

Postgraduate Diploma

Communication and Managerial Skills



Postgraduate Diploma Communication and Managerial Skills

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-communication-managerial-skills

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01 Welcome

Maintaining an adequate reputation and brand image requires effective internal and external communication strategies. It is the job of the Chief Communications Officer to develop these communication campaigns that make known the mission and values of the company in order to achieve the desired results in the audience. Therefore, with this program, TECH aims to provide its students with the necessary training to know all the particularities of this sector, which are key to business success. In this sense, this degree will be a fundamental element in the curriculum of those who wish to develop professionally in the corporate communications sector, not only as technicians, but also as area managers, allowing them to develop the necessary management skills for the position.



Postgraduate Diploma in Communication and Managerial Skills.
TECH Technological University



“

Training that will elevate your skills to the highest professional level, with up-to-date information on the latest business techniques and approaches"

02

Why Study at TECH?

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



“

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

At TECH Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

100,000+
executives trained each year

200+
different nationalities



Empowerment

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

500+ | collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Analysis

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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

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

Teachers representing 20 different nationalities.



At TECH *you will* have access to 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 in the students, as well as to develop new skills and abilities that will be essential in their professional development within the field of Corporate Communication. After the program, they will be equipped to make global decisions with an innovative perspective and an international vision.



“

Thanks to this program, you will be able to apply the necessary strategies to improve your communication with your work teams”

Your goals are our goals.

We work together to help you achieve them

The Postgraduate Diploma in Communication and Managerial Skills will train you to:

01

Apply existing methods in order to adequately manage knowledge in organizations

04

Create clear, simple, precise, relevant and useful professional reports

02

Present reports, ideas, concepts and opinions in public with precision and rigor



03

Lead, motivate and integrate work teams

05

Work on flexibility, pressure management, communication, consensus building, assertiveness, creativity and innovation as basic pillars on which to build a consistent model

06

Develop strategies, competencies and basic skills to improve interaction with other people (work team, clients, suppliers, social agents)

08

Apply techniques for speaking in public

09

Define strategies for effectively developing leadership and motivation in teams

07

Apply negotiation strategies and techniques

10

Properly self-manage one's own emotions and improve self-knowledge and self-control



05

Structure and Content

The Postgraduate Diploma in Communication and Managerial Skills is a customized 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 program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a Communication Manager in the corporate field.



“

A complete program with which you will be able to develop your managerial skills to effectively manage communication teams”

Syllabus

The Postgraduate Diploma in Communication and Managerial Skills has been designed thinking in the academic necessities of business professionals who wish to advance in their career and manage communication departments in big companies. A plan designed for you, focused on improving your career and preparing you to achieve excellence in the field of communication in the digital environment.

Throughout 375 hours of study, the student will analyze a multitude of practical cases through individual work, achieving a deep learning that will be fundamental for their professional growth. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with all communication areas of the company and is designed for managers to understand corporate communication from a strategic, international and innovative perspective.

A program that understands both its students' and their companies' needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the skills to solve critical situations in a creative and efficient way.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

Module 1	Executive Coaching
Module 2	Managerial Skills
Module 3	Corporate Communication, Brand Strategy and Reputation
Module 4	Managing Aspects of Corporate Communication



Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 6 months of training, 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. Executive Coaching

1.1. Neuromanagement

- 1.1.1. Evolution, Brain Function, Survival, Values and Rewards
- 1.1.2. Self-Awareness and Feeling of Pleasure
- 1.1.3. Neurobiological Bases of Emotions, Empathy and Social Behaviors
- 1.1.4. Cultures and Values. Morality, Values and Executive Function.

