

# Postgraduate Diploma Communication





## Postgraduate Diploma Communication

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

Website: [www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-communication](http://www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-communication)

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# 01 Welcome

Corporate communication has become one of the most important pillars within any company. All entities want to be present in the media, as well as to have a better relationship with their customers, suppliers and employees. Therefore, it is imperative that they improve their communication channels to get their messages across effectively. This TECH program focuses on providing industry professionals with the specific tools and strategies that will be necessary to implement the most appropriate campaigns for each audience, achieving a level of training that will allow them to rise to become one of the most sought after specialists in the industry.



Postgraduate Diploma in Communication.  
TECH Technological University



“

*Be part of the change and train yourself in the fields of advertising and public relations and their processes and organizational structures”*



02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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



### Academic Excellence

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



### Economy of Scale

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



### Learn with the best

---

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

Teachers representing 20 different nationalities.



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

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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 objective of this program is to train professionals in the field of communication, providing them with the tools that will help them acquire the necessary knowledge to deliver an adequate and coherent message. To this end, the Postgraduate Diploma in Communication encompasses all aspects related to this field, to ensure that it fully meets the profile that companies are looking for in this type of professional. After completing the program, the student will be able to develop a corporate identity that transmits the values and goals of a company.







*Apply the necessary techniques for the management of a communication department within companies and institutions"*

TECH makes the goals of their students their own goals too.  
We work together in order to achieve them.

The **Postgraduate Diploma in Communication** will enable students to:

01

Be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations

04

Know how to define the framework of action of the large media groups and their concentration processes

02

Have the ability to adequately contextualize the media systems and, in particular, the global communication structure

03

Know how to describe the main research trends in social communication, as well as their different models: behaviorist, functional, constructivist and structuralist

05

Know the communication department within companies and institutions



06

Apply the necessary techniques for managing a communication department within different companies and institutions

08

Know the techniques of corporate image research and know how to apply communication tools to manage it effectively in companies and public organizations

09

Apply corporate identity and reputation analysis tools

07

Know how to organize private and public events, following protocol guidelines

10

Analyze the nature and functioning of interest and pressure groups in today's democracies



11

Understand the importance of social networks and *e-mobile* as a support and commercial revolution , and use these tools to achieve advertising and public relations objectives

12

Foster creativity and persuasion through different media supports

13

Gain knowledge about the elements, forms and processes of advertising languages and other forms of persuasive communication

14

Know the significant and appropriate tools for the study of advertising and public relations



15

Know the fields of advertising and public relations and their processes and organizational structures

16

Identify the profiles of the advertising and public relations professionals, as well as the main skills required in the performance of their work practice

17

Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication

18

Identify and analyze the psychosocial, cognitive and emotional processes of advertising and public relations communication



05

# Structure and Content

The Postgraduate Diploma in Communication has been designed to meet the high standards that companies and organizations demand from their employees, which can be transformed into an increase in the possibilities of students to access positions of greater responsibility in the communication departments of companies in different sectors. The program can be completed in 6 months of learning in a unique and stimulating way, following practical examples and the guidance of specialist faculty in this area.





“

*Be part of the change with a 100%  
online program that will help you better  
understand corporate communication”*

## Syllabus

The way in which corporate communication has become an important pillar for any company is the reason why they generate trust and confidence in users. For this reason, all entities want to be present in the media or have better communication with their customers, suppliers and employees. On many occasions, this eagerness to communicate at any cost does not follow any tactic to achieve a defined strategy, but involves an improvisation that a company cannot afford.

As a result, there is a need for professionals who are capable of managing and developing a communication team that will enhance the results and messages to be conveyed. In this sense, the Postgraduate Diploma in Communication meets all the demands and requirements of this sector.

Throughout 600 hours of learning, the students will analyze a multitude of practical cases through individual work. In this way, they will be able to understand and assimilate the process of creating a corporate image, paying special attention to persuasive communication. The goal of this program is to offer theories and techniques to overcome prejudices, develop imagination and awaken an attitude to generate original ideas in any communicative sphere.

