# Executive Master's Degree
## Communication Company Management

**MCCM**

tech global university

# Executive Master's Degree
## Communication Company Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target group: **Executives or middle management with demonstrable experience in managerial areas**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-communication-company-management**

# Index

# 01
# Welcome

Communication companies have great power in society, as they are in charge of transmitting to citizens everything that happens in the world. Therefore, these companies cannot be allowed to be in the hands of political parties or private companies that force them to offer a biased view of life. In order to avoid these pitfalls, the directors of a communications company must have an up-to-date vision of everything that is happening around them, and know each area of their business from a global perspective, which helps them to make the right decisions at all times, achieving benefits to continue working in a plural and ideologically free manner. In this sense, it is important that they continue their specialization in aspects that will allow them to lead their company in the most successful way possible, transferring to their company the business aspects that will allow them to continue to grow and meet their business objectives.

Executive Master's Degree in Communication Company Management.
TECH Global University

*If you are looking for a specialization in the management of communication companies, TECH offers you the most complete syllabus on the market"*

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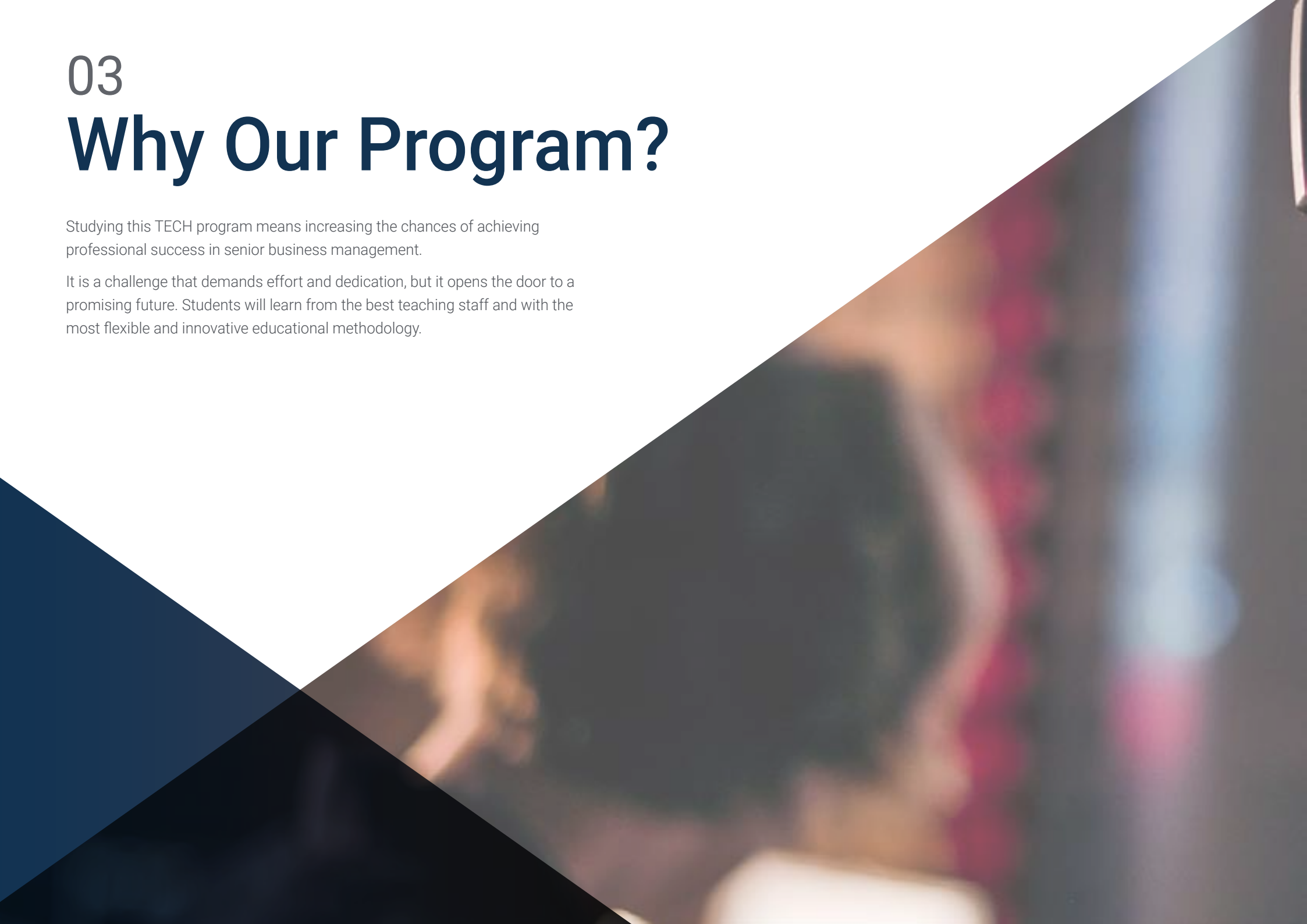
*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

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 Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04
# Objectives

This program is designed to strengthen the management and leadership skills of the professional, as well as to develop new competencies and skills that will be essential in their professional development in the field of management of communication companies. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.

