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

M B A C C M C C O

tech *technological university*

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

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **graduates and professionals with demonstrable experience in areas related to communication and institutional or business relations**

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
Welcome

Communication, at an integral level, plays a crucial role in fulfilling company objectives. This powerful weapon can be used to direct a specific message in different channels, such as social networks or the media, among others, expressing the values, mission and vision of the business. Thus, it becomes essential to have professionals who understand the influence of this type of tools from a global point of view. For this reason, this program will provide the necessary tools for the development of the manager in a field of work that is in increasing professional demand. Due to the content that students will study during this program, they will be able to position themselves as Chief Communications Officer of any large company. In addition, it will feature exclusive Masterclasses by a prestigious international expert as Guest Director.

MBA in Corporate Communications Management (CCO, Chief Communications Officer)
TECH Technological University

"
Acquire the skills necessary for successful communication management with this program's comprehensive Masterclasses by a renowned International Guest Director"

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 center for intensive managerial skills education.

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 balances 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.

+100000 executives prepared 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.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

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

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

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

You will 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 fields 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 You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04
Objectives

This program is designed to strengthen management and leadership skills in Corporate Communication, as well as to develop new competencies and skills that will be essential in your professional development. After the program, they will be equipped to make global decisions with an innovative perspective and an international vision.

One of our fundamental objectives is to help you develop the essential skills to strategically manage business communication"

**TECH makes the goals of their students their own goals too
Working together to achieve them**
This **MBA in Marketing Management (CCO, Chief Marketing Officer)** will prepare students to:

01 Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence

03 Strengthen leadership skills and competencies of future asset managers

02 Describe the strategic role of integrated and consistent communication with all the Stakeholders

04 Establish techniques for creating a personal and professional brand

05 Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business

07 Establish complex communication strategies to achieve a link with all audiences

06 Plan and implement integral communication plans

08 Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches

09

Describe the essential elements of corporate communication management

10

Explore the characteristics of communication in specific sectors

11

Understand the international context within which the company operates

12 Acquire the necessary management skills to carry out correct corporate communication

13 Be able to manage teams and resolve any workplace conflicts

14 Plan and create strategies for brand awareness and customer loyalty

05
Skills

After passing the assessments for the MBA in Corporate Communications Management (CCO, Chief Communications Officer) program, students will have acquired the necessary skills to provide quality and up-to-date practice based on the most innovative teaching methodology. In this way, and thanks to the innovative and highly efficient approach of this program, the students will have the necessary skills to position themselves as a prestigious manager in the area of corporate communications (Chief Communications Officer).

"A program with a fresh approach that will prepare you to work successfully as a Chief Communications Officer (CCO) in companies of all sizes"

01 Perform appropriate communication using the most advanced digital tools

04 Apply the creative processes to the field to corporate communication

02 Implement integral communication plans

03 Apply the necessary techniques for managing a communication department within different companies and institutions

05 Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business

06 Identify the audiences of media communication. Efficiently manage all aspects of the communication department of any organization

08 Design innovative strategies and policies to improve management and business efficiency

09 Plan and implement integral communication plans

07 Draw up a roadmap in terms of sustainability, transparency and social economy that will allow the company to adapt to the global ecological framework of the sector in question

10 Elaborate texts based on the structural and linguistic conventions of each textual typology

11 Implement management models which allow you to optimize internal communication

12 Identify the company environment and their target audience

13 Establish complex communication strategies to achieve a link with all audiences

14   Manage the company's reputation

15   Use social networks and *e-mobile* as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

16   Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence

Structure and Content

This MBA in Corporate Communications Management (CCO, Chief Communications Officer) includes innovative and highly specialized content designed with the needs of professionals in the sector in mind. With an eminently practical, technical and business approach, the program's syllabus covers all the necessary aspects to practice communication management in an efficient and successful way.

"Our comprehensive syllabus will allow you to acquire the knowledge required to develop successfully in the field of corporate communication"

Syllabus

The MBA in Corporate Communications Management (CCO, Chief Communications Officer) of TECH Technological University is an intensive program that prepares you to face decisions in business communication. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Through 2700 hours of study, you will analyze a multitude of practical cases through individual work, achieving an effective learning process that will be very useful for your daily work. It is, therefore, an authentic immersion in real business situations.

This master's degree deals in depth with different areas of the company and is designed to specialize managers who understand corporate communication from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs 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 skills to solve critical situations, creatively and efficiently.

This MBA Degree takes place over 12 months and is divided into three main blocks:

Module 1	Organizations Management
Module 2	Managerial Skills
Module 3	Ethics and Corporate Social Responsibility
Module 4	Corporative Communication, Brand Strategy and Reputation
Module 5	Strategic Planning in Corporate Communication
Module 6	Management Aspects of Corporate Communication
Module 7	Communication in Specialized Sectors
Module 8	Marketing and Communication
Module 9	Customer Relationship Management
Module 10	Communication Strategy in the Digital World
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	People and Talent Management
Module 13	Economic and Financial Management
Module 14	Commercial and Strategic Marketing Management
Module 15	Executive Management

Where, When and How is it Taught?

