

# Postgraduate Certificate

## New Communication Paradigm





## Postgraduate Certificate New Communication Paradigm

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/in/school-of-business/postgraduate-certificate/new-communication-paradigm](http://www.techtitute.com/in/school-of-business/postgraduate-certificate/new-communication-paradigm)

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# 01 Welcome

Viewers have become a very demanding audience. Therefore, communication companies need to adapt to the new times, using all the tools offered by the Internet to create innovative, transmedia content adapted to their tastes and interests. On this premise, company managers need to broaden their knowledge in order to understand their market and adapt to it with the certainty that they will be able to stand out in a highly competitive sector. This TECH Technological University program offers you all the specialized knowledge through which you will be able to innovate in your sector, taking advantage of the Internet and new applications to reach a specialized audience.



Postgraduate Certificate in New Communication Paradigm.  
TECH Technological University



“

*Once you have completed this program, you will be able to apply the appropriate strategies to lead your communication company to success”*

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:



### Analysis

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



### Academic Excellence

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



### Economy of Scale

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



### Learn with the best

---

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

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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

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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

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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

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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 main objective of this TECH Technological University program is to offer journalists and communicators a unique learning opportunity through which they can update their knowledge and adapt to the future of communication. In this way, they will be able to create content across different platforms, making an impact on the audience and building loyalty, taking advantage of the digital revolution and its contributions to the industry.



“

*Do you want to adapt your company's content to the new market requirements, but don't know how? With this program, you will learn how to do so, easily"*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

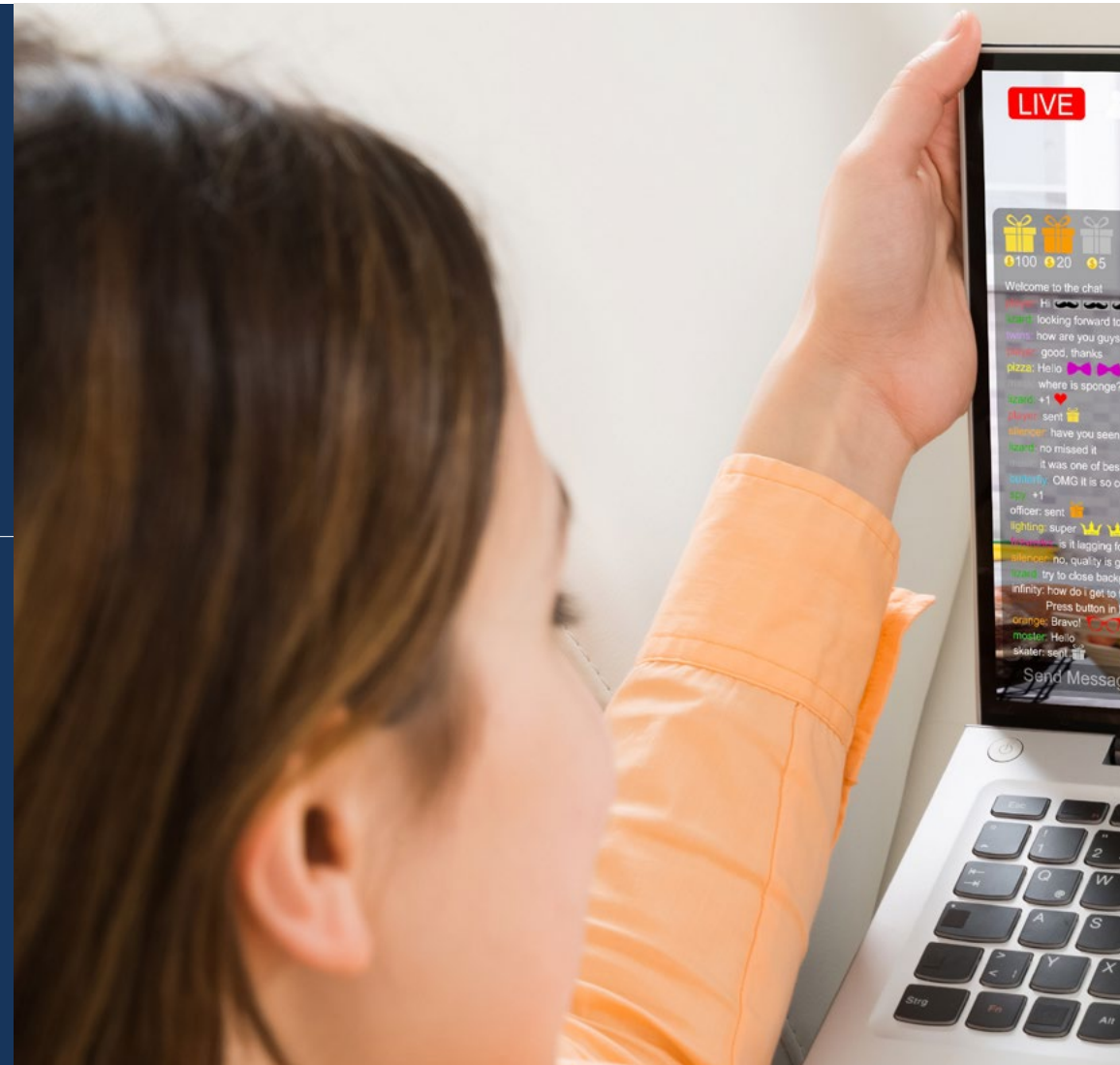
This **Postgraduate Certificate in New Communication Paradigm** qualifies students to:

01

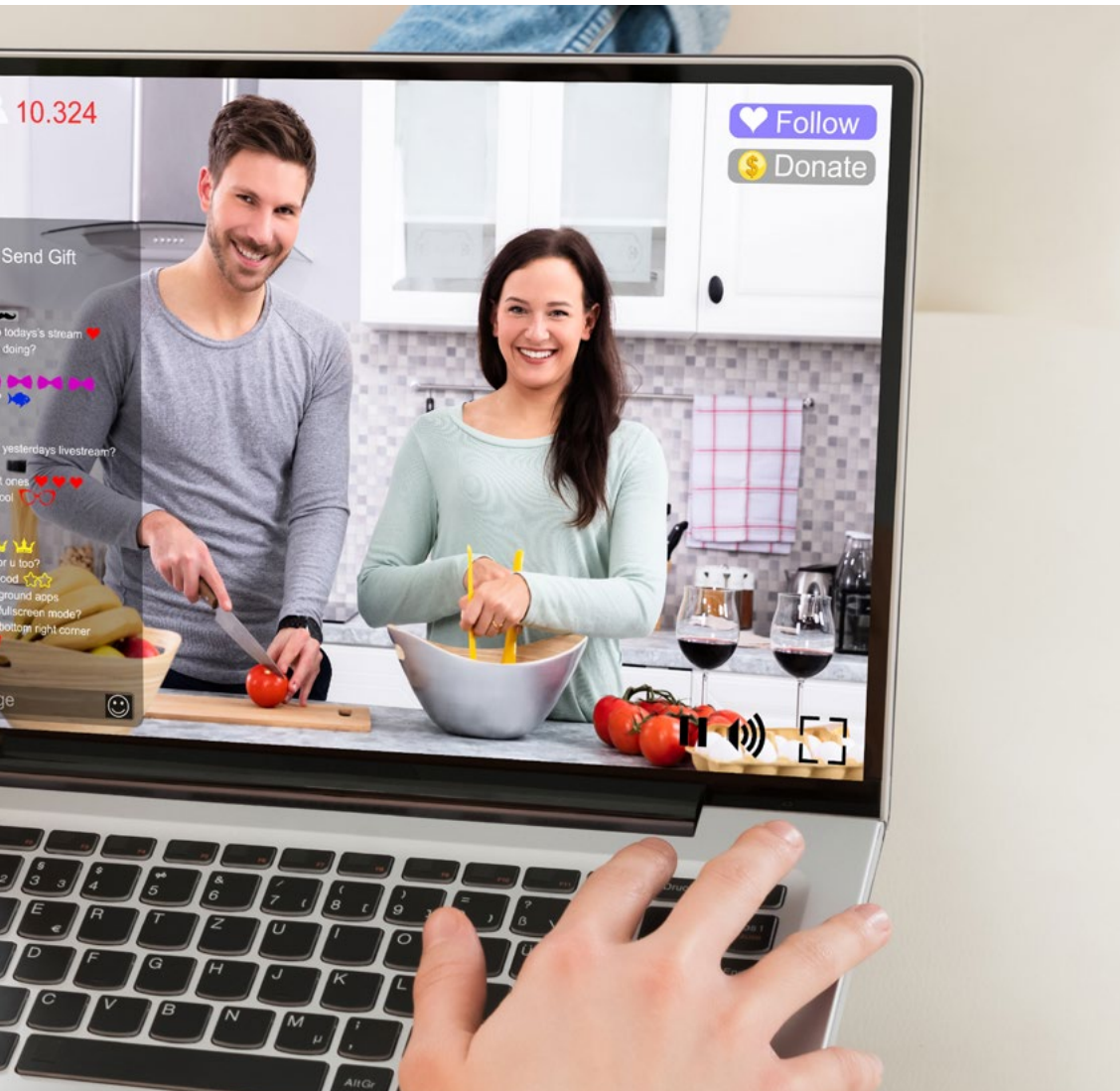
Manage and know conceptually the field of transmedia Storytelling and understand its relevance in different professional fields (advertising, marketing, journalism, entertainment)