1.2. Neuroeconomics

- 1.2.1. Measuring Value
- 1.2.2. Evaluation, Risk and Decision-Making
- 1.2.3. Adaptation, Microeconomic Theory, Value and The Market

1.3. Self-Management

- 1.3.1. Search for Coherence
- 1.3.2. Learning Towards Authenticity
- 1.3.3. Social Values, Identity and Sense of Life

1.4. Self-Control and Self-Efficacy

- 1.4.1. Mindfulness and Homeostasis
- 1.4.2. Personal Style of Relationship and Organization
- 1.4.3. Relationship Efficiency Map

1.5. Improve Knowledge of One's Self

- 1.5.1. Behavior Patterns and Interpersonal Relationship
- 1.5.2. Basic Areas of Common Behavior Towards Everyone
- 1.5.3. Increase Personal and Interpersonal Effectiveness Through Feedback and Reflection

1.6. Executive Coaching

- 1.6.1. Use Coaching in Personal Development
- 1.6.2. Models and Fields of Coaching
- 1.6.3. Action and Limits of Executive Coaching

1.7. Managing Positive Change

- 1.7.1. Stakeholder Management and Dialogue
- 1.7.2. Appreciative Inquiry
- 1.7.3. Select, Evaluate and Feedback

Module 2. Managerial Skills

2.1. Public Speaking and Spokesperson Training

- 2.1.1. Interpersonal Communication
- 2.1.2. Communication Skills and Influence
- 2.1.3. Communication Barriers

2.2. Communication and Leadership

- 2.2.1. Leadership and Leadership Styles
- 2.2.2. Motivation
- 2.2.3. Skills and Abilities of the Leader 2.0

2.3. Personal Branding

- 2.3.1. Strategies for Personal Brand Development
- 2.3.2. Personal Branding Laws
- 2.3.3. Tools for Creating Personal Brands

2.4. Team Management

- 2.4.1. Work Teams and Management Meetings
- 2.4.2. Managing Change Processes
- 2.4.3. Managing Multicultural Teams
- 2.4.4. Coaching

2.5. Negotiation and Conflict Resolution

- 2.5.1. Effective Negotiation Techniques
- 2.5.2. Interpersonal Conflicts
- 2.5.3. Intercultural Negotiation

2.6. Emotional Intelligence

- 2.6.1. Emotional Intelligence and Communication
- 2.6.2. Assertiveness, Empathy, and Active Listening
- 2.6.3. Self-Esteem and Emotional Language

2.7. Relational Capital: Coworking

- 2.7.1. Managing Human Capital
- 2.7.2. Performance Analysis
- 2.7.3. Managing Equality and Diversity
- 2.7.4. Innovation in People Management

2.8. Time Management

- 2.8.1. Planning, Organisation and Control
- 2.8.2. The Methodology of Time Management
- 2.8.3. Action Plans
- 2.8.4. Tools for Efficient Time Management

Module 3. Corporate Communication, Brand Strategy and Reputation
3.1. Corporate Identity and Strategic Vision

- 3.1.1. Identity and Redefining Business Values
- 3.1.2. Corporate Business Culture
- 3.1.3. Communication Department Challenges
- 3.1.4. Public Image and Projection

3.2. Corporate Brand Strategy

- 3.2.1. Public Image and Stakeholders
- 3.2.2. Corporate Branding Strategy and Management
- 3.2.3. Corporate Communication Strategy in Line With Brand Identity

3.3. Reputation Theory

- 3.3.1. Reputation as a Paradigm of a Good Company
- 3.3.2. The Concept of Corporate Reputation
- 3.3.3. Internal Reputation
- 3.3.4. Influence of Internationalization on Corporate Reputation

3.4. Reputation Evaluation

- 3.4.1. Corporate Reputation Audit
- 3.4.2. Listed Companies Reputation Monitor
- 3.4.3. Reputational Good Governance Index
- 3.4.4. Analysis of Sectorial Reputation

3.5. Reputation Management

- 3.5.1. Corporate Reputation Management
- 3.5.2. Focus on Brand Reputation
- 3.5.3. Leadership Reputation Management

3.6. Reputation Risk and Crisis Management

- 3.6.1. Listening to and Managing Feedback
- 3.6.2. Procedures, Crisis Manual and Contingency Plans
- 3.6.3. Spokesperson Training in Emergency Situations

3.7. Ethical Sustainability

- 3.7.1. Sustainable Criteria and Strategies
- 3.7.2. Communication Campaigns with Sustainability Criteria
- 3.7.3. Sustainable Brand Positioning and Image

3.8. Brand Metrics and Analysis and Reputation

- 3.8.1. Introduction to the Metrics of Corporate Branding
- 3.8.2. Internal and External Measurement Indexes
- 3.8.3. Brand Management Tools
- 3.8.4. Brand Assessment and Ranking