TECH offers the possibility of taking this MBA in Corporate Communications Management (CCO, Chief Revenue Officer) completely online. Throughout the 7 months of the educational program, the students 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. 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 Education
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. Intercultural 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 Responsibility of the Financial Manager
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 Public Businesses, Strategic Consultancies and Communication Companies
5.1.3. Stakeholders 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 Group 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. Contrabriefing 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. Managing 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. Integral 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

6.5. Press Offices and Their Relationship with Communication Media
6.5.1. Identifying Opportunities and Information Needs
6.5.2. Management of Reports and Spokesperson Interviews
6.5.3. Virtual Press Room and e-Communication
6.5.4. Buying Advertising Space

6.6. Public Relations
6.6.1. PR Strategy and Practice
6.6.2. Protocol and Ceremonial Rules
6.6.3. Event Organization and Creative Management

6.7. Lobbies and Pressure Groups
6.7.1. Opinion Groups and Their Actions in Businesses and Institutions
6.7.2. Institutional Relations and *Lobbying*
6.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

6.8. Internal Communication
6.8.1. Motivation, Social Action, Participation and Training Programs with HR.
6.8.2. Internal Communication Support and Tools
6.8.3. Internal Communication Plan

6.9. Branding & Naming
6.9.1. Brand Management and Coordination in Launching of New Products
6.9.2. Brand Repositioning

6.10. Audience Forecasting and Data Sources
6.10.1. Measurement Units and Audience Profiles
6.10.2. Affinity, Share, Rating and GRP´s
6.10.3. Current Suppliers in the Advertising Market

Module 7. Communication in Specialized Sectors

7.1. Financial Communication
7.1.1. Value of Intangibles
7.1.2. Financial Communication in Listed Companies
7.1.3. The Issuers of the Financial Communication
7.1.4. Public Objective in Financial Operations

7.2. Political and Electoral Communication
7.2.1. Image in Political and Electoral Campaigns
7.2.2. Political Advertising
7.2.3. Political and Electoral Communication Plan
7.2.4. Electoral Communication Audits

7.3. Communication and Health
7.3.1. Journalism and Health Information
7.3.2. Interpersonal and Group Communication in the Field of Health
7.3.3. Communication Risk and Communicative Management in a Health Crisis

7.4. Digital Culture and Hypermedia Museography
7.4.1. Production and Diffusion of Art in the Digital Era
7.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
7.4.3. Constructive Participation in the Digital Culture

7.5. Communication at the Forefront of Public Organizations
7.5.1. Communication in the Public Sector
7.5.2. Strategy and Creation in Public Organization Communications
7.5.3. Intangible Assets in the Public Sector
7.5.4. Information Policy of Public Organizations

7.6. Communications in Non-Profit Organizations
7.6.1. NPO and Relationship with Government Agencies
7.6.2. Corporative Reputation in Non-Profit Organizations
7.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
7.6.4. Different Figures and Communication Media

Module 8. Marketing and Communication

8.1. Product Placement and Branded Content
8.1.1. Unique Forms of Communication and Brand Placement
8.1.2. Concepts, Products and Services in User-Friendly Media

8.2. Digital Media Planning and Contracting
8.2.1. *Real Time Bidding*
8.2.2. Integrated Digital Campaign Planning
8.2.3. Advertising Investment Control Scorecard

8.3. Promotional Marketing
8.3.1. Consumer Promotions
8.3.2. Sales Force, Channel, Point of Sale and Special Promotions
8.3.3. Success and Cost-Effectiveness of Promotional Actions

8.4. Planning, Execution and Measurement of SEM Campaigns
8.4.1. Search Engine Marketing
8.4.2. Conversion of Traffic to Qualified Traffic
8.4.3. SEM Project Management

8.5. Metrics and Results Analysis in Public Digital Campaigns
8.5.1. Ad servers
8.5.2. Traditional Metrics in Digital GRPs
8.5.3. Crossmedia and Interactions

8.6. Display Advertising, Rich Media and Viral Publicity
8.6.1. Media, Formats and Supports
8.6.2. Conversion Funnel
8.6.3. Buzz Marketing and WOM

8.7. Mobile Marketing, Geo-localization and Internet TV
8.7.1. New Mobile Marketing Applications
8.7.2. Geo-localization
8.7.3. Applications which Integrate Websites, Geotagging and Mobile

8.8. Advertising Effectiveness
8.8.1. Research Techniques and Tracking Campaigns
8.8.2. Coverage and Effective Frequency Analysis
8.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

