Postgraduate Certificate
The Electoral Campaign

tech technological university

Postgraduate Certificate
Electoral Campaign

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **Graduates and professionals with demonstrable experience in the sector.**

Website: **www.techtitute.com/pk/school-of-business/postgraduate-certificate/the-electoral-campaign**

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01
Welcome

The Electoral Campaign program at TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the field of Social Responsibility. The main objective is to promote your personal and professional growth, helping you achieve success.

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

Postgraduate Certificate in the Electoral Campaign.
TECH Technological University

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work"

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

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 methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

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 ground-breaking 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 Harvard Business School case studies"

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 program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program will be equipped to make global decisions with an innovative perspective and an international vision.

> "International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age"

Your objectives are those of TECH.
We work together to help achieve them.
The **Postgraduate Certificate** in the Electoral Campaign will provide education for:

01   Study electoral communication

04   Determine how the political discourse is constructed

02   Know what communication offices are and how they work

03   Knowledge of public relations strategies

05 Analyze the electoral debate and meetings with voters

06 Analyze the electoral campaign

07 Knowing how to organize the logistics of an electoral campaign

08 See the development of electoral propaganda and merchandising.

09 Know how election campaign funds are raised and managed.

12 Know how to develop an emailing campaign

10 Describe Social Media platforms and the strategies used in them.

11 Get to know the social web in depth

13 Learn about mobile marketing

14 See what fake news is and how to detect it

15 Study Inbound Political Marketing

16 Know how to perform a web analysis and know the digital metrics.

05
Structure and Content

TECH Technological University's Postgraduate Certificate in the Electoral Campaign is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A 12-week program that is intended to be a unique and stimulating experience that will lay the foundation for your success in corporate reputation management.

"What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us"

Syllabus

The content of the Postgraduate Certificate in the Electoral Campaign is designed to promote the development of management skills that will enable the professional to obtain information that will allow them to properly

Over the course of 300 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. It is, therefore, a real immersion in real business situations.

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

A plan designed for you focused on your professional improvement and that prepares you to achieve excellence in the field of analysis and metrics of corporate reputation. A program that understands your needs and those of your company 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 competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate takes place over 12 weeks and is made up of just 2 modules:

| Module 1 | The Electoral Campaign: Conventional Tools for Action |
| Module 2 | The Election Campaign: Online Tools for Action |

Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the six weeks of training, you will be able to access all the program contents 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. The Electoral Campaign: Conventional Tools for Action

1.1. Electoral Communication
1.1.1. Image in Electoral Campaigns
1.1.2. Political Advertising
1.1.3. Electoral Communication Plan
1.1.4. Electoral Communication Audits

1.2. Communication Offices
1.2.1. Identifying Opportunities and Information Needs
1.2.2. Management of Reports and Interviews with Spokespersons
1.2.3. *Virtual Press* Room and e-Communication
1.2.4. Buying Advertising Space

1.3. Public Relations
1.3.1. PR Strategy and Practice
1.3.2. Protocol and Ceremonial Rules
1.3.3. Event Organization and Creative Management

1.4. Political Discourse
1.4.1. Narrative Structure
1.4.2. NLP-Based Storytelling
1.4.3. Political Oratory

1.5. Electoral Debates
1.5.1. Preparation: Topics, Interventions and Reactions
1.5.2. The Candidate's Image
1.5.3. Verbal and Non-Verbal Communication

1.6. Meetings with Voters
1.6.1. Central Campaign Meeting*Meeting*
1.6.2. Sectoral Events
1.6.3. Segmented Meetings

1.7. Electoral Advertising: 360º Campaigns
1.7.1. *Central Claim* and Campaign Complementary
1.7.2. Election Photos and Videos
1.7.3. Media Outlets

1.8. Campaign Logistics
1.8.1. Organization of Events
1.8.2. Physical Distribution of Content
1.8.3. Human Resources in Electoral Logistics

1.9. Electoral Propaganda and Merchandising
1.9.1. Institutional Announcements
1.9.2. Election Canvassing
1.9.3. Gift Material

1.10. Campaign Fundraising and Fund Management
1.10.1. Arguments for Collection
1.10.2. Collection Activities
1.10.3. Crowdfunding Platforms
1.10.4. Ethical Management of Funds

Module 2. The Election Campaign: Online Tools for Action

2.1. Social Media Platforms
2.1.1. General, Professional, and Microblogging Platforms
2.1.2. Video, Image, and Mobility Platforms

2.2. Social Media Strategies
2.2.1. Corporate PR and Social Media
2.2.2. Defining the Strategy to Be Followed in Each Medium
2.2.3. Analysis and Evaluation of Results

