Postgraduate Diploma

Management of Communication and Social Media Companies

tech technological university

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Postgraduate Diploma
Management of
Communication and
Social Media Companies

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **University graduates who have previously completed studies in Journalism or Communication, as well as in the field of Social Sciences or Business Administration and who want to make a qualitative leap in their professional careers. Either as active entrepreneurs or as future entrepreneurs**

Website: **www.techtitute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-management-communication-social-media-companies**

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01
Welcome

Running a successful communications company has become a real challenge. The development of the industry, linked to the possibilities offered by mobile devices in terms of information processing by society, forces professionals to work on innovative techniques and strategies to face this competition. This requires the figure of a highly qualified leader, an expert in the area and with extensive managerial skills, qualities that the graduate will acquire over the course of this Postgraduate Diploma. It is a 100% online program designed by professionals in the sector and in which you will find the best theoretical and practical content of the moment.

Postgraduate Diploma in Management of Communication and Social Media Companies.
TECH Technological University

"

This Postgraduate Diploma will allow you to develop your managerial skills in only 6 months with the help of the most complete syllabus in the Management of Communication and Social Media Companies and the support of its teaching team"

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

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 method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.
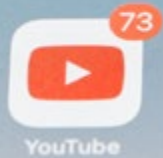
Economy of Scale

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

Learn with the best

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

Teachers representing 20 different nationalities.

At TECH, you will have access to 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.

Objectives

Having the most up-to-date and innovative information in the sector is vital to ensure the application of the content of this Postgraduate Diploma in Management of Communication and Social Media Companies to reality. That is why TECH's objective is to provide the professionals with the possibility of accessing the best program that allows them to expand and update their knowledge based on the most effective strategies, protocols and techniques within the sector of the management of media entities.

"

You will achieve your most ambitious professional goals thanks to the great exhaustiveness with which all the contents of this program have been developed"

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

The **Postgraduate Diploma in Management of Communication and Social Media Companies** will enable studens to:

01 Develop their own personal and managerial skills
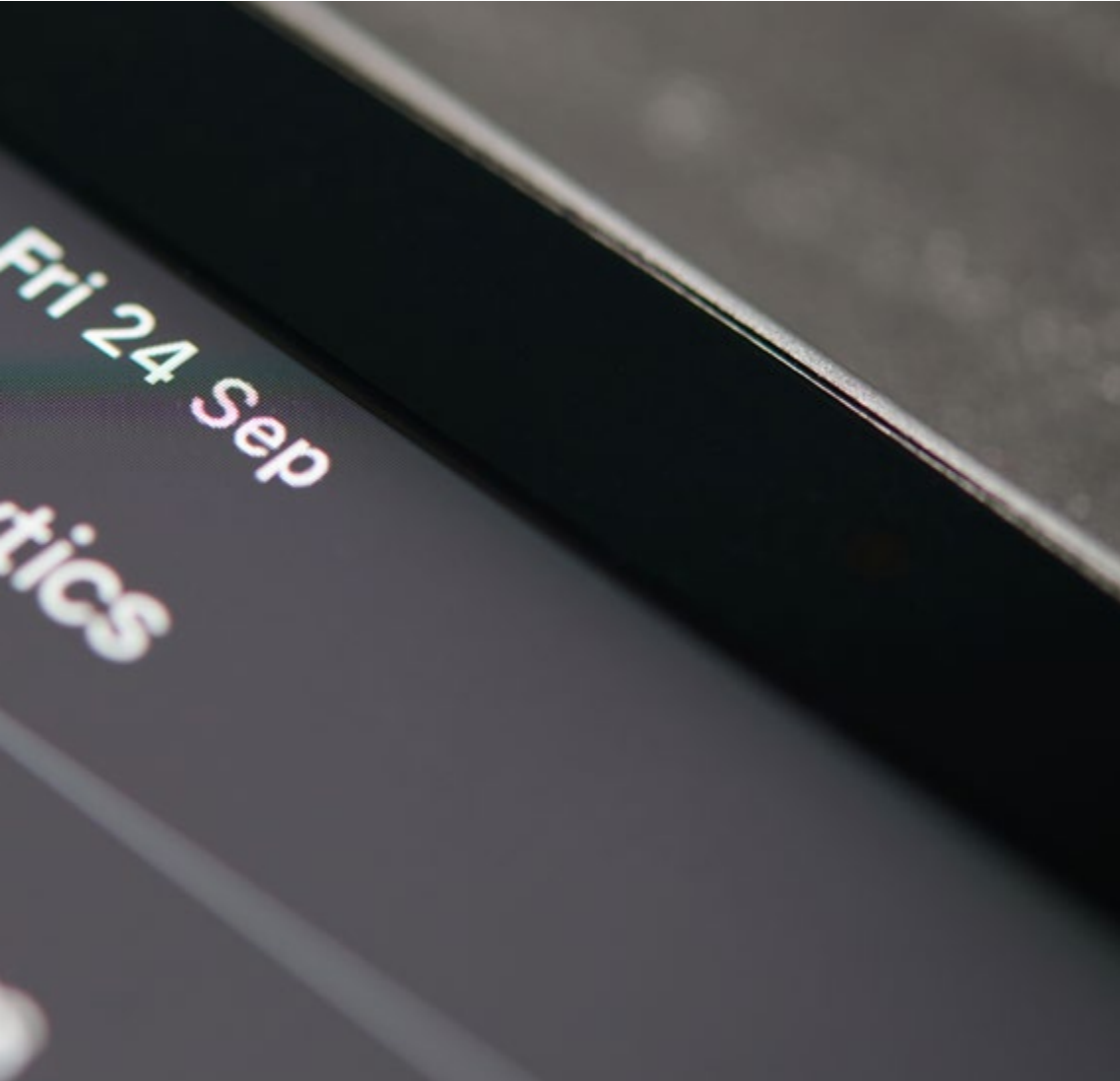
02 Gain knowledge about all the techniques to manage a communication company

