

# Executive Master's Degree Multimedia Communication

**M C M**





## Executive Master's Degree Multimedia Communication

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

Website: [www.techtitute.com/us/school-of-business/executive-master-degree/master-multimedia-communication](http://www.techtitute.com/us/school-of-business/executive-master-degree/master-multimedia-communication)

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# 01 Welcome

Corporate identity has a decisive influence on the aspects of an organization. Taking into account the "personality" of the chosen brand, decisions that will help to establish the policies, strategies and actions of the activity being carried out will be made. This also helps to reflect the principles, values and beliefs of the organization. In short, it is a company's letter of introduction to users. Therefore, the program in Multimedia Communication will focus on providing students with the necessary tools and knowledge to understand the media system and its structure in global communication.



Executive Master's Degree in Multimedia Communication  
TECH Global University



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*Understand and apply the basic concepts and theoretical models of human communication, as well as the role it plays in the psychological processes of advertising and public relations and position yourself as an expert in your company"*

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 Global 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.



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



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (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

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

### Learn with the best

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

Teachers representing 20 different nationalities.



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

03

# Why Our Program?

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

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



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you 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 Global University community.

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

# 04 Objectives

At TECH, we aim to specialize highly qualified professionals to ensure their excellent development in a work environment. Therefore, with the program of this Executive Master's Degree in Multimedia Communication the students will be motivated to acquire the necessary knowledge to carry out an adequate advertising communication taking advantage of the growth of digital tools. After completing the program, the student will be able to develop a corporate identity that transmits the values and goals of a company.



“

*Reorient your career to understand the field of advertising and public relations within an organizational structure"*

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

The **Executive Master's Degree in Multimedia Communication** will enable the student to:

01

Be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations

04

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

02

Have the ability to adequately contextualize the media systems and in particular the global communication structure

03

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

05

Have the ability to analyze, process, interpret, elaborate and structure digital communication





06

Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases

08

Know how to express oneself fluently and effectively in oral and written communication, taking advantage of the most appropriate linguistic and literary resources

09

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

07

To have the ability to analyze, process, interpret, elaborate and structure digital communication

10

Be able to relate advertising and public relations coherently with other social and human sciences



11

Encouraging creativity and persuasion through different media and communication media

14

Be able to solve problems arising in professional practice

12

Know the elements, forms and processes of advertising languages and other forms of persuasive communication



13

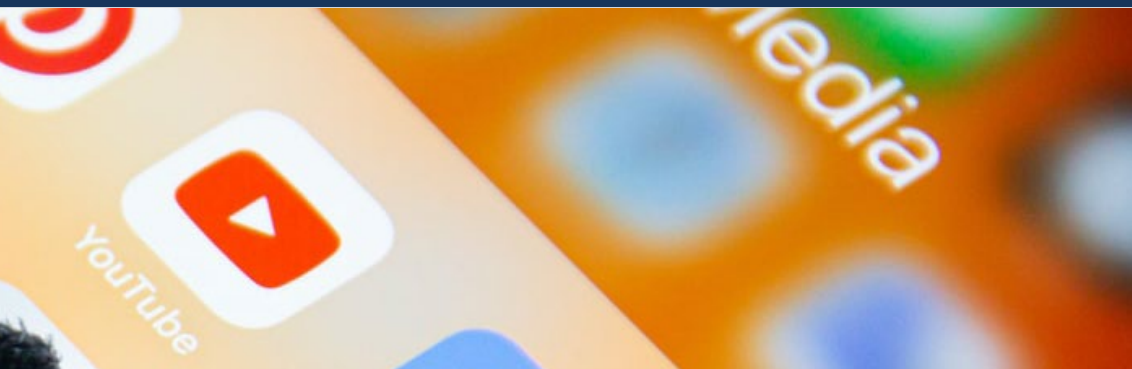
Know how to develop a correct verbal and written communication to transmit ideas and decisions with clarity and rigor in the exposition

15

Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication

16

Manage institutional communication in all circumstances, even in episodes of crisis in which the message is aligned with the interests of the different Stakeholders



17

Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements

18

Understand the nature and communicative potential of images and graphic design

19

Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems

# 05 Skills

Enabling the creative and analytical development of the specialized professional in this field can be achieved by following an updated program with innovative content. The Executive Master's Degree in Multimedia Communication has been created as a tool for the preparation of students seeking to improve their skills in the professional practice of corporate communication. Following a very complete approach, developed based on the needs that real practice demands in daily work, each of the topics presented brings students closer to acquiring new knowledge and experiences of clear and real usefulness.





“

*Acquire the fundamental skills to  
successfully manage virtual communities”*

01

Acquire the necessary skills for the professional practice of communication and corporate identity with the knowledge of all the necessary factors to perform it with quality and solvency