" *One of our fundamental objectives is to help you develop the essential skills to strategically manage a communications company"*

## Your goals are our goals
## We work together to help you achieve them

The **Executive Master's Degree in Communication Companies Management** will enable students to:

**01** Define the latest developments in business management

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

**03** Develop strategies to carry out decision-making in a complex and unstable environment

**04** Develop the ability to detect, analyze and solve and problem solving

**05** Gain knowledge about all the techniques to manage a communication company

**06** Know how to identify the audiences of the media

**08** Know how to manage your company's reputation

**09** Manage a large media company with an overview of what is happening in their company and in their competition

**07** Knowhow to identify the company's environment and target audiences

**10** Develop management and leadership skills

11 Be able to develop the company's human resources

12 Implement a strategic plan in the company

13 Manage distribution channels
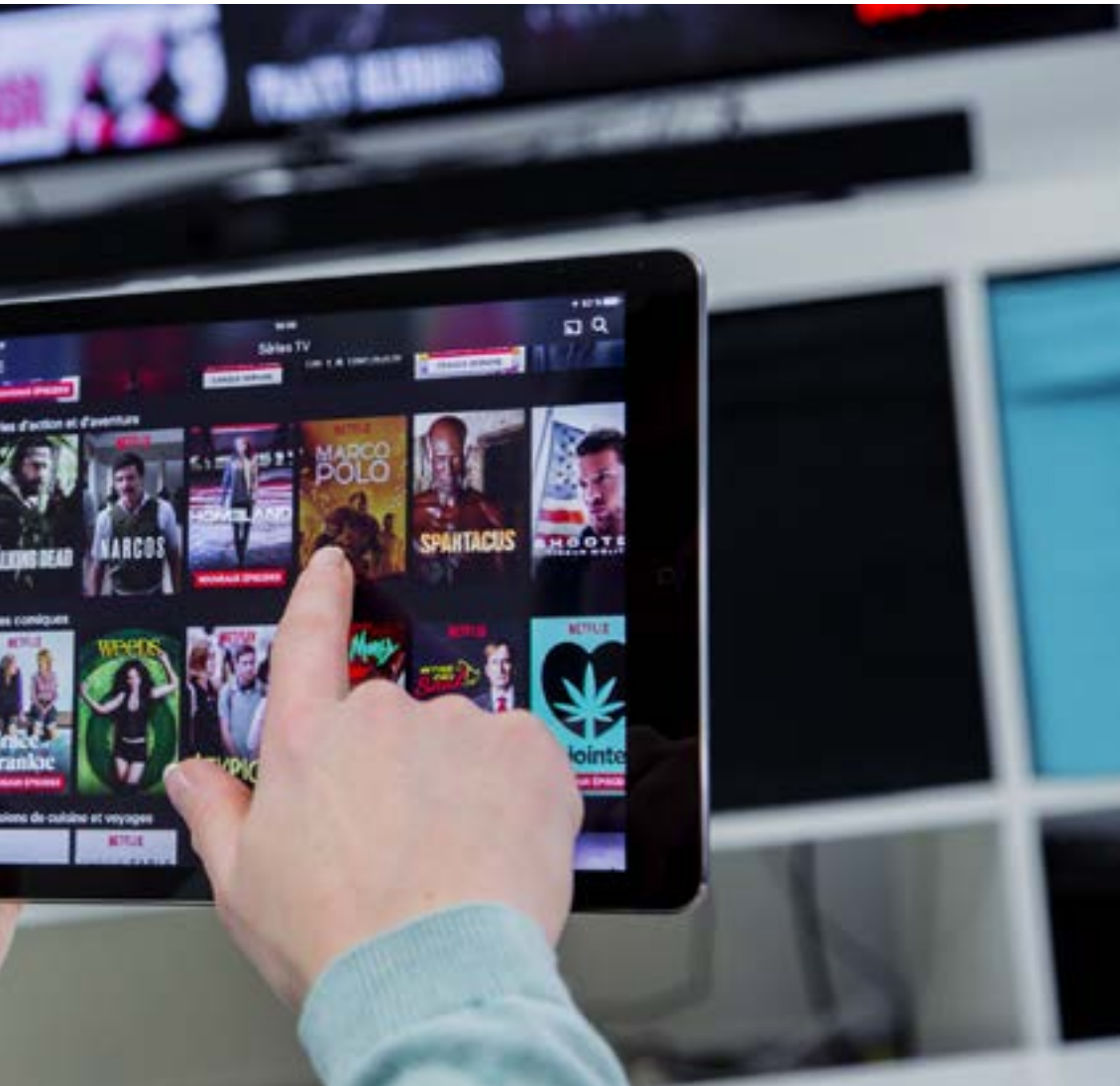
**14** Apply advertising policies appropriate to the company's objectives

**15** Design crisis communication plans

**16** Develop information products from an innovative point of view

# Skills

After passing the assessments of the Executive Master's Degree in Communication Company Management, the professional will have acquired the necessary skills for a quality and up-to-date practice, based on the most innovative teaching methodology.

