

Postgraduate Diploma

Organization, Management and Communication Company Policies





Postgraduate Diploma Organization, Management and Communication Company Policies

- » 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-organization-management-communication-company-policies

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01 Welcome

Traditional and emerging media are an important part of society. Thanks to these companies, people find out what is happening in the world just by turning on the television or picking up their cell phones. With such great power comes great responsibility, so your managers must be prepared to assume their role with full assurance that their leadership will be characterized by an ethical and market driven company policy. In order for them to find in a single qualification all the information they need, this program is designed to provide graduates with the managerial skills and qualities that will enable them to effectively manage and organize a company dedicated to communication. A 100% online program, accessible from any device that will raise your skills to the top of the industry.



Postgraduate Diploma in Organization, Management and Communication Company Policies.
TECH Technological University



“

Accessing this Postgraduate Diploma will give you the keys to improve your management skills and expand your future opportunities”

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 main objective of this Postgraduate Diploma in Organization, Management and Communication Company Policies is to provide the graduates with the knowledge that will allow them to develop an effective and efficient managerial work. This is why, as the program develops, you will improve your competencies and leadership skills, while expanding and updating your knowledge and gaining a broader and more realistic view of the industry.



“

TECH's goal with this qualification is for you to finish your educational experience as an expert in the business sector of communication”

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

The Postgraduate Diploma in Organization, Management and Communication Company Policies will enable students to:

01

Develop their own personal and managerial skills

02

Identify the audiences of the media and the competition and develop new projects that will help improvement

03

Gain knowledge about all the techniques to manage a communication company





04

Know how to manage your company's reputation

05

Know all the available platforms to promote their media

06

Apply the latest trends in business management in the company

05

Structure and Content

The Postgraduate Diploma in Organization, Management and Communication Company Policies is a tailor made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success as managers and entrepreneurs.



“

Access to the most complete and up to date curriculum on the market will increase your chances of becoming the best professional in the sector”

Syllabus

The Postgraduate Diploma in Organization, Management and Communication Company Policies is an intensive qualification that will enable graduates to acquire the competencies and skills necessary to face challenges and make quality business decisions based on in depth knowledge of the sector.

This program has been designed by its teaching team, active professionals who have worked to develop the best and most up to date content on the market so that you will find in this qualification all the information you need to become an expert. Throughout the 6 months of this Postgraduate Diploma, you will have access to an exclusive syllabus, case studies based on real situations, high quality audiovisual content and research articles and readings that will allow you to delve into each section to the extent you wish.

A 100% online program, created with the objective that the graduates can improve the professional qualities that will allow them to access the prestigious position they have always dreamed of, perfectly compatible with their working life.

This Postgraduate Diploma in Organization, Management and Communication Company Policies is developed over 6 months and is divided into 3 modules:

Module 1

Organization, Management and Corporate Policies

Module 2

Communication Company Management

Module 3

Strategic and Corporate Communication



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Organization, Management and Communication Company Policies 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. Organization, Management and Corporate Policies

1.1. Organizational Structure

- 1.1.1. Main Coordination Mechanisms
- 1.1.2. Departments and Organization Charts
- 1.1.3. Authority and Responsibility
- 1.1.4. Empowerment

1.2. Organizational Design

- 1.2.1. Organizational Design Concept
- 1.2.2. Organizational structure
- 1.2.3. Types of Organizational Designs

1.3. Strategic Human Resources Management

- 1.3.1. Job Design, Recruitment, and Selection
- 1.3.2. Training and Career Development
- 1.3.3. Strategic Approach to People Management
- 1.3.4. Design and Implementation of Personnel Policies and Practices

1.4. Financial Management

- 1.4.1. Sector Opportunities and Threats
- 1.4.2. The Concept of Value and Value Chain
- 1.4.3. Scenario Analysis, Decision-Making and Contingency Planning