02

Describe the characteristics and fundamentals of communication

03

See human social communication as a social science

04

Know how to use the different online communication platforms



05

Develop a plan for the creation of the corporate identity

06

Create communication in the digital environment

07

Mastering the way of communicating on mobile devices

08

Correct writing in the advertising field



09

Use the different languages of the mass media

10

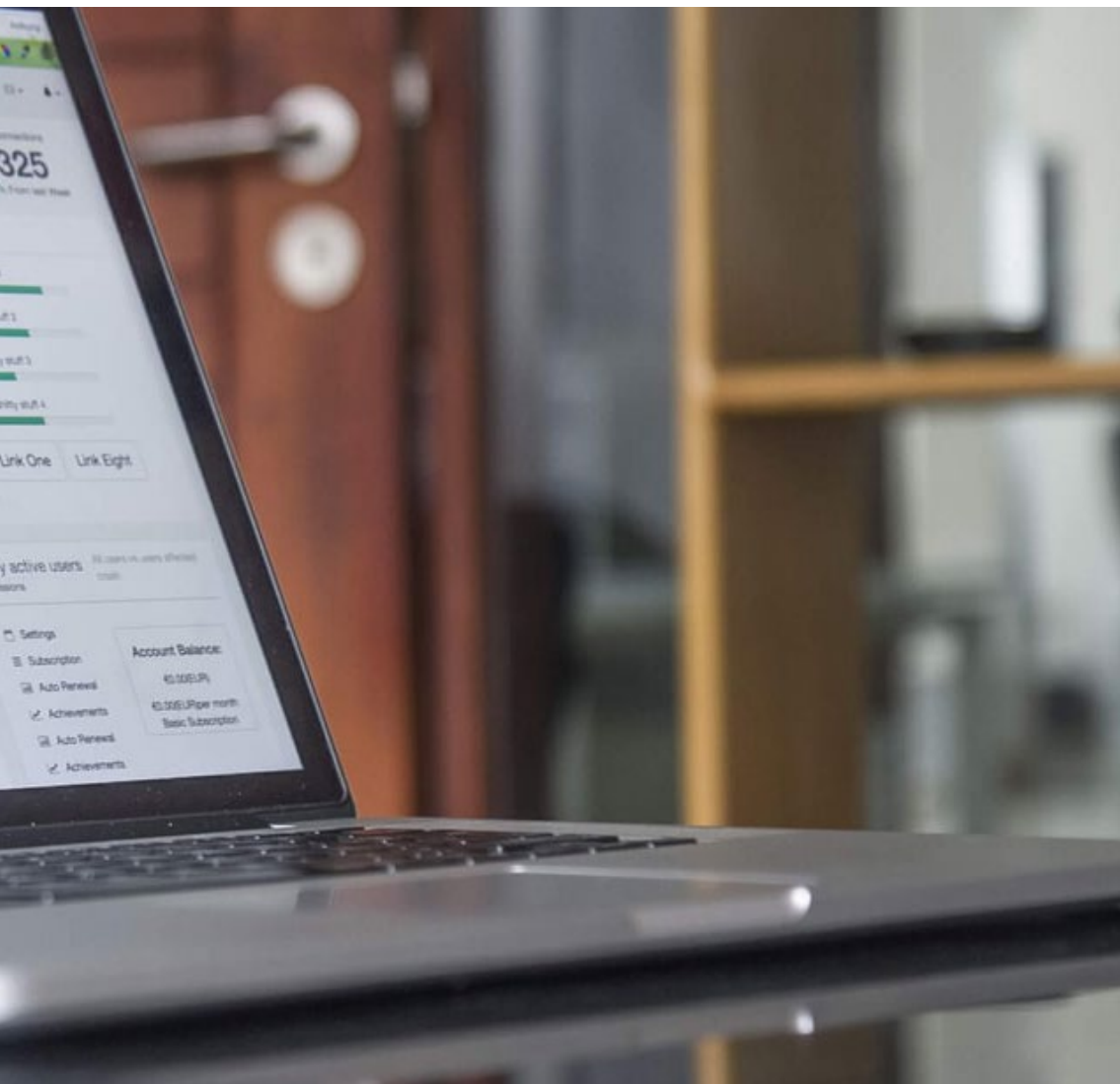
Using the television expression

11

Use the radio expression







12

Use creative thinking applied to advertising and communication

13

Develop a corporate identity for an organization

14

Use graphic design tools

06

# Structure and Content

The program of the Executive Master's Degree in Multimedia Communication is tailored to the student and the real demands of the professional market. Its 100% online mode is the best option to develop the ability to adequately contextualize media systems and establish the concepts that will govern the creation of a brand identity. In this way, 12 months of learning can be completed in a unique and stimulating way, following practical examples and the guidance of a teaching staff specialized in this field.



“

*Defines the framework of action of large media groups and their concentration processes and masters the management of a business project"*

## Syllabus

Corporate identity can be understood as the personality of a human being. The way someone behaves, dresses, acts, walks and even the way they speak is what differentiates one person from another. The same is true in the business world, although in a slightly more complex way. For this reason, specialists identify two fields of action, one that refers to "what is seen", understood as all those symbols, logos, typographies, colors, among others, that allow a brand to be quickly identified.

Secondly, the organizational aspect is taken into account. Here, the company's behavior is taken into account, especially in the way it chooses to present itself to the public. In other words, it is the set of attributes that a company chooses as "its own" and that differentiate it from others. Some organizations choose to reflect youth, sophistication and good treatment of their employees, while others choose elegance and good taste when it comes to transmitting their values.

Understanding each of these aspects can mean the success of an organization both externally and internally. For this reason, this Executive Master's Degree in Multimedia Communication offers a complete overview of the knowledge necessary to carry out an adequate advertising communication using the latest digital tools.

Throughout 1,500 hours of learning, the student will analyze a multitude of case studies through individual and team work. Students will be able to learn about the fields of advertising and public relations involved in organizational processes and structures.

Students will also be motivated to improve their expression skills in order to communicate in a more fluent and correct oral and written manner. Knowing how to take advantage at all times of the linguistic and literary resources that best suit the brand to be managed. In this way, the program is focused on the current demands of this sector and will prepare graduates to face the challenges of managing a department in this field.

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

<b>Module 1</b>	Structure of the Communication
<b>Module 2</b>	Social Communication Theory
<b>Module 3</b>	Technology and Information and Knowledge Management
<b>Module 4</b>	Fundamentals of Communication in the Digital Environment
<b>Module 5</b>	Written Communication
<b>Module 6</b>	Television Communication
<b>Module 7</b>	Radio Communication
<b>Module 8</b>	Creativity in Communication
<b>Module 9</b>	Corporate Identity
<b>Module 10</b>	The Fundamentals of Graphic Design



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

TECH offers the possibility of developing this Executive Master's Degree in Multimedia Communication completely online. Throughout the 12 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Structure of Communication**

**1.1. Theory, Concept and Method of the Communication Structure**

- 1.1.1. Introduction
- 1.1.2. Autonomy of the Discipline and Relationships with other Subjects
- 1.1.3. The Structuralist Method
- 1.1.4. Definition and Purpose of the Communication Structure
- 1.1.5. Guide to the Analysis of Communication Structure

**1.2. New International Communication Order**

- 1.2.1. Introduction
- 1.2.2. State Control: Monopolies
- 1.2.3. Communication Marketing
- 1.2.4. Cultural Dimension of Communication

**1.3. Major Information Agencies**

- 1.3.1. Introduction
- 1.3.2. What is an Information Agency?
- 1.3.3. News and Information
- 1.3.4. Before the Internet
- 1.3.5. News Agencies Can Be Seen Thanks to the Internet
- 1.3.6. The World's Major Agencies

**1.4. The Advertising Industry and its Relationship with the Media System**

- 1.4.1. Introduction
- 1.4.2. Advertising Industry
- 1.4.3. The Need of Advertising for the Media
- 1.4.4. La Structure of the Advertising Industry
- 1.4.5. The Media and its Relationship with the Advertising Industry

**1.5. Cinema and the Culture and Leisure Market**

- 1.5.1. Introduction
- 1.5.2. The Complex Nature of Cinema
- 1.5.3. The Origin of the Industry
- 1.5.4. Hollywood, the Film Capital of the World