*Obtain specific skills in this area that will enable you to improve in your daily practice"*

**01** Manage a large media company with an overview of what is happening in their company and in their competition

**02** Apply the latest trends in business management in the company

**03** Develop their own personal and managerial skills

**04** Make decisions in a complex and unstable environment

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

**06** Be up to date on the different events that happen in the world and that are of general interest to citizens

**08** Develop an appropriate communication plan, taking into account traditional and digital media, such as Social Media

**09** Apply innovation in the different areas of the company

**07** In-depth analysis of the company and the competition

**10** Develop the managerial function in any type of media

# Structure and Content

The Executive Master's Degree in Communication Company Management 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 12 months and is intended to be a unique and stimulating experience that lays the foundations for success as a manager and entrepreneur of communication companies.

*We offer you the most complete syllabus to develop your skills in the management of communication companies"*

## Syllabus

This TECH Global University Executive Master's Degree in Communication Company Management is an intense program that prepares you to face challenges and business decisions globally. The content of this program is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

Throughout 1,500 hours of study, students will analyze a multitude of practical cases through individual work, achieving a contextual learning experience that will allow them to perfectly understand possible situations they will face in their daily practice. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree in Communication Company Management deals in depth with different areas of the company and is designed to specialize managers who understand the management of communication companies from a strategic, international and innovative perspective.

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

This program takes place over 12 months and is divided into 10 modules.

| Module 1 | Management and Leadership |
| Module 2 | Business Strategy |
| Module 3 | Organization, Management and Corporate Policies |
| Module 4 | Communication Company Management |
| Module 5 | Strategic and Corporate Communication |
| Module 6 | Communication Methods |
| Module 7 | Social Media |
| Module 8 | Information Product Management |
| Module 9 | Market and Communication Environments |
| Module 10 | Market and Customer Management |

## Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in Communication Company Management completely online. Over the course of 12 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. Managementand Leadership

### 1.1. General Management
1.1.1. The Concept of General Management
1.1.2. The General Manager's Action
1.1.3. The CEO and their Responsibilities
1.1.4. Transforming the Work of Management

### 1.2. Management and Leadership Development
1.2.1. Concept of Management Development
1.2.2. Concept of Leadership
1.2.3. Leadership Theories
1.2.4. Leadership Styles
1.2.5. Intelligence in Leadership
1.2.6. The Challenges of Today's Leader

### 1.3. Negotiation
1.3.1. Intercultural Negotiation
1.3.2. Negotiation Focuses
1.3.3. Effective Negotiation Techniques
1.3.4. Restructuring

### 1.4. Human Resources Management by Competencies
1.4.1. Analysis of the Potential
1.4.2. Remuneration Policy
1.4.3. Career/Succession Planning

### 1.5. Talent Management and Commitment
1.5.1. Keys for Positive Management
1.5.2. Talent Map of the Organization
1.5.3. Cost and Added Value

### 1.6. Innovation in Talent and People Management
1.6.1. Strategic Talent Management Models
1.6.2. Talent Identification, Training and Development
1.6.3. Loyalty and Retention
1.6.4. Proactivity and Innovation

### 1.7. Developing High Performance Teams
1.7.1. Personal Factors and Motivation for Successful Work
1.7.2. Integrating a High-Performance Team
1.7.3. People and Business Change and Development Projects
1.7.4. Financial Keys for HR: Business and People

### 1.8. Motivation
1.8.1. The Nature of Motivation
1.8.2. Expectations Theory
1.8.3. Needs Theory
1.8.4. Motivation and Financial Compensation

### 1.9. Organizational Changes
1.9.1. The Transformation Process
1.9.2. Anticipation and Action
1.9.3. Organizational Learning
1.9.4. Resistance to Change

### 1.10. Financial Diagnosis
1.10.1. Concept of Financial Diagnosis
1.10.2. Stages of Financial Diagnosis
1.10.3. Assessment Methods for Financial Diagnosis

## Module 2. Business Strategy

### 2.1. Strategic Management
2.1.1. The Concept of Strategy
2.1.2. The Process of Strategic Management
2.1.3. Approaches in Strategic Management

