and direct their promotions and advertising to their target audience, through marketing and communication strategies and campaigns designed with the company's goals in mind.

In this training proposal, of a practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of managerial tasks in the Marketing and Communication departments, acquiring the qualifications required to manage all promotional and advertising actions to attract a larger audience, as well as to manage virtual communities by effectively resolving any crisis that may occur.

It is, without a doubt, an opportunity to learn by working in the marketing and Communication departments of the main companies in the sector, getting to know the day-to-day work from the hands of professionals with extensive experience. In this way, it will be an option of great value for students who wish to be part of management teams, planning, controlling, and managing different marketing and communication strategies through social media.

In this way, the practical stay in a reference company in the sector will allow the student to complete a minimum number of practical activities in different areas and departments of the company, obtaining a general vision of the sector that will allow them to quickly join the labor market, becoming one of the most competitive professionals of the moment.

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 Social media Management praxis (learning to be and learning to relate).



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



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>Social Networks and Community Management</b>	Collaborate in the creation of a strategic plan for social networks and social media plan
	Contribute in increasing brand presence through social networks: Facebook, Twitter and LinkedIn
	Offering support in the generation of content on YouTube
	Use different tools for content generation
<b>Creativity in Communication</b>	Implementing creativity in communication
	Apply persuasive communication in publications
	Brainstorming participation in the creation of social media strategies
	Advertising communication
<b>Strategic Marketing</b>	Using Marketing Information Systems
	Conduct market and Customers Analysis
	Collaborating in the implementation of strategic alliances
	Organization Marketing Activities
<b>Advertising Creativity</b>	Proofreading, adapting creative for effective copywriting
	Participation in the drafting of text and images
	Offer support in the creation of scripts and storyboards
	Collaborate in the realization of graphic advertising creativity

# 05

## Where Can I Do the Internship Program?

Knowing how to manage virtual communities is an essential task of the Community Manager to ensure that potential customers become prescribers of your brand through the network. These positions require a high level of specialization, which will pay off when accessing management positions in top-level companies. For this, TECH has reached agreements with different companies in the field of communication and digital marketing so that professionals can access an intensive practical stay that will open the doors to a world full of job opportunities.


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*This Internship Program will give you the opportunity to learn in national and international companies, with top-level teams that are leaders in their field"*





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**

**Clínicas DH central**

Country	City
Spain	Valence

Address: Plaza Alqueria de Culla nº 4, oficina 802, 46910 Alfafar, Valencia

Clinic specialized in Aesthetic Medicine and Medical Laser Hair Removal.

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**Related internship programs:**

- MBA in Digital Marketing
- Social Media Management: Community Manager



**School of Business**

**Sanux Salud y Nutrición**

Country	City
Spain	Granada


Address: Calle el Castaño, 4 local 2, (18008) Granada, España

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**

**Xcolme**

Country	City
Spain	Navarra


Address: C. de Ansoain, 4, bajo, 31014 Pamplona, Navarra

A benchmark agency in digital marketing

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**Related internship programs:**

- MBA in Digital Marketing
- Social Media Management: Community Manager



**School of Business**

**Lady Moustache**

Country	City
Spain	Navarra


Address: Calle San Nicolás , Nº 76 , 4º 31001 Pamplona (NAVARRA)

Communication and advertising agency specialized in marketing, graphic design, branding, packaging, and web pages.

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**Related internship programs:**

- MBA in Digital Marketing
- Social Media Management: Community Manager



**School of Business**

**Tu destino viajar**

Country	City
Spain	Madrid

Address: Urbanización El Romeral, 22B, 28500 Madrid

Travel agency specialized in tailor-made trips

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**Related internship programs:**

- Multimedia Communication
- Social Media Management: Community Manager



School of Business

### Tribalo

Country City  
Mexico Querétaro de Arteaga

Address: Ignacio Pérez Sur N°49  
El Carrizal Querétaro

Advertising and Digital Marketing Agency

**Related internship programs:**

- MBA in Digital Marketing
- Advertising Communication



School of Business

### Grupo Neo

Country City  
Mexico Querétaro de Arteaga

Address: Fernando Soler 118 Col. La Joya  
Querétaro C.P. 76180

Company specialized in Graphic Design and creative works.

**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



School of Business

### Advanta Advisor

Country City  
Mexico Mexico City

Address: Av. Santa Fe 505 piso 21 Col. Cruz  
Manca Santa Fe

Company specialized in the financial sector for  
administrative and legal advice.

**Related internship programs:**

- MBA in Digital Marketing
- Social Media Management: Community Manager





School of Business

### Innovación Gráfica

Country: Mexico  
City: Mexico City

Address: Calle Juan de Dios Peza N° 115, Col Obrera, CP. 06800, CDMX

Entity specialized in marketing and commercial architecture.

**Related internship programs:**

- Sales and Commercial Management
- MBA in Digital Marketing



School of Business

### ITYC

Country: Mexico  
City: Mexico City

Address: Xochicalco 495 Col. Vértiz Narvarte Alcaldía Benito Juárez CDMX C.P. 03600

Trilingual school with secular and coeducational humanistic education.

**Related internship programs:**

- Programming and Implementing Educational Projects



School of Business

### The We Company

Country: Mexico  
City: Querétaro de Arteaga

Address: Juan N. Frías 19, del Parque, Constituyentes, 76147 Santiago de Querétaro, Qro., México

Digital Marketing Agency

**Related internship programs:**

- Graphic Design
- Social Media Management: Community Manager



School of Business

### CBM Innovación en Estrategias SAS

Country: Mexico City  
City: Mexico City

Address: Cda. 16 de Septiembre 4, Centro, 56100 Texcoco, Edo. de Méx.

Entity specialized in digital and offline commercial promotion

**Related internship programs:**

- MBA in Digital Marketing
- MBA in Business Intelligence Management



School of Business

### Liverpool

Country: Mexico City  
City: Mexico City

Address: Mario Pani No. 200 Col. Santa Fe Cuajimalpa C.P 05348 Cuajimalpa CDMX

Entity specialized in digital marketing and commercial strategies

**Related internship programs:**

- MBA in Digital Marketing
- Social Media Management: Community Manager



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### Grupo Fórmula

Country: Mexico City  
City: 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



School of Business

### Rehamex

Country: Mexico City  
City: Mexico

Address: J.J. Fernández de Lizardi No. 5, Cto. Novelistas, Ciudad Satélite, Naucalpan

Center specialized in rehabilitation and physical health promotion.

**Related internship programs:**

- Diagnosis in Physiotherapy
- Sports Physiotherapy







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### 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

### Amplifica

Country: Argentina  
City: Autonomous City of Buenos Aires

Address: Chile 576, C1098AAL CABA, Argentina

SEO agency for the promotion of communication and  
effective positioning.

#### Related internship programs:

- Advertising Communication
- Graphic Design



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

### Asociación Civil Mamis Solidarias

Country: Argentina  
City: Buenos Aires

Address: Juan de Garay 992, Ezeiza, Provincia  
de Buenos Aires

Social assistance foundation for children at risk of exclusion

#### Related internship programs:

- Social Media Management: Community Manager

# 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's Degree in Social Media Management and Community Manager** 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's Degree in Social Media Management and Community Manager**

Duration: **3 weeks**

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

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



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Social Media Management  
and Community Manager

# Internship Program

## Social Media Management and Community Manager



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