2.3. Social Web
2.3.1. Organization in the Age of Conversation
2.3.2. Web 2.0 Is All About People
2.3.3. Digital Environment and New Communication Formats

2.4. Developing e-Mail Campaigns
2.4.1. Lists of Subscribers, Leads, and Customers
2.4.2. E-Mail Marketing Tools and Resources
2.4.3. Online Writing for E-Mail Marketing Campaigns

2.5. Mobile Marketing
2.5.1. New Consumption and Mobility Habits
2.5.2. The SoLoMo Model
2.5.3. The 4 Ps of the Marketing Mix in Mobility

2.6. Trends in Mobile Marketing
2.6.1. Mobile Publishing
2.6.2. Advergaming and Gamification
2.6.3. Mobile Geolocalization
2.6.4. Augmented Reality

2.7. Counter-Communication: Fake News
2.7.1. Targets of Fake News in Campaigns
2.7.2. Fake News Creation
2.7.3. Fake News Dissemination

2.7.4. Fake News Legislation

2.8. Inbound Political Marketing
2.8.1. How Inbound Political Marketing Works
2.8.2. Attraction of Traffic to Political Brand
2.8.3. Content Marketing

2.8.4. Conversion of Leads to Voters or Electors

2.9. Web Analysis
2.9.1. The Fundamentals of Web Analytics
2.9.2. Classic Media vs Digital Media
2.9.3. The Web Analyst's Basic Methodology

2.10. Digital Metrics
2.10.1. Basic Metrics.
2.10.2. Ratios
2.10.3. Setting Objectives and KPIs

A unique, key, and decisive experience to boost your professional development and make the definitive leap"

0?
Methodology

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

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

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

TECH Business School uses the Case Study to contextualize all content

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

"

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

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

A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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 the Electoral Campaign is a program aimed at professionals who want to acquire greater skills and competencies in corporate reputation crisis management; discover new ways to manage the brand; control, through the analysis of results, the possible reputational conflict; and advance in their professional career.
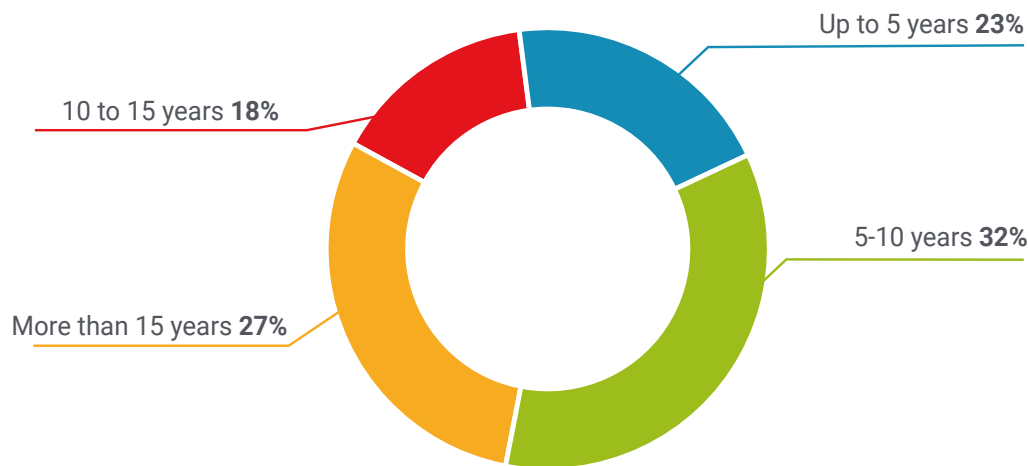
"
If you think you need to improve your corporate reputation management skills and are looking for an interesting career enhancement while continuing to work, this is the program for you."

Average Age

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

Years of Experience

Up to 5 years **23%**

10 to 15 years **18%**

5-10 years **32%**

More than 15 years **27%**

Training

Economics and Business **18 %**	
Journalism and Communication **42 %**	
Marketing **29 %**	
Social Sciences **6%**	
Other **5 %**	