### 2.2. Planning and Strategy
2.2.1. The Plan in a Strategy
2.2.2. Strategic Positioning
2.2.3. Strategy in Companies
2.2.4. Planning

### 2.3. Strategy Implementation
2.3.1. Indicator Systems and Process Approach
2.3.2. Strategic Map
2.3.3. Differentiation and Alignment

### 2.4. Corporate Strategy
2.4.1. The Concept of Corporate Strategy
2.4.2. Types of Corporate Strategies
2.4.3. Corporate Strategy Definition Tools

### 2.5. Digital Strategy
2.5.1. Technology Strategy and its Impact on Digital Innovation
2.5.2. Strategic Planning of Information Technologies
2.5.3. Strategy and The Internet

### 2.6. Corporate Strategy and Technology Strategy
2.6.1. Creating Value for Customers and Shareholders
2.6.2. Strategic IS/IT Decisions
2.6.3. Corporate Strategy vs Technological and Digital Strategy

### 2.7. Competitive Strategy
2.7.1. The Concept of Competitive Strategy
2.7.2. Competitive Advantage
2.7.3. Choosing a Competitive Strategy
2.7.4. Strategies Based on the Strategic Clock Model
2.7.5. Types of Strategies according to the Industrial Sector Life Cycle

### 2.8. Marketing Strategy Dimensions
2.8.1. Marketing Strategies
2.8.2. Types of Marketing Strategies

### 2.9. Sales Strategy
2.9.1. Sales Methods
2.9.2. Acquisition Strategies
2.9.3. Service Strategies

### 2.10. Social Business
2.10.1. Web 2.0 Strategic Vision and its Challenges
2.10.2. Convergence Opportunities and ICT Trends
2.10.3. How to Monetize Web 2.0 and Social Media?
2.10.4. Mobility and Digital Business

## Module 3. Organization, Management and Corporate Policies

**3.1. Organizational Structure.**
3.1.1. Main Coordination Mechanisms
3.1.2. Departments and Organization Charts
3.1.3. Authority and Responsibility
3.1.4. Empowerment

**3.2. Organizational Design**
3.2.1. Organizational Design Concept
3.2.2. Organizational structure
3.2.3. Types of Organizational Designs

**3.3. Strategic Human Resources Management**
3.3.1. Job Design, Recruitment, and Selection
3.3.2. Training and Career Development
3.3.3. Strategic Approach to People Management
3.3.4. Design and Implementation of Personnel Policies and Practices

**3.4. Financial Management**
3.4.1. Sector Opportunities and Threats
3.4.2. The Concept of Value and Value Chain
3.4.3. Scenario Analysis, Decision-Making and Contingency Planning

**3.5. Fundamentals of Commercial Management**
3.5.1. Internal and External Analysis. SWOT Analysis
3.5.2. Sector and Competitive Analysis
3.5.3. The Canvas Model

**3.6. Product Management**
3.6.1. Product Classifications
3.6.2. Differentiation
3.6.3. The Design
3.6.4. Luxury
3.6.5. Environmental Issues

**3.7. Pricing Principles**
3.7.1. Introduction to Pricing
3.7.2. Stages in Pricing

**3.8. Distribution Channel Management**
3.8.1. Concept and Functions of Commercial Distribution
3.8.2. Design and Management of Distribution Channels

**3.9. Advertising Communication**
3.9.1. Integrated Marketing Communication
3.9.2. Advertising Communication Plan
3.9.3. Merchandising as a Communication Technique

**3.10. E-Commerce**
3.10.1. Introduction to E-Commerce
3.10.2. Differences between Traditional Commerce and E-commerce
3.10.3. Technological E-Commerce Platforms

## Module 4. Communication Company Management

**4.1. The Industries of Communication**
4.1.1. Mediamorphosis
4.1.2. Digital Transformation
4.1.3. Cybermedia

**4.2. Legal and Economic Structure of Communication Enterprises**
4.2.1. Individual Entrepreneur
4.2.2. Trading Companies
4.2.3. Media Conglomerates

**4.3. Structure, Administration and Challenges of Management**
4.3.1. Departmental Structure in Communication Management
4.3.2. Current Trends in Management Models
4.3.3. Integration of Intangibles
4.3.4. Communication Department Challenges

**4.4. Strategic Analysis and Competitiveness Factors**
4.4.1. Analysis of the Competitive Environment
4.4.2. Competitiveness Determinants

**4.5. Business Ethics**
4.5.1. Ethical Behavior in Companies
4.5.2. Deontology and Ethical Codes
4.5.3. Fraud and Conflicts of Interest

**4.6. The Importance of Marketing in Communication Companies**
4.6.1. Marketing Strategies in Traditional Media
4.6.2. Impact of Social Networks on the Media Agenda

