Postgraduate Diploma
Social Communication

tech technological university

Postgraduate Diploma
Social Communication

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

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

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Welcome

The relationships between people's social and communicative changes are studied thanks to Social Communication. It is concerned with analyzing the media used to convey a message, for example, written, audiovisual and graphic media. All these aspects can be brought to the business environment through the understanding and analysis of human communication models, their elements and characteristics, as well as the role of the psychological processes of advertising. Therefore, this program will focus on providing students with the tools and knowledge required to understand the media system and its structure in global communication.

Postgraduate Diploma in Social Communication
TECH Technological University

" _Learn how to relate advertising and public relations in a coherent manner with other social sciences and a human atmosphere_"

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:

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"

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.

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

TECH provides quality education through programs designed to ensure student excellence in any area of specialization. For this reason, this program will help students to recognize the sociological, economic and legal aspects that influence advertising applied to companies. After completing the program, the student will be able to develop a corporate identity that transmits the values and goals of a company.

" *Leads a company's communications team, delivering messages that are accurate and in line with the corporate image to be projected"*

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

The **Postgraduate Diploma in Social Communication** prepares students to:

01 Perform critical analysis of social reality based on its sociological reading

02 Express oneself fluently and effectively in oral and written communication, making the most of the most appropriate linguistic and literary resources

03 Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication

04 Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function

05 Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations

06 Know how to deal with the informative treatment of scientific advances in an understandable and effective way

07 Knowledge of the fields of advertising and public relations and their processes and organizational structures

08 Know how to identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice

09 Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies

12 Understand the systems for analyzing advertising and public relations campaigns

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

11 Know how to apply creative processes in the field of communication, especially in the field of advertising and public relations

**13** Know how to describe the structure of advertising agencies

14 Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

15 Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences

16 Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
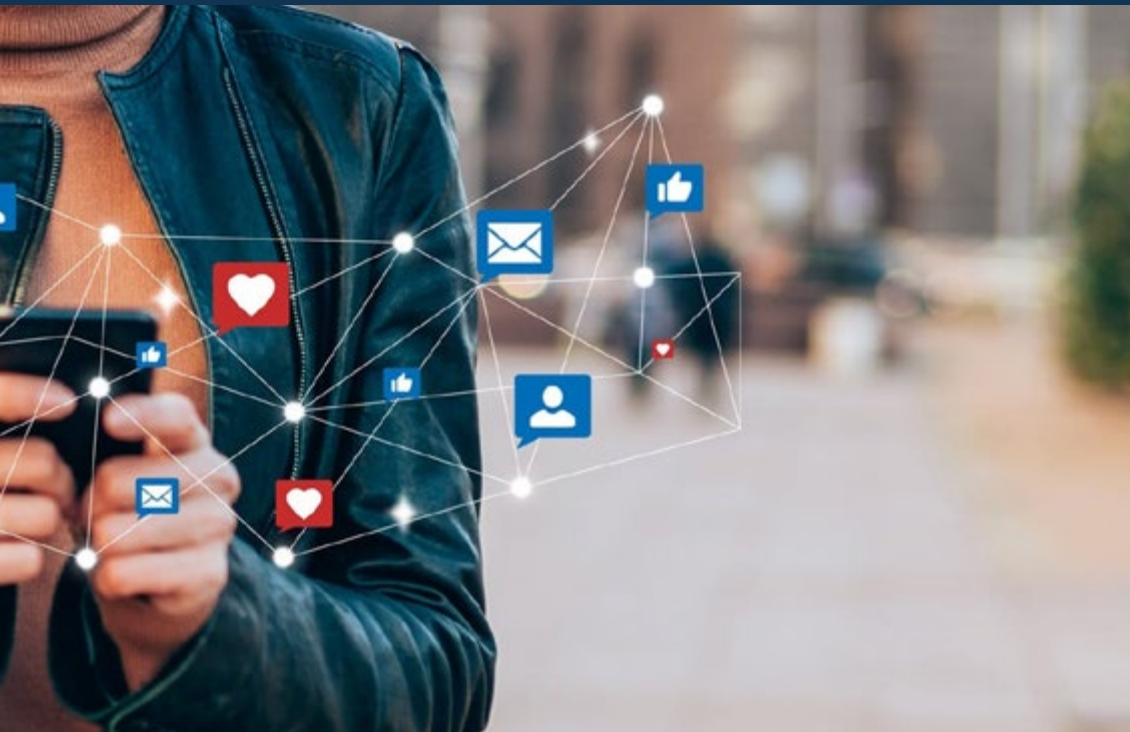
05
Structure and Content