02

Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization







03

Place the entire syllabus in a changing sociological and media landscape, where technology and the fragmentation of the audiovisual offer open up enormous opportunities for business and professional development

04

Know the new communication paradigms, from a strategic perspective, and be able to put into practice the most current techniques and strategies in this field

05

# Structure and Content

Communicators must adapt to the new times and be aware of how consumer habits have been changing in order to offer increasingly customized and interesting products to their audience, which is becoming more personalized and demanding. For this reason, this program has an entirely new agenda that will be essential to understand the context currently affecting the sector. Through 10 topics, students will have access to the best information on the subject.



“

*Discover how the Internet has influenced the new way of understanding communication and take advantage of its benefits to create your content"*

## Syllabus

Thanks to the Internet and all the possibilities it offers, the public can have "a la carte" content. Gone are the days when programming guided the audience's consumption habits. Now it is the public who plan their own entertainment agenda, following their tastes and interests and, most importantly, their own schedules.

To understand all the contributions that the Internet and new technologies have brought to communication, TECH Technological University has designed this comprehensive curriculum. A program that, in just 6 weeks, will show students the new communication paradigms. Therefore, you will be able to understand from media transformation and audience fragmentation to media convergence, participatory culture or the new television, among other aspects of great interest for professionals.

In addition, one of the main advantages of this academic program is that it is offered in 100% online, so students will have the opportunity to self-manage their own study time, which will allow them to perfectly combine their learning process with the rest of their daily obligations, whether personal or professional.

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

### Module 1

### A New Communication Paradigm



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

TECH offers the possibility of developing this Postgraduate Certificate in New Communication Paradigm 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. A New Communication Paradigm

1.1. Media Transformation and Audience Fragmentation

- 1.1.1. The New Role of the Media
- 1.1.2. The Citizen Facing the Digital Revolution
- 1.1.3. Consumption and Infocipation

1.2. Media Convergence

- 1.2.1. Technological Convergence
- 1.2.2. Socio-Cultural Convergence
- 1.2.3. Corporate Convergence