**4.7. Strategic Thinking and Systems**
4.7.1. The Company as a System
4.7.2. Strategic Thinking Derived from Corporate Culture
4.7.3. The Strategic Approach From a People Management Perspective

**4.8. Branding**
4.8.1. The Brand and Their Functions
4.8.2. Brand Creation (Branding)
4.8.3. Brand Architecture

**4.9. Creative Strategy Formulation**
4.9.1. Explore Alternative Strategies
4.9.2. Counter Briefing or Creative Briefing
4.9.3. Branding and Positioning

**4.10. Design of Crisis Manual/Crisis Communication Plan**
4.10.1. Preventing the Crisis
4.10.2. Managing Crisis Communication
4.10.3. Recovering from the Crisis

## Module 5. Strategic and Corporate Communication

**5.1. Communication in Organizations**
5.1.1. Organizations, People and Society
5.1.2. Historical Evolution of Organizational Behavior
5.1.3. Bidirectional Communication

**5.2. Trends in Business Communication**
5.2.1. Generation and Distribution of Corporate Content
5.2.2. Business Communication on the Web 2.0
5.2.3. Implementation of Metrics in the Communication Process

**5.3. Integral Communication Plans**
5.3.1. Audit and Diagnosis
5.3.2. Elaboration of Communication Plan
5.3.3. Measuring results: KPIs and ROI

**5.4. Internal Communication**
5.4.1. Motivational Programs, Social Action, Participation and HR Training Programs
5.4.2. Internal Communication Support and Tools
5.4.3. Internal Communication Plan

**5.5. External Communication**
5.5.1. External Communication Actions
5.5.2. The Need for Communication Offices

**5.6. Reputation Management**
5.6.1. Corporative Reputation Management
5.6.2. Focus on Brand Reputation
5.6.3. Leadership Reputation Management

**5.7. Digital Communication and Reputation**
5.7.1. Online Reputation Report
5.7.2. Netiquette and Good Practices on Social Media
5.7.3. Branding and Networking 2.0

**5.8. Communication in Crisis Situations**
5.8.1. Definition and Types of Crises
5.8.2. Phases of the Crisis
5.8.3. Messages: Contents and Moments

**5.9. Lobbies and Pressure Groups**
5.9.1. Opinion Groups and Their Actions in Businesses and Institutions
5.9.2. Institutional Relations and Lobbying
5.9.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

**5.10. Corporate Brand Strategy**
5.10.1. Public Image and Stakeholders
5.10.2. Corporate Branding Strategy and Management
5.10.3. Corporate Communication Strategy in Line With Brand Identity

## Module 6. Media

**6.1. Introduction to the Media**
6.1.1. What is the Media?
6.1.2. Characteristics of the Media
6.1.3. Media Utility

**6.2. Press**
6.2.1. Introduction and Brief History of the Media
6.2.2. Main Features
6.2.3. From Paper to Digital

**6.3. Radio**
6.3.1. Introduction and Brief History of the Media
6.3.2. Main Features

**6.4. Television**
6.4.1. Introduction and Brief History of the Media
6.4.2. Traditional Television
6.4.3. New Forms of Television Consumption

**6.5. Social Networks as a Means of Communication**
6.5.1. The Network as a New Communication Environment
6.5.2. Communicative Possibilities of Social Networks

**6.6. New Platforms and Devices**
6.6.1. A Multi-Screen Environment
6.6.2. Second Television Screens
6.6.3. The Multitasker Consumer

**6.7. Glocalization**
6.7.1. Local Media
6.7.2. Proximity Journalism

**6.8. Effects of the Media**
6.8.1. Efficiency of Commercial and Advertising Communication
6.8.2. Theories on the Effects of the Media
6.8.3. Social and Co-creation Models

**6.9. Media Convergence**
6.9.1. A New Media Ecosystem
6.9.2. Convergence Culture

**6.10. User-Generated Content**
6.10.1. From Consumer to Prosumer
6.10.2. Participatory Culture
6.10.3. Collective Intelligence

## Module 7. Social Media

**7.1. Web 2.0**
7.1.1. Organization in the Age of Conversation
7.1.2. Web 2.0 Is All About People
7.1.3. New Environments, New Content

**7.2. Social Media Strategies**
7.2.1. Corporate Communication Plan 2.0
7.2.2. Corporate PR and Social Media
7.2.3. Analysis and Evaluation of Results

**7.3. Social Media Plan**
7.3.1. Designing a Social Media Plan
7.3.2. Defining the Strategy to Be Followed in Each Medium
7.3.3. Contingency Protocol in Case of Crisis

**7.4. Approach to Network Positioning: SEO and SEM**
7.4.1. Introduction to SEO and SEM
7.4.2. How Search Engines Work
7.4.3. User Behavior

