

# Executive Master's Degree Marketing and Political Communications Management

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## Executive Master's Degree Marketing and Political Communications Management

Language: English

Course Modality: Online

Duration: 12 months

Certificate: TECH Technological University

Official N° of hours: 1,500 h.

Website: [www.techtitute.com/in/school-of-business/executive-master-degree/master-marketing-political-communications-management](http://www.techtitute.com/in/school-of-business/executive-master-degree/master-marketing-political-communications-management)

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# 01 Welcome

Political communication is probably one of the most complex and transcendent areas of human social life. It moves in specific and highly structured territories, combining ideological transmission, persuasion and transmission of specific values. Total and absolute control of all the verbal and non-verbal resources that build the political message is the totem of success.

A domain that involves controlling all aspects of marketing and communication strategies through which the *target* will receive the impact of the message before, during and after its broadcast. With this program created by the best in the field, the student will be able to include all this knowledge in their competencies. A precise mastery that only the best can offer you.



Executive Master's Degree in Marketing and Political Communication Management.  
TECH Technological University



“

*Get to know the main communication, persuasion and message development strategies of the experts in Political Marketing”*

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

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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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

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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

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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 objective is to specialize highly qualified professionals for their competence development and job promotion. An objective that is complemented in a global manner, with the promotion of human development, which lays the foundations for a more responsible, committed and better society. In this Executive Master's Degree, this objective is materialized by providing the necessary tools to be able to face the challenge of creating a strategic planning of Marketing and Political Communication, which includes ethical propositions in the political proposal. A goal that can be achieved in just twelve months, with a high-intensity and precise program.





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*Analyze in depth all the factors involved in the creation of an effective marketing and communication strategy in the political arena"*

TECH makes the objectives of its students its own.  
Working together to achieve them.

The Executive Master's Degree in Marketing and Political Communications Management will provide the student with the education to:

01

Know the fundamentals of management, strategy, marketing and communication

04

Know how to apply marketing and communication tools according to the political product: program, party and candidate

02

Understand the functioning of political institutions and organizations



03

Know the objectives and tools of Marketing and Political Communication

05

Know the stages and development of a political and electoral campaign



06

Develop the concepts of citizenship and society, and recognize their rights and duties

08

Study citizen participation and the concept of public opinion

09

Develop aspects of politics and ideologies

07

Analyze the development of social changes

10

Analyze the different concepts of democracy



11

Analyze the current international political scenarios

14

Know the basics of marketing and marketing management

12

Describe the elaboration and development of a strategic plan



13

Review the characteristics and peculiarities of digital strategy, corporate strategy and technology strategy

15

Know the functions of Strategic Marketing

16

Learn the dimensions of the Marketing strategy

18

Develop a Marketing Plan



19

Learn how communication works and is managed in organizations

17

Understand how the Marketing mix works

20

Analyze trends in business communication

# 05 Skills

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





“

*Learn the ins and outs of Political Communication and stand out in the development of your profession”*

At the end of this program, the professional will be able to:

01

Better coordinate and organize the tasks and functions of the political organization, identify processes, develop procedures and technical instructions and conduct follow-up audits

04

Learn about the benefits of Social Marketing

02

Establish a Social Media Plan to be applied in the digital environment

05

Understand the latest trends and methodology to know more and better the electoral market

03

Applying the most dynamic techniques and tools of political coaching

06

Know how to communicate better verbally and non-verbally



07

Innovate in the creation of content to inform the electorate, through the development of the political content plan

08

Learn about the main platforms for citizen interaction, as well as the most relevant tools to work on Digital Political Marketing

09

Understand how to perform web analytics and digital metrics



10

Analyze the electoral debate and meetings with voters

11

Determine the action plan for an election and post-election campaign







12

Analyze communication in democracies and to know what digital democracy is

13

Develop institutional communication strategies

# 06

# Structure and Content

The Executive Master's Degree in Marketing and Political Communications Management is a program designed to suit the student, which is taught in a 100% online format. In this way, you will be able to choose the time and place that best suits your availability, schedule and interests, achieving a more effective learning process.

A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the groundwork for your success in the workplace, as a manager of political communication campaigns.





“

*Develop the necessary skills to successfully perform in Political Communication"*

## Syllabus

This intensive program of TECH Technological University prepares you to face challenges and decisions in the field of Marketing and Political Communications Management. The content is designed to promote the development of professional skills that will enable more informed 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 deals in depth with Marketing and Political Communications Management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and preparing them to achieve excellence. A program that understands your needs and those of your organization, 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 12 modules:

<b>Module 1</b>	Society, Citizenship and Politics
<b>Module 2</b>	Management and Strategy of Companies and Organizations
<b>Module 3</b>	Strategic and Operational Marketing
<b>Module 4</b>	Corporate Communication
<b>Module 5</b>	Organizations: Crisis Management and Social Responsibility
<b>Module 6</b>	Marketing and Institutional Communication
<b>Module 7</b>	Political Marketing
<b>Module 8</b>	Electoral Marketing
<b>Module 9</b>	Leadership and Personal Communication
<b>Module 10</b>	Construction of the Political and Electoral Strategy
<b>Module 11</b>	The Electoral Campaign: Conventional Tools for Action
<b>Module 12</b>	The Election Campaign: Online Tools for Action



### Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Over the course of the 12 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

**Module 1. Society, Citizenship and Politics**

**1.1. Citizens and Society**

- 1.1.1. Concept of Society
- 1.1.2. Types of Citizens

**1.2. Social Change**

- 1.2.1. Concept of Social Change
- 1.2.2. Factors of Social Change
- 1.2.3. Social Change Transformation

**1.3. Citizen Participation**

- 1.3.1. Social and Citizen Participation
- 1.3.2. Collective Decision Making
- 1.3.3. Forms of Citizen Participation

**1.4. Public Opinion**

- 1.4.1. Forms of Public Opinion
- 1.4.2. Pressure Groups
- 1.4.3. Population Groups in Public Opinion

**1.5. Society, Politics and Power**

- 1.5.1. Power in Society
- 1.5.2. Reality of Politics
- 1.5.3. Political Behavioral Factors

**1.6. Ideologies and Political Action**

- 1.6.1. Concept and Dimensions of Ideology
- 1.6.2. Ideological Groups
- 1.6.3. Manifestations of Ideology

**1.7. Dimensions of Politics**

- 1.7.1. Political Regimes
- 1.7.2. Political Systems
- 1.7.3. Public Policy Factors

**1.8. Political Systems**

- 1.8.1. Concept and Characteristics
- 1.8.2. Types of Policy Systems

**1.9. Democracy: Representation and Participation**

- 1.9.1. Definition of Democracy
- 1.9.2. Types of Democracy
- 1.9.3. Levels of Citizen Participation

**1.10. International Political Scenarios**

- 1.10.1. Policy Scenarios in Europe
- 1.10.2. Policy Scenarios in North America
- 1.10.3. Policy Scenarios in Central America
- 1.10.4. Policy Scenarios in Latin America

**Module 2. Management and Strategy of Companies and Organizations**

**2.1. General Management**

- 2.1.1. The Concept of General Management
- 2.1.2. The General Manager's Action
- 2.1.3. The General Manager and its Functions
- 2.1.4. Transforming the Work of Management

**2.2. Management and Leadership Development**

- 2.2.1. Concept of Management Development
- 2.2.2. Concept of Leadership
- 2.2.3. Leadership Theories

- 2.2.4. Leadership Styles
- 2.2.5. Intelligence in Leadership
- 2.2.6. The Challenges of Today's Leader

**2.3. Planning and Strategy**

- 2.3.1. The Plan in a Strategy
- 2.3.2. Strategic Positioning
- 2.3.3. Strategy in Companies
- 2.3.4. Plan

**2.4. Strategic Management**

- 2.4.1. The Concept of Strategy
- 2.4.2. The Process of Strategic Management
- 2.4.3. Approaches in Strategic Management

**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**

- 2.6.1. The Concept of Corporate Strategy
- 2.6.2. Types of Corporate Strategies
- 2.6.3. Corporate Strategy Definition Tools

**2.7. Corporate Strategy and Technology Strategy**

- 2.7.1. Creating Value for Customers and Shareholders
- 2.7.2. Strategic IS/IT Decisions
- 2.7.3. Corporate Strategy vs. Technology and Digital Strategy

**2.8. Strategy Implementation**

- 2.8.1. Indicator Systems and Process Approach
- 2.8.2. Strategic Map
- 2.8.3. Differentiation and Alignment

**2.9. Financial Management**

- 2.9.1. Sector Opportunities and Threats
- 2.9.2. The Concept of Value and Value Chain
- 2.9.3. Scenario Analysis, Decision-Making and Contingency Planning

**2.10. Strategic Human Resources Management**

- 2.10.1. Job Design, Recruitment and Selection
- 2.10.2. Training and Career Development
- 2.10.3. Strategic Approach to People Management
- 2.10.4. Design and Implementation of Personnel Policies and Practices

**Module 3. Strategic and Operational Marketing**

**3.1. Fundamentals of Marketing**

- 3.1.1. The Concept of Marketing
- 3.1.2. The Basic Elements of Marketing
- 3.1.3. Marketing Activities in Companies

**3.2. Marketing Management**

- 3.2.1. The Concept of Marketing Management
- 3.2.2. New Trends in Marketing
- 3.2.3. A New Marketplace: Consumer and Business Capabilities
- 3.2.4. Holistic MK Orientation
- 3.2.5. Update on the 4 Ps of Marketing
- 3.2.6. Marketing Management Tasks

**3.3. The Function of Strategic Marketing**

- 3.3.1. The Concept of Marketing Strategic
- 3.3.2. Concept of Strategic Marketing Planning
- 3.3.3. Stages in the Process of Strategic Marketing Planning

**3.4. Marketing Strategy Dimensions**

- 3.4.1. Marketing Strategies
- 3.4.2. Types of Marketing Strategies

**3.5. Marketing Mix**

- 3.5.1. Marketing Mix Concept
- 3.5.2. Product Strategies
- 3.5.3. Pricing Strategies
- 3.5.4. Distribution Strategies
- 3.5.5. Communication Strategies

**3.6. Digital Marketing**

- 3.6.1. Digital Marketing Concept
- 3.6.2. Marketing Strategies in Digital Marketing

