Executive Master's Degree
MBA in Social Media Management and Community Manager

MBASMMC

tech *technological university*

Executive Master's Degree
MBA in Social Media Management and Community Manager

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

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-social-media-management-community-manager**

Index

01
Welcome

Today's society is marked as the era of digitalization. People look for everything they need online and, therefore, all companies should make a point of being present in the communities where their potential customers are located. Social networks are the ideal medium to make a brand known, but it's not enough to simply be present on them. It's also necessary to create movement, debates... In short, to be known and to create a reputation in line with the company's objectives. And this is the main role of the community manager, the person with the highest level of responsibility for the management of the company's social media. In order to improve the specialization of business professionals who wish to improve their job prospects in this field, TECH has designed this very complete program, in which students will find the most up-to-date material currently available, to keep them up to date in a constantly changing sector.

MBA in MBA in Social Media Management and Community Manager
TECH Technological University

" *Learn how to manage your company's social media and direct advertising campaigns in this medium towards achieving your company's objectives"*

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.

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

Learn with the best

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

Teachers representing 20 different nationalities.

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

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.

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 Technological Universitycommunity.

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

Objectives

This TECH MBA in Social Media Management and Community Manager is designed to strengthen the skills of business professionals, who will find in this program a unique opportunity to improve in a sector of great importance in today's society. In this way, completing this program will allow them to enter into a highly relevant field that is gaining more and more followers, especially among the younger population. Changes in consumer habits have favored the use of social networks for finding desired products, but also for publicizing opinions about them, so proper management of the company's social media will be essential.

"

Achieve your academic goals by completing this Executive Master's Degree"

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

The **MBA in Social Media Management and Community Manager** will enable students to:

01 Use information and communication technologies and techniques in the different combined and interactive media or media systems

02 Take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications

03 Be able to analyze, process, interpret, elaborate and structure digital communication

04 Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

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

06 Encouraging creativity and persuasion through different media and communication media

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

08 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

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

10 Assume the role of a creative editor within an advertising agency or advertising department in a company or institution

11 Understand the nature and communicative potential of images and graphic design

12 Know the creative advertising process

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

14 Encouraging creativity and persuasion through different media and communication media

15 Understand the communication department within businesses and institutions

16 Be able to apply the necessary techniques for the management of a communication department within companies and institutions

17 Know how to organize events in the private and public sphere, following protocol guidelines

18 Identify multiple expressions, phenomena and processes of public opinion

05
Skills

The MBA in Social Media Management and Community Manager has been designed thinking about the need for specialization of business professionals, who, nowadays, must have in-depth knowledge of this field of action, since it is essential in any company at the advertising level. Undoubtedly, this is a program in which students will find the most innovative information in the field and which will be vital for them to develop the skills required to maintain the reputation of the company online.

Acquire the fundamental skills to successfully manage virtual communities"

01 Describe the characteristics and fundamentals of communication in the digital environment

04 Develop a Strategic Marketing plan

02 Know about social media and the work of the community manager

03 Develop creative communication

05 Carry out research in digital media

06 Effectively write advertising copy

08 Create graphic pieces in advertising

09 Develop a corporate Identity

07 Carry out management of art campaigns

10 Analyze and manage communication in the context of public opinion

Structure and Content

This MBA in Social Media Management and Community Manager has been structured following the quality criteria currently demanded by students. In this way, the syllabus is presented as an easy-to-understand guide which includes all the relevant aspects that business professionals should know in depth in order to carry out appropriate management in this area. The program is structured into 15 modules which will help students to understand the complexity of this branch of work.

A very well-structured program that will allow you to carry out a global study of the work of a community manager"

Syllabus

The MBA in Social Media Management and Community Manager at TECH Technological Universityis an intensive program that prepares students to face challenges and business decisions in the field of social networks management. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 2,700 hours of study, students will have access to a multitude of practical cases through individual work, which will allow them to acquire the necessary skills to successfully carry out their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with the main areas of the company and is designed for managers to understand social media management from a strategic, international and innovative perspective.

