

Postgraduate Certificate

Press and Public Relations in Fashion, Beauty and Luxury



Postgraduate Certificate Press and Public Relations in Fashion, Beauty and Luxury

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals in the area of business communication, marketing and fashion.

Website: www.techtute.com/in/school-of-business/postgraduate-certificate/press-public-relations-fashion-beauty-luxury

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

Communication is extremely important in all sectors, but if there is one where it plays a fundamental role, it is fashion. In this sense, in order to offer a global communication, press and public relations play a fundamental role, as they allow the company to acquire a better relationship with all those people who act as shapers of public opinion and therefore can have a negative or positive influence on how we are being perceived.

Therefore, this educational program will focus on providing participants with the necessary knowledge to understand the specialized press in fashion and beauty and the evolution of communication models within these sectors. Thus, the student will be able to understand how the press works in these fields and create strategies more adapted to the singularities of the sector.



Postgraduate Certificate in Press and Public Relations in Fashion, Beauty and Luxury.
TECH Technological University



“

In this educational program, you will learn to understand how the specialized fashion and beauty press works and propose communication strategies more adapted to it"

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

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

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



Academic Excellence

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



Economy of Scale

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

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

This Postgraduate Certificate will provide you with the knowledge to understand strategic communication and apply it with ethical and professional responsibility. In this way, the student will be able to establish public relations that serve the purpose of communication, knowing how they work in the fashion industry. A program that will enable you to lead and manage projects of lesser or greater intensity and complexity, with the ability to intervene and plan smoothly and to develop successfully in all areas in which this action is performed.



“

A complete program that will allow you to know in depth the functioning of the press and public relations in the fashion industry"

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

The Postgraduate Certificate in Press and Public Relations in Fashion, Beauty and Luxury will enable the student to:

01

Understand strategic communication and apply it with ethical and professional responsibility

02

Establish public relations that serve the purpose of communication, knowing how public relations work in the fashion industry

03

Lead a team capable of creating an event as well as a unique user experience, whether in the physical or digital environment





04

Adapt to the dynamics of the specialized press in the areas of fashion and beauty

05

Know the evolution of public relations and the latest market trends

06

Develop negotiation skills to establish agreements that constitute a social link

05

Structure and Content

The Postgraduate Certificate in Press and Public Relations in Fashion, Beauty and Luxury is 100% online. This way, you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that will lay the foundation for your success in business reputation management.



“

We focus on enhancing your skills so that you are able to establish a fluid relationship with the fashion media and improve the company's image and reputation"

Syllabus

The Postgraduate Certificate in Press and Public Relations in Fashion, Beauty and Luxury at TECH Technological University is an intensive program that prepares you to design and implement the necessary tools and strategies in this form of sales and customer relationship.

The content of the Postgraduate Certificate in Press and Public Relations in Fashion, Beauty and Luxury is designed to promote the development of skills that enable decision-making with greater rigor in the changing environment of the fashion industry.

Over the course of 150 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with different areas of the company and is designed to specialize managers who understand project management from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in occupational hazard prevention. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

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

Module 1

Specialized Press and Public Relations



Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Press and Public Relations in Fashion, Beauty and Luxury 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. Specialized Press and Public Relations

1.1. Communication in the Specialized Press

- 1.1.1 The Media Specialized in Fashion and Beauty, the Women's Press
- 1.1.2 The Role of the Communication Agency in Communication
- 1.1.3 The Current Value of the Offline Press

1.2. Evolution of PR Communication Models

- 1.2.1 Concept of Public Relations
- 1.2.2 Theoretical Approach to Classical PR Models (Grunig and Hunt).
- 1.2.3 Towards a New Approach to Public Relations, the 5th Model

1.3. Persuasive Communication in Public Relations

- 1.3.1 Persuasive and Informative Component of Public Relations
- 1.3.2 Differentiation between Public Relations and Journalistic Activity.
- 1.3.3 The Role of PR vs. the Role of Marketing and Advertising

1.4. Tools for Communicating with the Press

- 1.4.1 The Press Office and How It Works
- 1.4.2 Useful Press Materials
- 1.4.3 How to Construct an Effective Press Release

1.5. Fashion and Beauty Communication Planning and Strategy

- 1.5.1 Preliminary Study: Briefing Analysis
- 1.5.2 The RACE Method
- 1.5.3 The Communication Plan

1.6. Communication Actions and Events for Fashion & Beauty

- 1.6.1 Types of Communication in the Service of Brands
- 1.6.2 Criteria for Selecting Communication Actions
- 1.6.3 Design of Activities and Agenda Setting in Beauty and Fashion

1.7. Measuring Results

- 1.7.1 The Need for Public Relations Monitoring
- 1.7.2 Classic Quantitative Measurement Tools: Clipping and V.P.E
- 1.7.3 The Importance of Qualitative Valuation

