

# Postgraduate Certificate Transmedia Journalism





## Postgraduate Certificate Transmedia Journalism

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

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/transmedia-journalism](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/transmedia-journalism)

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# 01 Welcome

Journalism is the basis of transmedia communication. Thanks to the appearance of radio and television, citizens found other means to complement the information received and, nowadays, with the multiple options offered by the Internet, the possibilities have multiplied. Radio and television's immediacy is joined by the added depth of the press and digital media, where *podcasts* and related audiovisual reports can be found. For this reason, large communication entrepreneurs no longer seek to succeed with a single format, but are investing in a large conglomerate where all these options can be found. Thanks to this program, students will gain the necessary knowledge to manage successful companies in the field of journalism and communication.



Postgraduate Certificate in Transmedia Journalism  
TECH Technological University



“

*If you want to be part of companies like BBC or Mediaset, specialize in transmedia journalism with this TECH program"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*



## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*



### Analysis

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



### Academic Excellence

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



### Economy of Scale

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

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

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

# 04 Objectives

The future of communication depends on transmediality. Therefore, it is necessary to have managers who understand its advantages to apply them in their companies and reach a more specialized audience. In this sense, the main objective of this Postgraduate Certificate is to offer specialized knowledge to business professionals, so they are able to understand transmedia journalism as a fundamental way to grow in the market and offer more specialized news.



“

*Become a manager of the future and lead that media outlet that delivers transmedia content to its audience”*



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

This Postgraduate Certificate in Transmedia Journalism 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 and dynamization in social communities





03

Explore the scope, characteristics and training for the new and emerging transmedia journalism

04

Get into Branded Content and informative writing

05

# Structure and Content

The arrival of the Internet and new technologies has revolutionized the journalism field, from the way information is created to the way it is consumed. In this last aspect, there is increasingly better access to news, so users are demanding more personalized products tailored to their needs. In this sense, top executives have realized the benefits of transmediality, so they are looking to further specialize in a booming and highly relevant sector.



“

*Get your media to reach higher audience rates thanks to the variety of transmedia content"*

## Syllabus

Transmedia journalism allows users to delve into interesting topics through different media. For this reason, there are many companies that, understanding the loss of users that may result from not offering related news, are committed to creating different companies that allow users to know the information in depth through the newspaper, radio, television and their own web page. This way, complementary content is offered that, in one way or another, will help to build public loyalty.

This business strategy is followed by many business professionals, so specializing in programs such as this one gives a competitive advantage when it comes to determining the type of product to offer.

To this purpose, TECH Technological University offers this program, where students will find a unique course that will provide them with the specific knowledge to succeed as great managers and entrepreneurs in the field of communication.

A curriculum designed with students in mind, taking into account their needs and preparing them for real work in the field of journalism. One of the main advantages of this program is that it is taught 100% online, so students will be free to choose where and when to study, according to their needs.

This Postgraduate Certificate is developed over 6 weeks and is structured into 1 module:

### Module 1

### Transmedia Journalism





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

TECH offers the possibility of developing this Postgraduate Certificate in Transmedia Journalism completely online. Over the course of 12 months, 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. Transmedia Journalism**

**1.1. Evolution of ICT: Traditional and New Media**

- 1.1.1. ICT as an Accelerator of Media Transformation
- 1.1.2. Digital Native Methods
- 1.1.3. ICT and the Not-So-Traditional Media

**1.2. The Citizen as an Informant**

- 1.2.1. The Citizen, Generator of Information
- 1.2.2. Limits and Limitations of Citizen Journalism

**1.3. The Transmedia Journalist**

- 1.3.1. Essential Skills and Knowledge for Transmedia Journalists
- 1.3.2. Transmedia Journalists for Transmedia Companies
- 1.3.3. Mojo Journalism

**1.4. Design, Creation and Production of Transmedia News Content**

- 1.4.1. Jenkins' Transmedia Basics Adapted to Journalism
- 1.4.2. The Process of Creating a Transmedia Journalistic Project