**1.6. Political Power and the Media**

- 1.6.1. Introduction
- 1.6.2. Influence of the Media in the Empowerment of Society
- 1.6.3. Media and Political Power

**1.7. Media Concentration**

- 1.7.1. Introduction
- 1.7.2. Media Concentration

**1.8. Media System in Latin America and the Digitization of Journalism**

- 1.8.1. Introduction
- 1.8.2. Historical Approach
- 1.8.3. Bipolarity of the Latin American Media System
- 1.8.4. U.S. Hispanic Media

**1.9. Digitalization and the Future of Journalism**

- 1.9.1. Introduction
- 1.9.2. Digitalization and the New Media Structure
- 1.9.3. The Structure of Communication in Democratic Countries

**Module 2. Social Communication Theory**
**2.1. The Art of Communicating**

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

**2.2. Elements of Communication**

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

**2.3. Trends in Social Communication Research**

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

**2.4. Communicative Behavior**

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

**2.5. The Communicative Transaction**

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

**2.6. Online Reputation**

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

**2.7. Communication in Groups and Organizations**

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

**2.8. Media Communication I**

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

**2.9. Media Communication II**

- 2.9.1. Introduction
- 2.9.2. The Hypodermic Theory
- 2.9.3. The Limited Effects of the Media
- 2.9.4. The Uses and Gratifications of Mass Communications
  - 2.9.4.1. Theory of Uses and Gratifications
  - 2.9.4.2. Origins and Principles

- 2.9.4.3. Objectives of the Theory of Uses and Gratifications
- 2.9.4.4. Expectations Theory

**2.10. Media Communication III**

- 2.10.1. Introduction
- 2.10.2. Computerized Communication and Virtual Reality
  - 2.10.2.1. Computer-Mediated Communication: the Problem of its Theoretical Integration
  - 2.10.2.2. Definitions of Computerized Communication

- 2.10.3. Evolution of the Theory of Uses and Gratifications
  - 2.10.3.1. Reinforcements of Media Dependency Theory
- 2.10.4. Virtual Reality as an Emerging Object of Study
  - 2.10.4.1. Psychological Immersion of the User
- 2.10.5. Telepresence

**Module 3. Information and Knowledge Technology and Management**

**3.1. New Communication Tendencies**

- 3.1.1. Introduction to Computer Science
- 3.1.2. What is a Computer?
  - 3.1.2.1. Elements of a Computer
- 3.1.3. The Files
  - 3.1.3.1. File Compression
- 3.1.4. Representation and Information Measurement
- 3.1.5. Distance Learning
- 3.1.6. Basic Rules of Online Communication
- 3.1.7. How to Download Information from the Internet?
  - 3.1.7.1. Saving an Image
- 3.1.8. The Forums as a Place of Interaction

**3.2. The Design and Use of Virtual Classrooms for Distance Learning**

- 3.2.1. Introduction
- 3.2.2. Distance Learning
  - 3.2.2.1. Features
  - 3.2.2.2. Advantages of Distance Educational
  - 3.2.2.3. Distance Education Generations
- 3.2.3. Virtual Classrooms in Distance Learning
  - 3.2.3.1. The Design of Virtual Classrooms for Distance Learning
- 3.2.4. Virtual Worlds and Distance Education
  - 3.2.4.1. Second Life

**3.3. Plan and Organisation Techniques**

- 3.3.1. Introduction
- 3.3.2. Knowledge Maps
  - 3.3.2.1. Functional Criteria
  - 3.3.2.2. Classification of Knowledge Maps
  - 3.3.2.3. Concept and Definition of the Knowledge Map
  - 3.3.2.4. Mapping or Application of Knowledge
- 3.3.3. Construction of Knowledge Maps
- 3.3.4. Types of Knowledge Maps
- 3.3.5. Knowledge Maps with their Own Name
  - 3.3.5.1. Concept Maps
  - 3.3.5.2. Mind Maps
  - 3.3.5.3. Yellow Pages

**3.4. Collaborative Work Environments: Tools and Applications in the Cloud**

- 3.4.1. Introduction
- 3.4.2. Benchmarking
  - 3.4.2.1. Concepts
- 3.4.3. Benchmark and Benchmarking
- 3.4.4. Types and Phases of Benchmarking. Approaches and Approximations to Benchmarking
- 3.4.5. Benchmarking Costs and Benefits
- 3.4.6. The Xerox Case Study
- 3.4.7. Institutional Reports

**3.5. Online Communication and Online Communication for Learning**

- 3.5.1. Introduction
- 3.5.2. Online Communication
  - 3.5.2.1. What is Communication and How is it Performed?
  - 3.5.2.2. What is Online Communication?
  - 3.5.2.3. Online Communication for Learning
  - 3.5.2.4. Online Communication for Distance Learning and the Distance Learner
- 3.5.3. Free Online Communication Tools
  - 3.5.3.1. E-mail
  - 3.5.3.2. Instant Messaging Tools
  - 3.5.3.3. Google Talk
  - 3.5.3.4. Pidgin
  - 3.5.3.5. Facebook Messenger
  - 3.5.3.6. WhatsApp

**3.6. Knowledge Management**

- 3.6.1. Introduction to Knowledge Management
- 3.6.2. FADO Matrices
- 3.6.3. What is Communication and How is it Performed?
- 3.6.4. Definition
  - 3.6.4.1. Steps to Construct a Cause-Effect Diagram

**3.7. Data Processing Tools. Spreadsheets**

- 3.7.1. Introduction to Calculation Sheets
- 3.7.2. Origins
- 3.7.3. Cells
- 3.7.4. Basic Arithmetic Operations in Spreadsheets
  - 3.7.4.1. The Four Basic Operations
- 3.7.5. Operations with Constants
- 3.7.6. Operations with Variables. Advantages
- 3.7.7. Relativity

**3.8. Digital Presentation Tools**

- 3.8.1. Introduction
- 3.8.2. How to Prepare Effective Academic Presentations
  - 3.8.2.1. Planning and Outlining the Presentation
- 3.8.3. Production
- 3.8.4. SlideShare
  - 3.8.4.1. Main Characteristics and Functional Criteria
  - 3.8.4.2. How to Use SlideShare?

