

Postgraduate Diploma

New Communication Channels in Fashion, Beauty and Luxury





Postgraduate Diploma New Communication Channels in Fashion, Beauty and Luxury

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals in the area of business communication, marketing and fashion.

Website: www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-new-communication-channels-fashion-beauty-luxury

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01 Welcome

The fashion, beauty and luxury sector is constantly fluctuating and, consequently, its correct treatment in the communicative field needs continuous updating. Therefore, this program will approach the concept of fashion and its relationship with communication, as well as the evolution of the industry and its main changes in the 21st century. It will also study the management of visual communication within the sector, in order to understand the patterns that work best in this regard and provide the professional with the necessary skills to generate powerful and attractive visual communications. A very complete program that will allow fashion communicators to create persuasive messages through the new channels that have their focus on the Internet.



Postgraduate Diploma in New Communication Channels in Fashion, Beauty and Luxury.
TECH Technological University



“

TECH offers you a Postgraduate Diploma of the highest level, specifically oriented to help you achieve the professional growth you deserve"

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 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 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 Postgraduate Diploma is designed to strengthen students' management and leadership skills, as well as to help them develop skills in the field of communication that will be essential in their professional development. After completing the program, they will be able to make global decisions with an innovative perspective and an international vision. In this way, they will be able to position themselves as communication professionals in the field of fashion, beauty and luxury with success, achieving great managerial skills and being able to manage companies in the sector.



“

This program aims to specialize you to be able to establish successful strategies within the framework of communication in the fashion industry”

Your objectives are TECH's objectives

We work together to help you achieve them

The Postgraduate Diploma in New Communication Channels in Fashion, Beauty and Luxury will enable the student to:

01

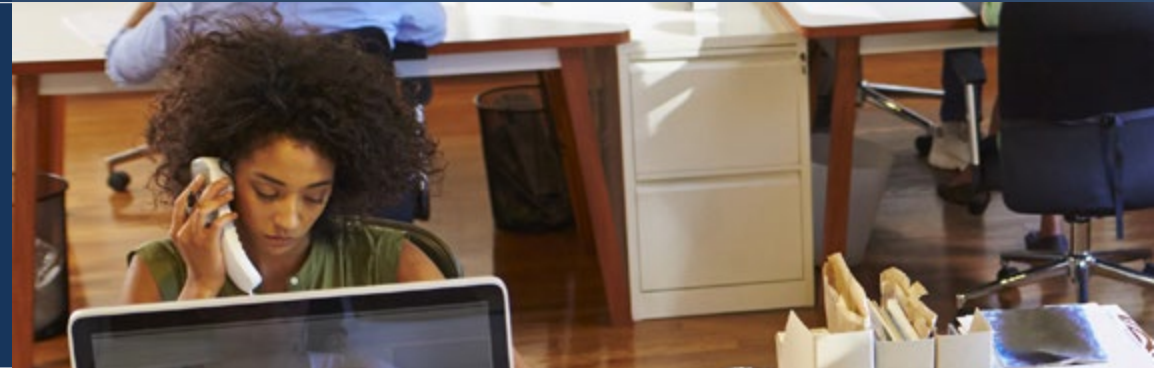
Understand the measurement process in the communication sector, create and establish efficient and effective metrics based on brand identity

04

Develop and present a fashion industry-specific dashboard and a progress report identifying lines of communication

02

Apply the fundamental indicators and establish the boundary between qualitative and quantitative variables