**1.5. Formats in Transmedia Journalism: Video, Photo, Sound, Infographics**

- 1.5.1. Writing Journalistic Content for Digital Media
- 1.5.2. Image and Audio
- 1.5.3. Tools for Infographics Design

**1.6. Dissemination of Transmedia Journalism: Own and Earned Channels**

- 1.6.1. Journalism and Corporate Communication
- 1.6.2. Broadcasting in Own Channels
- 1.6.3. Diffusion in Earned Media

**1.7. Brand Journalism**

- 1.7.1. Informative Writing
- 1.7.2. Branded Content and Journalism: Characteristics of Brand Journalism
- 1.7.3. Exemplary Brand Journalism Publications

**1.8. Participatory Journalism**

- 1.8.1. The Participative Journalist
- 1.8.2. The Participative User
- 1.8.3. Blogging for Journalistic Specialization

**1.9. Gamification of Journalism, Newsgames**

- 1.9.1. A State-of-the-art Journalistic Format
- 1.9.2. Subgenres
- 1.9.3. Classic Case Studies and Other more Innovative Serious Games

**1.10. Podcast Transmedia**

- 1.10.1. The Traditional Podcast: Audio
- 1.10.2. The Transmedia Podcast
- 1.10.3. The Branded Podcast





“

*Include podcasts in your company's content and notice how your website visits increase”*

# 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 students of this Postgraduate Certificate in Transmedia Journalism are professionals with extensive experience in the field, who have understood the importance of investing in all the possibilities offered by the Internet and new technologies to keep the audience better informed and loyal. For this reason, they have decided to study this program with the main objective of becoming entrepreneurs with their own media.





“

*TECH students are professionals who are aware of the importance of truthful and quality information”*

### Average Age

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

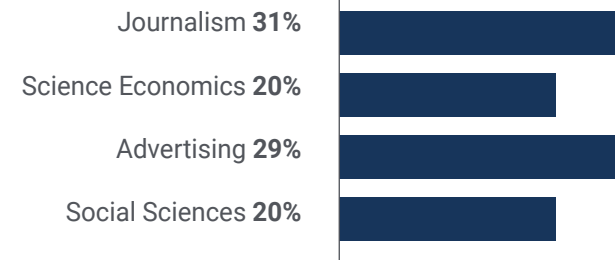
### Years of Experience

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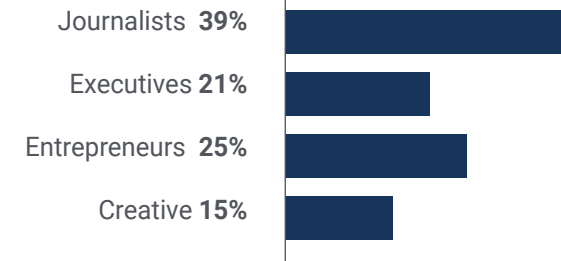
### Training

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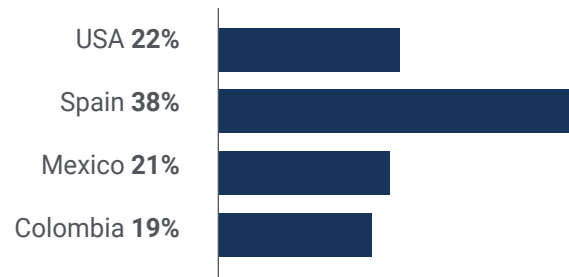
### Academic Profile

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## Geographical Distribution

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## Pablo Mendoza

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**Media Company Director**

*"After many years working as a newspaper editor, I realized that the public is increasingly looking for specialized information that goes beyond the paper. For this reason, we have made a great effort to integrate ourselves into the network and create our own television. Thanks to this Postgraduate Certificate, I discovered the keys to combine all the specialized knowledge in transmedia content and now I can run my company with more confidence"*

08

# Course Management

The teaching staff of this Postgraduate Certificate in Transmedia Journalism has been selected for its extensive knowledge in the field, as well as for its experience in the teaching field. Teachers qualified to guide in business professionals who are committed to manage communication companies of the future, adapted to the needs of today's society and who, for this purpose, have compiled the most relevant information on the sector.