**3.9. Online Information Sources**

- 3.9.1. Introduction
- 3.9.2. Traditional Media
  - 3.9.2.1. Radio
  - 3.9.2.2. Press
  - 3.9.2.3. Television
- 3.9.3. Blog
- 3.9.4. YouTube
- 3.9.5. Social media
  - 3.9.5.1. Facebook
  - 3.9.5.2. Twitter
  - 3.9.5.3. Instagram
  - 3.9.5.4. Snapchat
- 3.9.6. Search Engine Advertising
- 3.9.7. Newletters

**3.10. Saturation of Information**

- 3.10.1. Introduction
- 3.10.2. Saturation of Information
  - 3.10.2.1. Information in Today's World
  - 3.10.2.2. Press
  - 3.10.2.3. Television
  - 3.10.2.4. Radio
- 3.10.3. Manipulating Information



**Module 4. Fundamentals of Communication in the Digital Environment****4.1. Web 2.0 or the Social Web**

- 4.1.1. Organization in the Age of Conversation
- 4.1.2. Web 2.0 Is All About People
- 4.1.3. Digital Environment and New Communication Formats

**4.2. Digital Communication and Reputation**

- 4.2.1. Online Reputation Report
- 4.2.2. Netiquette and Good Practices on Social Media
- 4.2.3. Branding and 2.0 Networks

**4.3. Online Reputation Plan Design and Planning**

- 4.3.1. Overview of the Main Social Media
- 4.3.2. Brand Reputation Plan
- 4.3.3. General metrics, ROI, and Social CRM
- 4.3.4. Online Crisis and Reputational SEO

**4.4. Generalist, Professional and Microblogging Platforms**

- 4.4.1. Facebook
- 4.4.2. LinkedIn
- 4.4.3. Google+
- 4.4.4. Twitter

**4.5. Video, Image, and Mobility Platforms**

- 4.5.1. YouTube
- 4.5.2. Instagram
- 4.5.3. Flickr
- 4.5.4. Vimeo
- 4.5.5. Pinterest

**4.6. Content Strategy and Storytelling**

- 4.6.1. Corporate Blogging
- 4.6.2. Content Marketing Strategy
- 4.6.3. Creating a Content Plan
- 4.6.4. Content Curation Strategy

**4.7. Social Media Strategies**

- 4.7.1. Corporate PR and Social Media
- 4.7.2. Defining the Strategy to be Applied in Each Media
- 4.7.3. Analysis and Evaluation of Results

**4.8. Community Administration**

- 4.8.1. Roles, Tasks and Responsibilities of the Community Administration
- 4.8.2. Social Media Manager
- 4.8.3. Social Media Strategist

**4.9. Social Media Plan**

- 4.9.1. Designing a Social Media Plan
- 4.9.2. Schedule, Budget, Expectations, and Monitoring
- 4.9.3. Contingency Protocol in Case of Crisis

**4.10. Online Monitoring Tools**

- 4.10.1. Management Tools and Desktop Applications
- 4.10.2. Monitoring and Research Tools

**Module 5. Written Communication**

**5.1. History of Communication**

- 5.1.1. Introduction
- 5.1.2. Communication in Antiquity
- 5.1.3. The Revolution of Communication
- 5.1.4. Current Communication

**5.2. Oral and Written Communication**

- 5.2.1. Introduction
- 5.2.2. The Text and its Linguistics
- 5.2.3. The Text and its Properties: Coherence and Cohesion
  - 5.2.3.1. Coherence
  - 5.2.3.2. Cohesion
  - 5.2.3.3. Recurrence

**5.3. Planning or Prewriting**

- 5.3.1. Introduction
- 5.3.2. Writing Processes
- 5.3.3. Planning
- 5.3.4. Documentation

**5.4. The Act of Writing**

- 5.4.1. Introduction
- 5.4.2. Style
- 5.4.3. Lexicon
- 5.4.4. Sentence
- 5.4.5. Paragraph

**5.5. Rewriting**

- 5.5.1. Introduction
- 5.5.2. The Review
- 5.5.3. How to Use the Computer to Improve the Text
  - 5.5.3.1. Dictionary
  - 5.5.3.2. Search/Change
  - 5.5.3.3. Synonyms
  - 5.5.3.4. Paragraph
  - 5.5.3.5. Shades
  - 5.5.3.6. Cut and Paste
  - 5.5.3.7. Change Control, Commenting and Version Comparison

**5.6. Spelling and Grammar Issues**

- 5.6.1. Introduction
- 5.6.2. Most Common Accentuation Problems
- 5.6.3. Capitalization
- 5.6.4. Punctuation Marks
- 5.6.5. Abbreviations and Acronyms
- 5.6.6. Other Signs
- 5.6.7. Some Problems

**5.7. Textual Models: the Description**

- 5.7.1. Introduction
- 5.7.2. Definition
- 5.7.3. Types of Description
- 5.7.4. Description Types
- 5.7.5. Techniques
- 5.7.6. Linguistic Elements

**5.8. Textual Models: Narration**

- 5.8.1. Introduction
- 5.8.2. Definition
- 5.8.3. Features
- 5.8.4. Components
- 5.8.5. The Narrator
- 5.8.6. Linguistic Elements

**5.9. Textual Models: the Exposition and the Epistolary Genre**

- 5.9.1. Introduction
- 5.9.2. The Exposition
- 5.9.3. The Epistolary Genre
- 5.9.4. Components

**5.10. Textual Models: Argumentation**

- 5.10.1. Introduction
- 5.10.2. Definition
- 5.10.3. Elements and Structure of Argumentation
- 5.10.4. Types of Arguments
- 5.10.5. Fallacies
- 5.10.6. Structure
- 5.10.7. Linguistic Features

**5.11. Academic Writing**

- 5.11.1. Introduction
- 5.11.2. Scientific Work
- 5.11.3. Summary
- 5.11.4. The Review
- 5.11.5. The Trial
- 5.11.6. Appointments
- 5.11.7. Writing on the Internet

**Module 6. Television Communication****6.1. The Message on Television**

- 6.1.1. Introduction
- 6.1.2. The Message on Television
- 6.1.3. TV as the Union of Dynamic Image and Audio

**6.2. History and Evolution of the Television Media**

- 6.2.1. Introduction
- 6.2.2. Origin of the Television Medium
- 6.2.3. History and Evolution in the World of Television Media

**6.3. Television Genres and Formats**

- 6.3.1. Introduction
- 6.3.2. Television Genres
- 6.3.3. Format on Television

**6.4. The Script on Television**

- 6.4.1. Introduction
- 6.4.2. Types of Scripts
- 6.4.3. Role of the Script in Television

**6.5. Television Programming**

- 6.5.1. Introduction
- 6.5.2. History
- 6.5.3. Block Programming
- 6.5.4. Cross Programming
- 6.5.5. Counterprogramming