03

Evaluate the chosen analysis methods and apply the results to brand actions

05

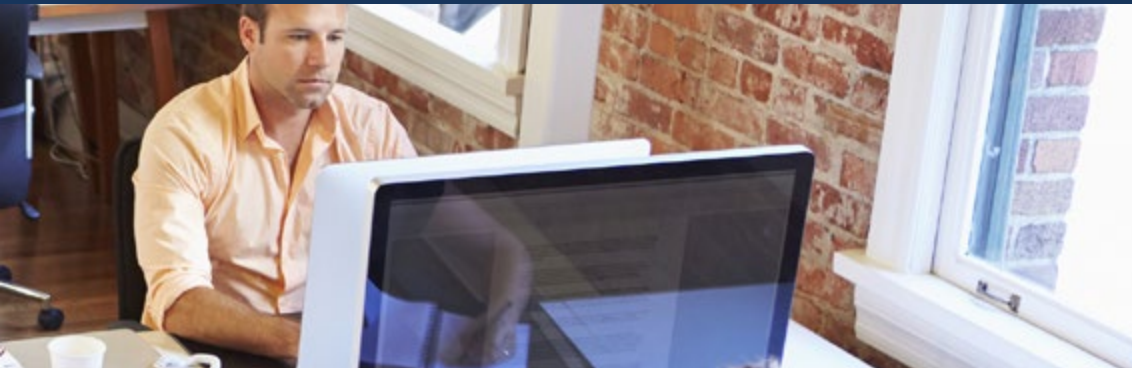
Refocus leadership techniques

06

Understand strategic communication and apply it with ethical and professional responsibility

08

Lead a team capable of creating an event as well as a unique user experience, whether in the physical or digital environment



09

Adapt to the dynamics of the specialized press in the areas of fashion and beauty

07

Establish public relations that serve the purpose of communication, knowing how public relations work in the fashion industry

10

Know the evolution of public relations and the latest market trends

11

Develop negotiation skills to establish agreements that constitute a social link

12

Deliver direct, personal and appropriate communication capable of meeting the specific objectives of each social network

13

Have a specific vision of each of the digital communication channels that currently exist





14

Understand how influence is exercised from the communication channel and the new power strategies that are exercised from the digital environment

15

Replicate an influencing exercise from your own social media channel

16

Identify the rise of the audiovisual channel as a leading media among the public opinion

05

Structure and Content

The TECH Postgraduate Diploma in New Communication Channels in Fashion, Beauty and Luxury is an intensive program created with the main objective of updating the knowledge of professionals in a field that is so crucial for the publicity of companies in this industry. In this way, it offers the most relevant information on the specialized press, public relations and the use of social networks in this field.



“

After completing this program, you will be able to identify the best channels to carry out fashion communication actions”

Syllabus

The Internet has come to revolutionize all sectors, and, thanks to its multiple options, communication has been one of the most benefited. Nowadays, social networks are fundamental to achieve a greater diffusion of advertising messages. For this reason, fashion, beauty and luxury companies are opening up to these new platforms to publicize their products. The aim of this program is to offer professionals in the sector a comprehensive knowledge of the new communication channels that are essential in this industry.

To this end, the contents of this Postgraduate Diploma are led by professionals from different areas of communication, who work in companies in the fashion and beauty sector. This teaching team pours into this program their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way. Throughout the syllabus, all the aspects of communication management in companies in the fashion, beauty and luxury sector will be analyzed, with the aim of providing the student with an in-depth knowledge of how these departments work and how to manage them optimally.

A journey that will lead students to recognize the communication channels that give the best results to companies in these sectors. This will allow them to use these media to increase the company's results and, therefore, achieve more efficient management.

Another key to the success of this Postgraduate Certificate is the possibility of being the student themselves who decides how to organize his learning: from the time, to the place and intensity of study. In this way, this program will be fully compatible with their personal and professional life.

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

Module 1

Metrics for Communication Analysis

Module 2

Specialized Press and Public Relations

Module 3

New Communication Channels: Social Networks & YouTube



Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Diploma in New Communication Channels in Fashion, Beauty and Luxury completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Metrics for Communication Analysis

1.1. The Analysis of Communication and the Management of Intangibles

- 1.1.1. The Evolution of Communication: From Mass to Globalization
- 1.1.2. Concept and Context of Intangible Assets
- 1.1.3. The Measurement of the Brand, Identity and Corporate Culture

1.2. Specific Indicators: Beyond the Benchmark

- 1.2.1. What Is Fashion Made of?
- 1.2.2. Specific Indicators of the Fashion Environment
- 1.2.3. The Objective of Measurement and the Choice of Method

1.3. Detection of Measurement Errors

- 1.3.1. Error Analysis: Inference and the Contrastive Method
- 1.3.2. Type of Errors and Their Seriousness in Fashion Communication
- 1.3.3. The Planning and the Budget in the Communicative Actions.