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

- |                 |  |
|-----------------|--|
| <b>Module 1</b> | Structure of the Communication           |
| <b>Module 2</b> | Institutional Communication              |
| <b>Module 3</b> | Creativity in Communication              |
| <b>Module 4</b> | Advertising and Public Relations Company |



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

TECH offers its students the possibility of taking this program completely online. Over the course of the 6 months, the student will be able to access all the contents of this program at any time, allowing them to self manage their study time.

*Delve into the study of cybersecurity and manage to prevent computer attacks in your company.*

**Module 1. Structure of the Communication**

**1.1. Theory, Concept and Method of the Communication Structure**

- 1.1.1. Introduction
- 1.1.2. Autonomy of the Discipline and Relationships with other Subjects
- 1.1.3. The Structuralist Method
- 1.1.4. Definition and Purpose of the Communication Structure
- 1.1.5. Guide to the Analysis of Communication Structure

**1.2. International Communication Order**

- 1.2.1. Introduction
- 1.2.2. State Control: Monopolies
- 1.2.3. Communication Marketing
- 1.2.4. Cultural Dimension of Communication

**1.3. Major Information Agencies**

- 1.3.1. Introduction
- 1.3.2. What is an Information Agency?
- 1.3.3. News and Information
- 1.3.4. Before the Internet
- 1.3.5. News Agencies Can Be Seen Thanks to the Internet
- 1.3.6. The World's Major Agencies

**1.4. The Advertising Industry and its Relationship with the Media System**

- 1.4.1. Introduction
- 1.4.2. Advertising Industry
- 1.4.3. The Need of Advertising for the Media
- 1.4.4. La Structure of the Advertising Industry
- 1.4.5. The Media and its Relationship with the Advertising Industry
- 1.4.6. Advertising Regulations and Ethics

**1.5. Cinema and the Culture and Leisure Market**

- 1.5.1. Introduction
- 1.5.2. The Complex Nature of Cinema
- 1.5.3. The Origin of the Industry
- 1.5.4. Hollywood, the Film Capital of the World

**1.6. Political Power and the Media**

- 1.6.1. Introduction
- 1.6.2. Influence of the Media in the Formation of Society
- 1.6.3. Media and Political Power

**1.7. Media Concentration and Communication Policies**

- 1.7.1. Introduction
- 1.7.2. Media Concentration
- 1.7.3. Communication Policies

**1.8. Communication Structure in Latin America**

- 1.8.1. Introduction
- 1.8.2. Communication Structure in Latin America
- 1.8.3. New Trends

**1.9. Media System in Latin America and the Digitization of Journalism**

- 1.9.1. Introduction
- 1.9.2. Historical Approach
- 1.9.3. Bipolarity of the Latin American Media System
- 1.9.4. U.S. Hispanic Media

**1.10. Digitalization and the Future of Journalism**

- 1.10.1. Introduction
- 1.10.2. Digitalization and the New Media Structure
- 1.10.3. The Structure of Communication in Democratic Countries

**Module 2. Institutional Communication**

**2.1. Communication Management**

- 2.1.1. Introduction
- 2.1.2. History of Institutional Communication
- 2.1.3. Main Characteristics of Institutional Communication
- 2.1.4. Communication Management
- 2.1.5. Guide to the Analysis of Communication Structure

**2.2. Ethics, Culture and Values**

- 2.2.1. Introduction
- 2.2.2. Ethics in Institutional Communication
- 2.2.3. Culture in Institutional Communication
- 2.2.4. Values in Institutional Communication

**2.3. Identity and Corporate Image**

- 2.3.1. Introduction
- 2.3.2. Brand Image
- 2.3.3. Identity
- 2.3.4. Errors in the Corporate Image