**3.7. Inbound Marketing**

- 3.7.1. Effective Inbound Marketing
- 3.7.2. The Benefits of Inbound Marketing
- 3.7.3. Measuring the Success of Inbound Marketing

**3.8. Developing the Marketing Plan**

- 3.8.1. Marketing Plan Concept
- 3.8.2. Situation Analysis and Diagnosis
- 3.8.3. Strategic Marketing Decisions
- 3.8.4. Operating Marketing Decisions

**3.9. Managing Marketing Groups**

- 3.9.1. Marketing Groups
- 3.9.2. The Creation of Marketing Groups
- 3.9.3. Guidelines for Managing a Marketing Group
- 3.9.4. The Future of Marketing Groups

**3.10. Social Business**

- 3.10.1. Web 2.0 Strategic Vision and its Challenges
- 3.10.2. Convergence Opportunities and ICT Trends
- 3.10.3. How to Monetize Web 2.0 and Social Media
- 3.10.4. Mobility and Digital Business



**Module 4. Corporate Communication**

**4.1. Communication in Organizations**

- 4.1.1. Organizations, People and Society
- 4.1.2. Historical Evolution of Organizational Behavior
- 4.1.3. Bidirectional Communication

**4.2. Trends in Business Communication**

- 4.2.1. Generation and Distribution of Corporate Content
- 4.2.2. Business Communication on the Web 2.0
- 4.2.3. Implementation of Metrics in the Communication Process

**4.3. Advertising Communication**

- 4.3.1. Integrated Marketing Communication
- 4.3.2. Advertising Communication Plan
- 4.3.3. Merchandising as a Communication Technique

**4.4. Effects of the Media**

- 4.4.1. Efficiency of Commercial and Advertising Communication
- 4.4.2. Theories on the Effects of the Media
- 4.4.3. Social and Co-creation Models

**4.5. Online Agencies, Media, and Channels**

- 4.5.1. Integral, Creative, and Online Agencies
- 4.5.2. Traditional and New Media
- 4.5.3. Online Channels
- 4.5.4. Other Digital Players

**4.6. Communication in Crisis Situations**

- 4.6.1. Definition and Types of Crises
- 4.6.2. Phases of the Crisis
- 4.6.3. Messages: Contents and Moments

**4.7. Digital Communication and Reputation**

- 4.7.1. Online Reputation Report
- 4.7.2. Netiquette and Good Practices on Social Media
- 4.7.3. *Branding and Networking 2.0*

**4.8. Internal Communication**

- 4.8.1. Motivational Programs, Social Action, Participation and Training with HR
- 4.8.2. Internal Communication Support and Tools
- 4.8.3. Internal Communication Plan

**4.9. Branding**

- 4.9.1. The Brand and Their Functions
- 4.9.2. Brand Creation (Branding)
- 4.9.3. Brand Architecture

**4.10. Integral Communication Plans**

- 4.10.1. Audit and Diagnosis
- 4.10.2. Elaboration of Communication Plan
- 4.10.3. Measuring results: KPIs and ROI

**Module 5. Organizations: Crisis Management and Social Responsibility**

**5.1. Organisational Design**

- 5.1.1. Organizational Design Concept
- 5.1.2. Organizational structure
- 5.1.3. Types of Organizational Designs

**5.2. Organizational Structure**

- 5.2.1. Main Coordination Mechanisms
- 5.2.2. Departments and Organization Charts
- 5.2.3. Authority and Responsibility
- 5.2.4. Empowerment

**5.3. Corporate Social Responsibility**

- 5.3.1. Social Commitment
- 5.3.2. Sustainable Organizations
- 5.3.3. Business Ethics

**5.4. Social Responsibility in Organizations**

- 5.4.1. CSR Management in Organizations
- 5.4.2. CSR Towards Employees
- 5.4.3. Sustainable Action

**5.5. Reputation Management**

- 5.5.1. Corporative Reputation Management
- 5.5.2. Focus on Brand Reputation
- 5.5.3. Leadership Reputation Management

**5.6. Reputation Risk and Crisis Management**

- 5.6.1. Listening to and Managing Feedback
- 5.6.2. Procedures, Crisis Manual and Contingency Plans
- 5.6.3. Spokesperson Training in Emergency Situations

**5.7. Conflicts in Organizations**

- 5.7.1. Interpersonal Conflicts
- 5.7.2. Conflict Conditions
- 5.7.3. Consequences of Conflicts

**5.8. Lobbies and Pressure Groups**

- 5.8.1. Opinion Groups and Their Actions in Businesses and Institutions
- 5.8.2. Institutional Relations and Lobbying
- 5.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

**5.9. Negotiation**

- 5.9.1. Intercultural Negotiation
- 5.9.2. Negotiation Focuses
- 5.9.3. Effective Negotiation Techniques
- 5.9.4. Restructuring

**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. Marketing and Institutional Communication**
**6.1. Political Action in Institutions**

- 6.1.1. Concept of Institution
- 6.1.2. Types of Institutions and Social Groups
- 6.1.3. Institutional Actions

**6.2. Institutional Marketing**

- 6.2.1. Institutional Markets: Citizens and Entities
- 6.2.2. Institutional Offer
- 6.2.3. Citizen Satisfaction

