Executive Master's Degree

MBA in Corporate Communications Management (CCO, Chief Communications Officer)

tech global university

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Executive Master's Degree
MBA in Corporate Communications Management (CCO, Chief Communications Officer)

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-corporate-communications-management-cco-chief-communications-officer**

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01
Introduction

In the business world, communication plays a key strategic role in the consolidation of corporate identity, reputation management and interaction with different stakeholders. Today, organizations require professionals capable of leading comprehensive communication processes, designing effective strategies and facing the challenges of the digital age. In this context, TECH has developed an innovative university program focused on Corporate Communications Management (CCO). What's more, it is delivered in a convenient fully online format.

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A comprehensive 100% online program that will allow you to delve into the key strategies of Corporate Communication to stand out as a leader in the business world"

Corporate Communication is a fundamental pillar in business strategy, as it helps build and consolidate brand identity, reputation management and the establishment of solid relationships with different stakeholders. In a highly digitalized and globalized world, organizations demand leaders capable of designing effective communication strategies, dealing with reputational crises and managing information in dynamic and changing environments. In addition, the rise of new technologies has transformed communication processes, driving the need to master digital tools, interaction platforms and innovative techniques that enable strategic and effective connection with audiences. Faced with this scenario, professionals in the sector must update their skills and expand their profile to take on roles of greater responsibility within organizations.

With this objective in mind, TECH's MBA in Corporate Communications Management (CCO, Chief Communications Officer) has been created, a program designed to provide participants with advanced knowledge in strategic planning, crisis management, digital communication and corporate branding.

This qualification is delivered in a 100% online format, which gives professionals the flexibility to balance their studies with their work and personal responsibilities. The content is available 24 hours a day, 7 days a week, and can be accessed from any device with an internet connection. In addition, the program uses the Relearning method, facilitating the progressive assimilation of key concepts through repetition.

In addition, renowned International Guest Directorswill deliver in-depth Masterclasses.

This **Executive Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer)** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies presented by experts in Corporate Communication
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Special emphasis on innovative methodologies in the management of Corporate Communication
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Prestigious International Guest Directors will deliver intensive Masterclasses that delve into the latest trends in Corporate Communications Management"

"

Strengthen your strategic knowledge of Corporate Communication with a methodology based on real cases and innovative tools"

Access the most advanced educational methodology to develop leadership and management skills in business communication.

A syllabus based on the groundbreaking Relearning system will help you assimilate complex concepts quickly and flexibly.

Its teaching staff includes professionals from the field of Corporate Communication, who bring to this program their work experience, as well as renowned specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

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Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it relies on an enormous faculty of more than 6,000 professors of the highest international renown.

Study at the world's largest online university and guarantee your professional success. The future starts at TECH"

The world's best online university according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the world's best online university" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method aimed at educating the professionals of the future"

A world-class teaching staff

TECH's teaching staff is made up of more than 6,000 professors with the highest international recognition. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest online educational catalog, one hundred percent online and covering the vast majority of areas of knowledge. We offer a large selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university degrees, in eleven different languages, make us the largest educational largest in the world.

Forbes
Mejor universidad online del mundo

Plan
de estudios más completo

Profesorado
TOP
Internacional

La metodología más eficaz

nº1
Mundial
Mayor universidad online del mundo

The most complete study plans on the university scene

TECH offers the most complete study plans on the university scene, with syllabuses that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously being updated to guarantee students the academic vanguard and the most in-demand professional skills. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use *Relearning* in all its programs. It is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this disruptive educational model is complemented with the "Case Method", thereby setting up a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has managed to become the leading university in employability. 99% of its students obtain jobs in the academic field they have studied, within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

Google Partner

PREMIER 2023

NBA

Universidad online oficial de la **NBA**

4.9/₅
★★★★★
★ global score

99% Garantía de máxima empleabilidad

Google Premier Partner

The American technology giant has awarded to TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition as a Google Premier Partner not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

Syllabus

The content of this Executive Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer) has been designed by a team of experts in business communications and strategic management. Thanks to this, the syllabus covers the main areas of Corporate Communications, including reputation management, strategic planning, branding and digital communications. In addition, the program delves into the most advanced tools and methodologies to optimize communication in business environments, allowing graduates to make informed decisions and successfully manage an organization's image.
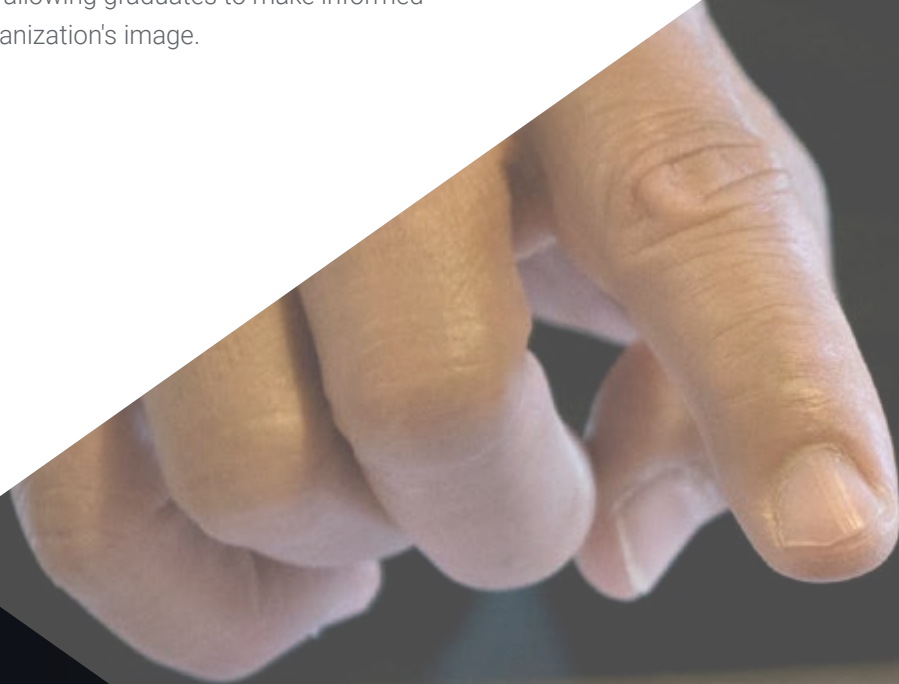
"You will lead Corporate Communication strategies that will strengthen the reputation and positioning of companies in a competitive environment"