This program is carefully designed by highly qualified professionals, who have poured their wisdom into this syllabus to increase students' options to develop their social communication skills. Therefore, they will be able to identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication. This course can be completed in 6 months of unique and stimulating learning, following practical examples and the guidance of specialist faculty in this area.

Thanks to its 100% online mode, you will have the possibility of taking the Postgraduate Diploma in Social Communication at the time that best suits your work and personal schedule"

Syllabus

The syllabus of this Postgraduate Diploma in Social Communication has been designed to develop critical thinking about social reality based on the conceptual and theoretical contributions of sociology. In this sense, the industry requires qualified professionals in this field, with adequate knowledge of the structures, processes and relationships present in the social contexts in which the daily life of individuals, groups and organizations takes place. Specialized intervention in these areas must take into account the influence and limitations that socio-political, economic and cultural dimensions introduce in the behavior of individuals and in the evolution of societies.

Through an interdisciplinary analysis of the basic concepts of communication sciences, the student will be able to better understand the research that has been done on the symbolic process of human communication. From there, the public function of information and the structure of the communicative system will be learned, with special attention paid to the responsibility that communicators have with society.

This learning involves the study of the effects of the media on public opinion and the control of the information process.

Throughout 450 hours of learning, the student will analyze a multitude of practical cases through individual work, which will allow them to improve their qualification and enter fully into the field of social communication, general sociology and the psychology of communication.

Students will also be motivated to master the elements, forms and processes of advertising languages and other forms of communication, knowing how to take advantage of the linguistic and literary resources that best suit the brand to be managed. In this way, a program focused on the current demands of this sector is created that will prepare graduates to face the challenges of managing a department in this field.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1.	General Sociology
Module 2.	Social Communication Theory
Module 3.	Introduction to the Psychology of Communication

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Throughout the 6 months of this program, 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. General Sociology

1.1. Historical Fundamentals of Sociology
1.1.1. Origin
1.1.2. Concepts and Objectives
1.1.3. Preliminary Formation
    1.1.3.1. Augusto Comte
    1.1.3.2. Herbert Spencer
    1.1.3.3. Emilio Durkheim
    1.1.3.4. Carl Marx
    1.1.3.5. Max Webber
1.1.4. Sociology and Social Sciences

1.2. Predominant Social Relations
1.2.1. Society and Population
1.2.2. Social Groups
1.2.3. Social Role
1.2.4. Types of Social Roles
1.2.5. Social Classes

1.3. Social Structure and Organization
1.3.1. The Family
1.3.2. The School
1.3.3. The Media
1.3.4. The Nation and the State
1.3.5. The Church
1.3.6. Educational and Process of Socialization
1.3.7. Culture, Society and Individual
1.3.8. Social Institutions

1.4. Development and Evolution of the Society of Law
1.4.1. Basic Concepts
    1.4.1.1. Power
    1.4.1.2. Lawfulness
    1.4.1.3. Legal Aspects
1.4.2. Politics and its Implications
1.4.3. Origin and Development of the Society of Law

1.5. Currents of Legal Sociology
1.5.1. Social Life and Social Judgment
1.5.2. Social Functions of Law
1.5.3. Sociology and its Relationship with Law