Module 9. Customer Relationship Management

9.1. CRM and Relational Marketing
9.1.1. Business Philosophy or Strategic Orientation
9.1.2. Customer Identification and Differentiation
9.1.3. The Company and its Stakeholders
9.1.4. Clienting

9.2. Database Marketing and Customer Relationship Management
9.2.1. Database Marketing Applications
9.2.2. Information Sources, Storage, and Processing

9.3. Consumer Psychology and Behavior
9.3.1. The Study of Consumer Behavior
9.3.2. Internal and External Consumer Factors
9.3.3. Consumer Decision Process
9.3.4. *Consumerism*, Society, Marketing, and Ethics

9.4. Consumer Centric Marketing
9.4.1. Segmentation
9.4.2. Profitability Analysis
9.4.3. Customer Loyalty Strategies

9.5. CRM Management Techniques
9.5.1. Direct Marketing
9.5.2. Multichannel Integration
9.5.3. Viral Marketing

9.6. Advantages and Risks of Implementing CRM
9.6.1. CRM, Sales and Costs
9.6.2. Customer Satisfaction and Loyalty
9.6.3. Technology Implementation
9.6.4. Strategic and Management Errors

Module 10. Communication Strategy in the Digital World

10.1. Web 2.0 or the Social Web
10.1.1. Organization in the Age of Conversation
10.1.2. Web 2.0 Is All About People
10.1.3. Digital Environment and New Communication Formats

10.2. Digital Communication and Reputation
10.2.1. Online Reputation Report
10.2.2. Netiquette and Good Practices on Social Media
10.2.3. Branding and Networking 2.0

10.3. Designing and Planning an Online Reputation Plan
10.3.1. BORRAR
10.3.2. Brand Reputation Plan
10.3.3. General metrics, ROI, and Social CRM
10.3.4. Online Crisis and Reputational SEO

10.4. Generalist, Professional and Microblogging Platforms
10.4.1. Facebook
10.4.2. LinkedIn
10.4.3. Twitter

10.5. Video, Image, and Mobility Platforms
10.5.1. YouTube
10.5.2. Instagram
10.5.3. Flickr
10.5.4. Vimeo
10.5.5. Pinterest

10.6. Content and *Storytelling* Strategy
10.6.1. Corporate Blogging
10.6.2. Content Marketing Strategy
10.6.3. Creating a Content Plan
10.6.4. Content Curation Strategy

10.7. Social Media Strategies
10.7.1. Corporate PR and Social Media
10.7.2. Defining the Strategy to be Applied in Each Medium
10.7.3. Analysis and Evaluation of Results

10.8. *Community Management:*
10.8.1. Functions, Duties, and Responsibilities of the Community Manager
10.8.2. Social Media Manager
10.8.3. Social Media Strategist

10.9. Social Media Plan
10.9.1. Designing a Social Media Plan
10.9.2. Schedule, Budget, Expectations, and Monitoring
10.9.3. Contingency Protocol in Case of Crisis

10.10. Online Monitoring Tools
10.10.1. Management Tools and Desktop Applications
10.10.2. Monitoring and Research Tools

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1. Globalization and Governance
11.1.1. Governance and Corporate Governance
11.1.2. The Fundamentals of Corporate Governance in Companies
11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

11.2. Cross Cultural Management
11.2.1. Cross Cultural Management Concept
11.2.2. Contributions to Knowledge of National Cultures
11.2.3. Diversity Management

11.3. Sustainability
11.3.1. Sustainability and Sustainable Development
11.3.2. The 2030 Agenda
11.3.3. Sustainable Companies

11.4. Corporate Social Responsibility
11.4.1. International Dimensions of Corporate Social Responsibility
11.4.2. Implementing Corporate Social Responsibility
11.4.3. The Impact and Measurement of Corporate Social Responsibility

11.5. Responsible Management Systems and Tools
11.5.1. CSR: Corporate Social Responsibility
11.5.2. Essential Aspects for Implementing a Responsible Management Strategy
11.5.3. Steps for the Implementation of a Corporate Social Responsibility Management System
11.5.4. CSR Tools and Standards

11.6. Multinationals and Human Rights
11.6.1. Globalization, Multinational Companies and Human Rights
11.6.2. Multinational Corporations and International Law
11.6.3. Legal Instruments for Multinationals in the Area of Human Rights

11.7. Legal Environment and Corporate Governance
11.7.1. International Rules on Importation and Exportation
11.7.2. Intellectual and Industrial Property
11.7.3. International Labor Law

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

13.6. Financial Planning
13.6.1. Definition of Financial Planning
13.6.2. Actions to be Taken in Financial Planning
13.6.3. Creation and Establishment of the Business Strategy
13.6.4. The Cash Flow Table
13.6.5. The Working Capital Table