**7.5. Generalist, Professional and Microblogging Platforms**
7.5.1. Facebook.
7.5.2. LinkedIn
7.5.3. Twitter

**7.6. Video, Image, and Mobility Platforms**
7.6.1. YouTube
7.6.2. Instagram
7.6.3. Flickr
7.6.4. Vimeo
7.6.5. Pinterest

**7.7. Corporate Blogging**
7.7.1. How to Create a Blog?
7.7.2. Content Marketing Strategy
7.7.3. How to Create a Content Plan for Your Blog?
7.7.4. Content Curation Strategy

**7.8. Online Marketing Plan**
7.8.1. Online Research
7.8.2. Creating an Online Marketing Plan
7.8.3. Configuration and Activation
7.8.4. Launch and Management

**7.9. Community Management:**
7.9.1. Functions, Duties, and Responsibilities of the Community Manager
7.9.2. Social Media Manager
7.9.3. Social Media Strategist

**7.10. Web Analytics and Social Media**
7.10.1. Setting Objectives and KPIs
7.10.2. Digital Marketing ROI
7.10.3. Viewing and Interpreting Dashboards

## Module 8. Information Product Management

**8.1. Information Product Definition**
8.1.1. Concept
8.1.2. Features
8.1.3. Types

**8.2. Information Product Development Process**
8.2.1. Phases of Information Production
8.2.2. Agenda Setting

**8.3. Strategies for Launching New Information Products**
8.3.1. Tangible Strategies
8.3.2. Intangible Strategies
8.3.3. Product Portfolio Strategy

**8.4. Competitor Strategy Study**
8.4.1. Benchmarking
8.4.2. Types of Benchmarking
8.4.3. Advantages

**8.5. Information Product Portfolio Innovation Process**
8.5.1. Transmedia Narratives
8.5.2. Fan Phenomenon

**8.6. Innovation in Strategic Positioning**
8.6.1. Gamification
8.6.2. New Narrative World

**8.7. Journalistic Documentation**
8.7.1. Essential Guides to Cultural Journalism Documentation
8.7.2. Historical Documentation
8.7.3. Current Documentation
8.7.4. The Raging News

**8.8. Designing and Planning an Online Reputation Plan**
8.8.1. Brand Reputation Plan. General metrics, ROI, and Social CRM
8.8.2. Online Crisis and Reputational SEO

**8.9. The Importance of Communication in Today's Organizations**
8.9.1. Mechanisms and Systems for Communication with the Media
8.9.2. Errors in Organizational Communication

**8.10. Inbound Marketing**
8.10.1. Effective Inbound Marketing
8.10.2. The Benefits of Inbound Marketing
8.10.3. Measuring the Success of Inbound Marketing

## Module 9. Market and Communication Environments

**9.1. Company's Macro-Environment**
9.1.1. Concept of Macro-Environment
9.1.2. Macro-Environment Variables

**9.2. Company's Micro-Environment**
9.2.1. Approach to the Concept of Micro-Environment
9.2.2. Actors in the Micro-Environment

**9.3. New Competitive Environment**
9.3.1. Technological Innovation and Economic Impact
9.3.2. Knowledge Society
9.3.3. The New Consumer Profile

**9.4. Knowing the Market and the Consumer**
9.4.1. Open Innovation
9.4.2. Competitive Intelligence
9.4.3. Competitive Economy

**9.5. The Market and Audiences**
9.5.1. Profile of Media Users
9.5.2. Audience Fragmentation

**9.6. Developing the Marketing Plan**
9.6.1. Marketing Plan Concept
9.6.2. Situation Analysis and Diagnosis
9.6.3. Strategic Marketing Decisions
9.6.4. Operating Marketing Decisions

**9.7. Market Segmentation**
9.7.1. Market Segmentation Concept
9.7.2. Utility and Requirements of Segmentation
9.7.3. Consumer Market Segmentation

9.7.4. Industrial Market Segmentation
9.7.5. Segmentation Strategies
9.7.6. Segmentation Based in Marketing - Mix Criteria

**9.8. Competitive Positioning**
9.8.1. Positioning Concept on the Market
9.8.2. The Positioning Process

**9.9. Commercial Segmentation**
9.9.1. Analysis of Distribution Channels, Sales Areas and Products
9.9.2. Preparing Commercial Areas
9.9.3. Implementing the Visiting Plan

**9.10. Corporate Social Responsibility**
9.10.1. Social Commitment
9.10.2. Sustainable Organizations
9.10.3. Business Ethics

## Module 10. Market and Customer Management

**10.1. Marketing Management**
10.1.1. The Concept of Marketing Management
10.1.2. New Trends in Marketing
10.1.3. A New Marketplace: Consumer and Business Capabilities
10.1.4. Holistic MK Orientation
10.1.5. Update on the 4Ps of Marketing
10.1.6. Marketing Management Tasks