1.4. Traditional Metrics for Communication Analysis

- 1.4.1. Statistical Principles and Data Structure
- 1.4.2. Qualitative Research Methodology
- 1.4.3. Types of Traditional Metrics: Structure and Function

1.5. Digital Metrics: Google Analytics

- 1.5.1. Web Positioning in Fashion Brands
- 1.5.2. What Are We Measuring in the Digital Environment?
- 1.5.3. Types of Digital Metrics: Structure and Function.

1.6. Creation and Adaptation of the Communicative Product

- 1.6.1. The Value of the Communicative Product in the Fashion Industry
- 1.6.2. The Interpretation of Data and the Effectiveness of Solutions
- 1.6.3. Individual Perceptions Hidden in the Psychology of the Fashion Consumer

1.7. Impact of Measurement on Decision-Making

- 1.7.1. Appropriate Questions and Hypothesis Formulation
- 1.7.2. Benchmark and the Competitive Environment
- 1.7.3. Change Management, Trust and Measuring .Success in a Fashion Brand

1.8. Forecasting and Metrics as a Long-Term Strategy

- 1.8.1. The Brand Behavior Pattern
- 1.8.2. Frequency Map and Fashion Evolution Analysis
- 1.8.3. Simulation of Innovation Scenarios

1.9. The Analytical Report and Its Presentation

- 1.9.1. Purpose of the Report: The Brand's Behavior Pattern
- 1.9.2. Components of the Analytical Report on Fashion Communication
- 1.9.3. Data Visualization

1.10. Express Evaluation for Crisis Situations

- 1.10.1. Decisive Variables
- 1.10.2. Short-Term Impact and Strategy Reframing
- 1.10.3. The Untouchables: The Scale of Priorities of a Fashion Brand

Module 2. Specialized Press and Public Relations

<p>2.1. Communication in the Specialized Press</p> <p>2.1.1. The Media Specialized in Fashion and Beauty, the Women's Press</p> <p>2.1.2. The Role of the Communication Agency in Communication</p> <p>2.1.3. The Current Value of the Offline Press</p>	<p>2.2. Evolution of PR Communication Models</p> <p>2.2.1. Concept of Public Relations</p> <p>2.2.2. Theoretical Approach to Classical PR Models (Grunig and Hunt).</p> <p>2.2.3. Towards a New Approach to PR, the 5th Model</p>	<p>2.3. Persuasive Communication in Public Relations</p> <p>2.3.1. Persuasive and Informative Component of Public Relations</p> <p>2.3.2. Differentiation between Public Relations and Journalistic Activity.</p> <p>2.3.3. The Role of PR vs. the Role of Marketing and Advertising</p>	<p>2.4. Tools for Communicating with the Press</p> <p>2.4.1. The Press Office and How It Works</p> <p>2.4.2. Useful Press Materials</p> <p>2.4.3. How to Construct an Effective Press Release</p>
<p>2.5. Fashion and Beauty Communication Planning and Strategy</p> <p>2.5.1. Preliminary Study: <i>Briefing</i> Analysis</p> <p>2.5.2. The RACE Method</p> <p>2.5.3. The Communication Plan</p>	<p>2.6. Communication Actions and Events for Fashion & Beauty</p> <p>2.6.1. Types of Communication in the Service of Brands</p> <p>2.6.2. Criteria for Selecting Communication Actions</p> <p>2.6.3. Design of Activities and Agenda Setting in Beauty and Fashion</p>	<p>2.7. Measuring Results</p> <p>2.7.1. The Need for Public Relations Monitoring</p> <p>2.7.2. Classic Quantitative Measurement Tools: Clipping and V.P.E</p> <p>2.7.3. The Importance of Qualitative Valuation</p>	<p>2.8. Mistakes to Avoid in Communication and the PR Field</p> <p>2.8.1. Downplaying the Importance of the Media</p> <p>2.8.2. Excessive Content and Lack of Relevance</p> <p>2.8.3. Improvisation vs. Planning</p>
<p>2.9. Ethics and Psychosocial Perspective</p> <p>2.9.1. Public Relations in the 21st Century: Between Progress and Social Welfare.</p> <p>2.9.2. Social Responsibility and Public Relations</p> <p>2.9.3. The Ethics of Public Relations: Self-Awareness, Independence, and Commitment</p>	<p>2.10. Latest Trends and Studies in Public Relations</p> <p>2.10.1. The New PR, More "Social" than Ever Before</p> <p>2.10.2. Emotional Communication and Neuromarketing</p> <p>2.10.3. Key <i>Insights</i> of Current Consumers</p>		