13.7. Corporate Financial Strategy
13.7.1. Corporate Strategy and Sources of Financing
13.7.2. Financial Products for Corporate Financing

13.8. Strategic Financing
13.8.1. Self-financing
13.8.2. Increase in Equity
13.8.3. Hybrid Resources
13.8.4. Financing Through Intermediaries

13.9. Financial Analysis and Planning
13.9.1. Analysis of the Balance Sheet
13.9.2. Analysis of the Income Statement
13.9.3. Profitability Analysis

13.10. Analyzing and Solving Cases/ Problems
13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Commercial and Strategic Marketing Management

14.1. Commercial Management
14.1.1. Conceptual Framework of Commercial Management
14.1.2. Business Strategy and Planning
14.1.3. The Role of Sales Managers

14.2. Marketing
14.2.1. The Concept of Marketing
14.2.2. The Basic Elements of Marketing
14.2.3. Marketing Activities in Companies

14.3. Strategic Marketing Management
14.3.1. The Concept of Strategic Marketing
14.3.2. Concept of Strategic Marketing Planning
14.3.3. Stages in the Process of Strategic Marketing Planning

14.4. Digital Marketing and e-Commerce
14.4.1. Digital Marketing and E-commerce Objectives
14.4.2. Digital Marketing and Media Used
14.4.3. E-Commerce General Context
14.4.4. Categories of E-commerce
14.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce

14.5. Digital Marketing to Reinforce a Brand
14.5.1. Online Strategies to Improve Your Brand's Reputation
14.5.2. Branded Content and Storytelling

14.6. Digital Marketing to Attract and Retain Customers
14.6.1. Loyalty and Engagement Strategies through the Internet
14.6.2. Visitor Relationship Management
14.6.3. Hypersegmentation

14.7. Managing Digital Campaigns
14.7.1. What is a Digital Advertising Campaign?
14.7.2. Steps to Launch an Online Marketing Campaign
14.7.3. Mistakes in Digital Advertising Campaigns

14.8. Sales Strategy
14.8.1. Sales Strategy
14.8.2. Sales Methods

14.9. Digital Communication and Reputation
14.9.1. Online Reputation
14.9.2. How to Measure Digital Reputation?
14.9.3. Online Reputation Tools
14.9.4. Online Reputation Report
14.9.5. Online Branding

Module 15. Executive Management

15.1. General Management
15.1.1. The Concept of General Management
15.1.2. The Role of the CEO
15.1.3. The CEO and their Responsibilities
15.1.4. Transforming the Work of Management

15.2. Manager Functions: Organizational Culture and Approaches
15.2.1. Manager Functions: Organizational Culture and Approaches

15.3. Operations Management
15.3.1. The Importance of Management
15.3.2. Value Chain
15.3.3. Quality Management

15.4. Public Speaking and Spokesperson Education
15.4.1. Interpersonal Communication
15.4.2. Communication Skills and Influence
15.4.3. Communication Barriers

15.5. Personal and Organizational Communications Tools
15.5.1. Interpersonal Communication
15.5.2. Interpersonal Communication Tools
15.5.3. Communication in the Organization
15.5.4. Tools in the Organization

15.6. Communication in Crisis Situations
15.6.1. Crisis
15.6.2. Phases of the Crisis
15.6.3. Messages: Contents and Moments