**10.2. Relationship Marketing**
10.2.1. Concept of Marketing Relations
10.2.2. The Customer as an Asset of the Company
10.2.3. CRM as a Relationship Marketing Tool

**10.3. Data Base Marketing**
10.3.1. Data Base Marketing Applications
10.3.2. Laws and Regulations
10.3.3. Information Sources

**10.4. Types of Buying Behavior**
10.4.1. The Process in Purchasing Decisions
10.4.2. The Stages in the Buying Process
10.4.3. Types of Buying Behavior
10.4.4. Features of the Types of Buying Behaviour

**10.5. The Loyalty Process**
10.5.1. In-Depth Knowledge of the Client
10.5.2. Loyalty Process
10.5.3. The Value of the Customer

**10.6. Selecting Target Customers- CRM**
10.6.1. Designing an e-CRM
10.6.2. Implications and Limitations of the Personal Data Protection Law
10.6.3. Orientation towards the Consumer
10.6.4. 1 to 1 Planning

**10.7. Research Project Management**
10.7.1. Information Analysis Tools
10.7.2. Developing an Expectation Management Plan
10.7.3. Assessing the Feasibility of Projects

**10.8. Online Market Research**
10.8.1. Quantitative Research Tools in Online Markets
10.8.2. Dynamic Qualitative Customer Research Tools

**10.9. Study of Traditional Audiences**
10.9.1. Audience Measurement Origin. Basic Concepts
10.9.2. How are Traditional Audiences Measured?
10.9.3. EGM and Kantar Media

**10.10. Internet Audience Studies**
10.10.1. The Social Audience
10.10.2. Measuring Social Impact: Tuitele

# 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 Executive Master's Degree in Communication Company Management is a program aimed at people with university studies, who want to transform their career and orient it towards business management. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

*"If you are looking for an interesting improvement in the communication management sector, this is the program for you"*

## Average Age

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

## Years of Experience

More than 15 years **18%**

Up to 5 years **20%**

5 to 10 years **32%**

10 to 15 years **30%**

## Training

Journalism and Communication **43%**

Business **26%**

Social Sciences **25%**

Other **6%**

## Academic Profile

Press, Radio and TV **38%**

Advertising **27%**

News Agency **22%**

Other **13%**
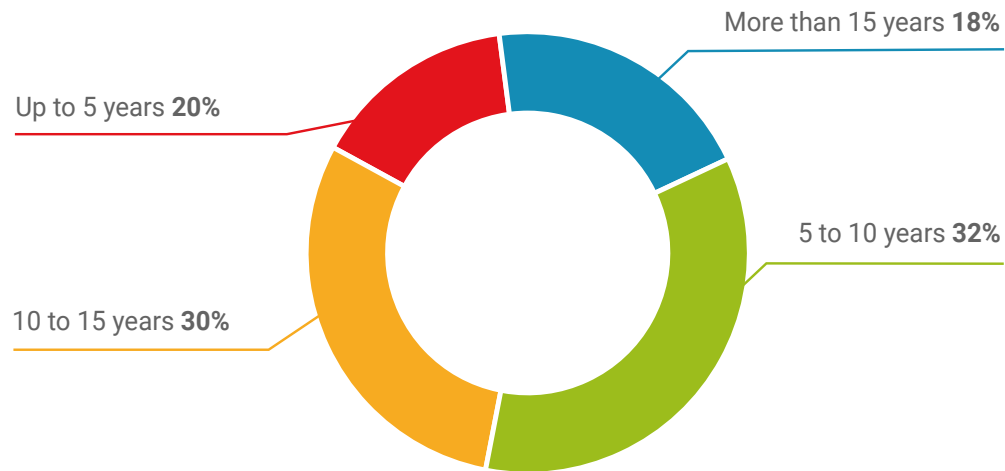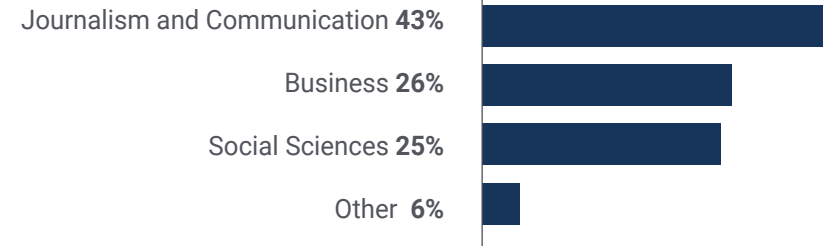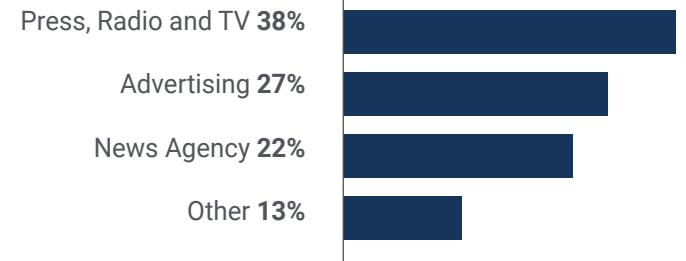
## Geographical Distribution