**6.3. Marketing Plans in the Institutions**

- 6.3.1. Institutional Environment Analysis
- 6.3.2. Objectives of the Institution
- 6.3.3. Strategic and Operational Actions

**6.4. Public Communication**

- 6.4.1. Political Communication Agents
- 6.4.2. Formal Media: Press and Institutions
- 6.4.3. Informal Media: Networks and Opinion Makers

**6.5. Institutional Communication Strategies**

- 6.5.1. Institutional Information Content
- 6.5.2. Institutional Communication Objectives
- 6.5.3. Main Communication Strategies

**6.6. Institutional Policy Agenda Planning**

- 6.6.1. Development of the Institutional Agenda
- 6.6.2. Design of Institutional Campaigns
- 6.6.3. Target Groups of the Campaigns

**6.7. Government communication: Open Government**

- 6.7.1. Open Government Concept
- 6.7.2. Media
- 6.7.3. Types of Messages

**6.8. Political Communication in Democracies**

- 6.8.1. Demand for Information in Democratic Societies
- 6.8.2. Institutions as Sources of Information
- 6.8.3. The media

**6.9. Digital Democracy**

- 6.9.1. Concept of Digital Democracy
- 6.9.2. Social Dialogue on the Internet
- 6.9.3. Elements of Use on the Internet

**6.10. Social Responsibility in Institutions**

- 6.10.1. Human Rights and Social Responsibility
- 6.10.2. Climate Change and Social Responsibility
- 6.10.3. Institutional Ethics

**Module 7. Political Marketing**
**7.1. Social Marketing**

- 7.1.1. Social Marketing
- 7.1.2. Socially Responsible Marketing
- 7.1.3. Social Cause Marketing

**7.2. Introduction to Political and Electoral Marketing**

- 7.2.1. Political Marketing
- 7.2.2. Electoral Marketing
- 7.2.3. Political Market Components

**7.3. Citizens**

- 7.3.1. Social Organizations
- 7.3.2. Organizations and Parties
- 7.3.3. Affiliates and Supporters

**7.4. Social and Political Research**

- 7.4.1. Contents of Social and Political Research
- 7.4.2. Social Research Techniques
- 7.4.3. Results of Social and Political Research

**7.5. Diagnosis of the Social and Political Situation**

- 7.5.1. Analysis of Social and Political Demand
- 7.5.2. Analysis of Political Offers
- 7.5.3. Social and Political Expectations

**7.6. Political Marketing Plan**

- 7.6.1. Introduction
- 7.6.2. Advantages of the Political Marketing Plan
- 7.6.3. Stages of the Political Marketing Plan

**7.7. Analysis of the Political Organization**

- 7.7.1. Internal Analysis of the Political Organization
- 7.7.2. Analysis of Political Competition
- 7.7.3. Analysis of the Social and Political Environment
- 7.7.4. SWOT Political Organization

**7.8. Objectives and Strategies of the Political Marketing Plan**

- 7.8.1. Definition of Objectives
- 7.8.2. Determination of Strategies

**7.9. Political Strategy Action Plan**

- 7.9.1. Contents of the Action Plan
- 7.9.2. Action Measurement Criteria
- 7.9.3. Monitoring Indicators

**7.10. Implementation of the Political Marketing Plan**

- 7.10.1. Management Committee Tasks
- 7.10.2. Execution of the Action Plan
- 7.10.3. Plan Contingencies

**Module 8. Electoral Marketing**

**8.1. Electoral Market Components**

- 8.1.1. Introduction to the Electoral Market
- 8.1.2. Electoral Roll
- 8.1.3. The Electoral Offer: Parties and Coalitions

**8.2. Electoral Behavior**

- 8.2.1. Introduction
- 8.2.2. Voting Trends
- 8.2.3. Voting Motivations

**8.3. Electoral Market Research**

- 8.3.1. Research Contents
- 8.3.2. Qualitative Techniques
- 8.3.3. Quantitative Techniques

**8.4. Voting Intention Studies**

- 8.4.1. Pre-Election Studies
- 8.4.2. Exit Polls
- 8.4.3. Vote Estimates

**8.5. Diagnosis of the Electoral Situation**

- 8.5.1. Electoral Demand Analysis
- 8.5.2. Parties Offer Analysis
- 8.5.3. Candidates Offer Analysis

**8.6. Election Campaign Plan**

- 8.6.1. Introduction
- 8.6.2. Stages of the Electoral Campaign
- 8.6.3. Election Campaign Deadlines

**8.7. Electoral Product**

- 8.7.1. Electoral Program
- 8.7.2. Candidates
- 8.7.3. Political Brands

**8.8. Election Campaign Organization**

- 8.8.1. Election Campaign Committee
- 8.8.2. Work Teams

**8.9. Election Campaign Action Plan**

- 8.9.1. Personal Actions
- 8.9.2. Virtual Actions
- 8.9.3. Electoral Publicity Actions
- 8.9.4. Electoral Action Monitoring

**8.10. Electoral Results**

- 8.10.1. Post-Election Analysis
- 8.10.2. Interpretation of Electoral Results
- 8.10.3. Political and Electoral Consequences of the Result

**Module 9. Leadership and Personal Communication**

**9.1. Communication and Leadership**

- 9.1.1. Leadership and Leadership Styles
- 9.1.2. Motivation
- 9.1.3. Skills and Abilities of the Leader 2.0