**6.6. Language and Narration in Television**

- 6.6.1. Introduction
- 6.6.2. Language in Television
- 6.6.3. Television Narration

**6.7. Speech and Expression Techniques**

- 6.7.1. Introduction
- 6.7.2. Speech Techniques
- 6.7.3. Expression Techniques

**6.8. Creativity in Television**

- 6.8.1. Introduction
- 6.8.2. Creativity in Television
- 6.8.3. The Future of Television

**6.9. Production**

- 6.9.1. Introduction
- 6.9.2. Television Production
- 6.9.3. Pre-Production
- 6.9.4. Production and Recording
- 6.9.5. Postproduction

**6.10. Digital Technology and Techniques in Television**

- 6.10.1. Introduction
- 6.10.2. The Role of Technology in Television
- 6.10.3. Digital Techniques in Television

**Module 7.** Broadcast Communication**7.1. History of Broadcasting**

- 7.1.1. Introduction
- 7.1.2. Origins
- 7.1.3. Orson Welles and "The War of the Worlds"
- 7.1.4. Radio in the World
- 7.1.5. The New Radio

**7.2. Radio Language**

- 7.2.1. Introduction
- 7.2.2. Characteristics of Radio Communication
- 7.2.3. Elements that Make Up the Radio Language
- 7.2.4. Characteristics of the Construction of Radiophonic Texts
- 7.2.5. Characteristics of Radiophonic Text Writing
- 7.2.6. Glossary of Terms Used in Radiophonic Language

**7.3. The Radio Script Creativity and Expression**

- 7.3.1. Introduction
- 7.3.2. Radio Script
- 7.3.3. Basic Principles in the Development of a Script

**7.4. Broadcast Production, Realization and Voice-Over in Broadcasting**

- 7.4.1. Introduction
- 7.4.2. Production and Realization
- 7.4.3. Radio Voice-Over
- 7.4.4. Peculiarities of Radio Voice-Over
- 7.4.5. Practical Breathing and Voice-Over Exercises

**7.5. Improvisation in Broadcasting**

- 7.5.1. Introduction
- 7.5.2. Peculiarities of the Radio Media
- 7.5.3. What is Improvisation?
- 7.5.4. How is Improvisation Carried Out?
- 7.5.5. Sports Information in Radio. Characteristics and Language
- 7.5.6. Lexical Recommendations

**7.6. Radio Genres**

- 7.6.1. Introduction
- 7.6.2. Radio Genres
  - 7.6.2.1. The News
  - 7.6.2.2. The Chronicle
  - 7.6.2.3. The Report
  - 7.6.2.4. The Interview
- 7.6.3. The Round Table and the Debate

**7.7. Radio Audience Research**

- 7.7.1. Introduction
- 7.7.2. Radio Research and Advertising Investment
- 7.7.3. Main Research Methods
- 7.7.4. General Media Study
- 7.7.5. Summary of the General Media Study
- 7.7.6. Traditional Radio Vs. Online Radio

**7.8. Digital Sound**

- 7.8.1. Introduction
- 7.8.2. Basic Concepts about Digital Sound
- 7.8.3. History of Sound Recording
- 7.8.4. Main Digital Sound Formats
- 7.8.5. Digital Sound Editing Audacity

**7.9. New Radio Operator**

- 7.9.1. Introduction
- 7.9.2. New Radio Operator
- 7.9.3. The Formal Organization of Broadcasters
- 7.9.4. The Task of the Editor
- 7.9.5. The Content Gathering
- 7.9.6. Immediacy or Quality?

**Module 8. Creativity in Communication**
**8.1. To Create is to Think**

- 8.1.1. The Art of Thinking
- 8.1.2. Creative Thinking and Creativity
- 8.1.3. Thought and Brain
- 8.1.4. The Lines of Research on Creativity: Systematization

**8.2. Nature of the Creative Process**

- 8.2.1. Nature of Creativity
- 8.2.2. The Notion of Creativity: Creation and Creativity
- 8.2.3. The Creation of Ideas for Persuasive Communication
- 8.2.4. Nature of the Creative Process in Advertising

**8.3. The Invention**

- 8.3.1. Evolution and Historical Analysis of the Creation Process
- 8.3.2. Nature of the Classical Canon of the Invention
- 8.3.3. The Classical View of Inspiration in the Origin of Ideas
- 8.3.4. Invention, Inspiration, Persuasion

**8.4. Rhetoric and Persuasive Communication**

- 8.4.1. Rhetoric and Advertising
- 8.4.2. The Rhetorical Parts of Persuasive Communication
- 8.4.3. Rhetorical Figures

**8.5. Creative Behavior and Personality**

- 8.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 8.5.2. Creative Behavior and Motivation
- 8.5.3. Perception and Creative Thinking
- 8.5.4. Elements of Creativity

**8.6. Creative Skills and Abilities**

- 8.6.1. Thinking Systems and Models of Creative Intelligence
- 8.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
- 8.6.3. Interaction Between Factors and Intellectual Capabilities
- 8.6.4. Creative Skills
- 8.6.5. Creative Capabilities

**8.7. The Phases of the Creative Process**

- 8.7.1. Creativity as a Process
- 8.7.2. The Phases of the Creative Process
- 8.7.3. The Phases of the Creative Process in Advertising

**8.8. Troubleshooting**

- 8.8.1. Creativity and Problem Solving
- 8.8.2. Perceptual Blocks and Emotional Blocks
- 8.8.3. Methodology of Invention: Creative Programs and Methods

**8.9. The Methods of Creative Thinking**

- 8.9.1. Brainstorming as a Model for the Creation of Ideas
- 8.9.2. Vertical Thinking and Lateral Thinking
- 8.9.3. Methodology of Invention: Creative Programs and Methods

**8.10. Creativity and Advertising Communication**

- 8.10.1. The Creative Process as a Specific Product of Advertising Communication
- 8.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 8.10.3. Methodological Principles and Effects of Advertising Creation
- 8.10.4. Advertising Creation: from the Problem to the Solution
- 8.10.5. Creativity and Persuasive Communication

**Module 9. Corporate Identity**

**9.1. The Importance of Image in Businesses**

- 9.1.1. What is Corporate Image?
- 9.1.2. Differences between Corporate Identity and Corporate Image
- 9.1.3. Where can the Corporate Image be Manifested?
- 9.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?