1.8. Mistakes to Avoid in Communication and the PR Field

- 1.8.1 Downplaying the Importance of the Media
- 1.8.2 Excessive Content and Lack of Relevance
- 1.8.3 Improvisation vs. Planning

1.9. Ethics and Psychosocial Perspective

- 1.9.1 Public Relations in the 21st Century: Between Progress and Social Welfare.
- 1.9.2 Social Responsibility and Public Relations
- 1.9.3 The Ethics of Public Relations: Self-Awareness, Independence, and Commitment

1.10. Latest Trends and Studies in Public Relations

- 1.10.1 The New PR, More "Social" than Ever Before
- 1.10.2 Emotional Communication and Neuromarketing
- 1.10.3 Key Insights of Current Consumers



“

A complete program that will take you through the knowledge you need to compete among the best”

06

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

A learning method that is different and innovative

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

“

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

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

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

Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



Study Material

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

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



Classes

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

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



Management Skills Exercises

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



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



07

Our Students' Profiles

The Postgraduate Certificate in Press and Public Relations in Fashion, Beauty and Luxury is a program aimed at professionals who seek an increase in their qualification in the field of business communication for fashion companies and an improvement in their possibilities in the labor field.





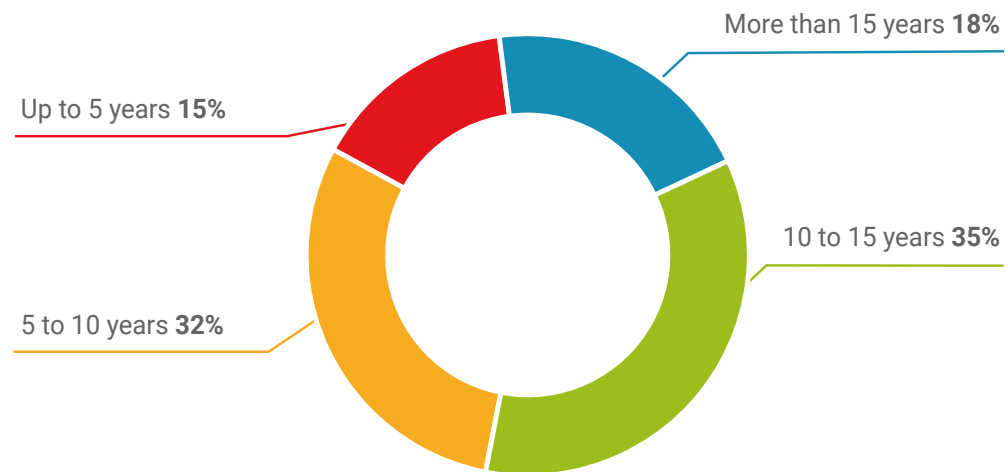
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Get the necessary skills and abilities to understand fashion as an ecosystem with its own characteristics and singularities and learn how to generate content specially aimed at it"