15.7. Preparation of a Crisis Plan
15.7.1. Analysis of Possible Problems
15.7.2. Planning
15.7.3. Adequacy of Personnel

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.
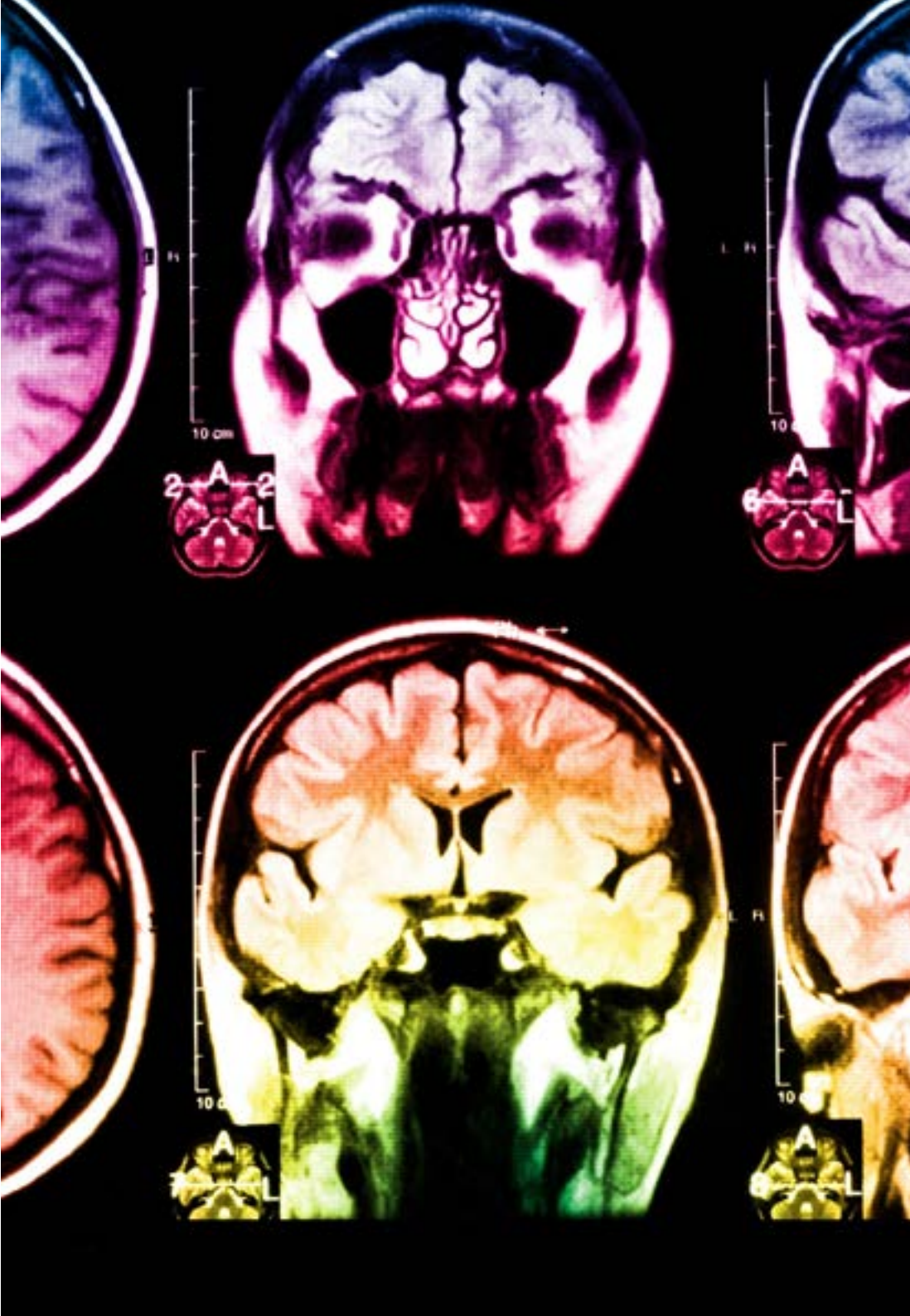
This program offers the best educational material, prepared with professionals in mind:
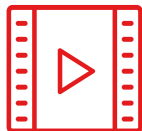
Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%
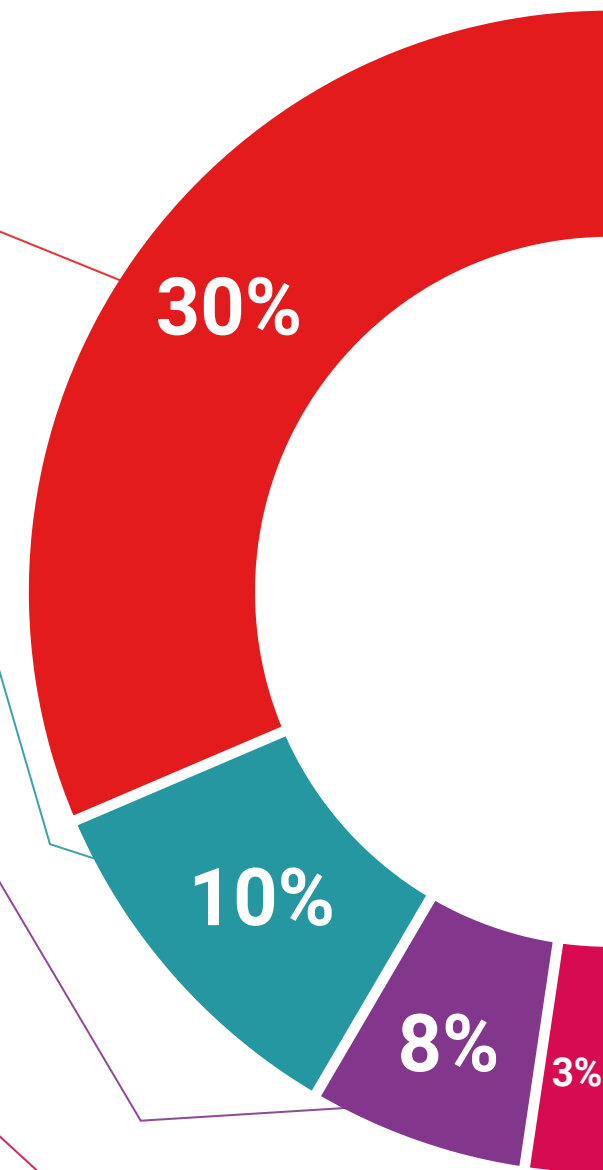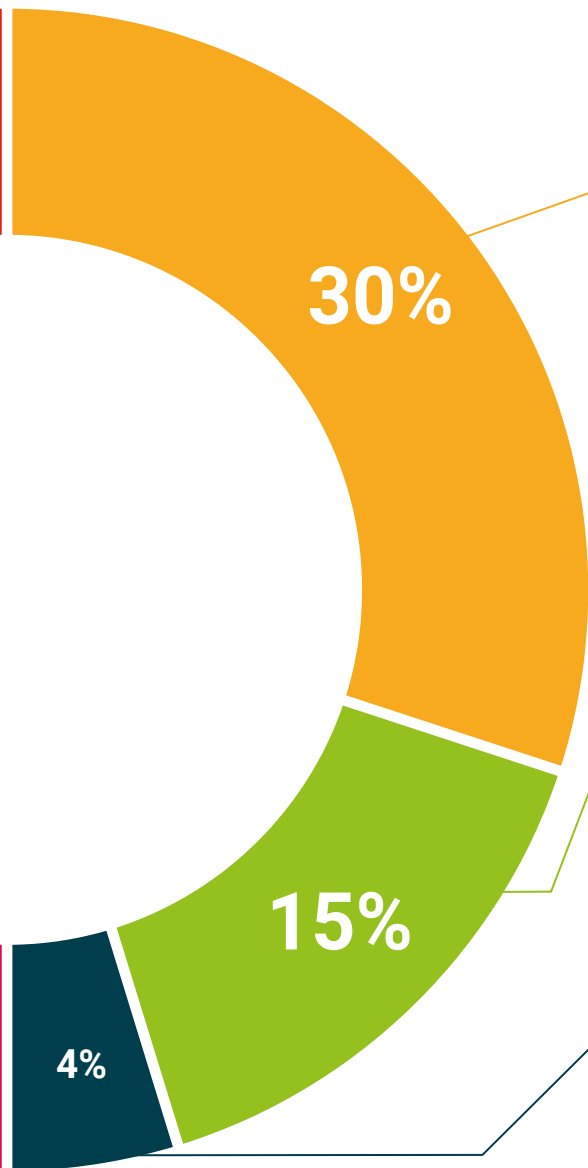
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Our Students' Profiles