Module 3. New Communication Channels: Social Networks & YouTube

3.1. Influence and Other Power Strategies in the New Digital Channels

- 3.1.1. Power Strategies Linked to Fashion Communication
- 3.1.2. Influence in the Field of Social Networking
- 3.1.3. Managing the New Digital Leaders: Fashion Influencers

3.2. The Choice of Communication Channel: Forrester Research Theory

- 3.2.1. The New Public Opinion: Addressing the Masses One at a Time
- 3.2.2. What Is the *Forrester* Theory?
- 3.2.3. Application of *Forrester Research* Theory to the Fashion Industry

3.3. The Power of Audiovisual Language and Nonverbal Communication

- 3.3.1. The Growing Market Share of Non-Verbal Communication
- 3.3.2. The Impact of the Audiovisual Message in Fashion
- 3.3.3. Composition of the Photographic Discourse in Social Networks

3.4. Evolution and Functioning of Social Networks in the Fashion Industry

- 3.4.1. Stages of the Emergence and Evolution of the Internet
- 3.4.2. The Multichannel Strategy in Fashion Social Networks
- 3.4.3. What Is a Social Network? Differences with Traditional Channels

3.5. Facebook, the Big Database

- 3.5.1. Transversal Communication
- 3.5.2. Community Interest
- 3.5.3. Facebook Presence Models

3.6. Instagram, Much More Than Just Fashion Photos

- 3.6.1. Emotional Messaging and Empathy Management
- 3.6.2. The Intimacy of Everyday Life in Images
- 3.6.3. Standing Out in the Most Important Social Network of Fashion

3.7. Professional Content on LinkedIn

- 3.7.1. The Creation of the Personal Brand
- 3.7.2. Cognitive Messages in a Fashion Brand.
- 3.7.3. Managing Relationships with Competitors

3.8. The Politicization of Twitter

- 3.8.1. Impulsive and Omnidirectional Communication
- 3.8.2. The Direct Message and the Creation of Content in 20 Characters
- 3.8.3. The Impact of Headlines: From Depth to Lightness

3.9. TikTok, Beyond Generation Z

- 3.9.1. The Audiovisual Revolution and the Acceleration of the Makeover in a *Slow Fashion* Context
- 3.9.2. Democratization in the Creation of Audiovisual Contents
- 3.9.3. Fashion as a Newsworthy and Noticeable Fact

3.10. YouTube, as an Exponent of Audiovisual Content

- 3.10.1. Expectation Management in Audiovisual Content Creation
- 3.10.2. Map of Contents on YouTube about Fashion, Beauty and Luxury
- 3.10.3. New Trends in Public Opinion: The Microinfluencers



06

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

A learning method that is different and innovative

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

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

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

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

Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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



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



Study Material

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

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



Classes

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

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



Management Skills Exercises

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



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



07

Our Students' Profiles

The Postgraduate Diploma in New Communication Channels in Fashion, Beauty and Luxury is a program aimed at those professionals who are looking for an increase in their qualification in this area, in order to be more efficient and create more persuasive messages for the public. In addition, it is especially designed for communication, marketing and public relations professionals who work in the fashion industry, or who want this to be their sector in the future.