**9.2. Research Techniques in Corporate Image**

- 9.2.1. Introduction
- 9.2.2. The study of the Company's Image
- 9.2.3. Corporate Image Research Techniques
- 9.2.4. Qualitative Image Study Techniques
- 9.2.5. Types of Quantitative Techniques

**9.3. Image Audit and Strategy**

- 9.3.1. What is Image Auditing?
- 9.3.2. Guidelines
- 9.3.3. Audit Methodology
- 9.3.4. Strategic Planning

**9.4. Corporate Culture**

- 9.4.1. What is Corporate Culture?
- 9.4.2. Factors Involved in Corporate Culture
- 9.4.3. Functions of Corporate Culture
- 9.4.4. Types of Corporate Culture

**9.5. Corporate Social Responsibility and Corporate Reputation**

- 9.5.1. CSR: Concept and Application of the Company
- 9.5.2. Guidelines for Integrating CSR into Businesses
- 9.5.3. CSR Communication
- 9.5.4. Corporate Reputation

**9.6. Corporate Visual Identity and Naming**

- 9.6.1. Corporate Visual Identity Strategies
- 9.6.2. Basic Elements
- 9.6.3. Basic Principles
- 9.6.4. Preparation of the Manual
- 9.6.5. The Naming

**9.7. Brand Image and Positioning**

- 9.7.1. The Origins of Trademarks
- 9.7.2. What is a Brand?
- 9.7.3. The Need to Build a Brand
- 9.7.4. Brand Image and Positioning
- 9.7.5. The Value of Brands

**9.8. Image Management through Crisis Communication**

- 9.8.1. Strategic Communication Plan
- 9.8.2. When it All Goes Wrong: Crisis Communication
- 9.8.3. Cases

**9.9. The Influence of Promotions on Corporate Image**

- 9.9.1. The New Advertising Industry Landscape
- 9.9.2. The Marketing Promotion
- 9.9.3. Features
- 9.9.4. Dangers
- 9.9.5. Promotional Types and Techniques

**9.10. Distribution and Image of the Point of Sale**

- 9.10.1. The Main Players in Commercial Distribution
- 9.10.2. The Image of Retail Distribution Companies through Positioning
- 9.10.3. Through its Name and Logo

**Module 10. The Fundamentals of Graphic Design****10.1. Introduction to Design**

- 10.1.1. Design Concept: Art and Design
- 10.1.2. Fields of Application of the Design
- 10.1.3. Design and Ecology: Ecodesign
- 10.1.4. Activist Design

**10.2. Design and Configuration**

- 10.2.1. The Design Process
- 10.2.2. The Idea of Progress
- 10.2.3. The Dichotomy Between Need and Desire

**10.3. Introduction to Adobe Lightroom I**

- 10.3.1. Tour of the Interface: Catalog and Preferences
- 10.3.2. Program Structure and Visualization
- 10.3.3. Structure of the library
- 10.3.4. File Import

**10.4. Introduction to Adobe Lightroom II**

- 10.4.1. Fast Development, Keywords and Metadata
- 10.4.2. Simple Collections
- 10.4.3. Intelligent Collections
- 10.4.4. Practice

**10.5. Library in Adobe Lightroom**

- 10.5.1. Classification and Structuring Methods
- 10.5.2. Stacks, Virtual Copies, Files Not Found
- 10.5.3. Watermark and Logos
- 10.5.4. Export

**10.6. Revealing in Adobe Lightroom I**

- 10.6.1. Developed Module
- 10.6.2. Lens Correction and Cropping
- 10.6.3. The Histogram
- 10.6.4. Calibration and Profiling

**10.7. Presets**

- 10.7.1. What are they?
- 10.7.2. How Are They Used?
- 10.7.3. What Kind of Presets Are Saved in *Lightroom* Presets?
- 10.7.4. Search Resources

**10.8. Tone in Adobe Lightroom**

- 10.8.1. Tone Curve
- 10.8.2. HSL
- 10.8.3. Split Tones
- 10.8.4. Practice

**10.9. Revealing in Adobe Lightroom II**

- 10.9.1. Masks
- 10.9.2. Development with Brush
- 10.9.3. Focus and Noise Reduction
- 10.9.4. Vignetting
- 10.9.5. Red Eye and Blemish Removal

**10.10. Revealing in Adobe Lightroom III**

- 10.10.1. Transform an Image
- 10.10.2. Creation of Panoramic Photographs
- 10.10.3. HDR, What Is It? How Do We Create it?
- 10.10.4. Synchronize Settings



*Take a program focused on the needs of brand communication in a company with a 100% online mode that will allow you to continue with your daily work"*

07

# Methodology

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

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







“

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

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

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

“

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



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



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

## A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

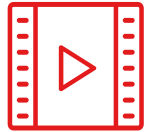
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