This MBA in Corporate Communications Management (CCO, Chief Operating Officer) program is aimed at professionals in the field of communication who want to update their knowledge, discover new ways to manage information and communication in businesses and advance in their professional career. The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program, which is undoubtedly a plus for anyone wishing to develop in an international environment.

" *If you have experience in the communication sector, and are looking for an interesting career boost while continuing to work, then this is the program for you"*

Average Age

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

Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

10 to 15 years **35%**

5 to 10 years **32%**

Training

Economics and Business **17%**

Journalism **35%**

Marketing **27%**

Social Sciences **8%**

Other **13%**

Educational Profile

Communication Managers **23%**

Journalists **33%**

Entrepreneurs **11%**

Heads of Marketing **25%**

Other **8%**
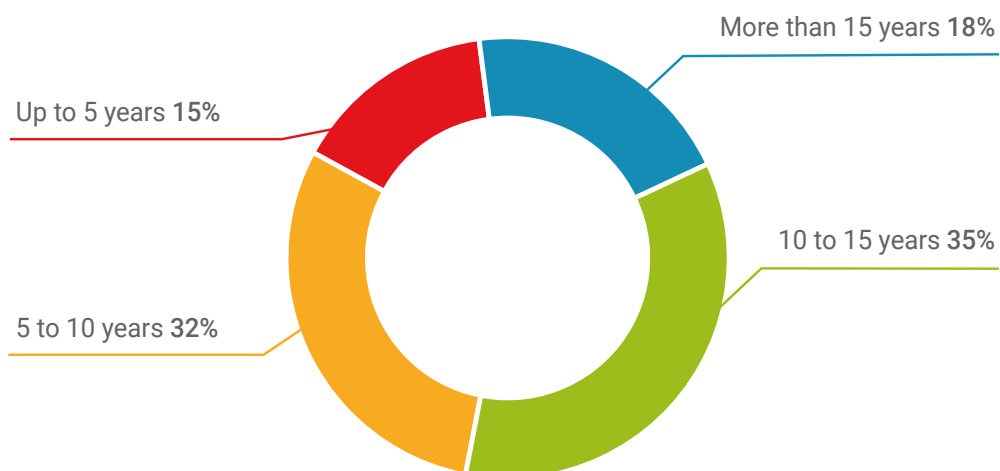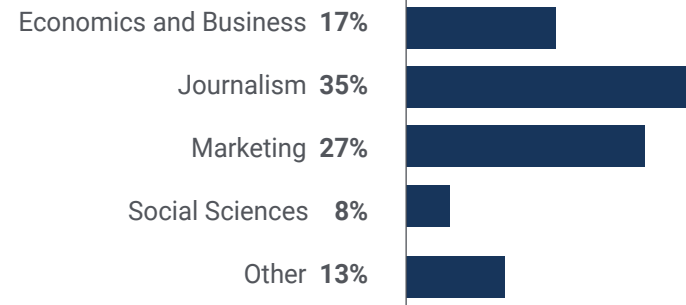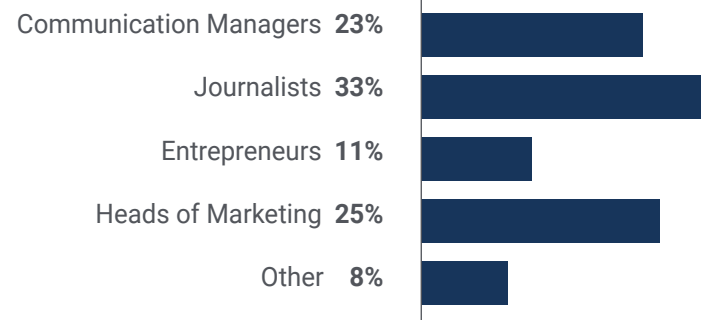
Geographical Distribution