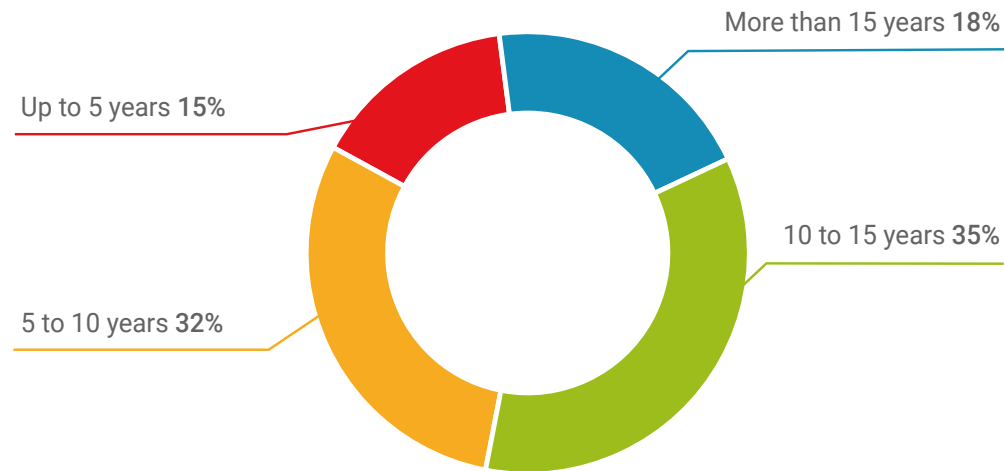
“

If you have experience in business communication, and are looking to specialize in the fashion, beauty and luxury sector, this is definitely the program for you”

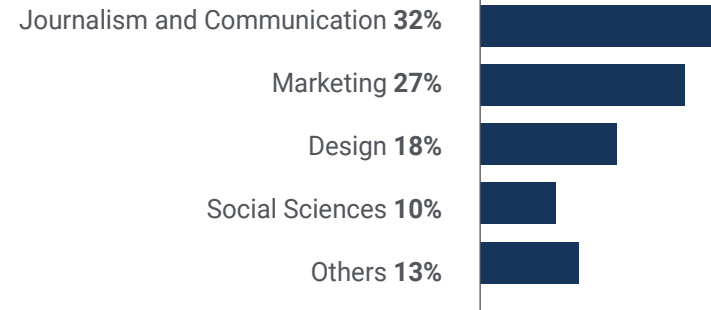
Average Age

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

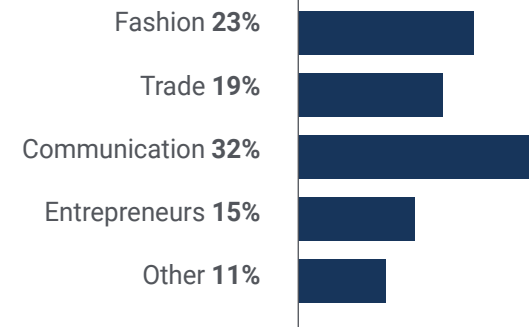
Years of Experience



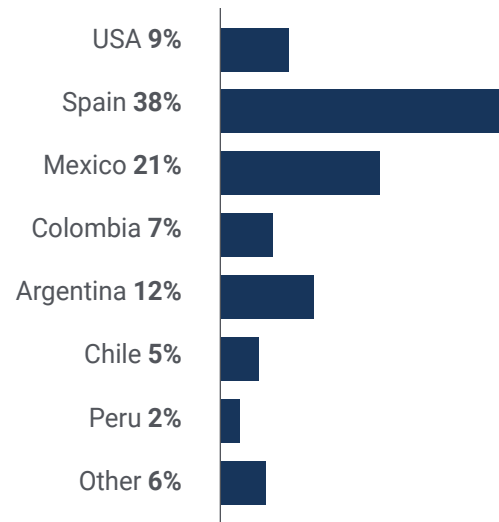
Training



Academic Profile



Geographical Distribution



Sara Sánchez

Head of Communication

"This program has made it easier for me to understand the uniqueness of fashion communication in a completely different way and thanks to it, I have been able to move up in my company. Without a doubt, it exceeded my expectations by far"

08

Course Management

The program includes in its teaching staff reference experts in everything related to the communication of fashion and luxury companies, who pour into this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.