1.3. Internet 2.0: from Monologue to Dialogue

- 1.3.1. The Fragmentation Process
- 1.3.2. The Effect of Technology
- 1.3.3. The Questioning of Traditional Media

1.4. Long Tail

- 1.4.1. Long Tail Business Models
- 1.4.2. Elements of a Long Tail Model

1.5. The New Prosumer

- 1.5.1. The Third Wave
- 1.5.2. Spectators vs. Influencers

1.6. Internet 2.0

- 1.6.1. Penetration and Usage Data
- 1.6.2. From Monologue to Dialogue
- 1.6.3. The Internet of Things

1.7. Participatory Culture

- 1.7.1. Features
- 1.7.2. Internet and Public Opinion
- 1.7.3. Co-Creation

1.8. The Ephemeral Attention

- 1.8.1. Multimediality
- 1.8.2. Multi-Tasking
- 1.8.3. The Collapse of Care

1.9. Hardware: From the Black Box to the Hyperconnected Home

- 1.9.1. The Black Box
- 1.9.2. New Devices
- 1.9.3. Breaking Down the Digital Divide

1.10. Towards a New Television

- 1.10.1. Premises of the New TV
- 1.10.2. Self-Programming
- 1.10.3. Social Television



*Knowing the premises of the new television will provide you with the keys to create higher level productions"*



# 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.







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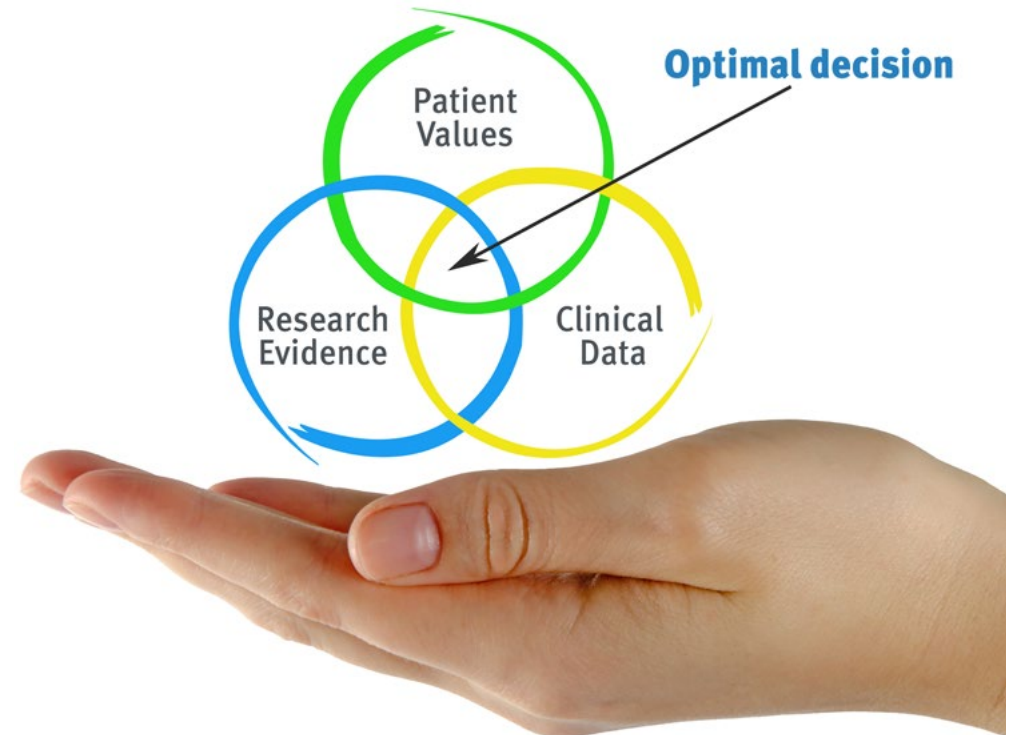
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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.