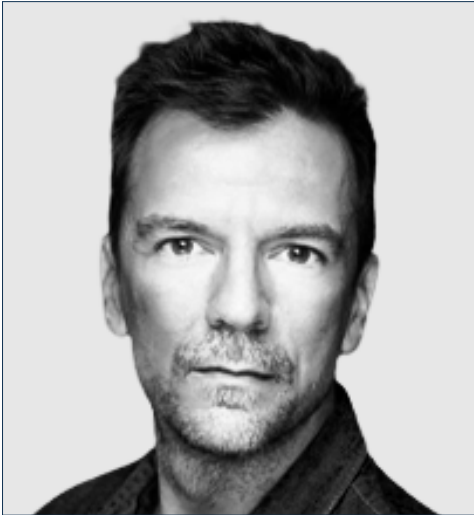




“

*TECH offers you innovative content developed by a first-class teaching staff"*

## 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

## Professors

### Mr. Fraga, Luis

- ◆ Professor EOI, Nebrija, A3 Media Formación
- ◆ Extensive experience as news anchor and editor at Antena 3, Ser, Radio Voz, TVG
- ◆ Degree in Geography and History
- ◆ Master's Degree in Applied Communication Research





09

# Impact on Your Career

Completing this program will be a unique opportunity for business professionals, who have understood the importance of managing transmedia communication companies to offer the best information to the public. So, after completing this program, students will be able to make a radical change in their careers, starting their own businesses or joining the management teams of the most important media outlets in their country.





“

*Access the most relevant information on transmedia journalism and become one of the leading exponents of the sector"*

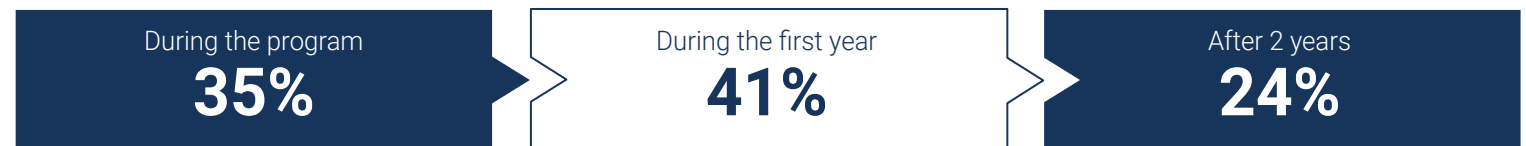
## Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Certificate in Transmedia Journalism 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.

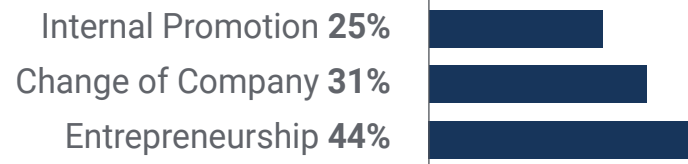
*As a media manager  
you will have more  
responsibility, but also  
better economic conditions.*

*Do you want to set up  
a digital newspaper  
and offer transmedia  
content to users?  
Taking this program is  
the first step.*

### 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

Today's media have left behind traditional journalism to focus on transmediality, offering information through different platforms. Therefore, completing this program will not only mean an improvement for students, as they enter a completely new field of knowledge, but also for their companies, as they will be able to apply the most up-to-date techniques to create higher quality content.







“

*Give your company a boost thanks to your commitment to transmedia content creation”*

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

01

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

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

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

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

Professionals can work on a real project or develop new projects in the field of R&D or Business Development 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 Transmedia Journalism 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 Transmedia Journalism** 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 Transmedia Journalism**

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.



## Postgraduate Certificate Transmedia Journalism

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



# Postgraduate Certificate Transmedia Journalism