Module 1. Organizations Management

1.1. Strategic Management
- 1.1.1. Organizational Design
- 1.1.2. Strategic Position of the Business
- 1.1.3. Competitive and Corporate Strategies

1.2. Corporate Finance
- 1.2.1. Financial Policy and Growth
- 1.2.2. Company Valuation Methods
- 1.2.3. Capital Structure and Financial Leverage
- 1.2.4. Finance for the Global Communications Officer

1.3. Strategic Leadership for Intangible Asset Economy
- 1.3.1. Cultural Alignment Strategies
- 1.3.2. Corporate and Differentiating Leadership
- 1.3.3. Change and Transformation Agent

1.4. Economic Situation
- 1.4.1. The Fundamentals of the Global Economy
- 1.4.2. The Globalization of Companies and Financial Markets
- 1.4.3. Entrepreneurship and New Markets

1.5. Innovation and Digital Transformation
- 1.5.1. Management and Strategic Innovation
- 1.5.2. Creative Thinking and Design Thinking
- 1.5.3. Open Innovation
- 1.5.4. Sharing Economy

1.6. International Context
- 1.6.1. Geopolitics
- 1.6.2. Divisive Markets and Types of Change
- 1.6.3. Hedging with Currency Exchange Contracts
- 1.6.4. Foreign Investments and Exportation Financing

Module 2. Managerial Skills

2.1. Public Speaking and Spokesperson Training
- 2.1.1. Interpersonal Communication
- 2.1.2. Communication Skills and Influence
- 2.1.3. Communication Barriers

2.2. Communication and Leadership
- 2.2.1. Leadership and Leadership Styles
- 2.2.2. Motivation
- 2.2.3. Skills and Abilities of the Leader 2.0.

2.3. Personal Branding
- 2.3.1. Strategies for Personal Brand Development
- 2.3.2. Personal Branding Laws
- 2.3.3. Tools for Creating Personal Brands

2.4. Team Management
- 2.4.1. Work Teams and Management Meetings
- 2.4.2. Managing Change Processes
- 2.4.3. Managing Multicultural Teams
- 2.4.4. Coaching

2.5. Negotiation and Conflict Resolution
- 2.5.1. Effective Negotiation Techniques
- 2.5.2. Interpersonal Conflicts
- 2.5.3. Cross-Cultural Negotiation

2.6. Emotional Intelligence
- 2.6.1. Emotional Intelligence and Communication
- 2.6.2. Assertiveness, Empathy, and Active Listening
- 2.6.3. Self-Esteem and Emotional Language

2.7. Relational Capital: Coworking
- 2.7.1. Managing Human Capital
- 2.7.2. Performance Analysis
- 2.7.3. Managing Equality and Diversity
- 2.7.4. Innovation in People Management

2.8. Time Management
- 2.8.1. Planning, Organization and Control
- 2.8.2. The Methodology of Time Management
- 2.8.3. Action Plans
- 2.8.4. Tools for Efficient Time Management