1.6. Rules and Roles
1.6.1. Of the Lawyer
1.6.2. Of the Judge
1.6.3. Of the Police
1.6.4. Roles and Parties in Legal Proceedings
1.6.5. Prosecutors
1.6.6. Actors
1.6.7. Respondents
1.6.8. Victims
1.6.9. Legal Pluralism and Indigenous Groups
1.6.10. Validity and Effectiveness of the Law
1.6.11. Social Control
1.6.12. Order Against Repression
1.6.13. Law as an Instrument of Control

1.7. Social Classes and Social Stratification
1.7.1. Concept of Social Stratification
1.7.2. Social Classes Theory

1.8. Social Change
1.8.1. Evolution and Social Change
1.8.2. Factors and Conditions of Social Change
1.8.3. Agents of Social Change

1.9. Social Legal Institutions
1.9.1. State and Constitution Relationship
1.9.2. Administration and Delivery of Justice
1.9.3. Conservative and Law Reforming Forces
1.9.4. Social Forces Acting on Legislation
1.9.5. Social Influence in the Process of Policy Making
1.9.6. Social Vision of the Application of the Law

1.10. Contemporary Thought in Mexico
1.10.1. Main Sociological Schools and their Exponents
1.10.2. Contemporary Sociological
1.10.3. Development and Evolution of Thought in Mexico

Module 2. Social Communication Theory

2.1. The Art of Communicating
2.1.1. Introduction: The Study of Communication as a Social Science
2.1.2. Knowledge
    2.1.2.1. Sources of Knowledge
2.1.3. The Scientific Method
    2.1.3.1. The Deductive Method
    2.1.3.2. Inductive Method
    2.1.3.3. Hypothetico-Deductive Method
2.1.4. Common Concepts in Scientific Research
    2.1.4.1. Dependent and Independent Variables
    2.1.4.2. Hypotheses
    2.1.4.3. Operationalization
    2.1.4.4. The Law or Theory of Hedging

2.2. Elements of Communication
2.2.1. Introduction.
2.2.2. Elements of Communication
2.2.3. Empirical Research
    2.2.3.1. Basic Versus Applied Research
    2.2.3.2. Research Paradigms
    2.2.3.3. Values in Research
    2.2.3.4. The Unit of Analysis
    2.2.3.5. Cross-Sectional and Longitudinal Studies
2.2.4. Define Communication

2.3. Trends in Social Communication Research
2.3.1. Introduction. Communication in the Ancient World
2.3.2. Communication Theorists
    2.3.2.1. Greece
    2.3.2.2. The Sophists, Early Communication Theorists
    2.3.2.3. Aristotelian Rhetoric
    2.3.2.4. Cicero and the Canons of Rhetoric
    2.3.2.5. Quintilian: The Oratorical Institution
2.3.3. The Modern Period: The Theory of Argumentation
    2.3.3.1. Anti-Retoricist Humanism
    2.3.3.2. Communication in Baroque
    2.3.3.3. From the Enlightenment to Mass Society
2.3.4. The 20th Century: The Rhetoric of the Mass Media
    2.3.4.1. Media Communication

2.4. Communicative Behavior
2.4.1. Introduction: The Communicative Process
2.4.2. Communicative Behavior
    2.4.2.1. Animal Ethology and the Study of Human Communication
    2.4.2.2. The Biological Background of Communication
    2.4.2.3. Intrapersonal Communication
    2.4.2.4. Patterns of Communicative Behavior
2.4.3. The Study of Nonverbal Communicative Behavior
    2.4.3.1. The Movement of the Body as a Pattern of Communicative Action
    2.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements

2.5. The Communicative Transaction
2.5.1. Introduction: The Communicative Transaction
2.5.2. Transactional Analysis
    2.5.2.1. The I-Child
    2.5.2.2. The Father-Self
    2.5.2.3. The Adult-Self
2.5.3. Classification of Transactions