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

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



### Classes

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

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



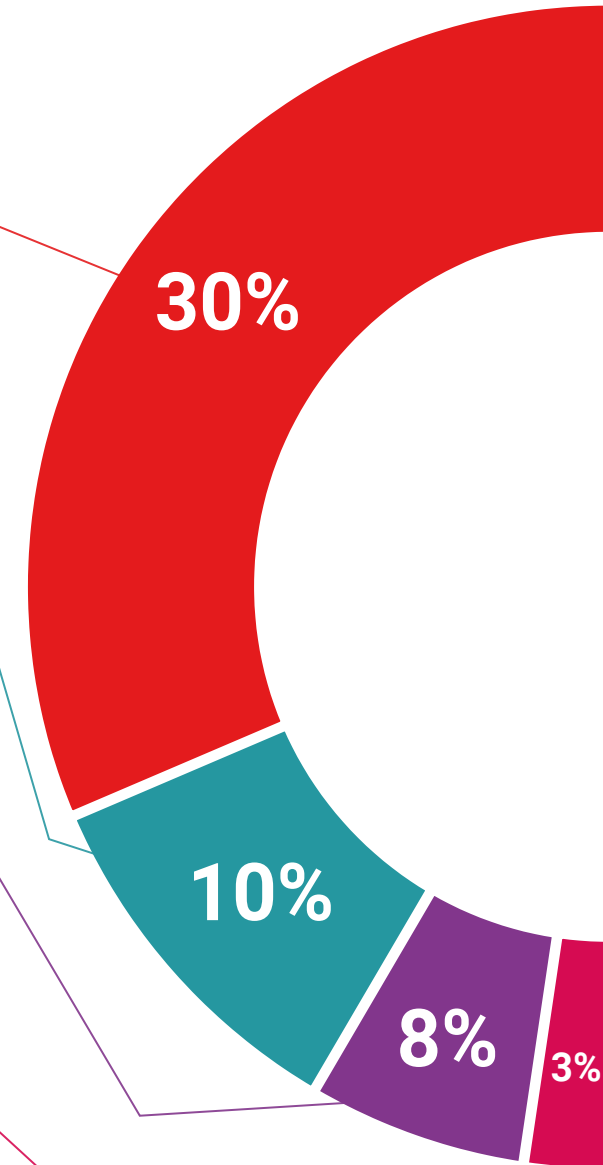
### Management Skills Exercises

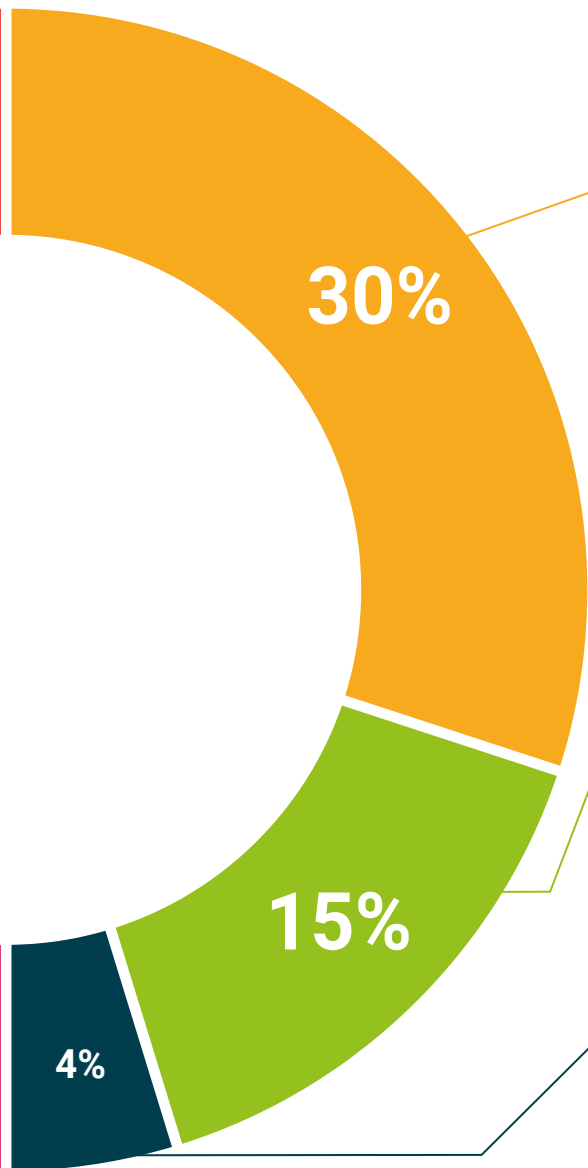
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

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





**Case Studies**

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



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge. This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

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



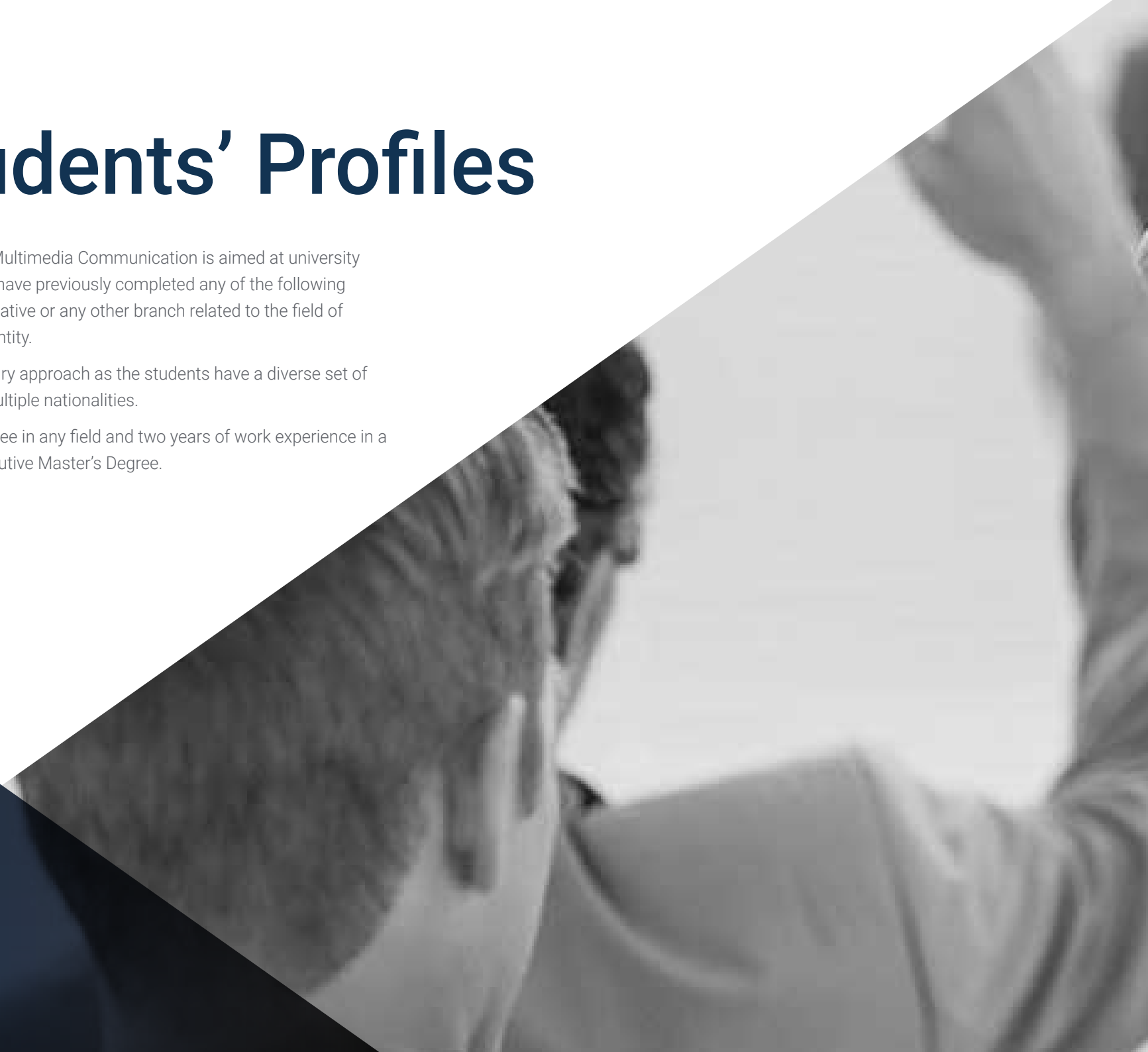
08

# Our Students' Profiles

This Executive Master's Degree in Multimedia Communication is aimed at university graduates and postgraduates who have previously completed any of the following programs in design, advertising, creative or any other branch related to the field of communications and corporate identity.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals with a university degree in any field and two years of work experience in a related field may also take the Executive Master's Degree.







