

# Postgraduate Certificate

## Management of Communication and Social Media Companies



## Postgraduate Certificate Management of Communication and Social Media Companies

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed studies in Journalism or Communication, as well as in the field of Social Sciences or Business Administration and who want to make a qualitative leap in their professional careers. Either as active entrepreneurs or as future entrepreneurs

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/management-communication-social-media-companies](http://www.techtute.com/us/school-of-business/postgraduate-certificate/management-communication-social-media-companies)

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# 01 Welcome

Running a communications and social media company is a real challenge for professionals who decide to take the reins of these entities. The media are currently experiencing a changing situation derived from the advance of new technologies that facilitate society's access to information. That is why the professionals who aspire to assume this responsibility must know in detail the keys that will allow them to develop this activity while minimizing the risk and increasing their chances of success. With the objective of providing graduates with a single qualification as a source of current, contrasted and useful knowledge, this program will help them improve their business skills and will have an impact on their personal and professional growth as a leader. A fully online course, designed by experts and distributed over 6 weeks.



Postgraduate Certificate in Management of Communication Companies and Social Media.  
TECH Global University



“

*This Postgraduate Certificate  
will lay the foundations for your  
professional success as a manager  
of a communication company"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

The objective of this Postgraduate Certificate in Management of Communication and Social Media Companies is that the graduates have all the theoretical and practical information that will allow them to become highly qualified leaders. The aim is to give you access to the tools with which you will be able to improve your managerial skills, expanding your abilities and competencies in just 6 weeks, from the world's largest TECH Global University and its group of experts.



“

*Your personal and professional growth is TECH's main objective, that you finish this Postgraduate Certificate as a confident, competent leader, capable of placing any communication company at the top of the sector”*

TECH makes the goals of their students their own goals too.  
We work together in order to achieve them.

The Postgraduate Certificate in Management of Communication and Social Media Companies will enable students to:

01

Manage a large media company with an overview of what is happening in their company and in their competition

02

Apply the latest trends in business management in the company







03

Develop and expand their own personal and managerial skills

04

Make decisions in a complex and unstable environment based on the most up to date information and the most appropriate protocols depending on the situation

05

# Structure and Content

The Postgraduate Certificate in Management of Communication and Social Media Companies is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.



“

*A 100% online qualification in which you decide the schedule. TECH puts at your disposal all the tools that will allow you to become a manager of communication and social media companies at your own pace and without stress"*

## Syllabus

The development of the syllabus for this Postgraduate Certificate in Management of Communication and Social Media Companies has been carried out by the teaching team of the qualification. For its design, they have taken into account the most up to date information, provided by their experience and current activity in the sector, and TECH's pedagogical criteria to guarantee the quality of the content.

This is why the course of this 100% online program will provide the graduate with the necessary competencies to face complex business challenges and decisions that will lead the company on the road to success.

The 180 hours that make up this qualification are not only dedicated to the best theoretical content, but the professional will find in the Virtual Classroom practical and additional material with which to contextualize all the information. It will feature research articles, further reading, practical cases of real business situations, in depth videos and much more. Everything you need to delve into the aspects of the syllabus you consider and get the most out of the program.

This is a unique opportunity to improve your professional skills and competencies within the communication business sector and with which you will have access to a wider job offer based on positions of responsibility and prestige.

This Postgraduate Certificate in Management of Communication and Social Media Companies takes place over 6 week and is composed of 1 module:

### Module 1

### Communication Company Management



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Management of Communication and Social Media Companies completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Communication Company Management**

**1.1. The Industries of Communication**

- 1.1.1. Mediamorphosis
- 1.1.2. Digital Transformation
- 1.1.3. Cybermedia

**1.2. Legal and Economic Structure of Communication Enterprises**

- 1.2.1. Individual Entrepreneur
- 1.2.2. Trading Companies
- 1.2.3. Media Conglomerates

**1.3. Structure, Administration and Challenges of Management**

- 1.3.1. Departmental Structure in Communication Management
- 1.3.2. Current Trends in Management Models
- 1.3.3. Integration of Intangibles
- 1.3.4. Communication Department Challenges

**1.4. Strategic Analysis and Competitiveness Factors**

- 1.4.1. Analysis of the Competitive Environment
- 1.4.2. Competitiveness Determinants

**1.5. Business ethics**

- 1.5.1. Ethical Behavior in Companies
- 1.5.2. Deontology and Ethical Codes
- 1.5.3. Fraud and Conflicts of Interest

**1.6. The Importance of Marketing in Communication Companies**

- 1.6.1. Marketing Strategies in Traditional Media
- 1.6.2. Impact of Social Networks on the Media Agenda