Module 3. Ethics and Corporate Social Responsibility

3.1.   The Managerial Role and CSR

    3.1.1.   Strategic Vision and Corporate Social Responsibility

    3.1.2.   Balanced Scorecard

    3.1.3.   Systems and Models for Implementing CSR

    3.1.4.   Organization of CSR. Roles and Responsibilities

3.2.   Corporate Responsibility

    3.2.1.   Value Creation in an Economy of Intangibles

    3.2.2.   CSR: Corporate Commitment

    3.2.3.   Social, Environmental, and Economic Impact

3.3.   Responsible Finance and Investment

    3.3.1.   Sustainability and the CFO's Responsibility

    3.3.2.   Transparency in Information

    3.3.3.   Finance and Responsible Investment

    3.3.4.   Social Economy, Cooperativity and Corporate Social Responsibility

3.4.   Business and Environment

    3.4.1.   Sustainable Development

    3.4.2.   Response of Companies to Environmental Problems

    3.4.3.   Waste and Emissions

3.5.   Packaging and Environment

    3.5.1.   Packaging as a Differentiation Business Strategy

    3.5.2.   Encouragement and Communication at the Point of Sale

    3.5.3.   Packaging Design and Future Trends

3.6.   Responsible Management Systems and Tools

    3.6.1.   Social Responsibility Management Systems

    3.6.2.   Integration Systems

    3.6.3.   Quality Management Systems, the Environment and Occupational Health and Safety

    3.6.4.   Audits

3.7.   Multinationals and Human Rights

    3.7.1.   Globalization, Human Rights and Multinational Companies

    3.7.2.   Multinational Companies and International Law

    3.7.3.   Specific Legal Instruments

3.8.   Legal Environment and Corporate Governance

    3.8.1.   International Rules on Importation and Exportation

    3.8.2.   Intellectual and Industrial Property

    3.8.3.   International Labor Law

Module 4. Corporative Communication, Brand Strategy and Reputation

4.1.   Corporate Identity and Strategic Vision

    4.1.1.   Identity and Redefining Business Values

    4.1.2.   Corporate Business Culture

    4.1.3.   Communication Department Challenges

    4.1.4.   Public Image and Projection

4.2.   Corporate Brand Strategy

    4.2.1.   Public Image and Stakeholders

    4.2.2.   Corporate Branding Strategy and Management

    4.2.3.   Corporate Communication Strategy in Line with Brand Identity

4.3.   Reputation Theory

    4.3.1.   Reputation as a Paradigm of a Good Company

    4.3.2.   The Concept of Corporate Reputation

    4.3.3.   Internal Reputation

    4.3.4.   Influence of Internationalization on Corporative Reputation

4.4.   Reputation Evaluation

    4.4.1.   Corporative Reputation Audit

    4.4.2.   *Listed Companies Reputation Monitor*

    4.4.3.   Reputational Good Governance Index

    4.4.4.   Analysis of Sectorial Reputation

4.5.   Reputation Management

    4.5.1.   Corporative Reputation Management

    4.5.2.   Focus on Brand Reputation

    4.5.3.   Leadership Reputation Management

4.6.   Reputation Risk and Crisis Management

    4.6.1.   Listening to and Managing Feedback

    4.6.2.   Procedures, Crisis Manual and Contingency Plans

    4.6.3.   Spokesperson Training in Emergency Situations

4.7. Ethical Sustainability
    4.7.1. Sustainable Criteria and Strategies
    4.7.2. Communication Campaigns with Sustainability Criteria
    4.7.3. Sustainable Brand Positioning and Image
4.8. Brand Metrics and Analysis and Reputation
    4.8.1. Introduction to the Metrics of Corporative Branding
    4.8.2. Internal and External Measurement Indexes
    4.8.3. Brand Management Tools
    4.8.4. Brand Assessment and Ranking

Module 5. Strategic Planning in Corporate Communication

5.1. Strategic Planner
    5.1.1. Strategic Planner: Origins and Functions
    5.1.2. The Strategic Planner in Public Companies, Strategic Consultancies and Communication Companies
    5.1.3. Stakeholder Management
5.2. Planning Models and Schools
    5.2.1. Models for Intangibles Management
    5.2.2. Intangibles and Strategic Plans
    5.2.3. Evaluation of Intangibles
    5.2.4. Reputation and Intangibles
5.3. Qualitative Research in Strategic Planning
    5.3.1. Insight Detection
    5.3.2. Focus Groups for Strategic Planning
    5.3.3. Planning of Strategic Interviews
5.4. Quantitative Research in Strategic Planning
    5.4.1. Data Analysis and Drawing Conclusions
    5.4.2. Use of Psychometric Techniques
    5.4.3. Challenges of Applied Research in Business Communication
5.5. Creative Strategy Formulation
    5.5.1. Explore Alternative Strategies
    5.5.2. Counter Briefing or Creative Briefing
    5.5.3. Branding and Positioning

5.6. Strategic Use of Different Media
    5.6.1. 360º Campaigns
    5.6.2. Launching of New Products
    5.6.3. Social Trends
    5.6.4. Evaluation of Effectiveness
5.7. Trends in Business Communication
    5.7.1. Generation and Distribution of Corporate Content
    5.7.2. Business Communication on the Web 2.0.
    5.7.3. Implementation of Metrics in the Communication Process
5.8. Sponsorship and Patronage
    5.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
    5.8.2. Communication Opportunities and Tangible and Intangible Returns
    5.8.3. Hospitality and Collaboration Actions

Module 6. Management Aspects of Corporate Communication

6.1. Communication in Organizations
    6.1.1. Organizations, People and Society
    6.1.2. Historical Evolution of Organizational Behavior
    6.1.3. Bidirectional Communication
    6.1.4. Communication Barriers
6.2. Structure, Control and Challenges in Communication Management
    6.2.1. Departmental Structure in Communication Management
    6.2.2. Current Trends in Management Models
    6.2.3. Integration of Intangibles
    6.2.4. Communication Department Challenges
6.3. Comprehensive Communication Plans
    6.3.1. Audit and Diagnosis
    6.3.2. Elaboration of Communication Plan
    6.3.3. Measuring Results: KPIs and ROI
6.4. Effects of the Media
    6.4.1. Efficiency of Commercial and Advertising Communication
    6.4.2. Theories on the Effects of the Media
    6.4.3. Social and Co-Creation Models

