

# Postgraduate Certificate Media





## Postgraduate Certificate Media

- » 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/media](http://www.techtute.com/us/school-of-business/postgraduate-certificate/media)

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# 01 Welcome

The fourth estate, that is how the media is known. And the influence they have on the citizenry is very strong, even interfering in social movements. That is why they need managers who are familiar with this reality, professionals who are aware of the responsibility that comes with being in charge of such an influential team. The aim of this qualification is to provide graduates with an in depth knowledge of the sector in order to develop a media strategy in accordance with the demand and professional ethics. A program presented in a convenient online format, through which you can access the best theoretical, practical and audiovisual content from wherever and whenever you want.



Postgraduate Certificate in Media.  
TECH Global University

“

*This qualification will provide you with a broad but specialized vision of the sector in order to develop effective and successful management strategies"*

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:



### 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

---

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 Global University community.

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

# 04 Objectives

The development of new technologies has also influenced the media, creating new channels and adding more advanced features to the traditional ones. That is why the objective of this qualification is to gather all this information in a single program, so that the graduates will find in it the necessary knowledge that will allow them to develop a business activity based on solid arguments and extracted from the current situation of the sector.

“

*Relying on TECH, its experts and its comprehensive programs to achieve your professional goals is a safe bet for the future”*

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

The **Postgraduate Certificate in Media** will enable students to:

01

Know how to identify the company's environment and target audiences

02

Know how to manage your company's reputation







03

Know how to identify the audiences of the media

04

Know all the available platforms to promote their media

05

# Structure and Content

For the development of the content of this Postgraduate Certificate in Media TECH has used the techniques of the Relearning methodology, a process that combines real cases, the resolution of complex situations by simulation, the study of practical cases and learning based on repetition. This results in a faster acquisition of knowledge, allowing professionals to assimilate concepts more effectively, fostering a critical spirit, along with decision-making, contrasting opinions and argumentation.



“

*You will have access to practical cases based on complex situations that you will encounter in the media. In this way, you will naturally develop a quick, effective and useful response, which will help you solve any issue as a team leader”*

## Syllabus

This Postgraduate Certificate in Media has been designed by the teaching team based on their own professional experience, the most up to date information and the future trends of the sector.

This is an intensive program, distributed over 6 weeks, in which the graduate will have access to 180 hours of the most up to date and complete theoretical and practical content on the market specifically related to the different media. A qualification that will allow you to improve your leadership skills and thanks to which you will acquire the necessary competencies to manage, with total guarantee of success, a business project distinguished by innovation, profitability and professionalism.

This Postgraduate Certificate is presented as a unique opportunity to raise the graduate's career to the top. Its convenient online format, as well as its accessibility, will allow you to continue with your professional life while investing time in a qualification that will propel you to achieve all your professional goals.

This Postgraduate Certificate in Media takes place over 6 weeks, and it consists of 1 module:

### Module 1

### Media



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

TECH offers the possibility of developing this Postgraduate Certificate in Media 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. Media

### 1.1. Introduction to the Media

- 1.1.1. What is the Media?
- 1.1.2. Characteristics of the Media
- 1.1.3. Media Utility

### 1.2. Press

- 1.2.1. Introduction and Brief History of the Media
- 1.2.2. Main Features
- 1.2.3. From Paper to Digital

### 1.3. Radio

- 1.3.1. Introduction and Brief History of the Media
- 1.3.2. Main Features

### 1.4. Television

- 1.4.1. Introduction and Brief History of the Media
- 1.4.2. Traditional Television
- 1.4.3. New Forms of Television Consumption

### 1.5. Social Networks as a Means of Communication

- 1.5.1. The Network as a New Communication Environment
- 1.5.2. Communicative Possibilities of Social Networks

### 1.6. New Platforms and Devices

- 1.6.1. A Multi-Screen Environment
- 1.6.2. Second Television Screens
- 1.6.3. The Multitasker Consumer

### 1.7. Glocalization

- 1.7.1. Local Media
- 1.7.2. Proximity Journalism

### 1.8. Effects of the Media

- 1.8.1. Efficiency of Commercial and Advertising Communication
- 1.8.2. Theories on the Effects of the Media
- 1.8.3. Social and Co-creation Models

### 1.9. Media Convergence

- 1.9.1. A New Media Ecosystem
- 1.9.2. Convergence Culture

### 1.10. User-Generated Content

- 1.10.1. From Consumer to Prosumer
- 1.10.2. Participatory Culture
- 1.10.3. Collective Intelligence



“

*Keeping abreast of new communication platforms and devices is key to developing a successful business strategy based on current demand”*

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"*

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

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

This Postgraduate Certificate in Media 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.