**1.7. Strategic Thinking and Systems**

- 1.7.1. The Company as a System
- 1.7.2. Strategic Thinking Derived from Corporate Culture
- 1.7.3. The Strategic Approach From a People Management Perspective

**1.8. Branding**

- 1.8.1. The Brand and Their Functions
- 1.8.2. Brand Creation (Branding)
- 1.8.3. Brand Architecture

**1.9. Creative Strategy Formulation**

- 1.9.1. Explore Alternative Strategies
- 1.9.2. Counter Briefing or Creative Briefing
- 1.9.3. Branding and Positioning

**1.10. Design of Crisis Manual/Crisis Communication Plan**

- 1.10.1. Preventing the Crisis
- 1.10.2. Managing Crisis Communication
- 1.10.3. Recovering from the Crisis



“

*This Postgraduate Certificate will give you the keys to have a strategic thinking derived from the corporate culture of your company to develop customized action plans for each area"*

# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



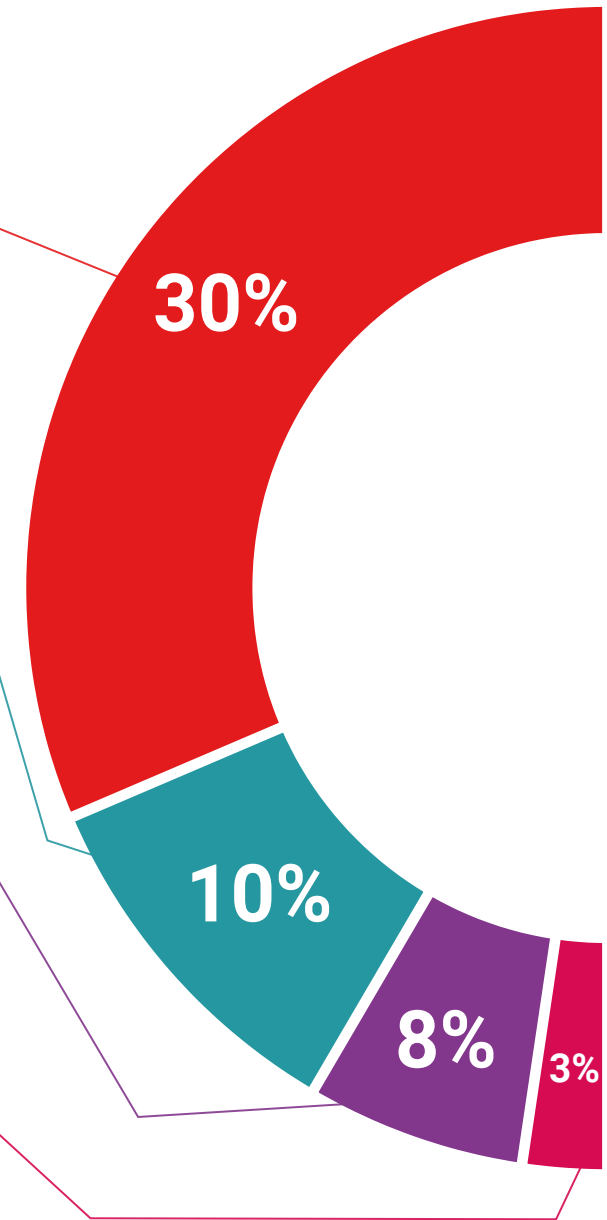
### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

This Postgraduate Certificate in Management of Communication and Social Media Companies is a program aimed at university graduates who have previously studied Journalism or Communication, as well as in the field of Social Sciences or Business Administration and who want to make a qualitative leap in their professional careers. Either as active businessmen or as future entrepreneurs. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.







“

*This Postgraduate Certificate is designed for students with broad expectations for the future in the field of management of communication companies. If this is your case, what are you waiting for to enroll?"*

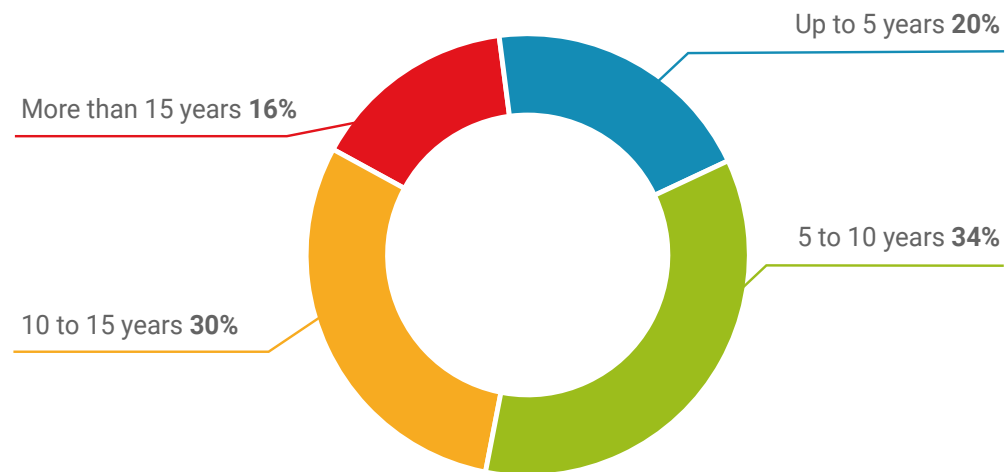
### Average Age

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Between **35** and **45** years old