1.5. Fundamentals of Commercial Management

- 1.5.1. Internal and External Analysis. SWOT Analysis
- 1.5.2. Sector and Competitive Analysis
- 1.5.3. The Canvas Model

1.6. Product Management

- 1.6.1. Product Classifications
- 1.6.2. Differentiation
- 1.6.3. The Design
- 1.6.4. Luxury
- 1.6.5. Environmental Issues

1.7. Pricing Principles

- 1.7.1. Introduction to Pricing
- 1.7.2. Stages in Pricing

1.8. Distribution Channel Management

- 1.8.1. Concept and Functions of Commercial Distribution
- 1.8.2. Design and Management of Distribution Channels

1.9. Advertising Communication

- 1.9.1. Integrated Marketing Communication
- 1.9.2. Advertising Communication Plan
- 1.9.3. Merchandising as a Communication Technique

1.10. E-Commerce

- 1.10.1. Introduction to E-Commerce
- 1.10.2. Differences between Traditional Commerce and E-Commerce
- 1.10.3. Technological E-Commerce Platforms

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. Strategic and Corporate Communication

3.1. Communication in Organizations

- 3.1.1. Organizations, People and Society
- 3.1.2. Historical Evolution of Organizational Behavior
- 3.1.3. Bidirectional Communication

3.2. Trends in Business Communication

- 3.2.1. Generation and Distribution of Corporate Content
- 3.2.2. Business Communication on the Web 2.0
- 3.2.3. Implementation of Metrics in the Communication Process

3.3. Integral Communication Plans

- 3.3.1. Audit and Diagnosis
- 3.3.2. Elaboration of Communication Plans
- 3.3.3. Measuring Results: KPIs and ROI

3.4. Internal Communication

- 3.4.1. Motivational Programs, Social Action, Participation and Training with Human Resources
- 3.4.2. Internal Communication Support and Tools
- 3.4.3. Internal Communication Plan

3.5. External Communication

- 3.5.1. External Communication Actions
- 3.5.2. The Need for Communication Offices

3.6. Reputation Management

- 3.6.1. Corporate Reputation Management
- 3.6.2. Focus on Brand Reputation
- 3.6.3. Leadership Reputation Management

3.7. Digital Communication and Reputation

- 3.7.1. Online Reputation Report
- 3.7.2. Netiquette and Good Practices on Social Media
- 3.7.3. Branding and Networking 2.0

3.8. Communication in Crisis Situations

- 3.8.1. Definition and Types of Crises
- 3.8.2. Phases of the Crisis
- 3.8.3. Messages: Contents and Moments

3.9. Lobbies and Pressure Groups

- 3.9.1. Opinion Groups and Their Actions in Businesses and Institutions
- 3.9.2. Institutional Relations and Lobbying
- 3.9.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

3.10. Corporate Branding Strategy

- 3.10.1. Public Image and Stakeholders
- 3.10.2. Corporate Branding Strategy and Management
- 3.10.3. Corporate Communication Strategy in Line With Brand Identity



“

Expanding your knowledge of corporate and communication strategies will enable you to elevate your company to the top of the industry”

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”

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

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

This Postgraduate Diploma in Organization, Management and Communication Company Policies 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.