03 Define the latest trends and developments in business management

04 Build a plan for the development and improvement of personal and managerial skills

05 Develop the ability to detect, analyze and solve and problem solving

06 Make decisions in a complex and unstable environment

Structure and Content

The Postgraduate Diploma in Management of Communication and Social Media Companies is a program tailored to the graduate that is taught in a 100% online format so that they can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that will lay the foundations for your success as a manager and entrepreneur.

This qualification delves into the structure and management of the communication company, but above all into the challenges of its management"

Syllabus

The Postgraduate Diploma in Management of Communication and Social Media Companies of TECH Technological University is an intense program that prepares the graduate to face challenges and business decisions globally.

The content of the Postgraduate Diploma in Management of Communication and Social Media Companies is designed to promote the development of managerial skills that allow for more rigorous decision-making in uncertain environments. Throughout 600 hours, the graduate will be able to analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with all areas of business and is designed to train managers who understand strategic management from a comprehensive, international and innovative perspective.

A 100% online plan designed for professionals, focused on their professional improvement and that prepares them to achieve excellence in the field of management and business administration. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This Postgraduate Diploma in Management of Communication and Social Media Companies takes place over 6 months and is divided into 4 modules:

Module 1.	Business Strategy
Module 2.	Communication Company Management
Module 3.	Social Media
Module 4.	Market and Customer Management

Where, When and How is it Taught?

TECH offers the possibility to study this Postgraduate Diploma in Management of Communication and Social Media Companies completely online. Throughout the 6 months of specialization, 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. Business Strategy

1.1. Strategic Management
1.1.1. The Concept of Strategy
1.1.2. The Process of Strategic Management
1.1.3. Approaches in Strategic Management

1.2. Planning and Strategy
1.2.1. The Plan in a Strategy
1.2.2. Strategic Positioning
1.2.3. Strategy in Companies
1.2.4. Planning

1.3. Strategy Implementation
1.3.1. Indicator Systems and Process Approach
1.3.2. Strategic Map
1.3.3. Differentiation and Alignment

1.4. Corporate Strategy
1.4.1. The Concept of Corporate Strategy
1.4.2. Types of Corporate Strategies
1.4.3. Corporate Strategy Definition Tools

1.5. Digital Strategy
1.5.1. Technology Strategy and its Impact on Digital Innovation
1.5.2. Strategic Planning of Information Technologies
1.5.3. Strategy and The Internet

1.6. Corporate Strategy and Technology Strategy
1.6.1. Creating Value for Customers and Shareholders
1.6.2. Strategic IS/IT Decisions
1.6.3. Corporate Strategy vs Technological and Digital Strategy

1.7. Competitive Strategy
1.7.1. The Concept of Competitive Strategy
1.7.2. Competitive Advantage
1.7.3. Choosing a Competitive Strategy
1.7.4. Strategies Based on the Strategic Clock Model
1.7.5. Types of Strategies according to the Industrial Sector Life Cycle

1.8. Marketing Strategy Dimensions
1.8.1. Marketing Strategies
1.8.2. Types of Marketing Strategies

1.9. Sales Strategy
1.9.1. Sales Methods
1.9.2. Acquisition Strategies
1.9.3. Service Strategies

1.10. Social Business
1.10.1. Web 1.0 Strategic Vision and its Challenges
1.10.2. Convergence Opportunities and ICT Trends
1.10.3. How to Monetize Web 1.0 and Social Media
1.10.4. Mobility and Digital Business