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

The program takes place over 12 months and is divided into 15 modules:

Module 1	Fundamentals of Communication in the Digital Environment
Module 2	Integrated Marketing Communications
Module 3	Creativity in Communication
Module 4	Strategic Marketing
Module 5	Research in Digital Media
Module 6	Advertising Creativity I: Copywriting
Module 7	Advertising Creativity II: Art Direction
Module 8	The Fundamentals of Graphic Design
Module 9	Corporate Identity
Module 10	Public Opinion
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 its students the possibility of taking this program completely online. Over the course of the 12 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1. Fundamentals of Communication in the Digital Environment

1.1. Web 2.0 or the Social Web
1.1.1. Organization in the Age of Conversation
1.1.2. Web 2.0 Is All About People
1.1.3. Digital Environment and New Communication Formats

1.2. Digital Communication and Reputation
1.2.1. Online Reputation Report
1.2.2. Netiquette and Good Practices on Social Media
1.2.3. Branding and 2.0 Networks

1.3. Online Reputation Plan Design and Planning
1.3.1. Overview of the Main Social Media
1.3.2. Brand Reputation Plan
1.3.3. General Metrics, ROI, and Social CRM
1.3.4. Online Crisis and Reputational SEO

1.4. General, Professional, and *Microblogging* Platforms
1.4.1. Facebook
1.4.2. LinkedIn
1.4.3. Google+
1.4.4. Twitter

1.5. Video, Image, and Mobility Platforms
1.5.1. YouTube
1.5.2. Instagram
1.5.3. Flickr
1.5.4. Vimeo
1.5.5. Pinterest

1.6. Content and Storytelling Strategy
1.6.1. Corporate Blogging
1.6.2. Content Marketing Strategy
1.6.3. Creating a Content Plan
1.6.4. Content Curation Strategy

1.7. Social Media Strategies
1.7.1. Corporate PR and Social Media
1.7.2. Defining the Strategy to Be Followed in Each Media
1.7.3. Analysis and Evaluation of Results

1.8. Community Administration
1.8.1. Roles, Tasks and Responsibilities of the Community Administration
1.8.2. Social Media Manager
1.8.3. Social Media Strategist

1.9. Social Media Plan
1.9.1. Designing a Social Media Plan
1.9.2. Schedule, Budget, Expectations and Follow-up
1.9.3. Contingency Protocol in Case of Crisis

1.10. Online Monitoring Tools
1.10.1. Management Tools and Desktop Applications
1.10.2. Monitoring and Research Tools

Module 2. Integrated Marketing Communications

2.1. Below the Line Advertising
2.1.1. Introduction. Concept and Characteristics
2.1.2. New Trends in Marketing Communications
2.1.3. Non-Mass and Personal Media

2.2. Direct and Interactive Marketing 05/
2.2.1. Concept and Characteristics of Direct Marketing
2.2.2. Telemarketing
2.2.3. E-mail Marketing, Letters, Newsletters, Personalized Information

2.3. Marketing Techniques at the Point of Sale
2.3.1. Optimal Point-of-Sale Conditions
2.3.2. Package Design: the Aesthetics of the Package
2.3.3. Marketing
2.3.4. Actions with Prizes or Bonuses

2.4. Importance of Public Relations
2.4.1. Characteristics of Public Relations
2.4.2. Means and Formats of Public Relations
2.4.3. Corporate Image: Intangible Value, the Brand

2.5. Branded Entertainment Marketing Trends
2.5.1. Concept and Characteristics of Branded Entertainment
2.5.2. Viral Advertising Marketing
2.5.3. Branded Content Marketing
2.5.4. "Gamification»

2.6. Digital Communication Strategy
2.6.1. Introduction to the Planning and Strategy of Digital Marketing Communication
2.6.2. E-Commerce
2.6.3. Prosumer: Participatory Consumer

2.7. Digital Communication Metrics
2.7.1. Formats and Metrics of Digital Communication
2.7.2. Search Engine Positioning
2.7.3. Metrics and Analytics of Digital Marketing Actions

2.8. Importance of Social Networks
2.8.1. Types of Social Networks
2.8.2. The Importance of Social Networks for your Business
2.8.3. Blogs, Blogosphere and Mircroblogs Marketing Blogging

2.9. Effective Segmentation and Social Media Tools
2.9.1. Segmenting Audience on the Web
2.9.2. Segmenting on Facebook
2.9.3. Segmenting on Twitter

2.10. Advantages of Mobile Marketing
2.10.1. Features of Mobile Marketing
2.10.2. Mobile Marketing Actions: Advertising, Cuponing, Localization, Messaging and Content
2.10.3. Applications (Apps)