Module 4. Management Aspects of Corporate Communication
4.1. Communication in Organizations

- 4.1.1. Organizations, People and Society
- 4.1.2. Historical Evolution of Organizational Behavior
- 4.1.3. Bidirectional Communication
- 4.1.4. Communication Barriers

4.2. Structure, Control and Challenges in Communication Management

- 4.2.1. Departmental Structure in Communication Management
- 4.2.2. Current Trends in Management Models
- 4.2.3. Integration of Intangibles
- 4.2.4. Communication Department Challenges

4.3. Integral Communication Plans

- 4.3.1. Audit and Diagnosis
- 4.3.2. Elaboration of Communication Plan
- 4.3.3. Measuring results: KPIs and ROI

4.4. Effects of the Media

- 4.4.1. Efficiency of Commercial and Advertising Communication
- 4.4.2. Theories on the Effects of the Media
- 4.4.3. Social and Co-creation Models

4.5. Press Offices and Their Relationship with Communication Media

- 4.5.1. Identifying Opportunities and Information Needs
- 4.5.2. Management of Reports and Spokesperson Interviews
- 4.5.3. Virtual Press Room and e-Communication
- 4.5.4. Buying Advertising Space

4.6. Public Relations

- 4.6.1. PR Strategy and Practice
- 4.6.2. Protocol and Ceremonial Rules
- 4.6.3. Event Organization and Creative Management

4.7. Lobbies and Pressure Groups

- 4.7.1. Opinion Groups and Their Actions in Businesses and Institutions
- 4.7.2. Institutional Relations and Lobbying
- 4.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

4.8. Internal Communication

- 4.8.1. Motivational Programs, Social Action, Participation and Training with HR
- 4.8.2. Internal Communication Support and Tools
- 4.8.3. Internal Communication Plan

4.9. Branding & Naming

- 4.9.1. Brand Management and Coordination in Launching of New Products
- 4.9.2. Brand Repositioning

4.10. Audience Forecasting and Data Sources

- 4.10.1. Measurement Units and Audience Profiles
- 4.10.2. Affinity, Sharing, Rating and GRPs
- 4.10.3. Current Suppliers in the Advertising Market

06

Methodology

This training program offers 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"

At TECH Business School we use the Harvard case method

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

“

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



We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.



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 intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“ *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

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies 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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



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 multimedia content presentation training Exclusive system 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 your goals.



07

Our Students' Profiles

The Postgraduate Diploma in Communication and Managerial Skills is a program aimed at marketing professionals who want to update their knowledge, discover new ways of successfully carrying out their roles, and advance their professional career.





“

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities”