Module 7. Communication in Specialized Sectors

Module 8. Marketing and Communication

Module 11. Leadership, Ethics and Social Responsibility in Companies

Module 12. People and Talent Management

12.1. Strategic People Management
  12.1.1. Strategic Management and Human Resources
  12.1.2. Strategic People Management
12.2. Human Resources Management by Competencies
  12.2.1. Analysis of the Potential
  12.2.2. Remuneration Policy
  12.2.3. Career/Succession Planning
12.3. Performance Evaluation and Performance Management
  12.3.1. Performance Management
  12.3.2. Performance Management: Objectives and Process
12.4. Innovation in Talent and People Management
  12.4.1. Strategic Talent Management Models
  12.4.2. Talent Identification, Training and Development
  12.4.3. Loyalty and Retention
  12.4.4. Proactivity and Innovation
12.5. Motivation
  12.5.1. The Nature of Motivation
  12.5.2. Expectations Theory
  12.5.3. Needs Theory
  12.5.4. Motivation and Financial Compensation
12.6. Developing High-Performance Teams
  12.6.1. High-Performance Teams: Self-Managed Teams
  12.6.2. Methodologies for the Management of High-Performance Self-Managed Teams
12.7. Change Management
  12.7.1. Change Management
  12.7.2. Type of Change Management Processes
  12.7.3. Stages or Phases in the Change Management Process
12.8. Productivity, Attraction, Retention and Activation of Talent
  12.8.1. Productivity
  12.8.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

13.1. Economic Environment
  13.1.1. Macroeconomic Environment and the National Financial System
  13.1.2. Financial Institutions
  13.1.3. Financial Markets
  13.1.4. Financial Assets
  13.1.5. Other Financial Sector Entities
13.2. Executive Accounting
  13.2.1. Basic Concepts
  13.2.2. The Company's Assets
  13.2.3. The Company's Liabilities
  13.2.4. The Company's Net Worth
  13.2.5. The Income Statement
13.3. Information Systems and Business Intelligence
  13.3.1. Fundamentals and Classification
  13.3.2. Cost Allocation Phases and Methods
  13.3.3. Choice of Cost Center and Impact
13.4. Budget and Management Control
  13.4.1. The Budget Model
  13.4.2. The Capital Budget
  13.4.3. The Operating Budget
  13.4.5. Treasury Budget
  13.4.6. Budget Monitoring
13.5. Financial Management
  13.5.1. The Company's Financial Decisions
  13.5.2. Financial Department
  13.5.3. Cash Surpluses
  13.5.4. Risks Associated with Financial Management
  13.5.5. Financial Administration Risk Management

Module 14. Commercial and Strategic Marketing Management

Module 15. Executive Management

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

04

Teaching Objectives

This Executive Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer) is designed to provide professionals with the strategic tools that will enable them to lead communications in business environments. Throughout the program, topics will range from advanced corporate reputation management to the use of digital technologies to optimize interaction with different stakeholders. Graduates will be qualified to develop innovative communication strategies, manage reputational crises, strengthen corporate branding and enhance the image of organizations in a highly competitive market.

"

After this TECH program, you will be able to lead the Corporate Communication of large organizations and position yourself as a benchmark in the field"

General Objectives

- Develop corporate communication strategies aligned with business objectives, strengthening the organization's reputation and optimizing its relationship with the different stakeholders

- Train professionals in crisis management and emergency communication, providing them with tools to anticipate risks, respond effectively and protect the corporate image

- Implement innovative methodologies in digital communication, branding and public relations, integrating the latest trends and technologies to maximize impact and business visibility

- Enhance leadership and strategic decision-making in the field of communication, developing skills to manage teams, negotiate with stakeholders and lead organizational change

Specific Objectives

Module 1. Fundamentals of Corporate Communication

- Analyze the evolution of Corporate Communication and its impact on business reputation, identifying the key milestones in its development
- Understand the main models and strategies of internal and external communication in organizations, optimizing their implementation

Module 2. Strategy and Reputation Management

- Evaluate the importance of corporate reputation and design strategies to strengthen it in different business sectors
- Implement crisis management and emergency communication plans, minimizing risks and protecting the company's image

Module 3. Digital Communication and Media Strategies

- Develop digital communication strategies, using advanced tools to improve brand visibility and engagement
- Explore the impact of artificial intelligence and big data on Corporate Communication, applying innovative techniques for decision making

Module 4. Marketing, Branding and Positioning

- Design corporate branding strategies that strengthen the visual identity and positioning of the company in the global market
- Optimize the use of social networks and digital media as key channels in brand communication and customer loyalty

Module 5. Leadership and Strategic Communication

- Enhance leadership in Corporate Communication, managing teams and align communication strategy with business objectives
- Apply metrics and measurement tools to evaluate the effectiveness of communication strategies and guarantee their positive impact

Module 6. Management Aspects of Corporate Communication

- Design communication strategies aligned with business objectives, managing their implementation and evaluation
- Foster the ability to lead communication teams within large corporations, optimizing their impact and results