Module 3. Creativity in Communication

3.1. To Create is to Think
3.1.1. The Art of Thinking
3.1.2. Creative Thinking and Creativity
3.1.3. Thought and Brain
3.1.4. The Lines of Research on Creativity: Systematization

3.2. Nature of the Creative Process
3.2.1. Nature of Creativity
3.2.2. The Notion of Creativity: Creation and Creativity
3.2.3. The Creation of Ideas for Persuasive Communication
3.2.4. Nature of the Creative Process in Advertising

3.3. The Invention
3.3.1. Evolution and Historical Analysis of the Creation Process
3.3.2. Nature of the Classical Canon of the Invention
3.3.3. The Classical View of Inspiration in the Origin of Ideas
3.3.4. Invention, Inspiration, Persuasion

3.4. Rhetoric and Persuasive Communication
3.4.1. Rhetoric and Advertising
3.4.2. The Rhetorical Parts of Persuasive Communication
3.4.3. Rhetorical Figures

3.5. Creative Behavior and Personality
3.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
3.5.2. Creative Behavior and Motivation
3.5.3. Perception and Creative Thinking
3.5.4. Elements of Creativity

3.6. Creative Skills and Abilities
3.6.1. Thinking Systems and Models of Creative Intelligence
3.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
3.6.3. Interaction Between Factors and Intellectual Capabilities
3.6.4. Creative Skills
3.6.5. Creative Capabilities

3.7. The Phases of the Creative Process
3.7.1. Creativity as a Process
3.7.2. The Phases of the Creative Process
3.7.3. The Phases of the Creative Process in Advertising

3.8. Troubleshooting
3.8.1. Creativity and Problem Solving
3.8.2. Perceptual Blocks and Emotional Blocks
3.8.3. Methodology of Invention: Creative Programs and Methods

3.9. The Methods of Creative Thinking
3.9.1. Brainstorming as a Model for the Creation of Ideas
3.9.2. Vertical Thinking and Lateral Thinking
3.9.3. Methodology of Invention: Creative Programs and Methods

3.10. Creativity and Advertising Communication
3.10.1. The Creative Process as a Specific Product of Advertising Communication
3.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
3.10.3. Methodological Principles and Effects of Advertising Creation
3.10.4. Advertising Creation: from the Problem to the Solution
3.10.5. Creativity and Persuasive Communication

Module 4. Strategic Marketing

| 4.1. | Marketing Management | 4.2. | Role of Strategic Marketing | 4.4. | New Product Strategy Development | 4.6. | Promotion and *Merchandising* Strategies |
| | | 4.3. | Dimensions of Marketing Strategy | 4.5. | Price-Setting Policies | | |

4.7. Distribution, Expansion, and Intermediation Strategies

4.8. Development of the marketing Plan

Module 5. Digital Media Research

5.1. The Scientific Method and its Techniques
5.1.1. Introduction
5.1.2. The Scientific Method and its Techniques
5.1.3. Scientific Method and Methodological Techniques
5.1.4. Research Design and Phases
5.1.5. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
5.1.6. Research Approaches and Perspectives

5.2. Methodology I
5.2.1. Introduction
5.2.2. Measurable Aspects: Quantitative Method
5.2.3. Quantitative Techniques
5.2.4. Types of Surveys
5.2.5. Questionnaire Preparation and Presentation of Results

5.3. II Methodology
5.3.1. Introduction
5.3.2. Measurable Aspects: Qualitative Method
5.3.3. Qualitative Techniques
5.3.4. Individual Interviews and their Typology
5.3.5. The Group Interview and its Variables: Focus Groups
5.3.6. Other Conversational Techniques: Philips 66, Delphi Brainstorming, Participatory Intervention Nuclei, Problem and Solution Tree
5.3.7. Participatory – Action Research

5.4. III Methodology
5.4.1. Introduction
5.4.2. Revealing Communicative Behaviors and Interactions: Observation and its Variants
5.4.3. Observation as a Scientific Method
5.4.4. The Procedure: Planning Systematic Observation
5.4.5. Different Types of Observation
5.4.6. Online Observation: Virtual Ethnography

5.5. IV Methodology
5.5.1. Introduction
5.5.2. Uncovering the Content of Messages: Content and Discourse Analysis
5.5.3. Introduction to Quantitative Content Analysis
5.5.4. Sample Selection and Category Design
5.5.5. Data Processing
5.5.6. Critical Discourse Analysis
5.5.7. Other Techniques for the Analysis of Media Texts