“

*Develop the ability and skill to leverage computer systems and resources in the field of advertising and public relations while continuing to work.”*

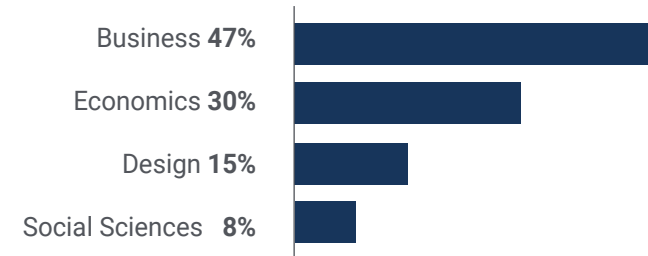
### Average Age

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

### Years of Experience



### Training

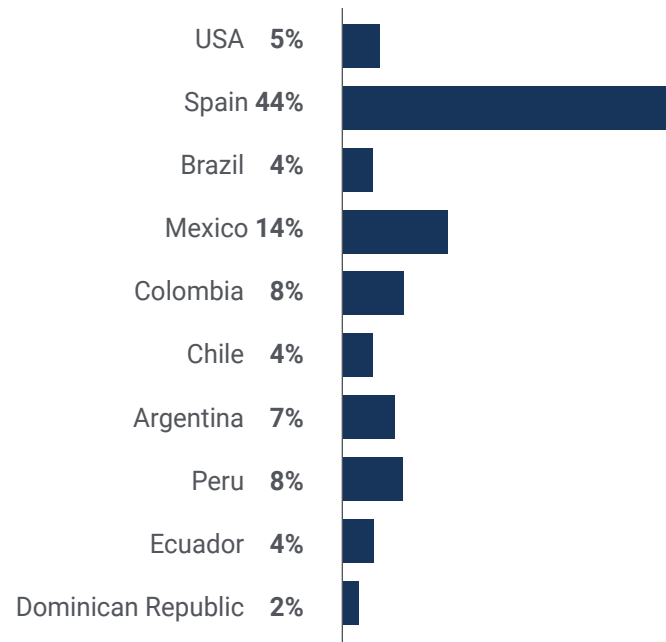


### Educational Profile



## Geographical Distribution

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## María Teresa Salazar

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Communications Director

*"By taking this program I became passionate again about the realization of corporate identity. The vision provided by all the content of the Executive Master's Degree has allowed me to learn how new technologies have changed our way of communicating and projecting a brand. An excellent decision for my professional growth"*

09

# Impact on Your Career

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



“

*You will be able to generate a positive change in your professional career by promoting your creativity in different media. We will help you to achieve it"*

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

TECH's Executive Master's Degree in Multimedia Communication is an intensive program that prepares future graduates to face challenges and business decisions in the field of corporate communication. Its main objective is to promote the student's personal and professional growth. Helping you succeed.

If the goal is to better yourself, make a positive change professionally and network with the best, this is the place.

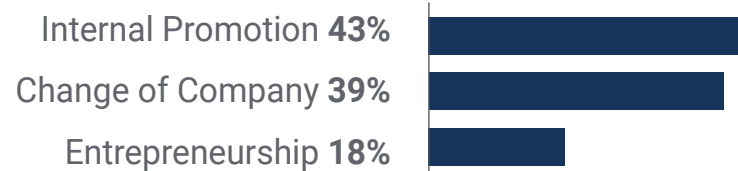
*A pathway to education and professional growth that will propel you towards greater competitiveness in the labor market.*

*Achieve the positive change you need to boost your career and profession with the Executive Master's Degree in Multimedia Communication.*

#### Time of Change



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25.42%** for our students



10

# Benefits for Your Company

The Executive Master's Degree in Multimedia Communication helps raise the organization's talent to its maximum potential by preparing high-level leaders.

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





“

*Analyze the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication to improve your business messages"*

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.

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06

### **Increased competitiveness**

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

11

# Certificate

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



“

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

This private qualification will allow you to obtain an **Executive Master's Degree in Multimedia Communication** endorsed by **TECH Global University**, the world's largest online university.

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

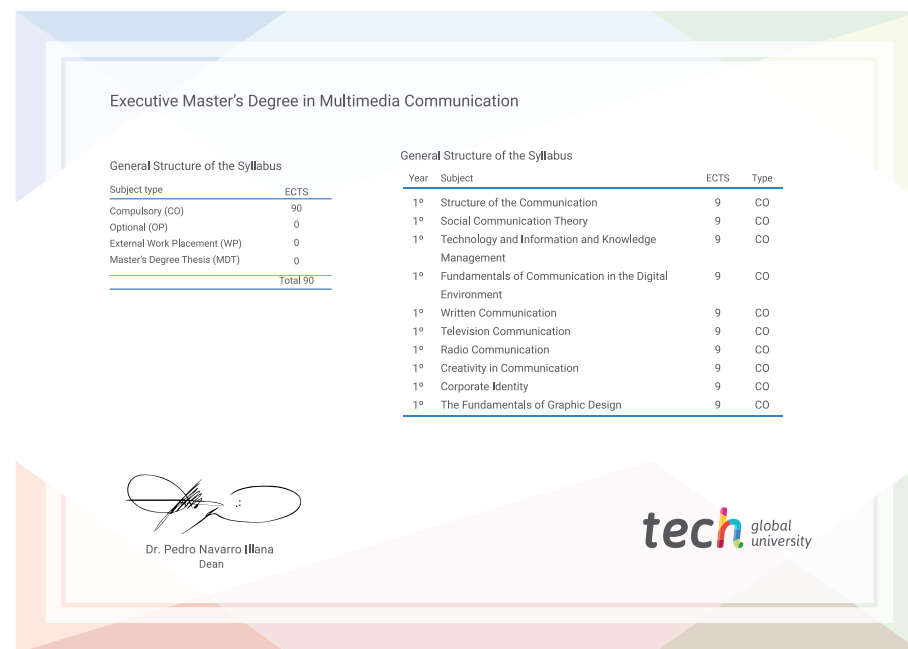
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in Multimedia Communication**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



\*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.



## Executive Master's Degree Multimedia Communication

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

# Executive Master's Degree Multimedia Communication