Module 2. Communication Company Management

2.1. The Industries of Communication
2.1.1. Mediamorphosis
2.1.2. Digital Transformation
2.1.3. Cybermedia

2.2. Legal and Economic Structure of Communication Enterprises
2.2.1. Individual Entrepreneur
2.2.2. Trading Companies
2.2.3. Media Conglomerates

2.3. Structure, Administration and Challenges of Management
2.3.1. Departmental Structure in Communication Management
2.3.2. Current Trends in Management Models
2.3.3. Integration of Intangibles
2.3.4. Communication Department Challenges

2.4. Strategic Analysis and Competitiveness Factors
2.4.1. Analysis of the Competitive Environment
2.4.2. Competitiveness Determinants

2.5. Business ethics
2.5.1. Ethical Behavior in Companies
2.5.2. Deontology and Ethical Codes
2.5.3. Fraud and Conflicts of Interest

2.6. The Importance of Marketing in Communication Companies
2.6.1. Marketing Strategies in Traditional Media
2.6.2. Impact of Social Networks on the Media Agenda

2.7. Strategic Thinking and Systems
2.7.1. The Company as a System
2.7.2. Strategic Thinking Derived from Corporate Culture
2.7.3. The Strategic Approach From a People Management Perspective

2.8. Branding
2.8.1. The Brand and Their Functions
2.8.2. Brand Creation (Branding)
2.8.3. Brand Architecture

2.9. Creative Strategy Formulation
2.9.1. Explore Alternative Strategies
2.9.2. Counter Briefing or Creative Briefing
2.9.3. Branding and Positioning

2.10. Design of Crisis Manual/Crisis Communication Plan
2.10.1. Preventing the Crisis
2.10.2. Managing Crisis Communication
2.10.3. Recovering from the Crisis

Module 3. Social Media

3.1. Web 2.0
3.1.1. Organization in the Age of Conversation
3.1.2. Web 2.0 is all about People
3.1.3. New Environments, New Content

3.2. Social Media Strategies
3.2.1. Corporate Communication Plan 2.0
3.2.2. Corporate PR and Social Media
3.2.3. Analysis and Evaluation of Results

3.3. Social Media Plan
3.3.1. Designing a Social Media Plan
3.3.2. Defining the Strategy to Be Followed in Each Media
3.3.3. Contingency Protocol in Case of Crisis

3.4. Approach to Network Positioning: SEO and SEM
3.4.1. Introduction to SEO and SEM
3.4.2. How Search Engines Work
3.4.3. User Behavior

3.5. General, Professional, and Microblogging Platforms
3.5.1. Facebook
3.5.2. LinkedIn
3.5.3. Twitter

3.6. Video, Image, and Mobility Platforms
3.6.1. YouTube
3.6.2. Instagram
3.6.3. Flickr
3.6.4. Vimeo
3.6.5. Pinterest

3.7. Corporate Blogging
3.7.1. How to Create a Blog
3.7.2. Content Marketing Strategy
3.7.3. How to Create a Content Plan for Your Blog
3.7.4. Content Curation Strategy

3.8. Online Marketing Plan
3.8.1. Online Research
3.8.2. Creating an Online Marketing Plan
3.8.3. Configuration and Activation
3.8.4. Launch and Management

3.9. Community Management:
3.9.1. Functions, Duties, and Responsibilities of the *Community Manager*
3.9.2. Social Media *Manager*
3.9.3. Social Media *Strategist*

3.10. Web Analytics and Social Media
3.10.1. Setting Objectives and KPIs
3.10.2. Digital Marketing ROI
3.10.3. Viewing and Interpreting *Dashboards*

Module 4. Market and Customer Management

4.1. Marketing Management
4.1.1. The Concept of Marketing *Management*
4.1.2. New Trends in Marketing
4.1.3. A New Marketplace: Consumer and Business Capabilities
4.1.4. Holistic MK Orientation
4.1.5. Update on the 4 Ps of Marketing
4.1.6. Marketing Management Tasks

4.2. Relationship Marketing
4.2.1. Concept of Marketing Relations
4.2.2. The Customer as an Asset of the Company
4.2.3. CRM as a Relationship Marketing Tool

4.3. Data Base Marketing
4.3.1. Data Base Marketing Applications
4.3.3. Information Sources

4.4. Types of Buying Behavior
4.4.1. The Process in Purchasing Decisions
4.4.2. The Stages in the Buying Process
4.4.3. Types of Buying Behavior
4.4.4. Features of the Types of Buying Behaviour