**2.4. Advertising and Communication**

- 2.4.1. Introduction
- 2.4.2. Advertising Industry
- 2.4.3. The Importance of Communication

**2.5. Digital Communication**

- 2.5.1. Introduction
- 2.5.2. The Role of Digital Communication
- 2.5.3. Advantages of Digital Communication

**2.6. Management of Events**

- 2.6.1. Introduction
- 2.6.2. Definition
- 2.6.3. Management of Events

**2.7. Sponsorship and Patronage**

- 2.7.1. Introduction
- 2.7.2. Sponsorship
- 2.7.3. Patronage

**2.8. Lobbies**

- 2.8.1. Introduction
- 2.8.2. Definition
- 2.8.3. Communication Lobbies

**2.9. Internal Communication**

- 2.9.1. Introduction
- 2.9.2. Definition
- 2.9.3. Characteristics of Internal Communication

**2.10. Crisis**

- 2.10.1. Introduction
- 2.10.2. Crisis of Institutional Communication
- 2.10.3. New Challenges of Institutional Communication

**2.11. Financial Communication**

- 2.11.1. Introduction
- 2.11.2. Financial Communication
- 2.11.3. The Importance of Financial Communication

**2.12. Business Protocol**

- 2.12.1. Introduction
- 2.12.2. Definition
- 2.12.3. Business Protocol



*Count on a program that focuses on the management and development of a communications team and position yourself globally in a highly demanded area"*

**Module 3. Creativity in Communication**

**3.1. To Create is to Think**

- 3.1.1. The Art of Thinking
- 3.1.2. Creative Thinking and Creativity
- 3.1.3. Thought and Brain
- 3.1.4. The Lines of Research on Creativity: Systematization

**3.2. Nature of the Creative Process**

- 3.2.1. Nature of Creativity
- 3.2.2. The Notion of Creativity: Creation and Creativity
- 3.2.3. The Creation of Ideas for Persuasive Communication
- 3.2.4. Nature of the Creative Process in Advertising

**3.3. The Invention**

- 3.3.1. Evolution and Historical Analysis of the Creation Process
- 3.3.2. Nature of the Classical Canon of the Invention
- 3.3.3. The Classical View of Inspiration in the Origin of Ideas
- 3.3.4. Invention, Inspiration, Persuasion

**3.4. Rhetoric and Persuasive Communication**

- 3.4.1. Rhetoric and Advertising
- 3.4.2. The Rhetorical Parts of Persuasive Communication
- 3.4.3. Rhetorical Figures
- 3.4.4. Rhetorical Laws and Functions of Advertising Language

**3.5. Creative Behavior and Personality**

- 3.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 3.5.2. Creative Behavior and Motivation
- 3.5.3. Perception and Creative Thinking
- 3.5.4. Elements of Creativity

**3.6. Creative Skills and Abilities**

- 3.6.1. Thinking Systems and Models of Creative Intelligence
- 3.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
- 3.6.3. Interaction Between Factors and Intellectual Capabilities
- 3.6.4. Creative Skills
- 3.6.5. Creative Capabilities

**3.7. The Phases of the Creative Process**

- 3.7.1. Creativity as a Process
- 3.7.2. The Phases of the Creative Process
- 3.7.3. The Phases of the Creative Process in Advertising

**3.8. Troubleshooting**

- 3.8.1. Creativity and Problem Solving
- 3.8.2. Perceptual Blocks and Emotional Blocks
- 3.8.3. Methodology of Invention: Creative Programs and Methods

**3.9. The Methods of Creative Thinking**

- 3.9.1. The *brainstorming* as a Model for the Creation of Ideas
- 3.9.2. Vertical Thinking and Lateral Thinking
- 3.9.3. Methodology of Invention: Creative Programs and Methods