### Years of Experience

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### Training

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Journalism and Communication **32%**

Business **35%**

Social Sciences **24%**

Other **9%**



### Academic Profile

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Press, Radio and TV **39%**

Advertising **26%**

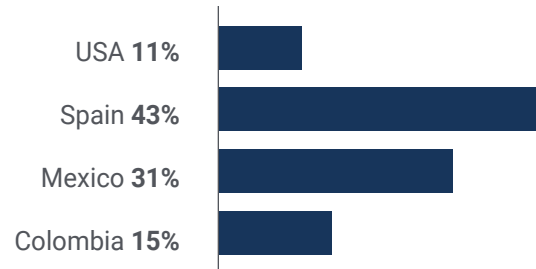
News Agency **26%**

Other **9%**



## Geographical Distribution

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## Raúl Illada

COO - Chief Operating Officer

*"In this qualification I was fortunate to meet a group of students who later became my co-workers. We discovered, thanks to this Postgraduate Certificate, that we had the same interests and business objectives, so we decided to start a project from scratch. Today we are a very competitive communication company with very promising expectations for the future"*

08

# Course Management

TECH selects its teaching team based mainly on two characteristics: that they are active specialists with extensive experience in the sector and that they demonstrate a real and reliable commitment to the personal and professional improvement of the graduate. That is why students will find in this qualification an opportunity to grow professionally in the hands of a group of experts who will be at their disposal for any questions related to the qualification and its application to the environment of the management of communication and social media companies.





“

*Having an active teaching team will allow you to better contextualize the information and will provide the Postgraduate Certificate with a current, critical and unique vision of the reality of communication companies"*

## Management



### **Ms. Iñesta Fernández, Noelia**

- ◆ Journalist and Social Media Manager
- ◆ Communications Manager, G. Greterika Imp-Exp
- ◆ Communications and Marketing Manager, A. Corporate
- ◆ Community Manager in Channel SMEs, Horeca
- ◆ Local media writer
- ◆ D. in Media Research
- ◆ Degree in Journalism
- ◆ Master's Degree in Social Media Management
- ◆ Higher Technician in Audiovisual Production



09

# Impact on Your Career

TECH values the investment, both in terms of time and money, made by professionals who decide to take the step and take this program. For this reason, every effort is made to offer content that lives up to expectations, resulting in the greatest possible positive impact on the graduate's career path. Being able to achieve the proposed goals in the short, medium and long term. As well as, enhancing organizational and planning skills with a view to expanding into a business of one's own or climbing up the management ladder in a company.





“

*Taking the course of this qualification is only the first step towards a bright working future. In it you will discover the rest”*

*The best qualification on the market to delve into the structure of communication companies and their management, but above all into the challenges of management.*

### Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Management of Communication and Social Media Companies of TECH Global University is an intense program that prepares you to face challenges and business decisions globally. The main objective is to promote personal and professional growth. Helping students achieve success.

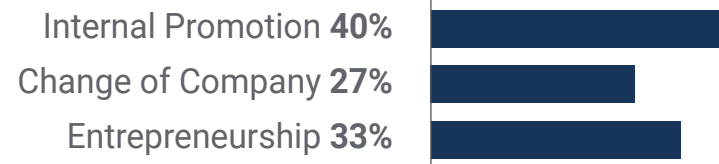
If you want to improve yourself, make a positive change at a professional level and network with the best, this is the place.

*The key to success is a solid knowledge base in the area. In this program you will find everything you need to build the foundations of a communication company with a bright future projection.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **32.3%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Management of Communication and Social Media Companies helps raise the management's talent to its maximum potential by creating high level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers. As well as acquiring new experiences in the digitalization and organizational area.





“

*At the end of this qualification you will be defined as a leader prepared to take on any business challenge that is proposed to you and capable of acting firmly in complex situations”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

This Postgraduate Certificate will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

# 11

# Certificate

The Postgraduate Certificate in Management of Communication and Social Media Companies guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Global University.





“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Management of Communication and Social Media Companies** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Management of Communication and Social Media Companies**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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