2.6. Identity, Self-Concept and Communication
2.6.1. Introduction
2.6.2. Identity, Self-Concept and Communication
    2.6.2.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
    2.6.2.2. The Strategy of Negative Emotions
    2.6.2.3. The Strategy of Positive Emotions
    2.6.2.4. The Strategy to Induce Emotions in Others
    2.6.2.5. The Mutual Commitment Strategy
    2.6.2.6. The Strategy of Pity or Understanding
2.6.3. The Presentation of Oneself in Everyday Rituals
    2.6.3.1. Symbolic Interactionism
2.6.4. Constructivism
2.6.5. Self-Concept Motivated to Interact
    2.6.5.1. The Theory of Reasoned Action
2.6.6. Conversational Pragmatics

2.7. Communication in Groups and Organizations
2.7.1. Introduction: The Communicative Process
2.7.2. Communicative Behavior
    2.7.2.1. Animal Ethology and the Study of Human Communication
    2.7.2.2. The Biological Background of Communication
    2.7.2.3. Intrapersonal Communication
    2.7.2.4. Patterns of Communicative Behavior
2.7.3. The Study of Nonverbal Communicative Behavior
    2.7.3.1. The Movement of the Body as a Pattern of Communicative Action
    2.7.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements

2.8. Media Communication I
2.8.1. Introduction
2.8.2. Media Communication
2.8.3. Characteristics of the Media and its Messages
    2.8.3.1. The Mass Media
    2.8.3.2. Media Functions
2.8.4. The Powerful Effects of the Mass Media
    2.8.4.1. The Media Tell us What to Think and What not to Think

2.9. Media Communication II
2.9.1. Introduction
2.9.2. The Hypodermic Theory
2.9.3. The Limited Effects of the Media
2.9.4. The Uses and Gratifications of Mass Communications
    2.9.4.1. Theory of Uses and Gratifications
    2.9.4.2. Origins and Principles
    2.9.4.3. Objectives of the Theory of Uses and Gratifications
    2.9.4.4. Expectations Theory

2.10. Media Communication III
2.10.1. Introduction
2.10.2. Computerized Communication and Virtual Reality
    2.10.2.1. Computer-Mediated Communication: The Problem of its Theoretical Integration
    2.10.2.2. Definitions of Computerized Communication
2.10.3. Evolution of the Theory of Uses and Gratifications
    2.10.3.1. Reinforcements of Media Dependency Theory
2.10.4. Virtual Reality as an Emerging Object of Study
    2.10.4.1. Psychological Immersion of the User
2.10.5. Telepresence

Module 3. Introduction to the Psychology of Communication

3.1. History of Psychology
3.1.1. Introduction
3.1.2. We Begin with the Study of Psychology
3.1.3. Science in Evolution. Historical and Paradigmatic Changes
3.1.4. Paradigms and Stages in Psychology
3.1.5. Cognitive Science

3.2. Social Psychology
3.2.1. Introduction
3.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
3.2.3. Empathy, Altruism and Helping Behavior

3.3. Social Cognition
3.3.1. Introduction
3.3.2. Thinking and Knowing, Vital Necessities
3.3.3. Social Cognition
3.3.4. Organizing Information
3.3.5. Prototypical or Categorical Thinking
3.3.6. The Mistakes We Make in Thinking: Inferential Biases
3.3.7. Automatic Information Processing

3.4. Personality Psychology
3.4.1. Introduction
3.4.2. What is the Self? Identity and Personality
3.4.3. Self-awareness
3.4.4. Self-esteem
3.4.5. Self-knowledge
3.4.6. Interpersonal Variables in Personality Shaping
3.4.7. Macro-social Variables in the Configuration of Personality
3.4.8. A New Perspective in the Study of Personality. Narrative Personality

3.5. Emotions
3.5.1. Introduction
3.5.2. What do we Talk about When we Get Excited?
3.5.3. The Nature of Emotions
    3.5.3.1. Emotion as Preparation for Action
3.5.4. Emotions and Personality
3.5.5. From another Perspective. Social Emotions

3.6. Psychology of Communication. Persuasion and Attitude Change
3.6.1. Introduction
3.6.2. Attitudes
3.6.3. Historical Models in the Study of Persuasive Communication
3.6.4. The Probability of Elaboration Model
3.6.5. Communication Processes through the Media
    3.6.5.1. A Historical Perspective