**9.2. Interpersonal Communication**

- 9.2.1. Body Language
- 9.2.2. Assertive Communication
- 9.2.3. Interviews

**9.3. Personal and Influential Skills**

- 9.3.1. Impact and Influence
- 9.3.2. Stress Mastery
- 9.3.3. Time Management

**9.4. Strategic Leadership**

- 9.4.1. Leadership Models
- 9.4.2. Coaching
- 9.4.3. Mentoring
- 9.4.4. Transformational Leadership

**9.5. Public Speaking and Spokesperson Training**

- 9.5.1. Interpersonal Communication
- 9.5.2. Communication Skills and Influence
- 9.5.3. Barriers to Personal Communication

**9.6. Power in the Organization**

- 9.6.1. Power within Organizations
- 9.6.2. Structural Power Sources
- 9.6.3. Political Tactics

**9.7. The Managerial Role and CSR**

- 9.7.1. Strategic Vision and Corporate Social Responsibility
- 9.7.2. Systems and Models for Implementing CSR
- 9.7.3. Organization of CSR Roles and Responsibilities

**9.8. Emotional Intelligence**

- 9.8.1. Emotional Intelligence and Communication
- 9.8.2. Assertiveness, Empathy, and Active Listening
- 9.8.3. Self-Esteem and Emotional Language

**9.9. Psychological Profile of the Candidate**

- 9.9.1. Psychology of Leadership
- 9.9.2. Politicians' Personality Typology
- 9.9.3. Expectations About the Ideal Candidate

**9.10. Personal Branding**

- 9.10.1. Strategies to Develop Personal Branding
- 9.10.2. Personal Branding Laws
- 9.10.3. Tools for Creating Personal Brands

**Module 10. Construction of the Political and Electoral Strategy****10.1. Electoral Systems**

10.1.1. Electoral Regulations

**10.2. Data Science and Big Data**

10.2.1. Business Intelligence

10.2.2. Methodology and Analysis of Large Volumes of Data

10.2.3. Data Extraction, Processing, and Loading

**10.3. Political Coaching**

10.3.1. Coaching Concept

10.3.2. Political Coaching Methodologies

10.3.3. Advantages of Political Coaching

**10.4. Political Innovation**

10.4.1. Benefits of Innovation

10.4.2. Sources of Idea Generation

10.4.3. Innovative Ideas and Supports

**10.5. Voter Behavior**

10.5.1. Political Information Processing

10.5.2. Message Evaluation

10.5.3. Voting Decision Models

10.5.4. Voting Decision Times

**10.6. Voter Segmentation**

10.6.1. Voter Characteristics

10.6.2. Mobilized Voters: Loyal and Volatile

10.6.3. Targeting &amp; Microtargeting

**10.7. Political Branding.**

10.7.1. Political Brand Building

10.7.2. Political Brand Importance

10.7.3. Political Branding and Candidate Branding

**10.8. Political Leadership**

10.8.1. Definition

10.8.2. Leadership Styles in Politics

10.8.3. Candidate Positioning

**10.9. Political Messages**

10.9.1. Creative Process in Electoral Campaigns

10.9.2. Core Message: Positioning of the Organization

10.9.3. Tactical Messages: Positive and Negative

**10.10. Content and Storytelling Strategy**

10.10.1. Corporate Blogging

10.10.2. Content Marketing Strategy

10.10.3. Creating a Content Plan

10.10.4. Content Curation Strategy

**Module 11.** The Electoral Campaign: Conventional Tools for Action

**11.1. Electoral Communication**

- 11.1.1. Image in Electoral Campaigns
- 11.1.2. Political Advertising
- 11.1.3. Electoral Communication Plan
- 11.1.4. Electoral Communication Audits

**11.2. Communication Offices**

- 11.2.1. Identifying Opportunities and Information Needs
- 11.2.2. Management of Reports and Spokesperson Interviews
- 11.2.3. Virtual Press Room and e-Communication
- 11.2.4. Buying Advertising Space

**11.3. Public Relations**

- 11.3.1. PR Strategy and Practice
- 11.3.2. Event Organization and Creative Management

**11.4. Political Discourse**

- 11.4.1. Narrative Structure
- 11.4.2. NLP-Based Storytelling
- 11.4.3. Political Oratory

**11.5. Electoral Debates**

- 11.5.1. Preparation: Topics, Interventions and Reactions
- 11.5.2. The Candidate's Image
- 11.5.3. Verbal and Non-Verbal Communication

**11.6. Meetings with Voters**

- 11.6.1. Central Campaign Meeting
- 11.6.2. Sectoral Events
- 11.6.3. Segmented Meetings

**11.7. Election Advertising: 360° Campaigns**

- 11.7.1. Claim Central and Campaign Complementary
- 11.7.2. Election Photos and Videos
- 11.7.3. Media Outlets

**11.8. Campaign Logistics**

- 11.8.1. Organization of Events
- 11.8.2. Physical Distribution of Content
- 11.8.3. Human Resources in Electoral Logistics

**11.9. Electoral Propaganda and Merchandising**

- 11.9.1. Institutional Announcements
- 11.9.2. Election Canvassing
- 11.9.3. Gift Material