5.6. Techniques for Collecting Digital Data
5.6.1. Introduction
5.6.2. Knowing the Reactions: Experimenting in Communication
5.6.3. Introduction to Experiments
5.6.4. What is an Experiment in Communication
5.6.5. Experimentation and its Types
5.6.6. The Practical Design of the Experiment

5.7. Techniques for Organizing Digital Data
5.7.1. Introduction
5.7.2. Digital Information
5.7.3. Problems and Methodological Proposals
5.7.4. Online Press: Characteristics and Approach to its Analysis

5.8. Participatory Instrumental Services
5.8.1. Introduction
5.8.2. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
5.8.3. Internet as an Object of Study
5.8.4. Criteria for Evaluating the Quality and Reliability of Content on the Internet

5.9. Internet Quality as a Source: Validation and Confirmation Strategies
5.9.1. Introduction
5.9.2. Research on the Internet and Digital Platforms
5.9.3. Searching and Browsing in the Online Environment
5.9.4. Approach to Research on Digital Formats: Blogs
5.9.5. Approach to Social Network Research Methods
5.9.6. Hyperlink Research

5.10. Activity Diffusion
5.10.1. Introduction
5.10.2. Research Trends in Communication
5.10.3. Introduction to the Contemporary Environment of Research in Communication
5.10.4. The Readaptation of the Classic Objects of Communication Research
5.10.5. The Emergence of Classical Research Objects
5.10.6. Towards Interdisciplinarity and Methodological Hybridization

Module 6. Creative Advertising I: Writing

6.1. Writing Concept
6.1.1. Writing and Editing
6.1.2. Writing and Thought
6.1.3. Writing and Order

6.2. Fundamentals of Copywriting
6.2.1. Correction
6.2.2. Adaptation
6.2.3. Efficiency

6.3. Characteristics of Copywriting
6.3.1. Nominalization
6.3.2. Destructuring
6.3.3. Expressive Concentration

6.4. Text and Image
6.4.1. From Text to Image
6.4.2. Text Functions
6.4.3. Image Functions
6.4.4. Relationship Between Text and Imaging

6.5. Brand and Slogan
6.5.1. The Brand
6.5.2. Brand Characteristics
6.5.3. The Slogan

6.6. Direct Advertising
6.6.1. The Brochure
6.6.2. The Catalogue
6.6.3. Other Annexes

6.7. Press Advertising: the Large Format Advertisement
6.7.1. Newspapers and Magazines
6.7.2. Superstructure
6.7.3. Formal Characteristics
6.7.4. Editorial Characteristics

6.8. Press Advertising: Other Formats
6.8.1. Word Advertisements
6.8.2. Superstructure
6.8.3. The Claim
6.8.4. Superstructure

6.9. Outdoor Advertising
6.9.1. Formats
6.9.2. Formal Characteristics
6.9.3. Editorial Characteristics

6.10. Radio Advertising
6.10.1. Radio Language
6.10.2. The Radio Spot
6.10.3. Superstructure
6.10.4. Wedge Types
6.10.5. Formal Characteristics

6.11. Audiovisual Advertising
6.11.1. The Image
6.11.2. The Text
6.11.3. Music and Sound Effects
6.11.4. Advertising Formats
6.11.5. The Script
6.11.6. The Story-Board

Module 7. Creative Advertising II: Art Management

7.1. Subjects and Object of Advertising Graphic Design
7.1.1. Related Professional Profiles
7.1.2. Academic Context and Competencies
7.1.3. Advertiser and Agency

7.2. Creative Direction and Creative Idea
7.2.1. Creative Process
7.2.2. Types of Creative Processes
7.2.3. Art Direction and Formal Idea

7.3. The Role of the Art Director
7.3.1. What is Art Direction?
7.3.2. How Does Art Direction Work?
7.3.3. The Creative Team
7.3.4. The Role of the Art Director

7.4. Fundamentals of Advertising Graphic Design
7.4.1. Design Concepts and Design Standards
7.4.2. Trends and Styles
7.4.3. Design Thinking, Process and Management
7.4.4. Scientific Metaphor

7.5. Methodology of Advertising Graphics
7.5.1. Graphic Creativity
7.5.2. Design Process
7.5.3. Communication and Aesthetics