3.7. The Sender
3.7.1. Introduction
3.7.2. The Source of Persuasive Communication
3.7.3. Source Characteristics. Credibility
3.7.4. Source Characteristics. The Appeal
3.7.5. Emitter Characteristics. The Power
3.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
3.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition

3.8. The Message
3.8.1. Introduction
3.8.2. We Begin by Studying the Composition of the Message
3.8.3. Types of Messages: Rational vs. Emotional Messages
3.8.4. Emotional Messaging and Communication: Fear Inducing Messages

A complete program structured in well-developed teaching units that will take your learning to the next level"

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.

- 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

The Postgraduate Diploma in Social Communication is aimed at advertising and public relations professionals who wish to understand how promotional campaigns influence society, addressing issues related to psychology and sociology. In this way, students will be able to acquire a higher qualification that will be fundamental for their professional development.

Prepare yourself to identify and analyze the psychosocial, cognitive and emotional processes of advertising communication and public relations, thanks to this specialization in social communication"

Average Age

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

Years of Experience

More than 15 years **22%**

Up to 5 years **18%**

10 to 15 years **31%**

5 to 10 years **29%**

Training

Journalism and Communication **35%**

Economics and Business **21%**

Sociology **18%**

Social Sciences **9%**

Other **17%**

Academic Profile

Communication **31 %**

Sales and Marketing **19%**

General Management **18%**

Entrepreneurs **21%**

Other **11%**
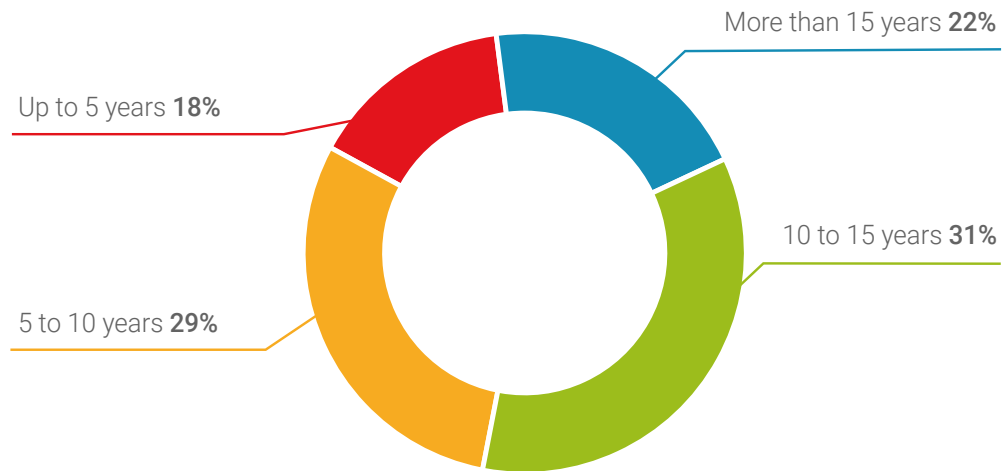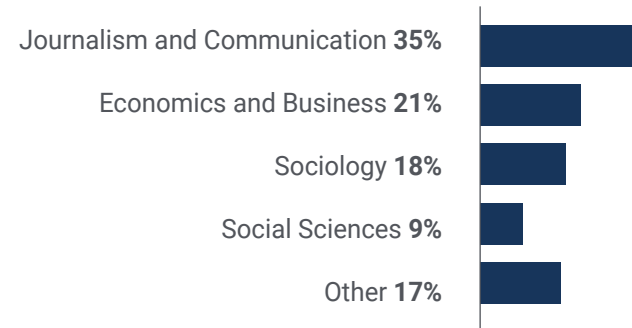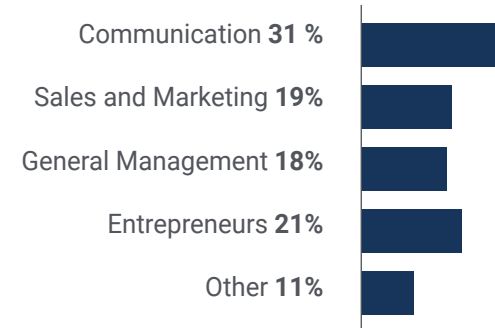
Geographical Distribution

