

Postgraduate Certificate Corporate Communication



Postgraduate Certificate Corporate Communication

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 5 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector.

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/corporate-communication

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 42

10

Benefits for Your Company

p. 46

11

Certificate

p. 50

01 Welcome

Companies have a multitude of options today to engage with their audiences. From traditional advertising campaigns to innovative transmedia actions that engage potential customers with social networks and new technologies. In this way, marketing professionals with a specific education in Corporate Communication can incorporate new models of relationship with their public, acquiring a higher professional status. Thereby, this TECH degree is an excellent opportunity to grow in the marketing sector with a full understanding of corporate communication and excellent techniques that highlight the professional as an example to follow within the sector.



Postgraduate Certificate in Corporate Communication
TECH Global University



“

In a new era where communication is more dynamic than ever, only the best-educated professionals will have access to the most privileged positions”

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

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



Academic Excellence

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

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

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 Corporate Communication is to instruct its students in the most current trends and communicative effects, so that they can pursue a professional and economic improvement that will have a positive impact on their personal lives. Thanks to the support of the teaching staff, who are well versed in business communication, students will soon reach their most ambitious professional goals.



“

Do you want to be the professional that all communicators look up to? Start down that path by enrolling in TECH today”

TECH makes the objectives of its students its own.
Working together to achieve them.

The **Postgraduate Certificate in Corporate Communication** will provide the student with the education to:

01

Learn how communication works and is managed in organizations

02

Analyze trends in business communication

03

Study advertising communication



04

Study the effects of commercial and advertising communication

07

See the basics of internal communication

05

Learn about communication in times of crisis

08

Know what Branding is and how it is developed

06

Study about digital reputation

09

Learn what a comprehensive communication plan is and how it should be developed

05

Structure and Content

The structure of this Postgraduate Certificate in Corporate Communication follows the most innovative educational methodology in the market, so the student is guaranteed to get the maximum benefit from all the material taught. The teaching load is reduced and manageable, as it incorporates high quality audiovisual material and eliminates the need to do a final paper.



“

In your future as a communications director, it will be crucial that you know how to manage crises and communicate successfully both internally and externally”

Syllabus

The content of the Postgraduate Certificate in Corporate Communication is designed to promote the development of management skills that will enable the professional to obtain information that will allow them to adequately manage the reputation of a brand or company.

Over the course of 150 hours, the student analyzes a plethora of practical cases through individual and team work. This means a real immersion in real Corporate Communication situations, which makes the teaching even more valuable for the student.

This Postgraduate Certificate deals in depth with all the strategic areas of the company and is designed to train managers and experts in Communication, so that they understand business management from a strategic, international and innovative perspective.

This Postgraduate Certificate takes place over 6 weeks and is made up of just 1 module:

Module 1

Corporate Communication



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Corporate Communication 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 take that definitive leap.

Module 1. Corporate Communication

1.1. Communication in Organizations

- 1.1.1. Organizations, People and Society
- 1.1.2. Historical Evolution of Organizational Behavior
- 1.1.3. Bidirectional Communication

1.2. Trends in Business Communication

- 1.2.1. Generation and Distribution of Corporate Content
- 1.2.2. Business Communication on the Web 2.0
- 1.2.3. Implementation of Metrics in the Communication Process

1.3. Advertising Communication

- 1.3.1. Integrated Marketing Communication
- 1.3.2. Advertising Communication Plan
- 1.3.3. Merchandising as a Communication Technique

1.4. Effects of the Media

- 1.4.1. Efficiency of Commercial and Advertising Communication
- 1.4.2. Theories on the Effects of the Media
- 1.4.3. Social and Co-creation Models

1.5. Online Agencies, Media and Channels

- 1.5.1. Integral, Creative and Online Agencies
- 1.5.2. Traditional and New Media
- 1.5.3. Online Channels
- 1.5.4. Other Digital Players

1.6. Communication in Crisis Situations

- 1.6.1. Definition and Types of Crises
- 1.6.2. Phases of the Crisis
- 1.6.3. Messages: Contents and Moments

1.7. Digital Communication and Reputation

- 1.7.1. Online Reputation Report
- 1.7.2. Netiquette and Good Practices on Social Media
- 1.7.3. Branding and Networking 2.0

1.8. Internal Communication

- 1.8.1. Motivational Programs, Social Action, Participation and Training with HR
- 1.8.2. Internal Communication Support and Tools
- 1.8.3. Internal Communication Plan

1.9. Branding

- 1.9.1. The Brand and Their Functions
- 1.9.2. Brand Creation (Branding)
- 1.9.3. Brand Architecture

1.10. Integral Communication Plans

- 1.10.1. Audit and Diagnosis
- 1.10.2. Elaboration of Communication Plan
- 1.10.3. Measuring results: KPIs and ROI



The educational experience that will reveal possibilities for your career as a communicative, efficient, professional and prestigious manager"



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.



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

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.

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

The Postgraduate Certificate in Corporate Communication is a program aimed at professionals who want to acquire greater skills and competencies in corporate reputation crisis management, discover new ways to manage the brand, control through the analysis of results the possible reputational conflict and advance in their professional career.