**3.10. Creativity and Advertising Communication**

- 3.10.1. The Creative Process as a Specific Product of Advertising Communication
- 3.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 3.10.3. Methodological Principles and Effects of Advertising Creation
- 3.10.4. Advertising Creation: From Problem to Solution
- 3.10.5. Creativity and Persuasive Communication



**Module 4. Advertising and Public Relations Company****4.1. Structure of Advertising and/or Public Relations Agencies**

- 4.1.1. Structure
- 4.1.2. Functions
- 4.1.3. Agency Selection

**4.2. Economic Management of the Agency**

- 4.2.1. Types of Legal Form
- 4.2.2. Business Model
- 4.2.3. Project Development and Control

**4.3. Economic Relations in the Advertising Business**

- 4.3.1. Economic Relationships with Advertisers
- 4.3.2. Economic Relationships with Employees and Partners
- 4.3.3. Individual Entrepreneur and Self-Employed

**4.4. The Operating Account of the Advertising Agency**

- 4.4.1. Investment, Revenue and Turnover
  - 4.4.1.1. Expenses
    - 4.4.1.1.1. Personal
    - 4.4.1.1.2. Rent
    - 4.4.1.1.3. Amortization
    - 4.4.1.1.4. Non-billable Expenses
    - 4.4.1.1.5. Prospecting
    - 4.4.1.1.6. Delinquency
    - 4.4.1.1.7. Financial Expenses
- 4.4.2. Results
- 4.4.3. Annual Budget

**4.5. The Link Between Advertising and Public Relations**

- 4.5.1. In Relation to the Objectives
- 4.5.2. Regarding the Target Audience of the Activity
- 4.5.3. On the Selection of Media and Supports

**4.6. Remuneration Systems**

- 4.6.1. Remuneration of Agencies
- 4.6.2. Accounting Dimension of the Agency
- 4.6.3. Determination of the budget

**4.7. Relations with External Stakeholders**

- 4.7.1. Advertising Agency Relations
- 4.7.2. Media Agency Relations
- 4.7.3. End Consumer Agency Relations

**4.8. Types of Growth Strategies**

- 4.8.1. *Holdings*
- 4.8.2. Value Chain
- 4.8.3. Challenges of Organizational Growth

**4.9. Internal Organization Chart of an Advertising Agency**

- 4.9.1. Agency Management Model
- 4.9.2. Accounts Department
- 4.9.3. Creative Department
- 4.9.4. Media Department
- 4.9.5. Production Department

**4.10. Team Management**

- 4.10.1. Motivation
- 4.10.2. Change Management and Leadership
- 4.10.3. Internal Communication

# 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.*



### **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.





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.