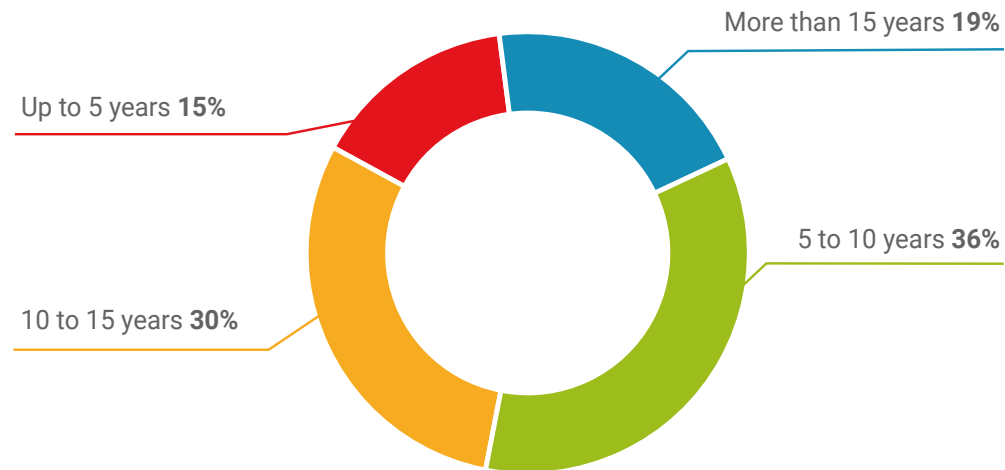
“

TECH is looking for ambitious professionals with high career objectives because they know, with total certainty, that this qualification will enable them to achieve all their goals”

Average Age

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

Years of Experience



Training

Journalism and Communication **37%**

Business **30%**

Social Sciences **27%**

Other **6%**

Academic Profile

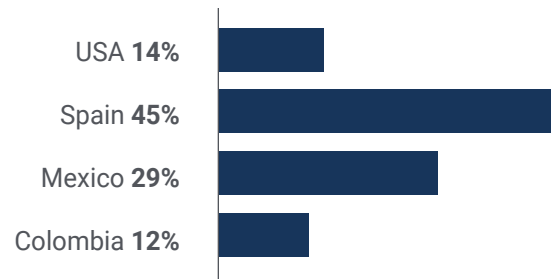
Press, Radio and TV **40%**

Advertising **26%**

News Agency **24%**

Other **10%**

Geographical Distribution



Rodrigo Montalvo

Chief Operating Officer

"When I decided to study journalism, I never imagined that I would end up managing the operations team of a communications company. After years of working in different areas of the media, I found this qualification, which not only taught me how far I am capable of going with good support, but also opened the doors to the position I hold today"

08

Course Management

For the development of the teaching and management staff of this Postgraduate Diploma, TECH has selected a group of active communication experts. Additionally, their curriculum vitae and academic background support the decision. They are professionals characterized by an incredible human quality that will ensure at all times that the graduate's educational experience is as efficient and complete as possible.





