

# Postgraduate Certificate Market and Communication Environments





## Postgraduate Certificate Market and Communication Environments

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » 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 businessmen or as future entrepreneurs

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/market-communication-environments](http://www.techtute.com/us/school-of-business/postgraduate-certificate/market-communication-environments)

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# 01

# Welcome

The market environment in the communications business sector has evolved in recent years with the development of new technologies and the emergence of new tools linked to the possibilities that arise with the increasingly frequent use of the Internet. For this reason, the specialists who dedicate their work to this area must be constantly updating their content and know the keys to manage their company based on the most demanded market trends. This qualification was created with the idea that the graduates will find in it a guide that will allow them to perform this function efficiently, becoming highly qualified professionals. A program designed by experts in business communication and presented in a convenient online format, accessible 24 hours a day and from any device.



Postgraduate Certificate in Market and Communication Environments.  
TECH Technological University

“

*Knowing in detail the market environment of your entity will allow you to acquire a broader and more critical business vision with which to work on strategies adapted to the requirements of the sector”*

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 Technological 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:



### 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"*



### 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.

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 Technological University community.

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

# 04 Objectives

The market for communication companies is a variable environment depending on social trends. This is why information is constantly changing. For this reason, TECH's objective with this Postgraduate Certificate is to provide the graduates with the tools that will allow them to be up to date at all times with the industry's current affairs. A guide that saves you from having to spend hours searching exhaustively for sources of information that are truthful and provide you with the knowledge you need to develop an innovative, reliable and successful management activity.

“

*You are only 6 weeks away from achieving your professional goals in the communications sector. Enroll now and give your career the boost it needs”*

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

The **Postgraduate Certificate in Market and Communication Environments** will enable students to:

01

Define a successful business strategy based on the requirements and specifications of the target market

02

Get to know the macro-environment of the communication company and its possible variables







03

Develop a competitive and quality positioning that will enable you to achieve your most ambitious business objectives

04

Develop a marketing plan taking into account the analysis and diagnosis of the situation

05

# Structure and Content

This Postgraduate Certificate in Marketing and Communication Environments has been designed by the teaching team, following the guidelines of the innovative Relearning methodology. In this way, the most important concepts of each module are repeated throughout the syllabus, favoring a natural and gradual acquisition of content. Additionally, this methodology emphasizes the importance of combining theory with practice, so that the graduate can better contextualize the information and favor a more efficient learning process.



“

*Having access to the best theoretical and practical content on market environments and communication will allow you to improve your professional skills and competencies to levels you can't even imagine”*

## Syllabus

The syllabus of this Postgraduate Certificate in Market and Communication Environments has been developed 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 150 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 Market and Communication Environments takes place over 6 weeks, and it consists of 1 module:

### Module 1

### Market and Communication Environments



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

TECH offers the possibility of developing this Postgraduate Certificate in Market and Communication Environments 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. Market and Communication Environments**

**1.1. Company's Macro-Environment**

- 1.1.1. Concept of Macro-Environment
- 1.1.2. Macro-Environment Variables

**1.2. Company's Micro-Environment**

- 1.2.1. Approach to the Concept of Micro-Environment
- 1.2.2. Actors in the Micro-Environment

**1.3. New Competitive Environment**

- 1.3.1. Technological Innovation and Economic Impact
- 1.3.2. Knowledge Society
- 1.3.3. The New Consumer Profile

**1.4. Knowing the Market and the Consumer**

- 1.4.1. Open Innovation
- 1.4.2. Competitive Intelligence
- 1.4.3. Competitive Economy

**1.5. The Market and Audiences**

- 1.5.1. Profile of Media Users
- 1.5.2. Audience Fragmentation

**1.6. Developing the Marketing Plan**

- 1.6.1. Marketing Plan Concept
- 1.6.2. Situation Analysis and Diagnosis
- 1.6.3. Strategic Marketing Decisions
- 1.6.4. Operating Marketing Decisions