Academic Profile

Journalists **32%**	
Marketing professionals **28%**	
Politicians 25% **25%**	
Advisory Services **8%**	
Other **7 %**	
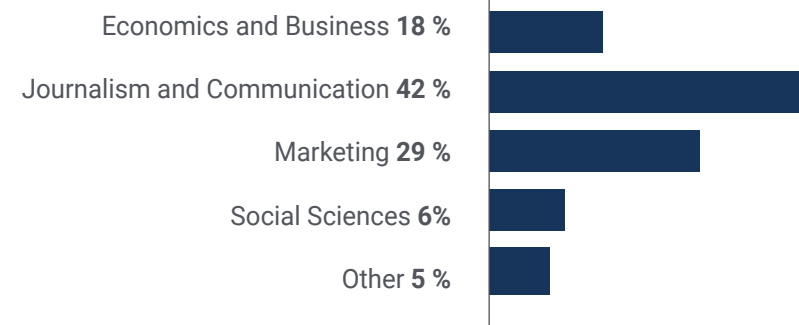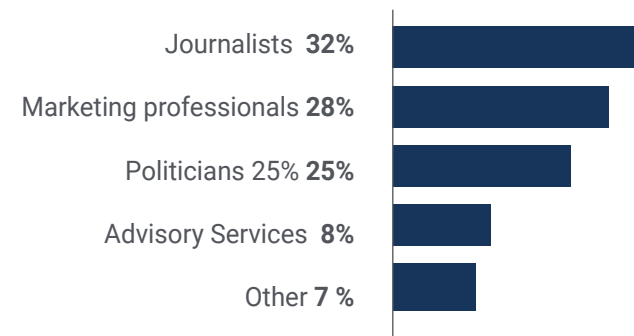
Geographical Distribution

Country	Percentage
USA **11%**	
Spain **35%**	
Mexico **21%**	
Colombia **9%**	
Argentina **10%**	
Chile **5%**	
Peru **3%**	
Other **6 %**	
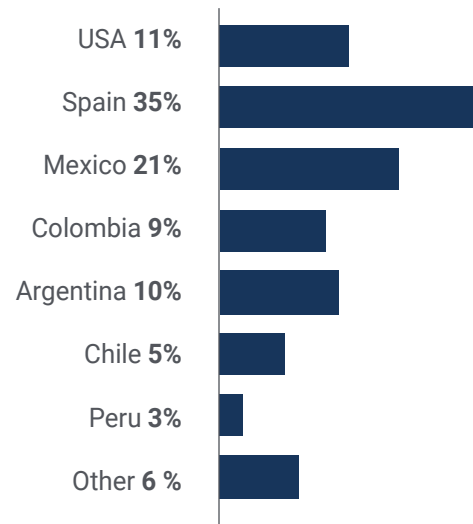
Fernando Gutiérrez

Marketing Director

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

Course Management

The program's teaching staff includes leading experts in all aspects of Marketing and Political Communications Management, who bring to this program the experience of their years of work. In addition, other leading specialists in related areas participate in its design and elaboration, completing the program in an interdisciplinary way, making it a unique and highly academically enriching experience for the student.

"
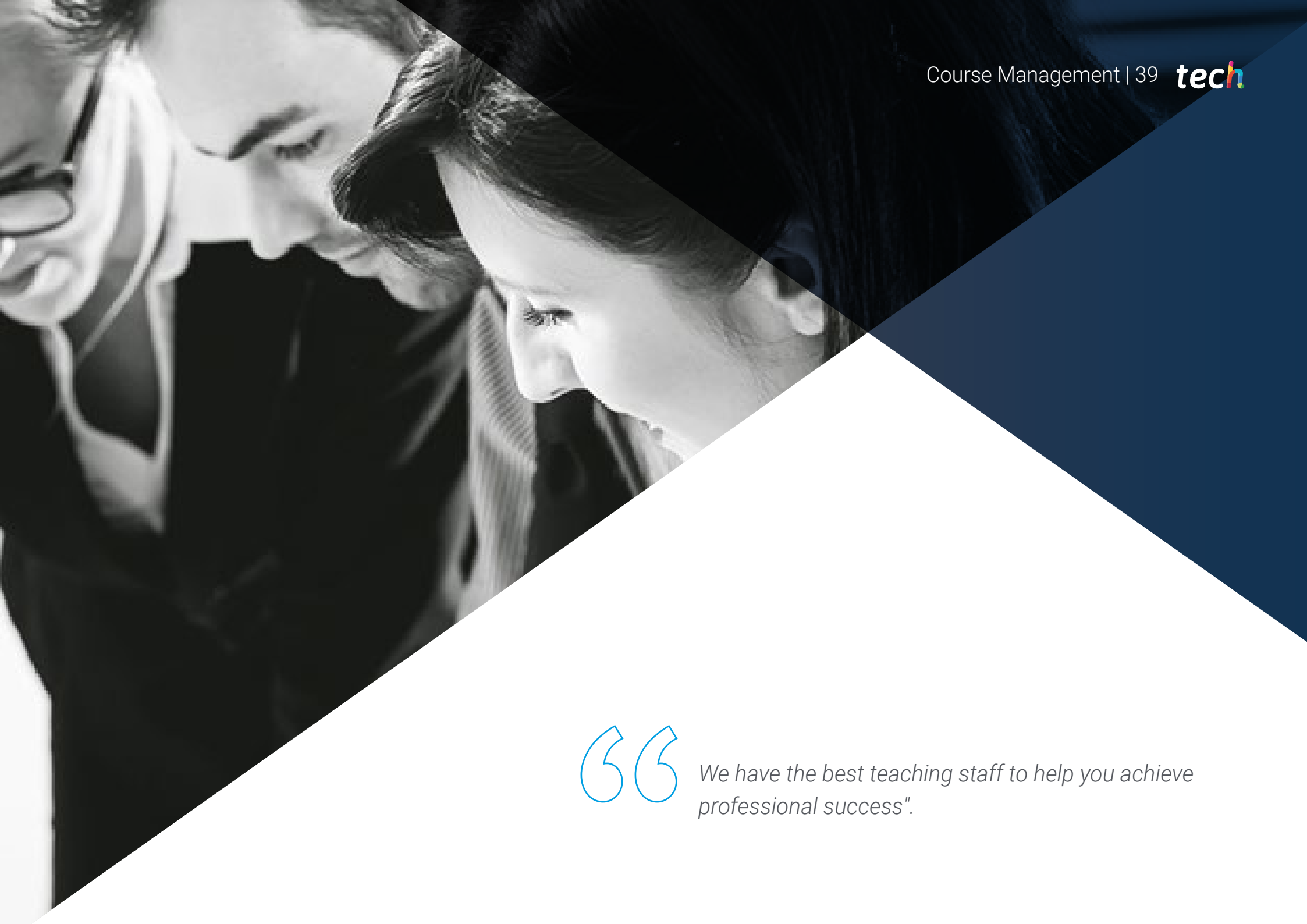
We have the best teaching staff to help you achieve professional success".