Module 7. Communication in Specialized Sectors

- Develop communication strategies adapted to the specific characteristics of each specialized sector
- Evaluate and manage communication in sectors that require a technical and specialized approach

Module 8. Marketing and Communication

- Integrate key marketing and communication concepts to create campaigns that improve the image and visibility of the brand
- Apply effective communication tools to maximize the reach of marketing strategies

Module 9. Customer Relationship Management

- Manage CRM technology tools that optimize customer relations and data analysis
- Develop skills to segment and personalize interactions with customers, based on their preferences and behaviors

Module 10. Communication Strategy in the Digital World

- Design digital communication strategies in line with market needs and technological advances
- Apply digital communication methods and tools to increase the company's online presence

Module 11. Leadership, Ethics and Social Responsibility in Companies

- Foster social commitment and corporate responsibility in strategic decision making
- Evaluate the social impact of corporate actions and improve corporate reputation through responsible practices

Module 12. People and Talent Management

- Implement talent management strategies that optimize team productivity and satisfaction
- Develop leadership skills to manage and motivate high-performance teams

Module 13. Economic and Financial Management

- Manage the company's financial planning, optimizing available resources
- Develop skills in the analysis and control of financial statements to make informed decisions
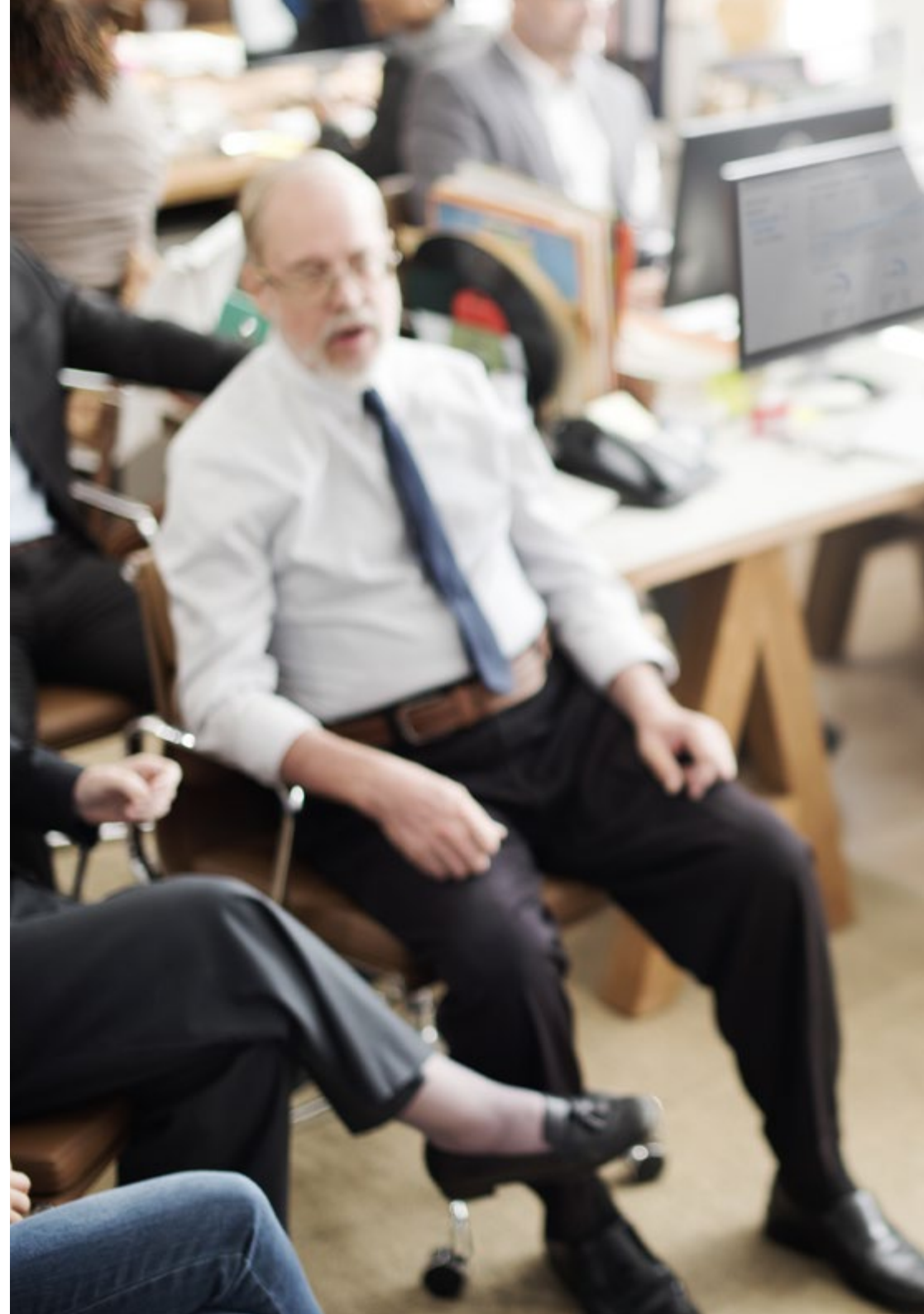
Module 14. Commercial and Strategic Marketing Management

- Design and execute long-term commercial and marketing strategies to guarantee the growth of the company
- Develop sales and marketing plans that increase market share and customer loyalty

Module 15. Executive Management

- Develop management skills to effectively manage resources and teams in the organization
- Improve the strategic and operational capabilities of the manager, optimizing the internal processes of the company

This degree will provide you with the skills necessary to manage high-level Corporate Communication and strengthen the reputation of organizations in a globalized environment"

05
Career Opportunities

This Executive Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer) from TECH represents a unique opportunity for professionals who wish to specialize in the strategic management of communications in companies from all sectors. The growing importance of corporate reputation, digital communication and crisis management has boosted the demand for experts capable of leading effective communication strategies adapted to a dynamic and globalized business environment.