**1.7. Market Segmentation**

- 1.7.1. Market Segmentation Concept
- 1.7.2. Utility and Requirements of Segmentation
- 1.7.3. Consumer Market Segmentation
- 1.7.4. Industrial Market Segmentation
- 1.7.5. Segmentation Strategies
- 1.7.6. Segmentation Based in Marketing - Mix Criteria

**1.8. Competitive Positioning**

- 1.8.1. Positioning Concept on the Market
- 1.8.2. The Positioning Process

**1.9. Commercial Segmentation**

- 1.9.1. Analysis of Distribution Channels, Sales Areas and Products
- 1.9.2. Preparing Commercial Areas
- 1.9.3. Implementing the Visiting Plan

**1.10. Corporate Social Responsibility**

- 1.10.1. Social Commitment
- 1.10.2. Sustainable Organizations
- 1.10.3. Business Ethics



“

*Investing your time in this qualification will not only open the doors to a more promising professional future, but will also give you the keys to become a specialist in market environments in the communication sector”*

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 Market and Communication Environments 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.







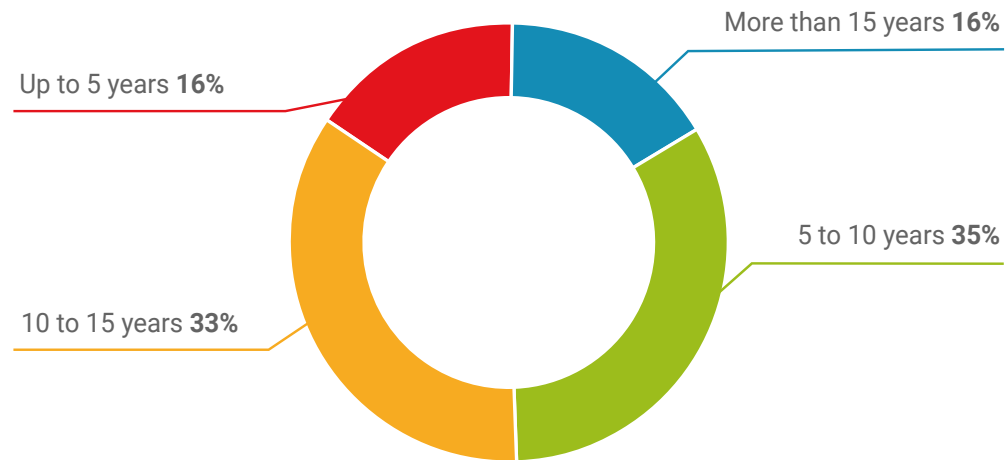
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*TECH aims this qualification at a very broad professional profile, but with a common goal: to become an expert in market environments in the communication sector”*

### Average Age

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

### Years of Experience



### Training

Journalism and Communication **33%**

Business **35%**

Social Sciences **24%**

Other **8%**

### Academic Profile

Press, Radio and TV **37%**

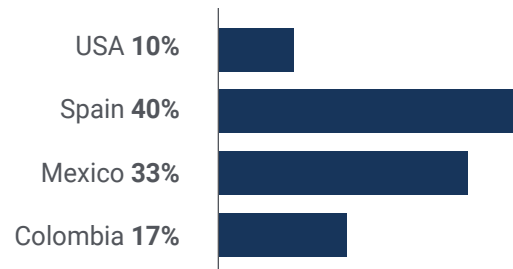
Advertising **27%**

News Agency **24%**

Other **12%**

## Geographical Distribution

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## Rocío González

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**Product Manager and Customer Success**

*"One of the things I highlight about this Postgraduate Certificate is the quality and relevance of its content. I have been working in the world of communication for years and during this period I have studied several qualifications, but none as complete and applicable as this one. Being able to use the information gathered in this course in my day to day life has helped me grow professionally, which has translated into a job improvement I had been looking forward to for some time"*

08

# Course Management

In order to have the best teaching, it is necessary to have in its management team a group of experts in the business communication sector. That is why TECH has selected for this Postgraduate Certificate in Market and Communication Environments a team with extensive experience in the sector and as heads of different areas in the media. As they are active experts, they will be able to provide the qualification with a current and realistic vision of the subject, facilitating the contextualization of the content.