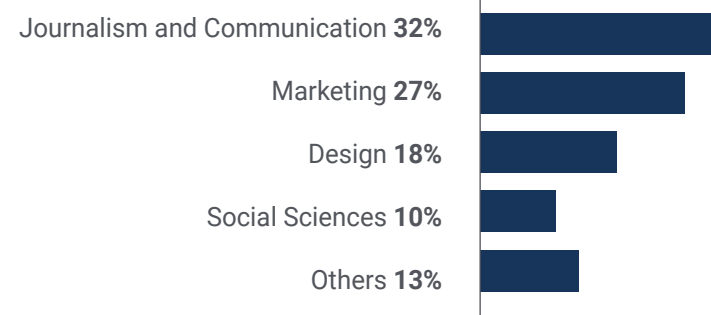
Average Age

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

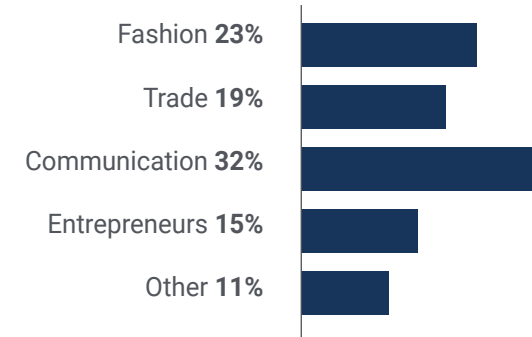
Years of Experience



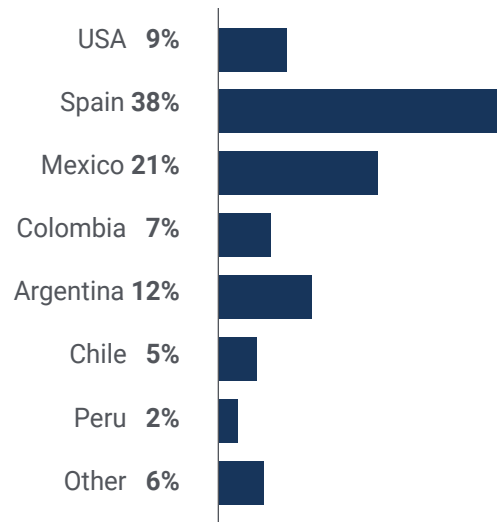
Training



Academic Profile



Geographical Distribution



Nuria Hidalgo

Head of Communication

"I couldn't be happier. This program has allowed me to update my knowledge in the field of communication and public relations in the beauty sector, where I develop my professional activity. Thanks to this Postgraduate Certificate I have obtained a much broader vision and I feel more capable of creating much more effective PR plans"

08

Course Management

The program includes in its teaching staff reference experts in everything related to the communication of fashion and luxury companies, who pour into this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the Postgraduate Certificate in a multidisciplinary way, making it a unique and highly nourishing academic experience for the student.



“

A quality teaching team to train professionals who are looking for academic and professional excellence”

Management



Ms. García Barriga, María

- ◆ Professor of Digital Marketing
- ◆ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ◆ She has worked in major media such as RTVE and Telemadrid
- ◆ Degree in Information Sciences from the UCM
- ◆ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- ◆ MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- ◆ PhD Candidate in Fashion Trend Creation
- ◆ Author of *The Pattern of Eternity: creating a spiral identity for the automation of fashion trends*



Professors

Ms. Zancajo, Isabel

- ◆ Communications expert with more than 15 years of experience
- ◆ Degree in Journalism from San Pablo CEU University in Madrid with the Extraordinary End of Degree Award
- ◆ Doctorate studies in Humanities and Information Sciences
- ◆ Postgraduate Degree in Economics on communication strategy and corporate image
- ◆ Specialized in the fashion and beauty sectors with expertise in the luxury niche and the children's universe
- ◆ CEO - Director of Press&Co. Communication Agency, specialized in fashion and children's world, with clients such as: Chloé, Marc Jacobs or Bóboli
- ◆ She has been responsible for accounts and showroom at Ana Nebot Press Agency, specialized in fashion
- ◆ Previously, senior account executive in the beauty and consumer area of ACH&Asociados Consultancy, where she was part of the ADECEC-2007 Award team
- ◆ Previously, she worked as a lifestyle journalist at www.hola.com for ¡HOLA! magazine, as well as a freelance collaborator for several publications and magazines

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, all efforts and tools are put at your disposal so that you can acquire the necessary skills and abilities to achieve this change.





“

*TECH is fully committed to helping you
achieve a change in your career path”*

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

The Postgraduate Certificate in Press and Public Relations in Fashion, Beauty and Luxury at TECH Technological University is an intense program that prepares you to face communication challenges and decisions both nationally and internationally and especially focused on the luxury, beauty and fashion sector. Its main objective is to promote personal and professional growth and, thus, help you achieve success.

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

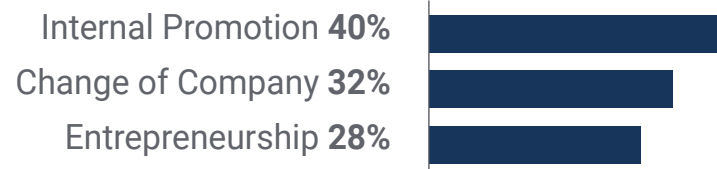
The specialization program will increase your skills and, therefore, help you stand out in the industry.

We give you the opportunity to achieve a positive change in your profession in a short period of time thanks to this program.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Certificate in Press and Public Relations in Fashion, Beauty and Luxury contributes to raising the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this educational program will mean an improvement not only at a personal level, but, above all, at a professional level, increasing specialization and improving management and communication skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

After studying with TECH, you will be able to bring new approaches and strategies to your company that will be a bonus for its development”

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

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company 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 company and the communication professional and opens new avenues for 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

You will be able to actively collaborate in the development of real projects or develop new ones in the R&D or Business Development area of your company.

06

Increased competitiveness

This program will provide students with the necessary skills to take on new challenges in the area of communication and thus boost organizations in this sector.

11

Certificate

The Postgraduate Certificate in Press and Public Relations in Fashion, Beauty and Luxury 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 Metrics for the Analysis of Fashion, Beauty and Luxury Communication** contains the most complete and up-to-date educational 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 Press and Public Relations in Fashion, Beauty and Luxury**

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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Postgraduate Certificate

Press and Public Relations in
Fashion, Beauty and Luxury