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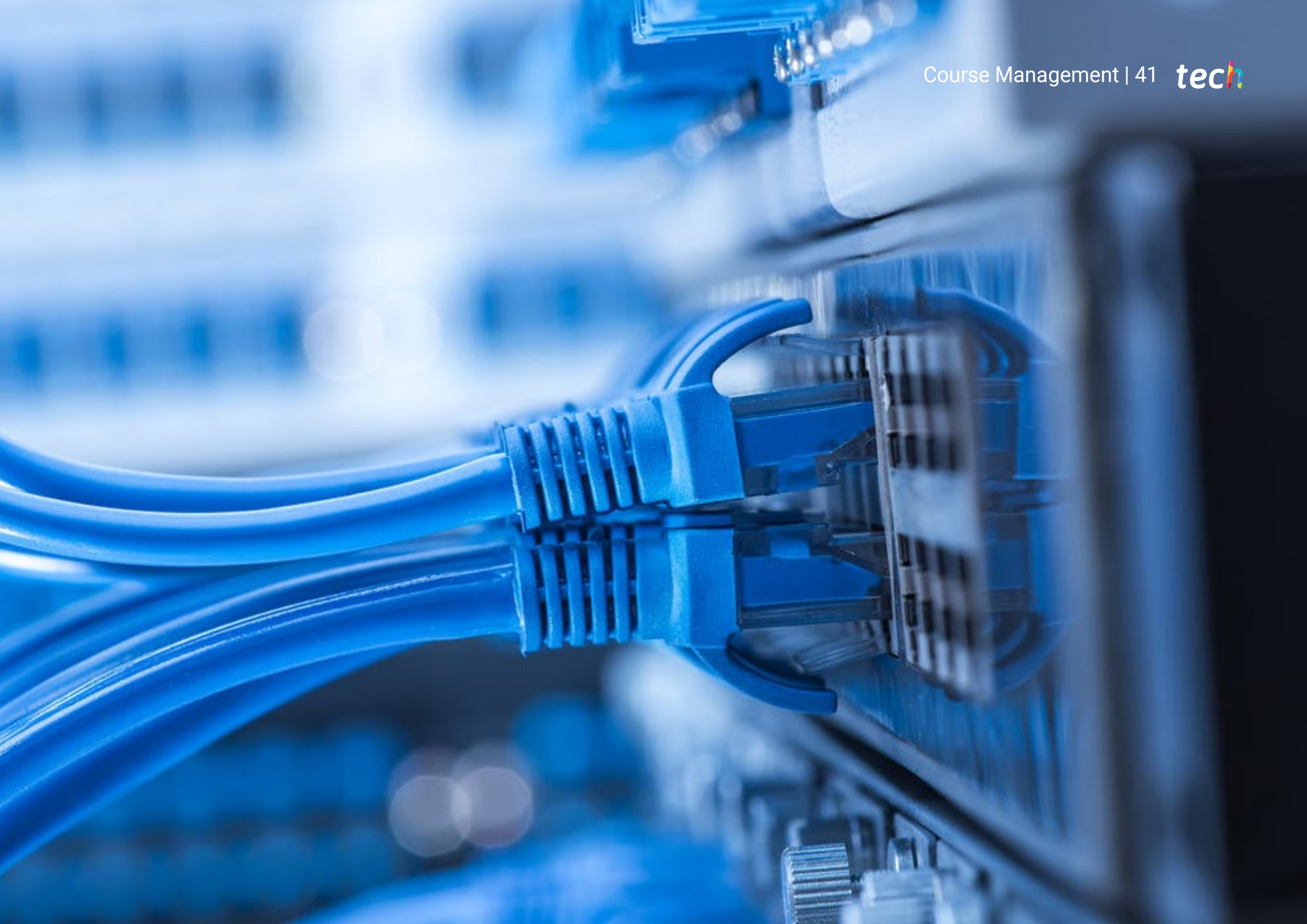
The expertise of the teaching team will guide you on your path to professional success”

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



09

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.



“

This Postgraduate Diploma is presented as an investment in the future. Make a difference with a quality qualification, designed by and for business professionals”

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

The Postgraduate Diploma in Organization, Management and Policies of Communication 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 your personal and professional growth. Helping students achieve success.

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

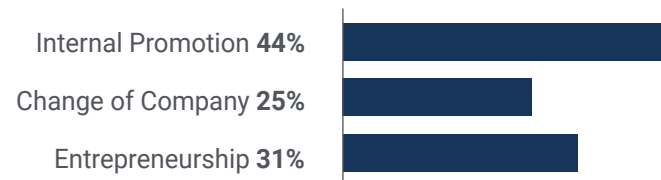
Having access to a more important position will not only bring cache to your career, but will also be reflected in a noticeable salary improvement.

The possibilities for job improvement that come with this qualification are many, are you going to let them pass you by.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.3%** for our students



10

Benefits for Your Company

The Postgraduate Diploma in Organization, Management and Communication Company Policies helps raise the management's talent to its maximum potential by training high level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers. As well as acquiring new experiences in the digitalization and organizational area.



“

Defining yourself as a profile trained and prepared to face complex business situations can only lead you to one place: personal and professional success. You will achieve it with this Postgraduate Diploma in Organization, Management and Communication Company Policies"

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.

11

Certificate

The Postgraduate Diploma in Organization, Management and Communication Company Policies 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 Organization, Management and Communication Company Policies** 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 Organization, Management and Communication Company Policies

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.



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

Postgraduate Diploma

Organization, Management and Communication

Company Policies