USA 5%

Spain 44%

Brazil 4%

Mexico 14%

Colombia 8%

Argentina 7%

Chile 4%

Peru 8%

Ecuador 4%

Dominican Republic 2%
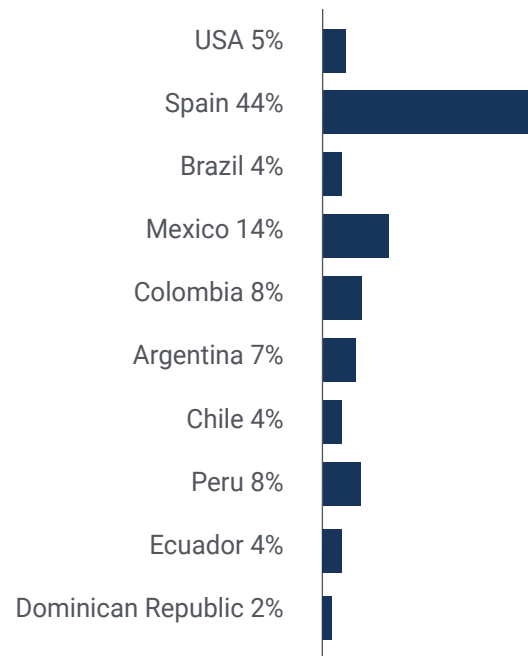
Sonia Gutiérrez

Copywriter

"This program is excellent for those looking to enhance their knowledge of social communication, as it covers different areas of learning that are critical in the industry. In addition, being able to do it online, I have been able to apply the concepts almost immediately in my work. Definitely the best choice for me"

Impact on Your Career

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

" Specializing in Social Communication will provide you with the keys to strategically direct your messages"

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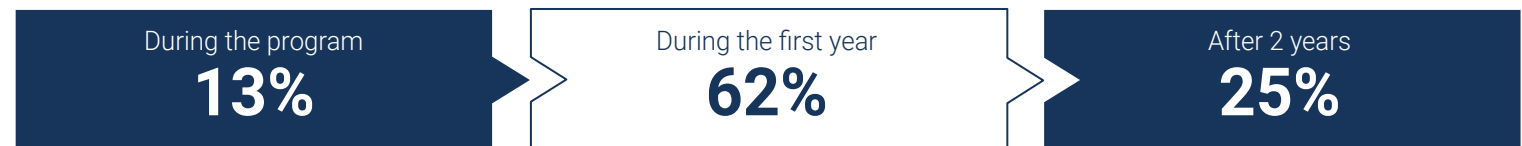## Excellent professional development awaits you

TECH's Postgraduate Diploma in Social Communication is an intensive program that prepares students to develop specialized knowledge in this field in order to create persuasive and focused messages to a target audience. The main objective is to promote personal and professional growth. Helping students achieve success.

Those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

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

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

When the change occurs

During the program	During the first year	After 2 years
13%	**62%**	**25%**

Type of change

Internal Promotion **43%**

Change of Company **39%**

Entrepreneurship **18%**

Salary increase

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

Salary before	A salary increase of	Salary after
$59,800	**25.42%**	**$75,001**

Benefits for Your Company

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

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

Understand advertising campaign analysis systems and improve your company's corporate messages"

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.

10
Certificate

The Postgraduate Diploma in Social Communication 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 Social Communication** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Social Communication**

Official N° of Hours: **450 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

Social Communication

This is a qualification awarded by this University, equivalent to 450 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

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   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
Social Communication

» Modality: **online**

» Duration: **6 months**

» Certificate: **TECH Technological University**

» Dedication: **16h/week**

» Schedule: **at your own pace**

» Exams: **online**

Postgraduate Diploma
Social Communication