7.6. Graphic Strategy
7.6.1. Apprehension Form
7.6.2. Graphic Message
7.6.3. Aesthetic State

7.7. Graphic Architecture
7.7.1. Typometry
7.7.2. Graphic Spaces
7.7.3. Reticle
7.7.4. Pagination Standards

7.8. Final Arts
7.8.1. Final Arts
7.8.2. Processes
7.8.3. Systems

7.9. Creation of Advertising Graphic Supports
7.9.1. Publigraphy
7.9.2. Organizational Visual Image (OVI)

7.10. Graphic Advertisements
7.10.1. Packaging
7.10.2. Websites
7.10.3. Corporate Image in Web Pages

Module 8. Fundamentals of Graphic Design

8.1.   Introduction to Graphic Design
8.1.1.   What Is Graphic Design?
8.1.2.   Graphic Design Functions
8.1.3.   Areas of Action in Graphic Design
8.1.3.   The Value of Graphic Design

8.2.   Graphic Design as a Professional Activity
8.2.1.   Influence of Technology on the Development of the Profession
8.2.2.   What is the Role of the Graphic Designer?
8.2.3.   Professional Fields
8.2.4.   The Designer as a Citizen

8.3.   Basic Elements
8.3.1.   Point
8.3.2.   Line
8.3.3.   The Shape
8.3.4.   Texture
8.3.5.   The Space

8.4.   Formal Elements
8.4.1.   Contrast
8.4.2.   The Balance
8.4.3.   The Proportion
8.4.4.   Rhythm
8.4.5.   Harmony
8.4.6.   The Movement
8.4.7.   Unit

8.5.   Graphic Design References of the 20th and 21st Centuries
8.5.1.   Graphic Designers who have made a Mark in History
8.5.2.   Most Influential Designers
8.5.3.   Graphic Designers Today
8.5.4.   Visual References

8.6.   Posters
8.6.1.   Advertising Poster
8.6.2.   Functions
8.6.3.   19th Century Posters
8.6.4.   Visual References

8.7.   Graphic Style
8.7.1.   Iconic Language and Mass Culture
8.7.2.   Graphic Design and Its Relationship with Art
8.7.3.   Own Graphic Style
8.7.4.   Design Isn't a Profession, It's a Lifestyle

8.8.   From the Streets to the Office
8.8.1.   Design as the Latest Avant-Garde
8.8.2.   Street Art
8.8.3.   Street Art Applied to Advertising
8.8.4.   Street Art and Brand Image

8.9.   Most Used Digital Tools
8.9.1.   Adobe Lightroom
8.9.2.   Adobe Photoshop
8.9.3.   Adobe Illustrator
8.9.4.   Adobe InDesign
8.9.5.   Corel Draw

8.10.   Starting a Design Project
8.10.1.   Briefing
8.10.2.   Definition
8.10.3.   Justification
8.10.4.   Implications
8.10.5.   Objectives
8.10.6.   Methodology

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 and 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. 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. The Distribution and the 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. Public Opinion

10.1. The Concept of Public Opinion

10.1.1. Introduction
10.1.2. Definition
10.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
10.1.4. Phases in the Growth of Public Opinion as a Discipline
10.1.5. The 20th Century

10.2. Theoretical Framework of Public Opinion

10.2.1. Introduction
10.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century.
10.2.3. Twentieth Century Authors
10.2.4. Walter Lippmann: Biased Public Opinion
10.2.5. Jürgen Habermas: the Political-Value Perspective
10.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality

10.3. Social Psychology and Public Opinion

10.3.1. Introduction
10.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
10.3.3. The Name
10.3.4. Conformism

10.4. Media Influence Models

10.4.1. Introduction
10.4.2. Media Influence Models
10.4.3. Types of Media Effects
10.4.4. Research on Media Effects
10.4.5. The Power of the Media

10.5. Public Opinion and Political Communication

10.5.1. Introduction
10.5.2. Electoral Political Communication. Propaganda
10.5.3. Government Political Communication

10.6. Public Opinion and Elections

10.6.1. Introduction
10.6.2. Do Election Campaigns Influence Public Opinion?
10.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
10.6.4. The Effects of Public Opinion

10.7. Government and Public Opinion

10.7.1. Introduction
10.7.2. Representatives and their Constituents
10.7.3. Political Parties and Public Opinion
10.7.4. Public Policies as an Expression of the Government's Action

10.8. The Political Intermediation of the Press

10.8.1. Introduction
10.8.2. Journalists as Political Intermediaries
10.8.3. Dysfunctions of Journalistic Intermediation
10.8.4. Reliance on Journalists as Intermediaries