4.5. The Loyalty Process
4.5.1. In-Depth Knowledge of the Client
4.5.2. Loyalty Process
4.5.3. The Value of the Customer

4.6. Selecting Target Customers- CRM
4.6.1. Designing an e-CRM
4.6.2. Orientation towards the Consumer
4.6.3. 1 to 1 Planning

4.7. Research Project Management
4.7.1. Information Analysis Tools
4.7.2. Developing an Expectation Management Plan
4.7.3. Assessing the Feasibility of Projects

4.8. Online Market Research
4.8.1. Quantitative Research Tools in Online Markets
4.8.2. Dynamic Qualitative Customer Research Tools

4.9. Study of Traditional Audiences
4.9.1. Audience Measurement Origin. Basic Concepts
4.9.2. How are Traditional Audiences Measured?
4.9.3. EGM and Kantar Media

4.10. Internet Audience Studies
4.10.1. The Social Audience
4.10.2. Measuring Social Impact: Tuitele
4.10.3. Barlovento and IAB Spain

Methodology

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

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

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

**TECH Business School uses the Case Study
to contextualize all content**

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

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

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

A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%

Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

Our Students' Profiles

This Postgraduate Diploma in Management of Communication and Social Media Companies is a program aimed at university graduates who have previously studied Journalism or Communication, as well as in the field of Social Sciences or Business Administration and who want to make a qualitative leap in their professional careers. Either as active businessmen or as future entrepreneurs. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The TECH students' profile is characterized by being professionals who are not satisfied and therefore seek in the largest online university in the world the academic impulse that will allow them to opt for the job improvement they have been looking for a long time"
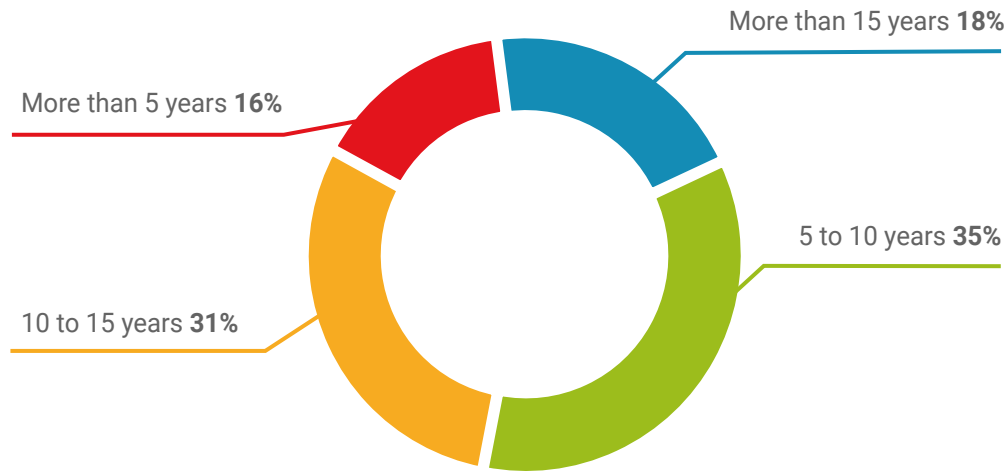
Average Age

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

Years of Experience

More than 15 years **18%**

More than 5 years **16%**

5 to 10 years **35%**

10 to 15 years **31%**

Training

Journalism and Communication **35%**

Business **32%**

Social Sciences **25%**

Other **8%**

Academic Profile

Press, Radio and TV **41%**

Advertising **25%**

News Agency **25%**

Other **9%**
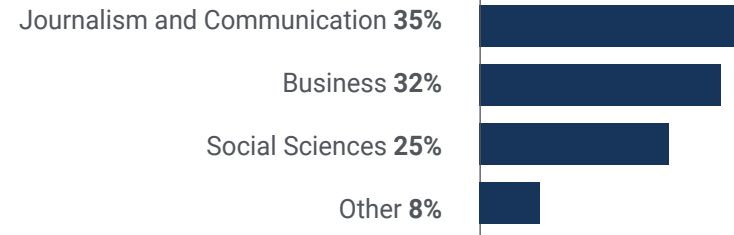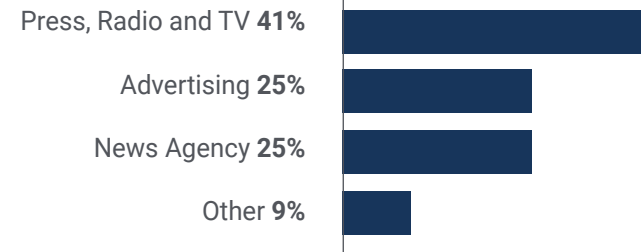
Geographical Distribution