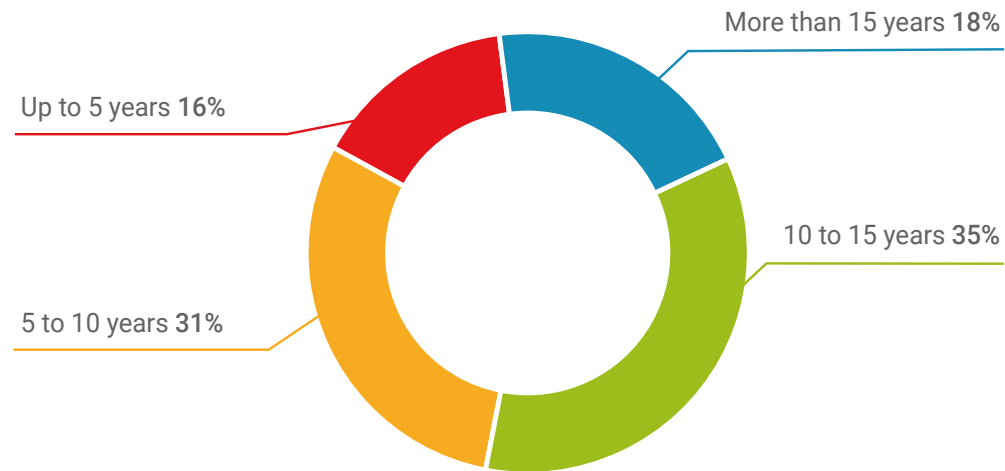
“

If you want to improve your professional outlook while continuing to perform your daily duties, you've chosen the right program”

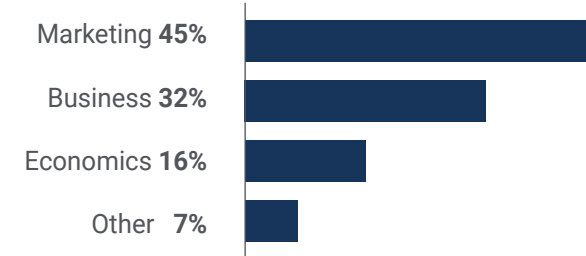
Average Age

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

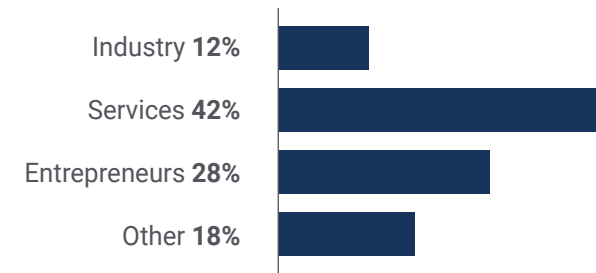
Years of Experience



Training



Academic Profile



Geographical Distribution



Mr. Javier Hernández

Head of Communication

"Thanks to the Postgraduate Certificate in Corporate Communication I have been able to learn the latest techniques and strategies in marketing. Without a doubt, this is a recommended education for anyone who wants to give a quality boost to their business"

08

Course Management

The program includes in its teaching staff leading experts in auditing accounts, who bring their years of experience to this program. In addition, other renowned specialists in related areas participate in its design and elaboration, completing the course in an interdisciplinary way, making it a unique and highly educational experience for the student.





“

*We have a highly regarded
international teaching faculty”*

International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.



Dña. McIntoch, Jess

- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Mr. López Rausell, Adolfo

- ◆ Director of TECH Business School
- ◆ Technical Direction in Projects and Market Studies at Investgroup
- ◆ Management at Club Innovation Club of the Valencian Community
- ◆ Degree in Economics and Business Administration from the Universitat de Valencia
- ◆ Diploma in Marketing in ESEM Business School



09

Impact on Your Career

TECH is aware of the effort that the student must make to take on a Postgraduate Certificate of these characteristics, so all efforts are focused on obtaining a positive impact on their trajectory as quickly and efficiently as possible. Thanks to a personalized orientation, the student will have in their hand the key to climb positions and reach a communication management position in any company within their reach.



“

With this Postgraduate Certificate, you will be positioned among the best professionals in your sector, being consulted to manage the communication of the most prestigious corporations”

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

This program brings out the best in its students, taking them to the maximum effort through complicated communicative situations that they will have to solve thanks to the knowledge acquired and their own cunning. By polishing their skills, they will be better professionals after completing their degree.

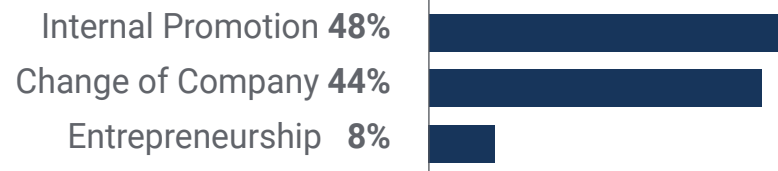
Don't miss the opportunity to specialize with the best in the field you are passionate about.

This program is the positive change that will enhance your reputation and pay in the communications field.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



10

Benefits for Your Company

This Postgraduate Certificate in Corporate Communication is also an excellent opportunity for all companies looking for efficient managers capable of managing corporate strategy. Thanks to these highly skilled professionals, communication will be much more fluid and effective, having a positive impact on other departments and economic results.



“

You have the opportunity to succeed by being the professional you always wanted to be. You won't regret joining TECH”

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

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 itself

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 be in contact with the main markets of 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 program will equip students with the skills to take on new challenges and drive the organization forward.

11 Certificate

The Postgraduate Certificate in Corporate Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a certificate issued by TECH Global University.



“

Successfully complete this training program and receive your university certificate without travel or laborious paperwork”

This program will allow you to obtain your **Postgraduate Certificate in Corporate Communication** 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 Corporate Communication**

Modality: **online**

Duration: **6 weeks**

Accreditation: **5 ECTS**



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



Postgraduate Certificate Corporate Communication

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 5 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate Corporate Communication