10.9. Public Sphere and Emerging Models of Democracy

10.9.1. Introduction
10.9.2. The Public Sphere in the Information Society
10.9.3. The Public Sphere in the Information Society
10.9.4. Emerging Models of Democracy

10.10. Methods and Techniques for Public Opinion Research

10.10.1. Introduction
10.10.2. Opinion Polls
10.10.3. Types of Surveys
10.10.4. Analysis

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. Leadership
11.2.1. Leadership A Conceptual Approach
11.2.2. Leadership in Companies
11.2.3. The Importance of Leaders in Business Management

11.3. Cross Cultural Management
11.3.1. Cross Cultural Management Concept
11.3.2. Contributions to Knowledge of National Cultures
11.3.3. Diversity Management

11.4. Management and Leadership Development
11.4.1. Concept of Management Development
11.4.2. Concept of Leadership
11.4.3. Leadership Theories
11.4.4. Leadership Styles
11.4.5. Intelligence in Leadership
11.4.6. The Challenges of Today's Leader

11.5. Business Ethics
11.5.1. Ethics and Morality
11.5.2. Business Ethics
11.5.3. Leadership and Ethics in Companies

11.6. Sustainability
11.6.1. Sustainability and Sustainable Development
11.6.2. The 2030 Agenda
11.6.3. Sustainable Companies

11.7. Corporate Social Responsibility
11.7.1. International Dimensions of Corporate Social Responsibility
11.7.2. Implementing Corporate Social Responsibility
11.7.3. The Impact and Measurement of Corporate Social Responsibility

1.8. Responsible Management Systems and Tools
10.8.1. CSR: Corporate Social Responsibility
11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
11.8.4. CSR Tools and Standards

11.9. Multinationals and Human Rights
11.9.1. Globalization, Multinational Companies and Human Rights
11.9.2. Multinational Companies vs. International Law
11.9.3. Legal Instruments for Multinationals in the Area of Human Rights

11.10. Legal Environment and Corporate Governance
11.10.1. International Rules on Importation and Exportation
11.10.2. Intellectual and Industrial Property
11.10.3. International Labor Law

Module 12. People and Talent Management

12.1. Strategic People Management
12.1.1. Strategic Human Resources Management
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 Compliance 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. Identification, Training and Development of Talent
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. Negotiation and Conflict Management
12.8.1. Negotiation
12.8.2. Conflict Management
12.8.3. Crisis Management

12.9. Executive Communication
12.9.1. Internal and External Communication in the Corporate Environment
12.9.2. Communication Departments
12.9.3. The Person in Charge of Communication of the Company The Profile of the Dircom

12.10. Productivity, Attraction, Retention and Talent Activation
12.10.1. Productivity
12.10.2. Talent Attraction and Retention Levers

Módulo 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. Basic Elements of Marketing
14.2.3. Marketing Activities of the Company

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 Customer Loyalty
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. Corporate Communication
14.9.1. Concept
14.9.2. The Importance of Communication in the Organization
14.9.3. Type of Communication in the Organization
14.9.4. Functions of Communication in the Organization
14.9.5. Elements of Communication
14.9.6. Communication Problems
14.9.7. Communication Scenarios

14.10. Digital Communication and Reputation
14.10.1. Online Reputation
14.10.2. How to Measure Digital Reputation?
14.10.3. Online Reputation Tools
14.10.4. Online Reputation Report
14.10.5. 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

15.8. Emotional Intelligence

15.8.1. Emotional Intelligence and Communication
15.8.2. Assertiveness, Empathy, and Active Listening
15.8.3. Self-Esteem and Emotional Communication

15.9. Personal Branding

15.9.1. Strategies to Develop Personal Branding
15.9.2. Personal Branding Laws
15.9.3. Tools for Creating Personal Brands

15.10. Leadership and Team Management

15.10.1. Leadership and Leadership Styles
15.10.2. Leader Capabilities and Challenges
15.10.3. Managing Change Processes
15.10.4. Managing Multicultural Teams

"

Get to know social networks in depth and become a successful community manager"

Methodology

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

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

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

TECH Business School uses the Case Study to contextualize all content

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

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

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

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

A learning method that is different and innovative

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

"