“

*TECH aims its qualifications at ambitious graduates, with high professional goals and who want to become, through its Postgraduate Certificate programs, renowned entrepreneurs. If you fit the profile, this Postgraduate Certificate is perfect for you"*

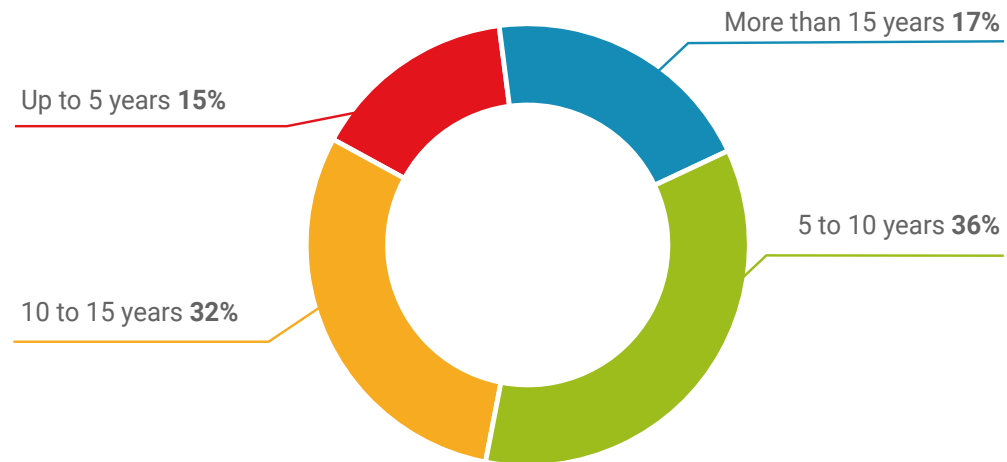
### Average Age

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

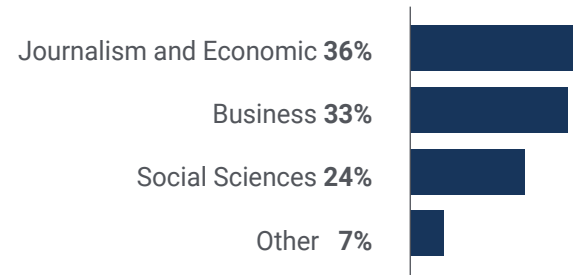
### Years of Experience

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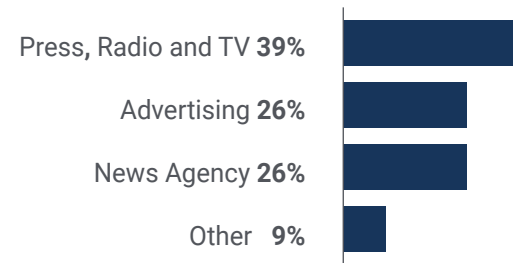
### Training

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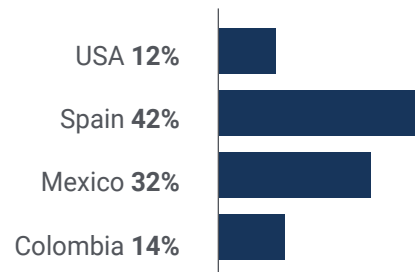
### Academic Profile

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## Geographical Distribution

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## Felipe Moreno

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**Content and Product Manager**

*"I finished this Postgraduate Certificate in Media a couple of months ago and since then I have achieved, not only to improve my professional skills, but also a job improvement that I had been waiting for a long time. I highlight the possibility of accessing this qualification at any time and I recommend the Postgraduate Certificate to all those professionals who, like me, love the media and want to develop a successful career in this industry"*

08

# Course Management

The faculty of this Postgraduate Certificate in Media is made up of professionals from the world of communication, journalists with extensive experience working in different media and in positions of responsibility. This teaching team is characterized by its human quality and its commitment to the personal and professional growth of the graduate, which is why they offer the possibility of tutoring to resolve doubts about the program or to discuss different aspects of the industry.



“

*Having the support of active industry professionals gives this qualification a realistic, critical and different vision, and will help you contextualize the information in a more effective way”*

## 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 (Corporate)
- ♦ Community Manager in SMEs of Channel Horeca
- ♦ Local media writer
- ♦ D. in Media Research
- ♦ Master's Degree in Social Media Management
- ♦ Degree in Journalism
- ♦ 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.



“

*Discover in depth the possibilities offered by social networks as media and implement the latest developments to your business strategy to achieve greater effectiveness”*

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

TECH Global University's Postgraduate Certificate in Media 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 professionally and network with the best, this is the place for you.

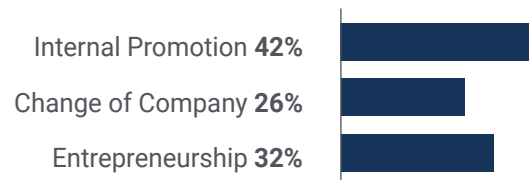
*This Postgraduate Certificate will give you the confidence you need to change the course of your career path towards the professional future you have always wanted.*

*Having this qualification on your résumé will allow you to access more prestigious positions, with the salary increase that this entails.*

### When the change occurs



### Type of change



## Salary increase

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The completion of this program represents a salary increase of more than **29.3%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Media contributes to elevate 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.





“

*Sharing academic experience with thousands of graduates from all over the world, with your same concerns and objectives, will allow you to create a network with potential partners, customers or suppliers”*

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 professional 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 Media 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 Media** 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 Media**

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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