You will lead communication strategies that will enhance the reputation and positioning of organizations in highly competitive markets"

Graduate Profile

Graduates of this TECH Executive Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer) will be highly qualified to lead communications strategies in dynamic business environments. They will master the skills to design, implement and evaluate Corporate Communications plans aligned with the strategic objectives of organizations. Their knowledge of reputation management, branding and digital communication will enable them to optimize the relationship with stakeholders and strengthen the brand image in highly competitive markets. In addition, they will be prepared to manage communication crises, apply innovative tools in internal and external communication, and guarantee a coherent strategy.

You will be able to excel as a Chief Communications Officer, managing corporate reputation and designing strategies that enhance the image and positioning of any organization.

♦ **Leadership in Corporate Communication:** Ability to design communication strategies aligned with business objectives and lead multidisciplinary teams in corporate environments

♦ **Reputation and Crisis Management:** Ability to identify reputational risks, manage communication crises and design image recovery strategies

♦ **Digital Strategy and Social Networks:** Advanced knowledge of digital communication, metrics analysis and social network management to strengthen the corporate image

♦ Internal Communication and Employer Branding: Ability to improve internal communication, strengthen organizational culture and build loyalty among talent within the company

After completing the Executive Master's Degree, you will be able to apply your knowledge and skills in the following roles:

1. **Chief Communications Officer:** Responsible for the overall communication management in large corporations, leading reputation, crisis and branding strategies

2. **Director of Communication and Public Relations:** Designs and manages a company's external and internal communication strategy, ensuring alignment with its business objectives

3. **Corporate Reputation Manager:** Oversees the public perception of the company and develops strategies to improve its image and credibility

4. **Digital Communications Strategist:** Responsible for optimizing the company's digital presence through social networks, content marketing and analysis tools

5. **Communication and Crisis Management Consultant:** Provides advice to companies and organizations on crisis management and emergency communication

6. **Communication Leader in International Organizations:** Represent and manage the communication of governmental institutions, NGOs and multilateral organizations

7. **Brand Manager and Corporate Identity Manager:** Specialist in the creation, development and positioning of brands in national and international markets

8. **Communications Director in Startups and Technology Companies:** Develop positioning and public relations strategies in the technology and innovation sector

9. **Internal Communications and Employer Branding Manager:** Improves organizational culture, strengthens the sense of belonging and builds loyalty among talent within the company

10. **Trends Analyst in Corporate Communication:** Researches and identifies new opportunities in the sector, applying innovation and technology in communication strategies

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

" *At TECH you will NOT have live classes (which you might not be able to attend)*"
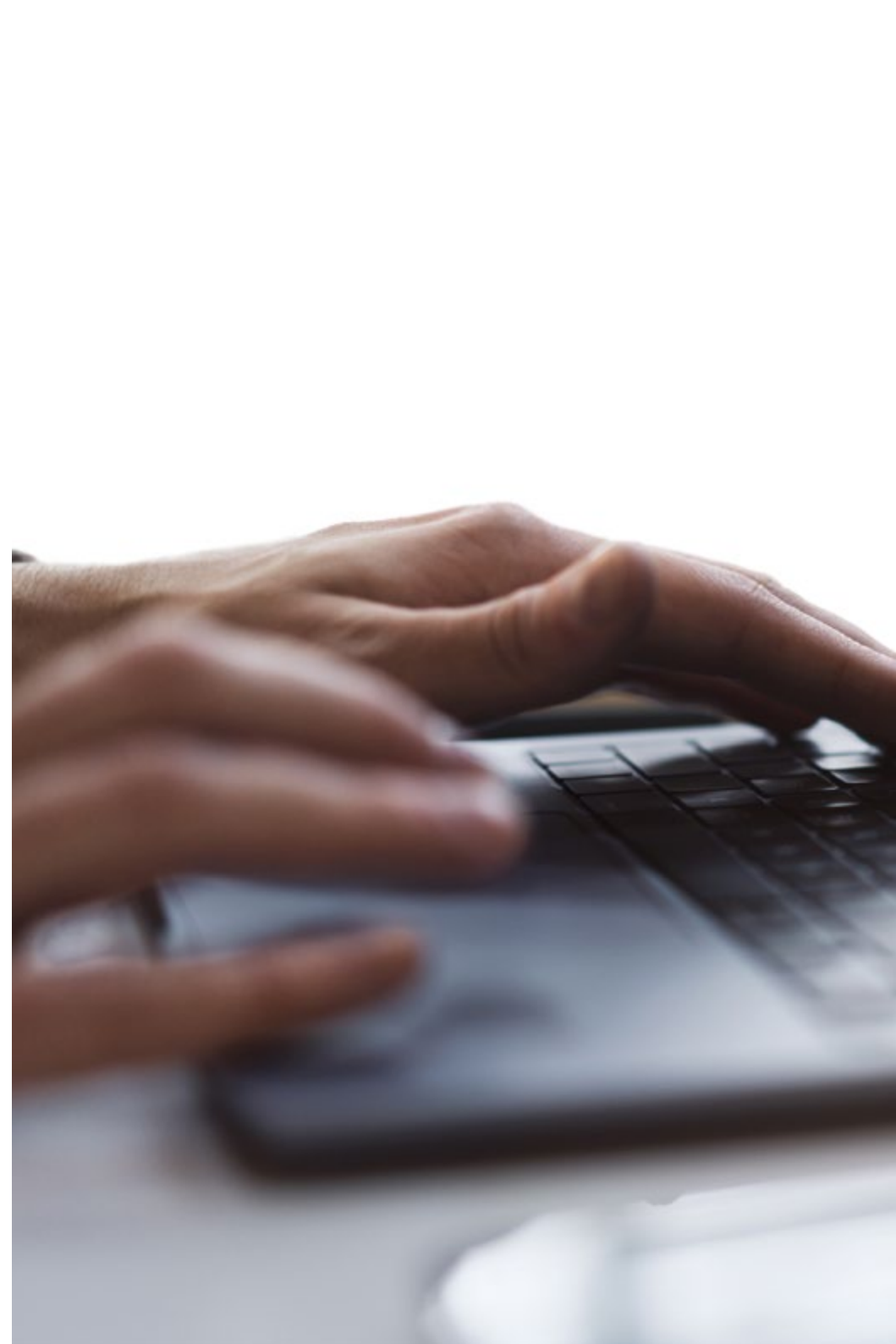
The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