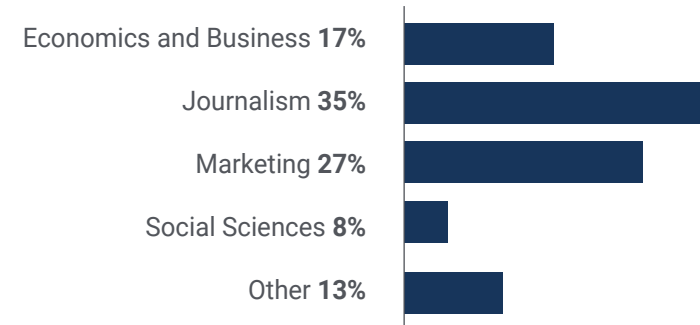
Average Age

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

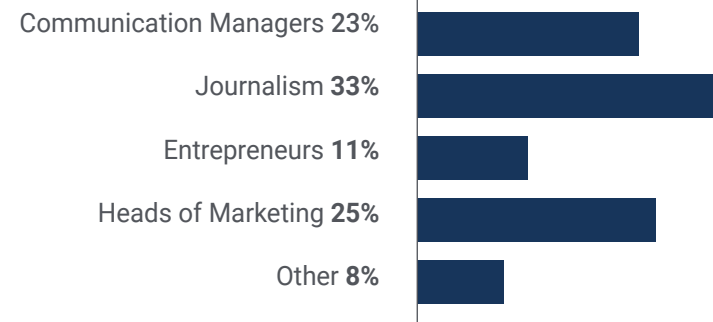
Years of Experience



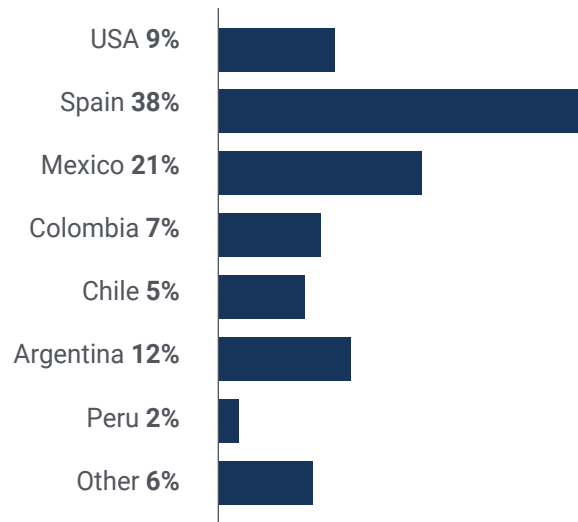
Training



Academic Profile



Geographical Distribution



Ana Aguirre

Head of Communication

"Completing this Postgraduate Diploma has helped me to advance in my career. I have been so lucky that both the syllabus and the teaching team have been excellent. Without a doubt it is the best academic alternative that I could have found since it has allowed me to update my knowledge and improve my managerial skills"

08

Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



“

Our teaching team, experts in Communication and Managerial Skills, will help you achieve success in your profession”

International Guest Director

Awarded with the “International Content Marketing Awards” for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized Communication Director highly specialized in the field of Reputation Management.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as Coca-Cola. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer internal interaction platform. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies’ strategic investments in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous recognitions for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global Congresses and Symposiums with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to develop successful strategic communication plans. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- ♦ Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- ♦ Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- ♦ Communications Consultant at ABI, Belgium
Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- ♦ Master's Degree in Social Behavioral Studies, University of South Africa
- ♦ Master's Degree in Sociology and Psychology, University of South Africa
- ♦ Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- ♦ Bachelor of Arts in Psychology from the University of South Africa

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Mr. Larrosa Guirao, Salvador

- ♦ Specialist professor in finance with vast experience in this field and in teaching

Professors

Ms. Gomis Noriega, Silvia

- ♦ Professor of Innovation
- ♦ Professional with extensive experience and background in teaching



09

Impact on Your Career

Students who enroll in this TECH program will find a unique opportunity to turn their careers around. In this way, they will acquire the necessary qualification to become experts in corporate communication, being capable of managing institutional departments with the necessary rigor.



“

Studying this program will allow you to rapidly advance in your career and achieve a senior management role in an institutional communication department”

If you dream of managing the communication department in your business, don't wait any longer. Enroll in this program and you will achieve the career development you desire.

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

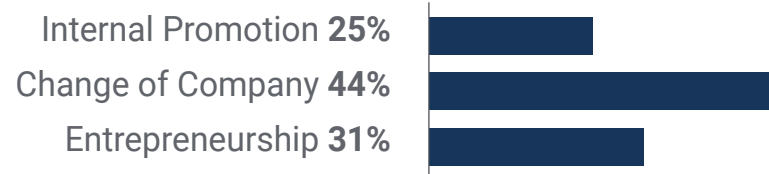
TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

An internal promotion is one of the best options to improve your career, so don't hesitate any longer and take this training to achieve greater success in your company.

Professional change for our students



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Diploma in Communication and Managerial Skills helps raise the organization's talent to its maximum potential by training high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

TECH will allow you to learn the main tools to handle yourself with ease in your profession"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining High-Potential Executives to Avoid Talent Drain

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

03

Building Agents of Change

The manager 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 work on a current project or develop new projects in the field of R&D or Business Development within the 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 Diploma in Communication and Managerial Skills guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Technological University.



“

Successfully complete this training and receive your university degree without travel or laborious paperwork”

This **Postgraduate Diploma in Communication and Managerial Skills** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** by tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Communication and Managerial Skills**

Official N° of Hours: **375 h.**



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



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- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Diploma

Communication and Managerial Skills