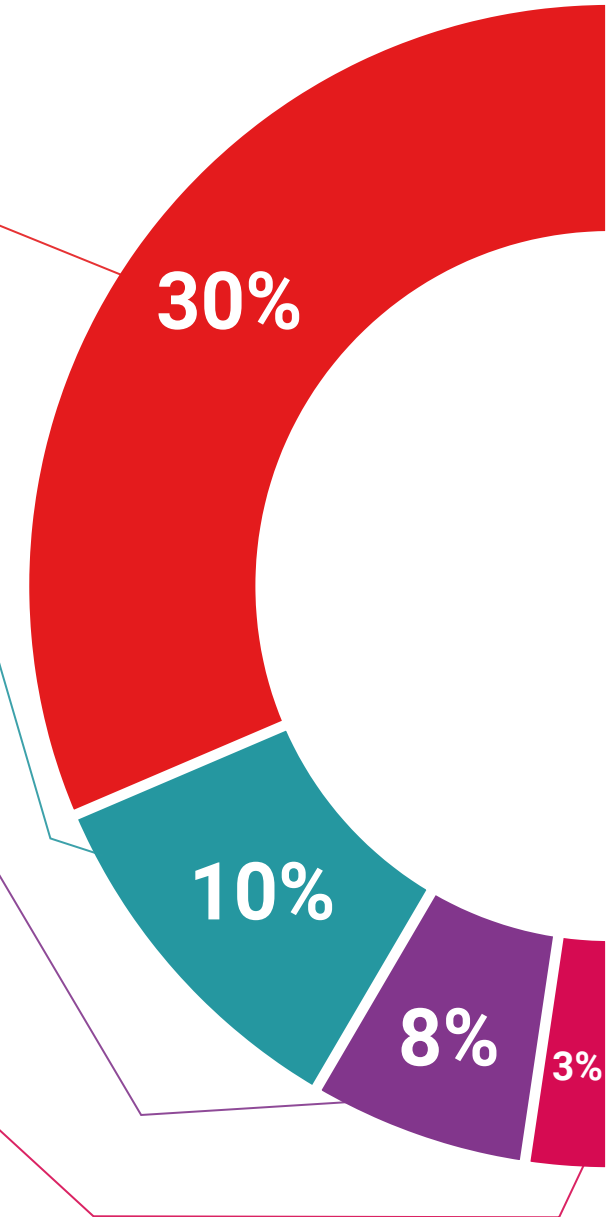
### Management Skills Exercises

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 profile of the students in this program is that of professionals with studies related to journalism, communication and public relations, who wish to specialize in this field in order to improve their communication skills and be more effective in their professional performance. Additionally, business professionals with previous experience in the field of corporate communications will be able to participate in this program.







“

*Know corporate image research techniques and apply communication tools to manage it effectively in companies and public organizations”*