Management

Mr. López Rausell, Adolfo

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

Professors

Mr. Eskibel, Daniel

- Psychologist and political consultant, world reference in political psychology.

Dr Morcillo, Guadalupe

- Expert in Political Communication
- D. in Classical Philology
- Master's Degree in Governance, Political Marketing and Strategic Communication

Mr. Landero Madroñal, Jordi

- Degree in Information Sciences

Ms. Sanz Campos, Ana

- Executive and political coaching and mentoring

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, TECH puts all its efforts and tools at your disposal, so that you acquire the necessary skills and abilities that will allow you to achieve this change.

" *We get involved to the maximum, to help you achieve the professional change you desire"*

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

TECH's Postgraduate Certificate in Electoral Campaign is an intensive program that prepares the student to face creative and strategic challenges and weighty decisions to achieve their objectives. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

If the student wants to improve himself, achieve a positive change at a professional level and interact with the best, this is the program for him.

Specialize with us, and increase your skills in the design and management of political campaigns.

If you want to make a positive change in your profession, this is your opportunity.

When the change occurs

During the program	During the first year	After 2 years
15%	**38%**	**47%**

Type of change

Internal Promotion **53%**

Change of Company **26%**

Entrepreneurship **21%**
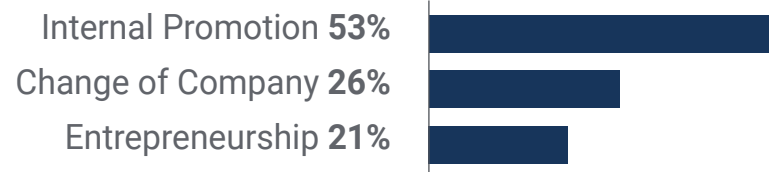
Salary increase

This program represents a salary increase of more than **25%** for our students

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

10
Benefits for Your Company

The Postgraduate Certificate in the Electoral Campaign contributes to elevate the talent of professionals to their maximum potential, through the specialization of high-level leaders. Therefore, participating in this academic program will improve not only on a personal level, but above all, on a professional level, increasing their education and improving their 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 us, you will be able to contribute new approaches and strategies, which will be a plus in the design of political communication campaigns"

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 executive 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.

Project Development

(05)

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

Increased competitiveness

(06)

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

11
Certificate

The **Postgraduate Certificate** in **the Electoral Campaign** 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 the Electoral Campaign** 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 the Electoral Campaign**

Official Nº of Hours: **300 h.**

tech technological university

Awards the following

CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

the Electoral Campaign

This is a qualification awarded by this University, equivalent to 300 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

tech *technological university*

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