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

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

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

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

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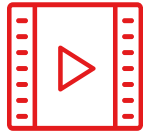
Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%
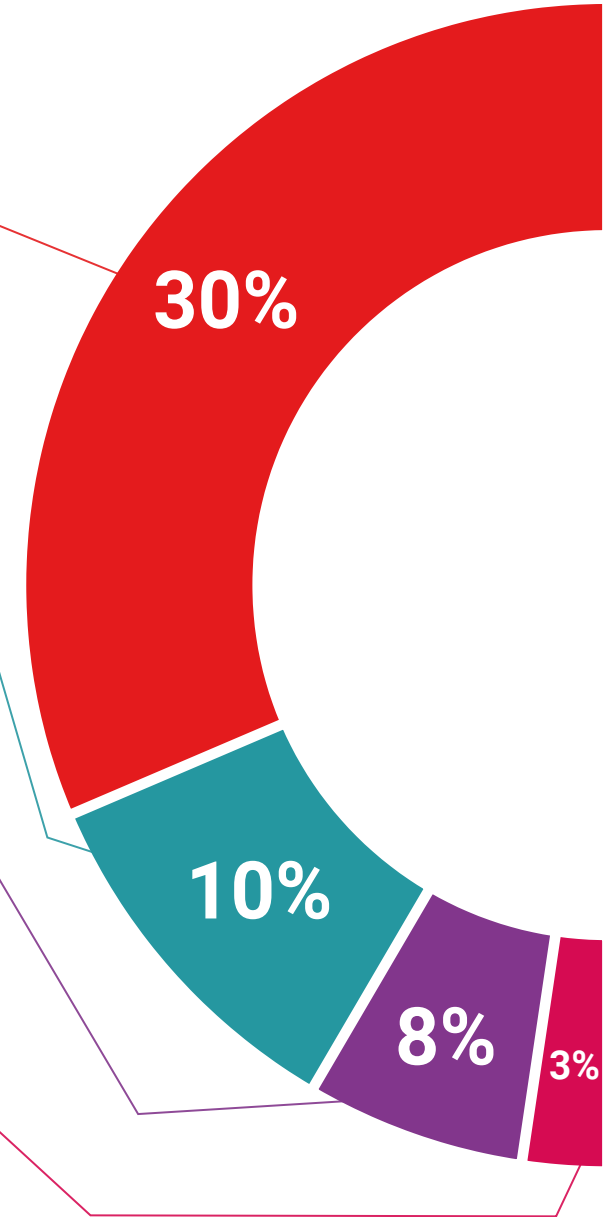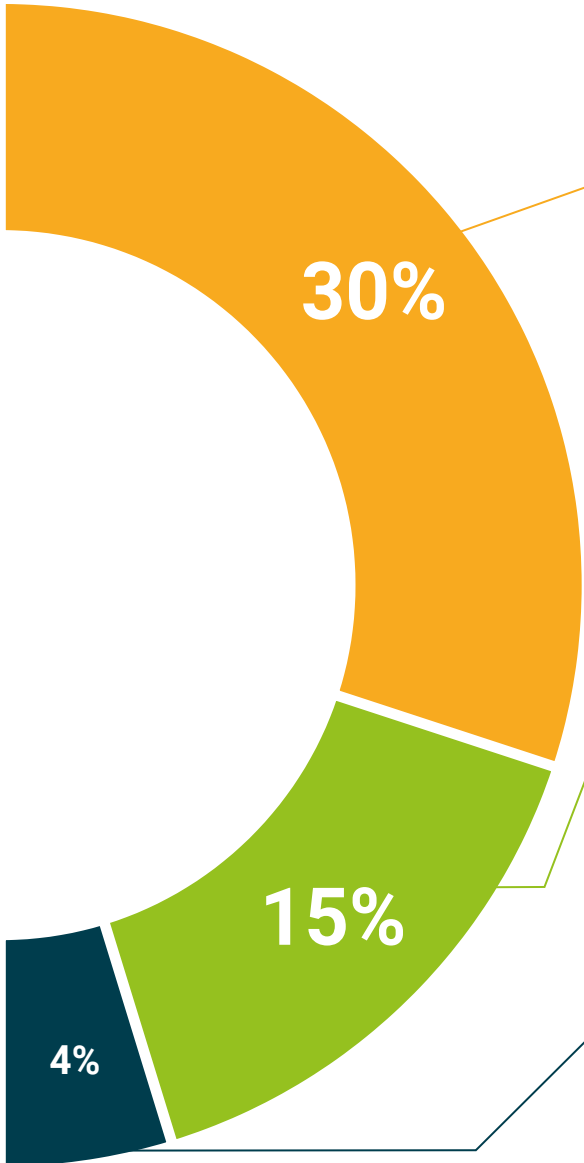
Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

08
Our Students' Profiles

The students of the MBA in Social Media Management and Community Manager are people passionate about the Internet and new technologies who have found in their *hobby* an indispensable job opportunity for any company.   Graduates who understand the need for higher specialization to achieve their dream job and who do not hesitate in continuing their studies to reach their professional goals. Undoubtedly, a generation of students committed to quality education.