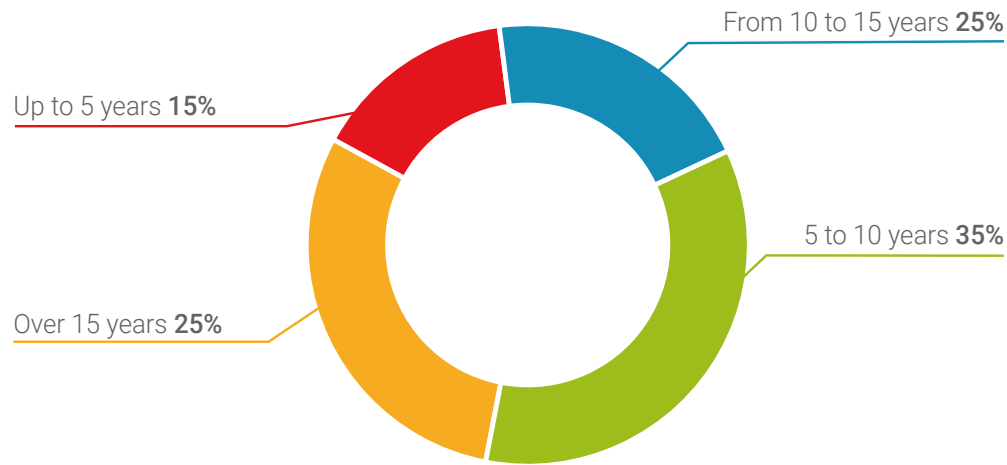
### Average Age

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

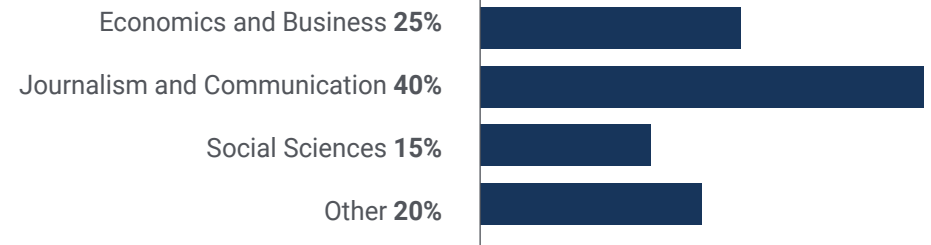
### Years of Experience

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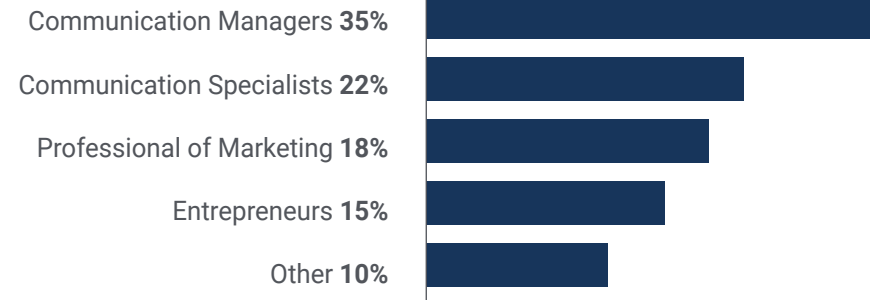
### Training

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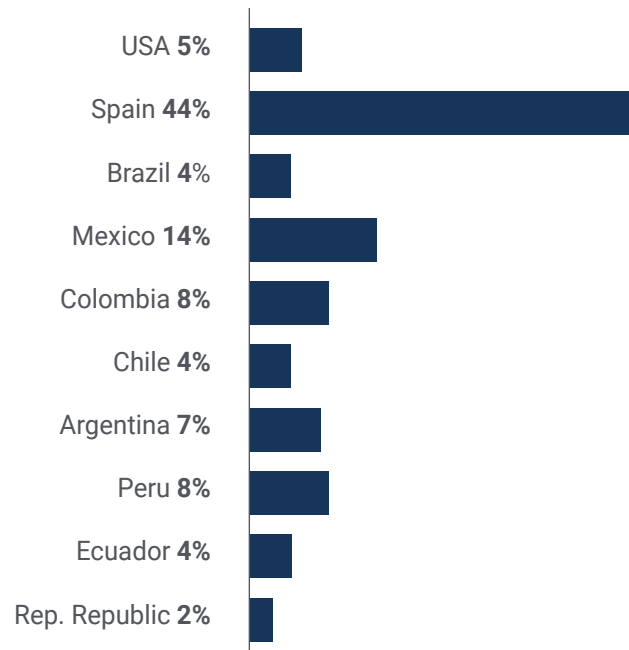
### Academic Profile

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## Geographical Distribution

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## Ana Luisa Silva

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Communications Manager in a Multinational Company

*"This program has taught me, in a simple and efficient way, to understand the importance of communication in an organization. I have discovered that there is always room for creativity in this field, so I have improved my work projects and I have managed to move up to become responsible for communication in my company"*



08

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. For this reason, the ultimate goal will always be to provide all the necessary tools and an innovative methodology to motivate students in each class. This will guarantee a satisfactory labor insertion in a sector that demands quality and excellence.



“

*You will be able to generate a positive change in your professional career by promoting your creativity in different media. We will help you achieve it"*

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

The TECH Postgraduate Diploma in Communication is an intensive program that prepares future graduates to face challenges and business decisions in the field of corporate communication. The main objective is to promote personal and professional growth. Helping students achieve success.

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

*A pathway to education and professional growth that will propel you towards greater competitiveness in the labor market.*

*Achieve the positive change you need to boost your career and profession with the Postgraduate Diploma in Communication.*

### When the change occurs



### Type of change



### Salary increase

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This program represents a salary increase of more than **25.42%** for our students.



09

# Benefits for Your Company

The Postgraduate Diploma in Communication helps raise the organization's talent to its maximum potential through the training of 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.





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*Organizes events in the private and public spheres, following protocol guidelines”*

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.

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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**

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased competitiveness**

This Postgraduate Diploma will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

# 10 Certificate

The Postgraduate Diploma in Communication guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Diploma issued by TECH Technological University.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Diploma in Communication** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate 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**

**Official N° of hours: 600 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 Diploma Communication

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

# Postgraduate Diploma Communication