“

A quality teaching team to create professionals who are looking for academic and professional excellence”

Management



Ms. García Barriga, María

- ♦ Professor of Digital Marketing
- ♦ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ♦ She has worked in major media such as RTVE and Telemadrid
- ♦ Degree in Information Sciences from the UCM
- ♦ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- ♦ MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- ♦ PhD Candidate in Fashion Trend Creation
- ♦ Author of *The pattern of eternity: creating a spiral identity for the automation of fashion trends*

Professors

Ms. Muñiz, Eva

- ♦ Communications expert with more than 15 years of experience
- ♦ Degree in Journalism from San Pablo CEU University in Madrid with the Extraordinary End of Degree Award
- ♦ Doctorate studies in Humanities and Information Sciences
- ♦ Postgraduate degree in Economics on communication strategy and corporate image
- ♦ Specialized in the fashion and beauty sectors with expertise in the luxury niche and the children's universe
- ♦ CEO – Director of Press&Co. Communication Agency, specialized in fashion and children's world, with clients such as: Chloé, Marc Jacobs or Bóboli
- ♦ She has been responsible for accounts and showroom at Ana Nebot Press Agency, specialized in fashion
- ♦ Previously, senior account executive in the beauty and consumer area of ACH&Asociados Consultancy, where she was part of the ADECEC-2007 Award team
- ♦ Previously, she worked as a lifestyle journalist at www.hola.com for ¡HOLA! Magazine, as well as a freelance collaborator for several publications and magazines

Ms. Cayuela, María José

- ♦ Multidisciplinary journalist with more than 20 years of experience in media and communication agencies
- ♦ Degree in Journalism
- ♦ Master's Degree in Corporate and Institutional Communication Management from the Autonomous University of Barcelona
- ♦ Master's Degree in Strategic Brand and Communication Management from ESADE
- ♦ PDD and Master's Degree in Digital Marketing Management also from ESADE and Learning to Grow from IESE
- ♦ Specialized in social media
- ♦ Founder of The Blogs Family, a blogging and social media platform with content for families, with more than 1,000,000 readers and followers on Instagram, Facebook, Twitter, YouTube and TikTok
- ♦ Trainer in companies, universities and business schools in subjects such as Corporate Communication, Spokespersons, Internal Communication, Blogging, Branded Content, Online Reputation and Social Media Strategy

09

Impact on Your Career

The fashion world is absolutely competitive. Therefore, business professionals who know in depth how communication campaigns should be carried out in this sector will find a unique opportunity to embark on a successful working future. This program is designed to update the knowledge of students in this field, achieving that level of competence that will place them among the elite, among the most recognized fashion communicators in the sector.





“

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"

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

The Postgraduate Diploma in New Communication Channels in Fashion, Beauty and Luxury at TECH Technological University is an intensive program that prepares students to face challenges and respond to them with confidence and solvency. Its main objective is to promote their personal and professional growth, as well as to help them achieve success.

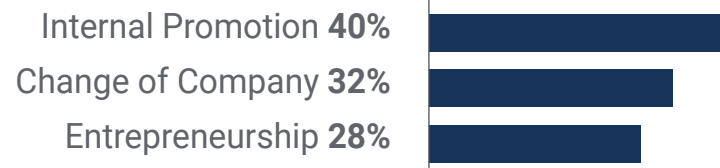
Create more effective communication campaigns and achieve remarkable advantages for your fashion business.

If you want to make a positive change in your profession, and grow within the fashion and beauty industry, this program will help you achieve it.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



10

Benefits for Your Company

The Postgraduate Diploma in New Communication Channels in Fashion, Beauty and Luxury not only contributes to the improvement of students in this field of action, but also to the greater dissemination of companies in the sector. This is because the graduates, at the end of the program, will be able to use social networks and other internet channels to publicize the products and policies of their companies, achieving greater awareness of them and, therefore, more acceptance by the public.





“

Make your communication campaigns reach your target audience and grow your company in a short period of time”

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

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the communication professional and opens new avenues for 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

You will be able to actively collaborate in the development of real projects or develop new ones in the R&D or Business Development area of your company.

06

Increased competitiveness

This program will provide students with the necessary skills to take on new challenges in the area of communication and thus boost organizations in this sector.

11

Certificate

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



“

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

This **Postgraduate Diploma in New Communication Channels in Fashion, Beauty and Luxury** contains the most complete and up-to-date scientific 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 from career evaluation committees.

Title: **Postgraduate Diploma in New Communication Channels in Fashion, Beauty and Luxury**

Official N° of Hours: **450 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 New Communication Channels in Fashion, Beauty and Luxury

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

Postgraduate Diploma New Communication Channels in Fashion, Beauty and Luxury