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*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

Students who enroll in this Postgraduate Certificate in New Communication Paradigm at TECH Technological University have previous industry expertise and experience, but are looking for a specialization that will allow them to improve in their work practice. They are people who understand the importance of knowing the latest developments in the field of communication to reach an increasingly demanding audience, through quality content.







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*A program aimed at professionals with extensive experience, who are looking for academic improvement to boost their careers”*

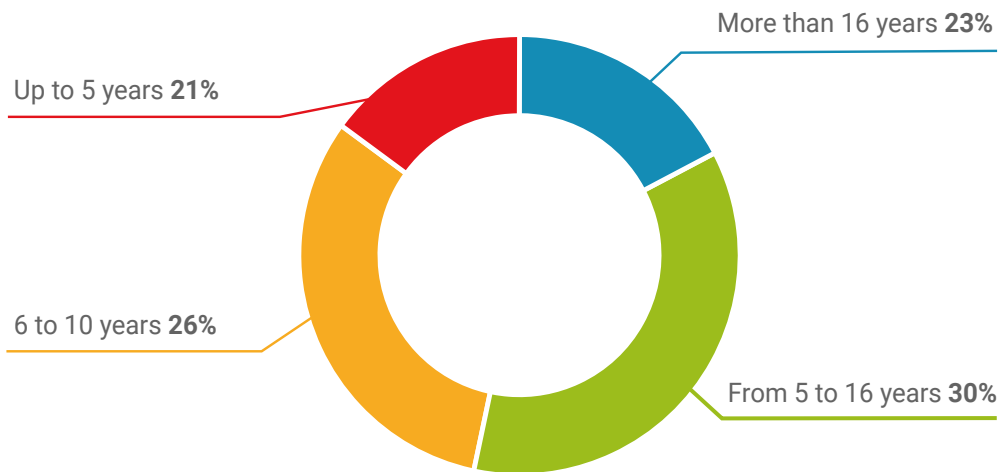
### Average Age

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

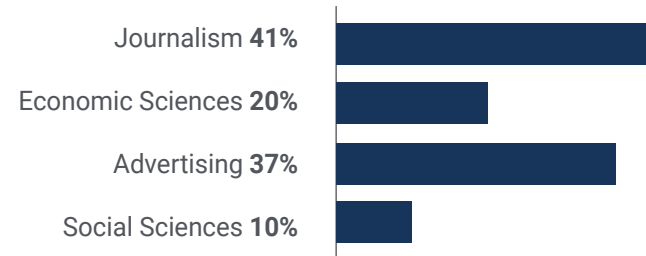
### Years of Experience

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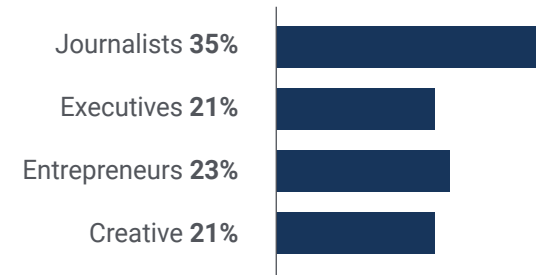
### Training

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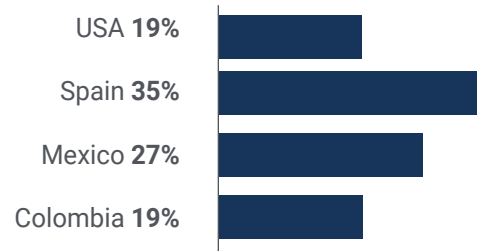
### Academic Profile

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## Geographical Distribution

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## Mónica Sánchez

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Communication Agency Director

*"After several years managing a communications agency, I realized that it was necessary to turn our content around, offering more innovative productions adapted to current clients' and audiences' needs. Thanks to this Postgraduate Certificate, I have better understood where the current market is heading, achieving the necessary skills to design more innovative contents. Undoubtedly, a program that I recommend to all professionals in the sector"*