**11.10. Campaign Fundraising and Fund Management**

- 11.10.1. Arguments for Collection
- 11.10.2. Collection Activities
- 11.10.3. Crowdfunding Platforms
- 11.10.4. Ethical Management of Funds

**Module 12.** The Election Campaign: Online Tools for Action

**12.1. Social Media Platforms**

- 12.1.1. General, Executive , and Microblogging Platforms
- 12.1.2. Video, Image, and Mobility Platforms

**12.2. Social Media Strategies**

- 12.2.1. Corporate PR and Social Media
- 12.2.2. Defining the Strategy to Be Followed in Each Medium
- 12.2.3. Analysis and Evaluation of Results

**12.3. Social Web**

- 12.3.1. Organization in the Age of Conversation
- 12.3.2. Web 2.0 is all about People
- 12.3.3. Digital Environment and New Communication Formats

**12.4. E-Mail Campaigns Develop**

- 12.4.1. Lists of Subscribers, Leads, and Customers
- 12.4.2. E-Mail Marketing Tools and Resources
- 12.4.3. Online Writing for E-Mail Marketing Campaigns

**12.5. Mobile Marketing**

- 12.5.1. New Consumption and Mobility Habits
- 12.5.2. The SoLoMo Model
- 12.5.3. The 4 S of the Marketing Mix in Mobility

**12.6. Trends in Mobile Marketing**

- 12.6.1. Mobile Publishing
- 12.6.2. Advergaming and Gamification
- 12.6.3. Mobile Geolocalization
- 12.6.4. Augmented Reality

**12.7. Counter-Communication: Fake News**

- 12.7.1. Targets of Fake News in Campaigns
- 12.7.2. Fake News Creation
- 12.7.3. Fake News Dissemination

**12.8. Inbound Political Marketing**

- 12.8.1. How Inbound Political Marketing Works
- 12.8.2. Attraction of Traffic to Political Brand
- 12.8.3. Content Marketing
- 12.8.4. Conversion of Leads to Voters or Constituents

**12.9. Web Analysis**

- 12.9.1. The Fundamentals of Web Analytics
- 12.9.2. Classical media vs. Digital Media
- 12.9.3. The Web Analyst's Basic Methodology

**12.10. Digital Metrics**

- 12.10.1. Basic Metrics
- 12.10.2. Ratios
- 12.10.3. Setting Objectives and KPIs



*Choose TECH. Choose the best program on the market for teachers”*

07

# Methodology

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

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







“

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

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

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

“

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



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





### **A learning method that is different and innovative**

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



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

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

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

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

## Relearning Methodology

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

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

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

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

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



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.



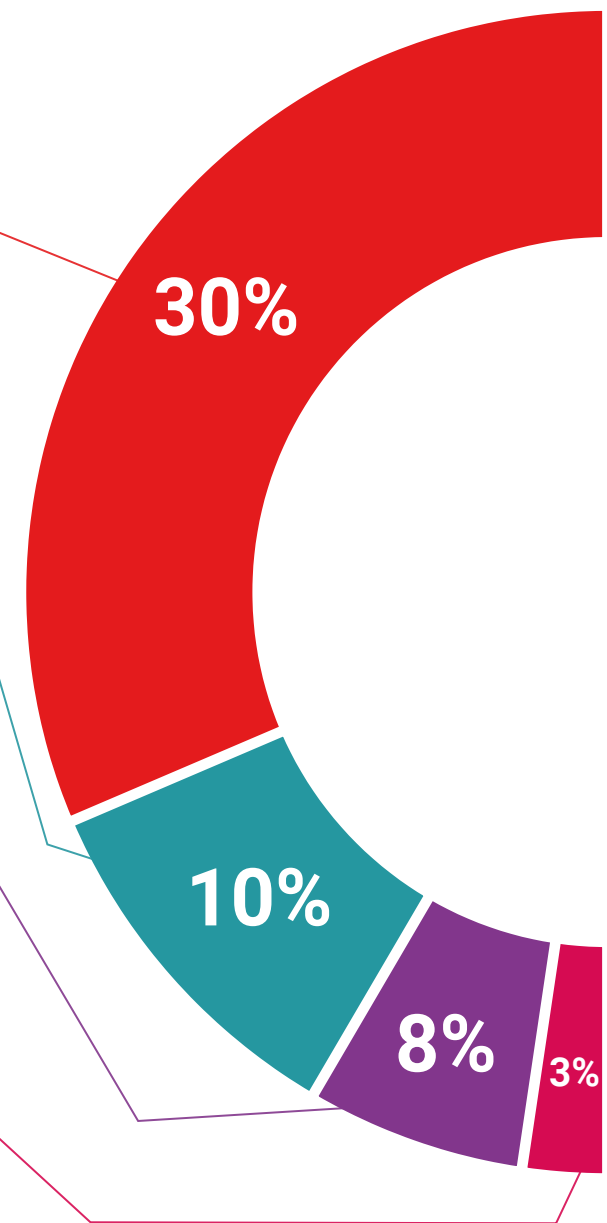
### Management Skills Exercises

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.