USA **15%**

Spain **45%**

Mexico **28%**

Colombia **12%**
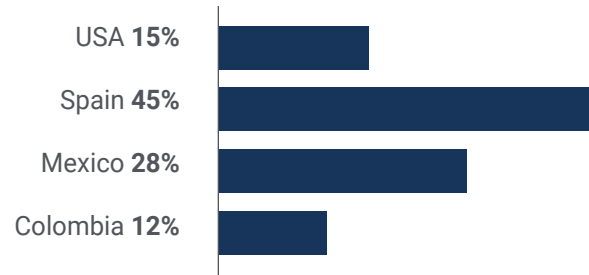
# Jaime Prieto

**Manager of a Communications Company**

*"The completion of this Executive Master's Degree has allowed me to obtain a higher qualification thanks to which I have been able to move up in the field of communication until I became the director of the company where I have been working for more than 10 years. Undoubtedly, it has been the boost needed to obtain a job improvement"*

# Course Management

The program includes in its teaching staff leading experts in all aspects of marketing management and political communication, who bring to 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.

*We have the best teaching staff to help you achieve 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

# 10
# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. Therefore, all efforts and tools are made available to the professional to acquire the necessary skills and abilities to achieve this change.

"

*Our program will be a key part of your CV to help you make the career move you want"*

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

The Executive Master's Degree in Communication Company Management from TECH Global University is an intense program that prepares you to face challenges and business decisions globally.  Its 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 interact with the best, this is the place for you.

*A unique opportunity to achieve the job improvement you desire.*

*Improve your skills and, with it, your options to get a better job in the field of Communication Business Management.*

### When the change occurs

| During the program | During the first year | After 2 years |
|---|---|---|
| **11%** | **63%** | **26%** |

### Type of change

Internal Promotion **27%**

Change of Company **51%**

Entrepreneurship **22%**
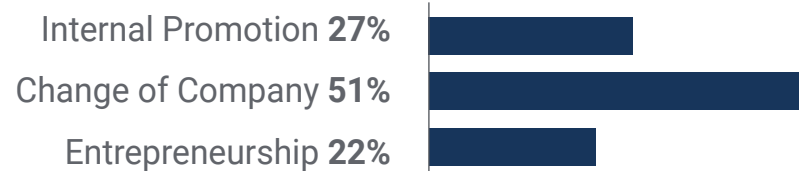
## Salary increase

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

| Salary before | A salary increase of | Salary after |
|:---:|:---:|:---:|
| **$57,900** | **25.22%** | **$72,500** |

# 11
# Benefits for Your Company

This Executive Master's Degree in Communication Company Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders.

Participating in this Executive Master's Degree is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

*You will be able to bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization"*

**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 executive 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
Be able to work on a real project or develop new projects in the R&D or Business Development area of your company.

**06**

### Increased competitiveness
This program will equip students with the skills to take on new challenges and drive the organization forward.

# 12

# Certificate

The Executive Master's Degree in Communication Company Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Global University.

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

This program will allow you to obtain your **Executive Master's Degree diploma in Communication Company Management** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in Communication Company Management**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

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tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

**Executive Master's Degree in Communication Company Management**

This is a program of 1,500 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy
and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st
of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S    techtitute.com/certificates

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Executive Master's Degree in Communication Company Management

General Structure of the Syllabus

| Subject type | ECTS |
|---|---|
| Compulsory (CO) | 60 |
| Optional (OP) | 0 |
| External Work Placement (WP) | 0 |
| Master's Degree Thesis (MDT) | 0 |
| Total 60 | |

General Structure of the Syllabus

| Year | Subject | ECTS | Type |
|---|---|---|---|
| 1º | Management and Leadership | 6 | CO |
| 1º | Business Strategy | 6 | CO |
| 1º | Organization, Management and Corporate Policies | 6 | CO |
| 1º | Communication Company Management | 6 | CO |
| 1º | Strategic and Corporate Communication | 6 | CO |
| 1º | Communication Methods | 6 | CO |
| 1º | Social Media | 6 | CO |
| 1º | Information Product Management | 6 | CO |
| 1º | Market and Communication Environments | 6 | CO |
| 1º | Market and Customer Management | 6 | CO |

Dr. Pedro Navarro Illana
Rector

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

# tech *global university*

## Executive Master's Degree
Communication Company
Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree
## Communication Company Management

**tech** global university