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)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

> *The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%
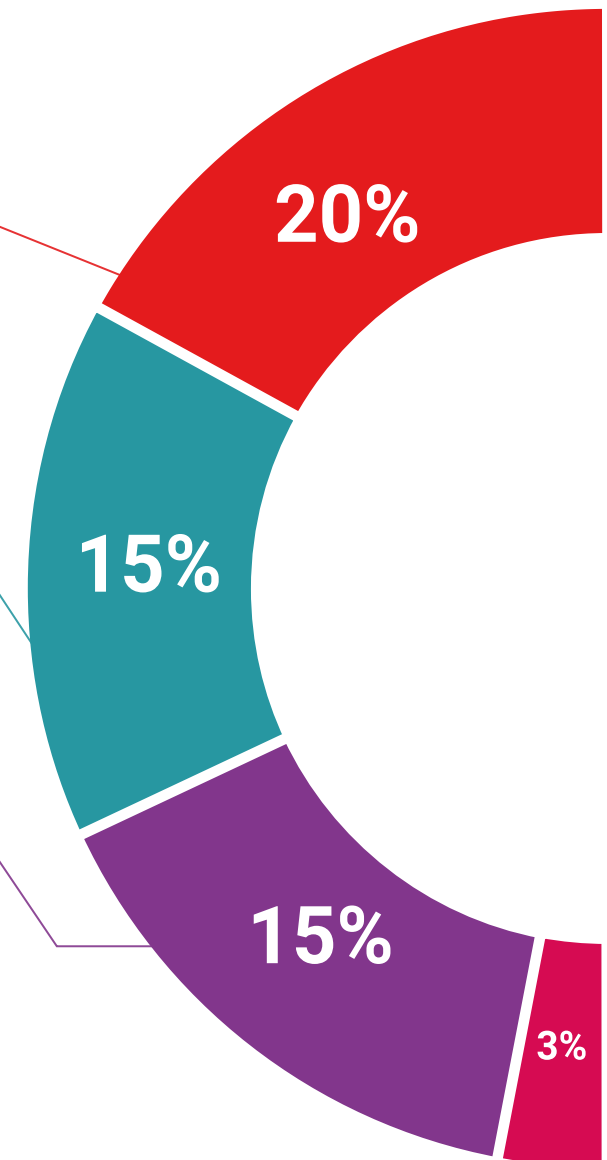
Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

07

Teaching Staff

The lecturers selected by TECH for this Executive Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer) have a unique combination of academic experience and professional career in the field of Corporate Communications. These experts have led communications strategies in multinational companies, public relations agencies and government organizations, providing solid knowledge of reputation management, branding and digital strategies. Not only do they master the most advanced tools and methodologies in business communication, but they have also participated in innovative projects of digital transformation and strategic communication in highly competitive sectors.

"

You will have a teaching staff of renowned prestige and professional experience, who are experts in all Corporate Communication strategies to strengthen the reputation and positioning of companies in the market"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within *Fortune 50* companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse**, **inclusive** and **high-perfoming teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and **value proposition** through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, United States
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, United States
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

" *A unique, key, and decisive educational experience to boost your professional development"*

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **clouds** services **and** end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degre in Environmental Studies from The Evergreen State College

" *Take this opportunity to learn about the latest advances in this field in order to apply it to your daily practice*"

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation**, **Marketing**, **Strategy** and **Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT**, **employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting** a "**cost-effective decarbonization**" and **overhauling** a fragmented **data, digital and technology landscape**. As such, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence,** a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

"
Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige."