Country	%
USA	9%
Spain	38%
Mexico	21%
Colombia	7%
Chile	5%
Argentina	12%
Peru	2%
Other	6 %
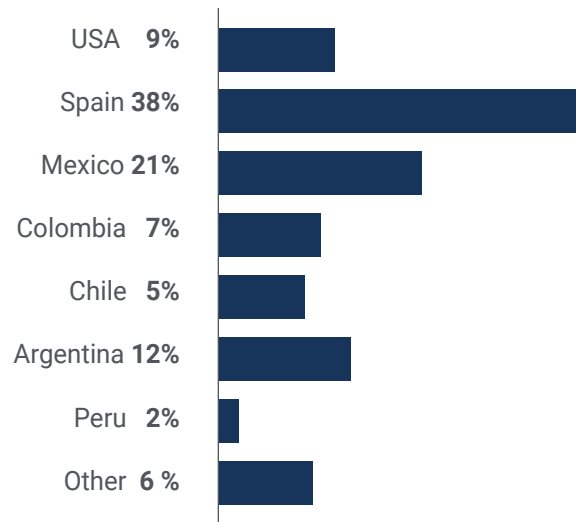
José Huertas

Head of Communication

"The world of communication has a series of characteristics which you can only learn through working in the field and in the area of corporate communication, this premise is even more important. However, thanks to this MBA at TECH, I have been able to update my knowledge on the latest developments in the sector and apply everything I have learnt to my daily work, achieving great things in very little time"

Course Management

The teaching staff of this MBA is composed of highly specialized and experienced professionals in the field of corporate communications. In fact, their expertise covers a wide range of areas, from Public Relations to crisis management, including digital communication strategies and *branding*. Therefore, these experts not only possess in-depth theoretical knowledge, but are also committed to academic excellence and the practical application of communication principles in real business environments.

"

The goal of the faculty will be to empower you to become a strategic leader in the field of corporate communication in a constantly evolving business world"

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 of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

Thanks to TECH, you will be able to learn with the best professionals in the world"

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 NBC Universal 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 HR 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 is now a graduate of the University of Miami.

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, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- 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
- Graduated in Organizational Communication from the University of Miami

" *TECH counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in the most cutting-edge companies in the global market*"

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 h**as 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.

D. 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
- B.S. in Environmental Studies from The Evergreen State College

" *Take the opportunity to learn about the latest advances in this field 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.** Thus, 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, UK
- 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
- Graduate of the University of Leeds
- Graduate Diploma 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, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

"

Bet on TECH! You will have access to the best didactic 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**. In this 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).

Ms. 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 Dataanalysis**. 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. Thus, 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 best online university in the world 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.
- M.A. in Creative Writing from the University of California
- B.S. 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"*

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

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

10
Impact on Your Career

We are 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. And, for this, we offer you the highest level academic program which will add to your skills and, therefore, you will be able to make a leap in your professional career.

This program at TECH will allow you to acquire the necessary skills to successfully advance in your profession"

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

This MBA in Corporate Communications Management (CCO, Chief Operating Officer) from TECH is an intense program that prepares you to face challenges and decisions in corporate and business communication in both the on and off-line fields The main objective is to promote your personal and professional growth. Helping them achieve success.

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

An internal promotion is one of the best options to improve your career, so don't hesitate any longer and take this training to achieve greater success in your company.