08

# Our Students' Profiles

This Executive Master's Degree in Marketing and Political Communications Management is a program aimed at professionals specialized in Journalism and Communications, who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

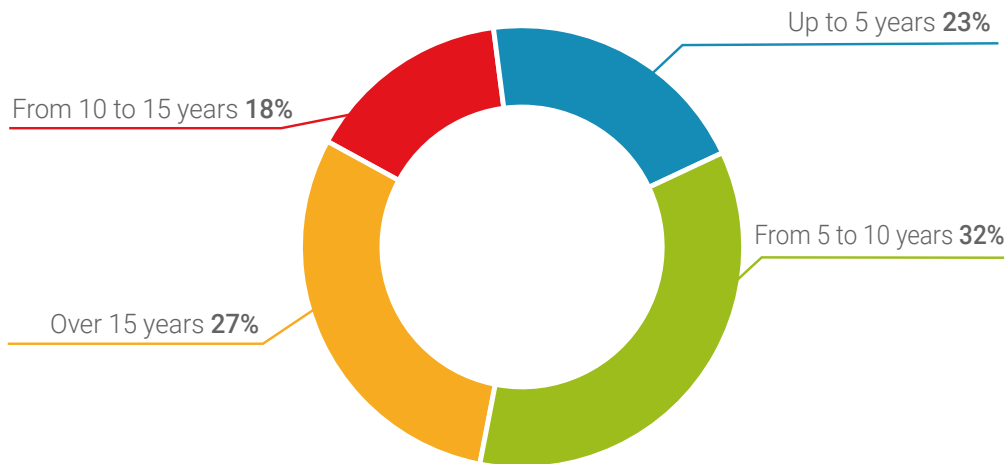
*After completing our program, you will have new career opportunities"*



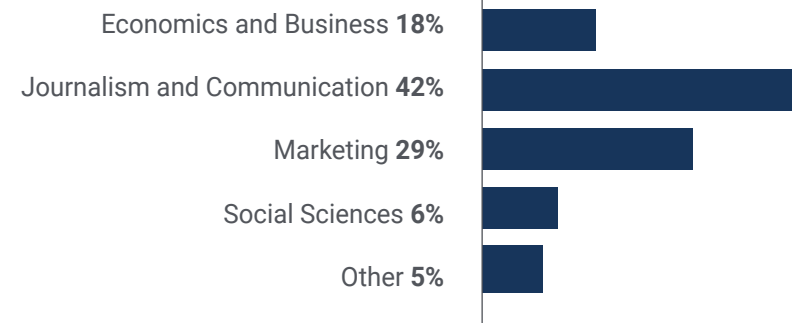
### Average Age

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

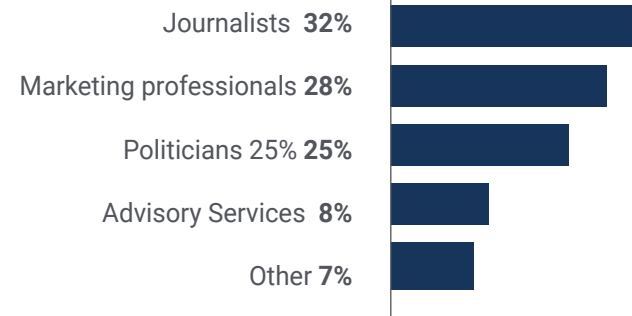
### Years of Experience



### Training

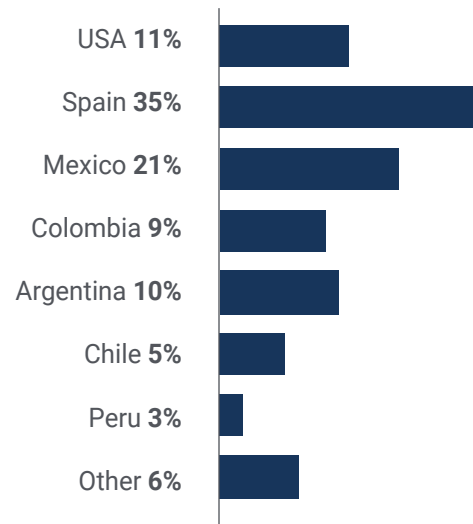


### Academic Profile



## Geographical Distribution

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## Rubén Muñoz

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Head of Political Communication

*"Political communication is a sector that requires a broad specialization to achieve successful campaigns that benefit the image of political parties and their leaders. For this reason, I had been looking for a specialization program for some time to learn about the main trends and innovations in the sector. An opportunity that I found in TECH, thanks to the quality of its syllabus and teachers"*

09

# Course Management

The program's teaching staff includes leading experts in all aspects of Marketing and Political Communications Management, who bring to this program the experience of their years of work. In addition, other leading specialists in related areas participate in its design and elaboration, completing the program in an interdisciplinary way, making it a unique and highly academically enriching experience for the student.