USA **12%**

Spain **44%**

Mexico **31%**

Colombia **13%**
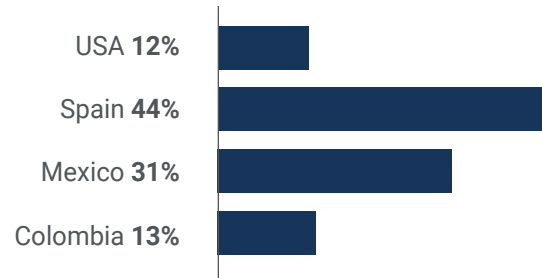
Manuela Arteara

Marketing Director

"I have always prioritized in my professional career, but before pursuing this qualification it wasn't enough. Thanks to the versatility provided by the fact that it is 100% online, I was able to continue working while studying this Postgraduate Diploma. What I never imagined is that after finishing I would have the confidence to leave the company to which I had dedicated part of my life to aspire to the job I had always dreamed of"

Course Management

The work experience that characterizes the faculty chosen for this Postgraduate Diploma contributes to the qualification and its content a realistic and quality character. Additionally, the fact that they are active journalists favors the contextualization of the content through a critical and current vision. All of this will allow graduates to broaden their knowledge under the guidance of a teaching team committed to their personal and professional growth.

The teaching team is characterized not only by its extensive professional career and work experience, but also by its human quality and commitment to the students"

Management

Ms. Iñesta Fernández, Noelia

- Journalist and Social Media Manager
- Communications Manager (G. Greterika Imp-Exp)
- Communications and Marketing Manager (Corporate)
- Community Manager in SMEs of Channel Horeca
- Local media writer
- D. in Media Research
- Master's Degree in Social Media Management
- Degree in Journalism
- Higher Technician in Audiovisual Production

Impact on Your Career

TECH values the investment, both in terms of time and money, made by professionals who decide to take the step and take this program. For this reason, every effort is made to offer content that lives up to expectations, resulting in the greatest possible positive impact on the graduate's career path. Being able to achieve the proposed goals in the short, medium and long term. As well as, enhancing organizational and planning skills with a view to expanding into a business of one's own or climbing up the management ladder in a company.

"

The TECH challenge is to generate a positive change in your career path. That's why it provides you with the most modern pedagogical tools and the most complete content in the industry"

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

The Postgraduate Diploma in Management of Communication and Social Media Companies of TECH Technological University is an intense program that prepares you to face challenges and business decisions globally. 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.

Develop your leadership skills and improve your business skills with a program designed exclusively to help you position yourself among the best in the industry.

The opportunity to access more prestigious jobs will allow you to aim for a significant salary increase, in line with your professionalism.

When the change occurs

During the program	During the first year	After 2 years
13%	**58%**	**29%**

Type of change

Internal Promotion **43%**
Change of Company **27%**
Entrepreneurship **30%**
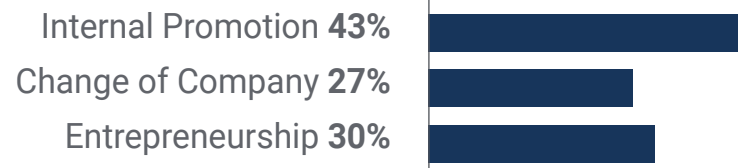
Salary increase

This program represents a salary increase of more than **27.3%** for our students.

Salary before	A salary increase of	Salary after
$55,000	**27.3%**	**$70,000**

10
Benefits for Your Company

The Postgraduate Diploma in and Management of Communication and Social Media Companies helps raise the management's talent to its maximum potential by creating 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. As well as to acquiring new experiences in the digitalization and organizational area.

This qualification will provide your company with the benefits of having a leader who is well prepared, confident, able to intervene safely in crisis situations and with the ability to develop a business strategy that will take your company to the top of the industry"

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.

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

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

06

Increased competitiveness

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

Certificate

The Postgraduate Diploma in Management of Communication and Social Media Companies 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 Management of Communication and Social Media Companies** 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 Management of Communication and Social Media Companies**

Official Nº of Hours: **600 h.**

tech technological university

Awards the following

CERTIFICATE

to

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

POSTGRADUATE DIPLOMA

in

Management of Communication and Social Media Companies

This is a qualification awarded by this University, equivalent to 600 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

Postgraduate Diploma
Management of Communication and Social Media Companies

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

Postgraduate Diploma
Management of Communication and Social Media Companies

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