“

*You will be able to check the human and professional quality of the teaching team in the individualized tutorship that TECH makes available to you during the course of the qualification”*

## International Guest Director

With a strong background in Communications and Marketing, Bianca Freedman has served as Chief Executive Officer (CEO) of Edelman's Canada division, where she has led strategy, operations and culture in the region. In fact, she has played a crucial role in the evolution, promotion and protection of brands and reputations in a dynamic media environment. In addition, she has been one of the Executive Positioning experts within Edelman's global network, a critical area where business leaders are increasingly in demand.

She has also held other prominent positions at Edelman, including Chief Operating Officer (COO) and General Manager. In these roles, she has led some of the organization's most important and complex projects in both the private and public sectors, working with some of the country's most prestigious companies to transform their presence with employees, customers and shareholders.

Bianca Freedman's career has also included positions at InfinityComm Inc. as Account and Public Relations Manager, as well as at Credit Valley Hospital, where she has served as Marketing and Communications Coordinator. She has also held Marketing, Public Relations and Social Media Manager roles at Walmart, where she has been instrumental in communications innovation, both in Canada and in the San Francisco Bay Area, alongside the company's global e-commerce group.

Notably, as an active member of the community, she has served on the Humber PR Advisory Board and volunteers with the Community Association for Riders with Disabilities (CARD). And she is fully committed to removing barriers to entering the job market, as well as supporting high-potential talent.



## Ms. Freedman, Bianca

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- Chief Executive Officer (CEO) at Edelman Canada, Toronto, Canada
- Manager of Marketing, Public Relations and Social Media at Walmart
- Marketing and Communications Coordinator, Credit Valley Hospital, Credit Valley, Canada
- Account and Public Relations Manager at InfinityComm Inc.
- IWF Fellowship in Business Administration and Management from INSEAD
- Transformational Leadership, Business Administration and Management Program at Harvard Business School
- Graduate degree in Public Relations from Humber College
- B.A. in Political Science, Communication Studies, from McMaster University
- Member of Humber PR Advisory Board, Community Association for Riders with Disabilities (CARD)



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

## 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.



“

*Knowing the keys to develop a marketing plan according to the requirements of the different market environments of communication companies will allow you to develop individualized strategies for each area, increasing your chances of success”*

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

The Postgraduate Certificate in Marketing and Communication Environments of TECH Technological 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.

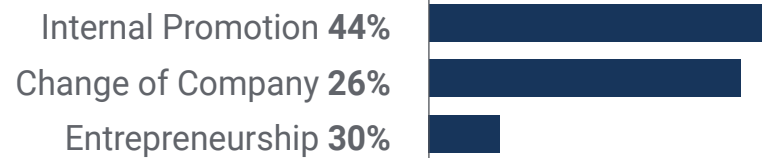
*You will have access to an international network where you will be able to meet professionals from all over the world with the same interests as you.*

*Give your career a distinctive boost with the most innovative and comprehensive topics in competitive positioning and business segmentation.*

### When the change occurs



### Type of change



## Salary increase

---

This program represents a salary increase of more than **28.7%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Market and Communication Environments contributes to elevate the management's talent to its maximum potential through the specialization of 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.



“

*Take the step and enroll now if you are looking to project your future towards the successful management of business projects in different market environments in the communication sector”*

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.

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.

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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 Market and Communication Environments guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Market and Communication Environments** contains the most complete and up to date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained through the **Postgraduate Certificate**, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

**Title: Postgraduate Certificate in Market and Communication Environments**

**Official N° of hours: 150 h.**



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



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