Achieve a positive change in your career, thanks to the completion of this specialization program.

Time of Change

During the program	During the first year	After 2 years
16%	**44%**	**40%**

Type of change

Internal Promotion **25%**
Change of Company **44%**
Entrepreneurship **31%**
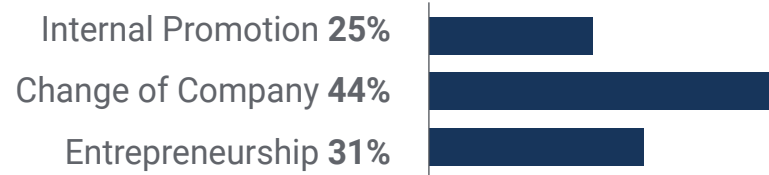
Salary increase

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

Salary before	A salary increase of	Salary after
€ 77,000	**25.22%**	**€ 96,419**

11
Benefits for Your Company

This MBA in Corporate Communications Management (CCO, Chief Communications Officer) helps raise the organization's talent to its maximum potential by training high-level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

" *TECH will allow you to learn the main tools to handle yourself with ease in your profession"*

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital
The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain
This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change
You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities
Thanks to this program, the company will come into contact with the main markets in the world economy.

05

Project Development
The professional can work on a real project or develop new projects in the field of R & D or business development 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 MBA in Corporate Communications Management (CCO, Chief Communications Officer) guarantees, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Technological University.

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

This **MBA in Corporate Communications Management (CCO, Chief Communications Officer)** contains the most complete and up-to-date program on the market.
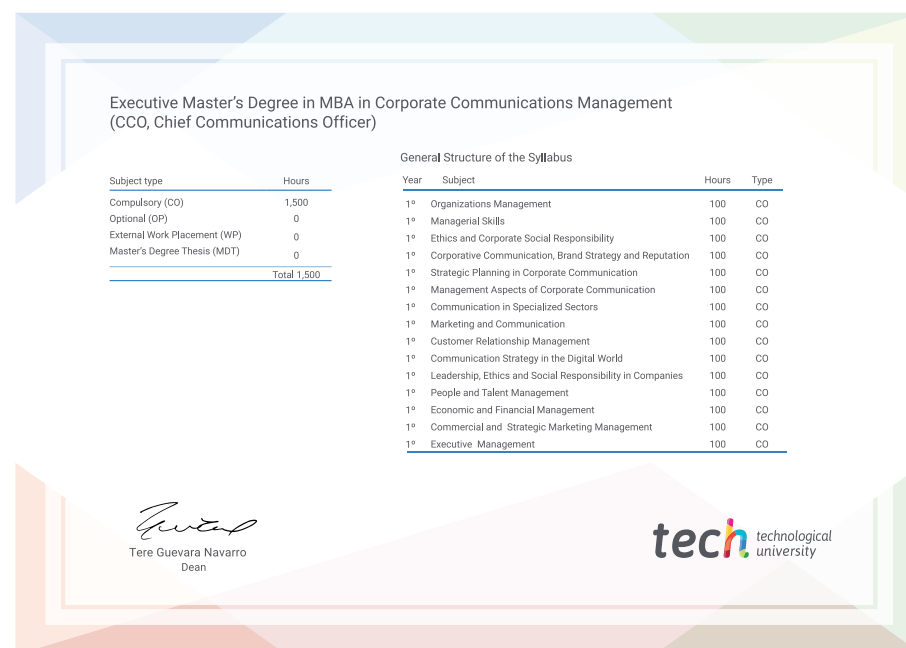
After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** by tracked delivery.

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

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

Modality: **online**

Duration: **12 months**

tech technological university

Awards the following
DIPLOMA
to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

PROFESSIONAL MASTER'S DEGREE
in

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

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

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	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	1,500

Year	Subject	Hours	Type
1º	Organizations Management	100	CO
1º	Managerial Skills	100	CO
1º	Ethics and Corporate Social Responsibility	100	CO
1º	Corporative Communication, Brand Strategy and Reputation	100	CO
1º	Strategic Planning in Corporate Communication	100	CO
1º	Management Aspects of Corporate Communication	100	CO
1º	Communication in Specialized Sectors	100	CO
1º	Marketing and Communication	100	CO
1º	Customer Relationship Management	100	CO
1º	Communication Strategy in the Digital World	100	CO
1º	Leadership, Ethics and Social Responsibility in Companies	100	CO
1º	People and Talent Management	100	CO
1º	Economic and Financial Management	100	CO
1º	Commercial and Strategic Marketing Management	100	CO
1º	Executive Management	100	CO

Tere Guevara Navarro
Dean

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

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

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Technological University**
» Schedule: **at your own pace**
» Exams: **online**

Executive Master's Degree

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

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