International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates** and vendor **prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution.** In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award and the EMEA Best Sales Model Award.**

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst,** Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/ regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization,** including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.

Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, United States
- Senior Manager, B2B Analytics and Technology, Google, United States
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany

"

Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products**, **Merchandising** and **Communication**. All of this linked to
with prestigious brands such as **Giorgio Armani**, **Dolce&Gabbana**, **Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness,, market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel** and **accesories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. From this position, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design**, **Communication** and **Sales departments.**.

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaings.**
He has also been in charge of the **terms**, **costs**, **processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Mr. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

"The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at *Big Data* analysis. In addition, he has held the position of **Director** of *Business Intelligence* at **Red Bull**, covering areas such as *Sales, Distribution, Marketing* and **Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,** in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thereby, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

"

Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and *trailers*.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

"

Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"

International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management.**

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor's Degree in Political Science and Industrial Sociology from the University of KwaZulu-Natal
- Bachelor's Degree in Psychology from the University of South Africa

"

Thanks to this 100% online university program, you will be able to balance your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

Management

Dr. González Fernández, Sara

- Specialist in Institutional and Corporate Communication in several companies
- Audiovisual Editor at Castilla la Mancha Media
- Editor in the Territorial Centre of TVE Andalucía
- Editor at Radio Nacional de España
- Editor at Diario JAÉN
- PhD in Communication from the University of Seville
- Master's Degree in Scriptwriting, Narrative and Audiovisual Creativity from the University of Seville
- Degree in Journalism from the University of Seville
- Member of: Seville Press Association and the Federation of Spanish Journalists' Associations

08 Certificate

The Executive Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer) guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree diploma issued by TECH Global University.

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

This private qualification will allow you to obtain a **MBA in Corporate Communications Management (CCO, Chief Communications Officer)** endorsed by **TECH Global University**, the world's largest online university.
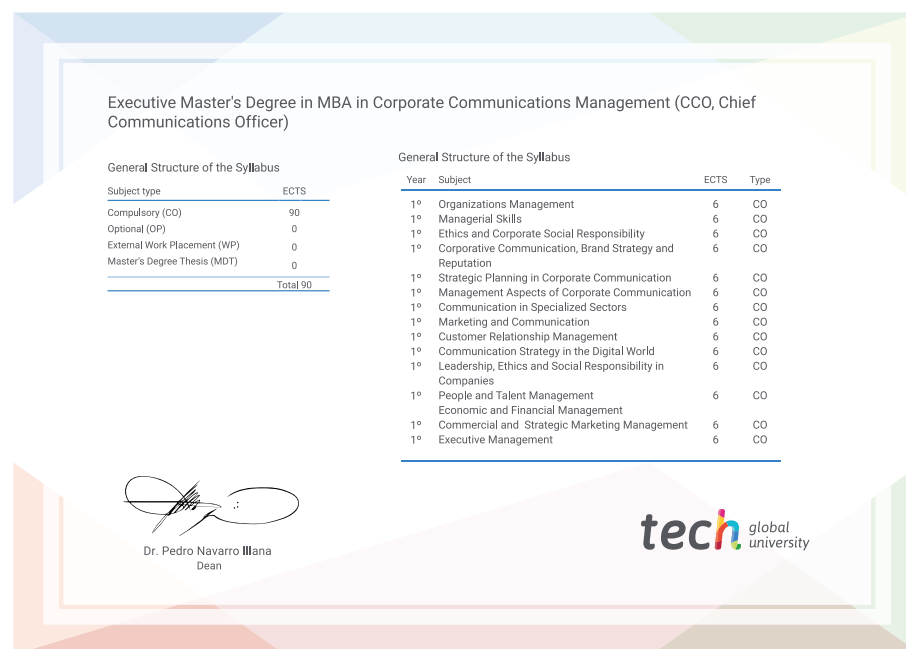
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer)**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**

tech global university

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

Executive Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer)

This is a private qualification of 2,700 hours of duration equivalent to 90 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
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer)

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 90	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Organizations Management	6	CO
1º	Managerial Skills	6	CO
1º	Ethics and Corporate Social Responsibility	6	CO
1º	Corporative Communication, Brand Strategy and Reputation	6	CO
1º	Strategic Planning in Corporate Communication	6	CO
1º	Management Aspects of Corporate Communication	6	CO
1º	Communication in Specialized Sectors	6	CO
1º	Marketing and Communication	6	CO
1º	Customer Relationship Management	6	CO
1º	Communication Strategy in the Digital World	6	CO
1º	Leadership, Ethics and Social Responsibility in Companies	6	CO
1º	People and Talent Management Economic and Financial Management	6	CO
1º	Commercial and Strategic Marketing Management	6	CO
1º	Executive Management	6	CO

Dr. Pedro Navarro Illana
Dean

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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.

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Executive Master's Degree
MBA in Corporate Communications Management (CCO, Chief Communications Officer)

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
MBA in Corporate Communications Management (CCO, Chief Communications Officer)

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