08

# Course Management

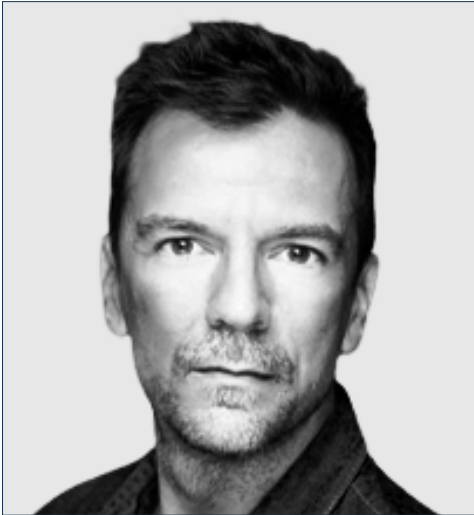
The professors of this Postgraduate Certificate in New Communication Paradigm of TECH Technological University have been selected for their extensive knowledge in the field, as well as for their work and teaching experience. Aware of the importance of educational quality for the improvement of students' skills and abilities, they have developed a high-level academic plan, which will be fundamental for the students' professional future.



“

*The best teachers are at TECH, so don't  
hesitate to study with them"*

## Management



### **Dr. Regueira, Javier**

- ◆ VP and co-founder of the Spanish Association of Branded Content
- ◆ Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- ◆ Professor at Universidad Pontificia Comillas, ESDEN, Esic, Inesdi, The Valley
- ◆ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ◆ Author, blogger and TEDx Speaker
- ◆ Doctorate in Branded Content
- ◆ Graduate in Economics and Business Administration European ICADE E4
- ◆ Master's Degree in Marketing



09

# Impact on Your Career

Communication professionals must adapt to the new times in order to reach their audience more effectively. Therefore, they must be constantly updating their knowledge to keep up to date with the new techniques and applications available that allow them to create innovative content adapted to their users' needs. This Postgraduate Certificate in New Communication Paradigm will be a key component to give a boost to your career in a very short period of time.







“

*Do you feel you are stuck in your profession?  
Thanks to this program, you will be able to  
give that much-needed boost to your career”*

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

TECH's Postgraduate Certificate in New Communication Paradigm of is an intensive program that prepares students to face challenges and decisions in the field of content generation through different platforms. The main objective is to promote personal and professional growth. Helping students achieve success.

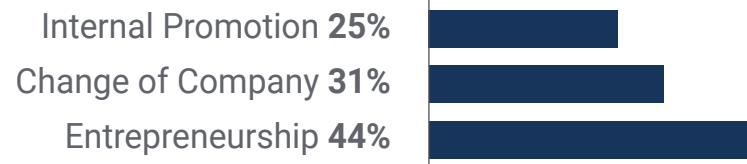
*Create your own communication company and design messages to reach a more specialized audience.*

*If you are looking for professional improvement in the field of communication, you cannot miss the opportunity to study this program.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **23.65%** for our students.



10

# Benefits for Your Company

The emergence of the Internet has forever changed the way we communicate. Today more than ever, it has been demonstrated that users have a lot to contribute to these processes. Therefore, the completion of this program will be a significant advantage for the students' companies, as they will be able to apply the most current techniques to promote direct contact with the audience, making them feel attracted to the product and loyal to the brand.





“

*Introduce a new way of communicating  
in your company, more adapted to the  
needs of the 21st century user”*

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

01

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

The manager will bring new concepts, strategies and perspectives to the center that can bring about relevant changes in the organization.

---

02

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

This program strengthens the link between the organization and managers, and it 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 organization will come into contact with the main markets in the world economy.



05

### **Project Development**

Be able to work on a real project or develop new projects in the R&D or Business Development area of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

This Postgraduate Certificate in New Communication Paradigm 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 New Communication Paradigm** 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 certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in New Communication Paradigm**

Official N° of Hours: **150 h.**



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



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