“

*We have the best teaching staff to help you achieve professional success”*

## Management



### Mr. López Rausell, Adolfo

- ◆ Director of TECH Business School
- ◆ Technical Direction in Projects and Market Studies at Investgroup
- ◆ Management at Club Innovation Club of the Valencian Community
- ◆ Degree in Economics and Business Administration from the Universitat de Valencia
- ◆ Diploma in Marketing in ESEM Business School

## Professors

### Mr. Eskibel, Daniel

- ◆ Psychologist and political consultant, world-renowned in political psychology

### Dr Morcillo, Guadalupe

- ◆ Expert in Political Communication
- ◆ D. in Classical Philology
- ◆ Master's Degree in Governance, Political Marketing and Strategic Communication

### Mr. Landero Madroñal, Jordi

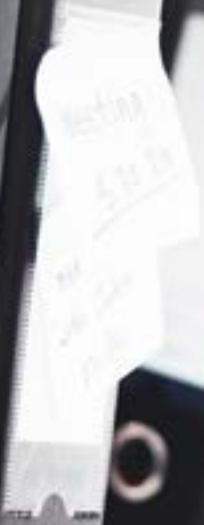
- ◆ Degree in Information Sciences

### Ms. Sanz Campos, Ana

- ◆ Executive and political coaching and mentoring

# MARKETING STRATEGY

Investigate how 20 brands combined their marketing efforts and determine which 100 essential elements of a successful marketing strategy are unique and effective, and how they can be used to create a competitive advantage for your business. This section of the course will be a valuable tool for your business success.



# 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. For this reason, TECH puts all its efforts and tools at your disposal, so that you acquire the necessary skills and abilities that will allow you to achieve this change.







“

*We get involved to the maximum, to help you achieve the professional change you desire”*

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

The Executive Master's Degree in Marketing and Political Communications Management at TECH is an intensive program that prepares students to face challenges and make important creative and strategic decisions to achieve their objectives. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

If the student wants to improve himself, achieve a positive change at a professional level and interact with the best, this is the program for him.

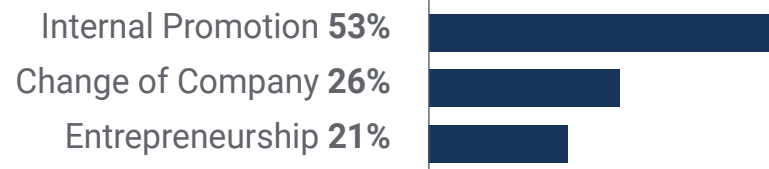
*Specialize with us,  
and increase your  
skills in the design  
and management of  
political campaigns.*

*If you want to make  
a positive change in  
your profession, this  
is your opportunity.*

#### When the change occurs



#### Type of change



## Salary increase

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



11

# Benefits for Your Company

The Executive Master's Degree in Marketing and Political Communications Management contributes to elevate the talent of professionals to their maximum potential, through the specialization of high-level leaders. Therefore, participating in this academic program will improve not only on a personal level, but above all, on a professional level, increasing their education and improving their management and communication skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

*After studying with us, you will be able to contribute new approaches and strategies, which will be a plus in the design of political communication campaigns”.*

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.

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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.

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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 Marketing and Political Communications Management guarantees you, in addition to the most rigorous and updated training, access to a Executive Master's Degree issued by TECH Technological University.



“

*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

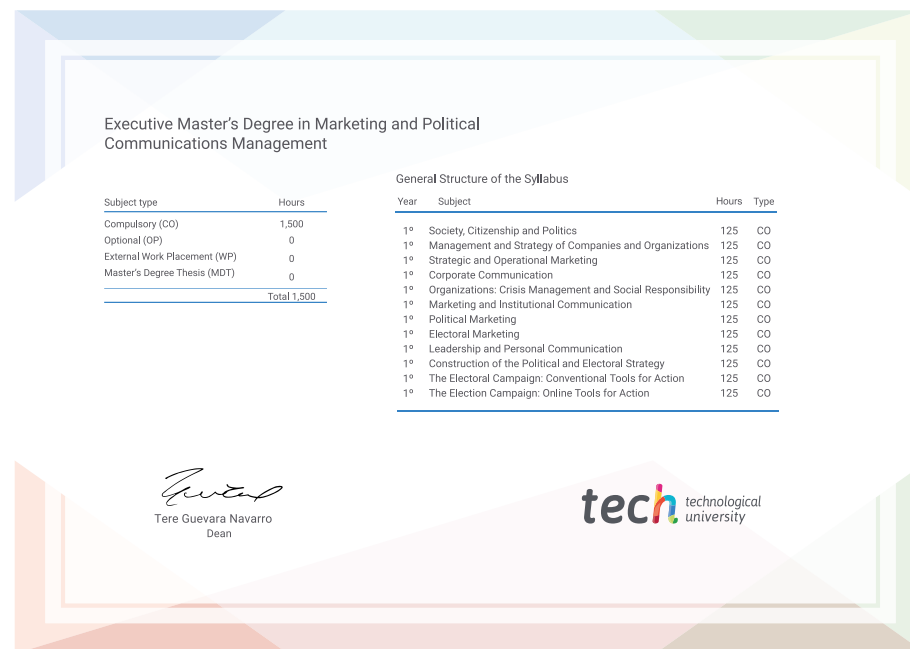
This **Executive Master's Degree in Marketing and Political Communications Management** contains the most complete and updated program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Executive Master's Degree in Marketing and Political Communication Management**

Official N° of hours: **1,500 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.



**Executive Master's  
Degree**  
Marketing and Political  
Communications  
Management

Language: English

Course Modality: Online

Duration: 12 months

Certificate: TECH Technological University

Official N° of hours: 1,500 h

# Executive Master's Degree

## Marketing and Political Communications Management