Acquire the knowledge requires to develop successfully in Social Media Management"

Average Age

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

Years of Experience

From 5 to 10 years **25%**

Up to 5 years **20%**

More than 15 years **28%**

10 to 15 years **27%**

Training

Economics and Business **24%**

Social Sciences **12%**

Marketing and Advertising **31%**

Journalism and Communication **22%**

Other **11%**

Educational Profile

Corporate Management **23%**

Community Manager **32%**

Entrepreneurs **20%**

Consulting **10%**

Other **15%**
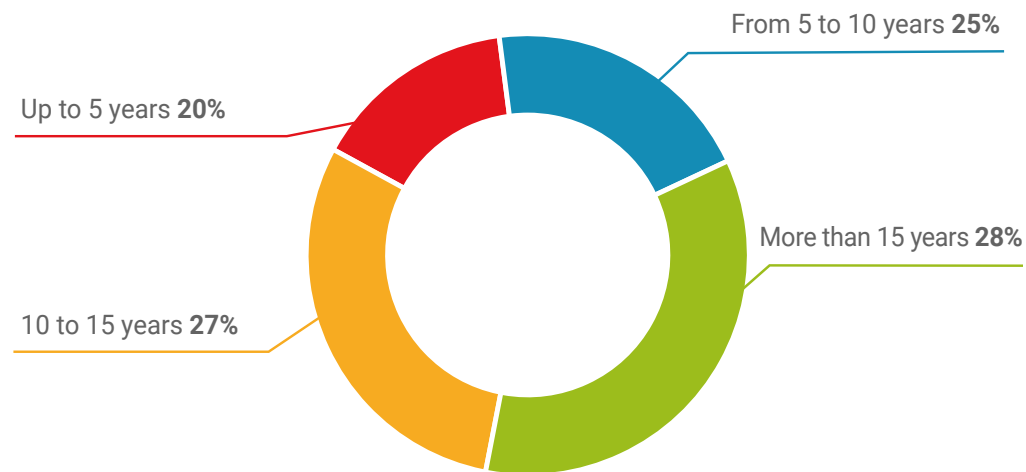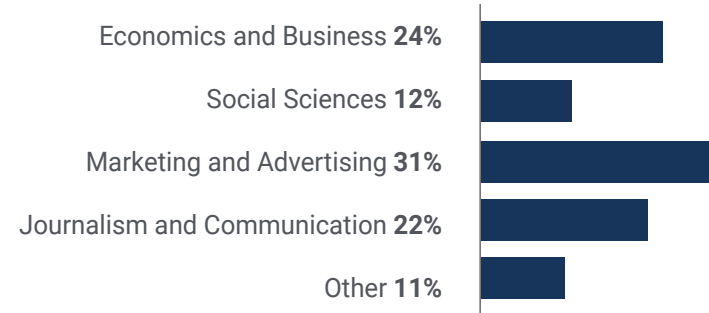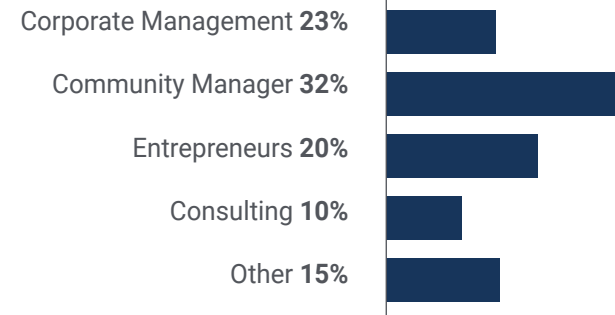
Geographical Distribution

Country	%
USA	**11%**
Spain	**35%**
Mexico	**18%**
Colombia	**7%**
Argentina	**12%**
Chile	**7%**
Peru	**4%**
Other	**6%**
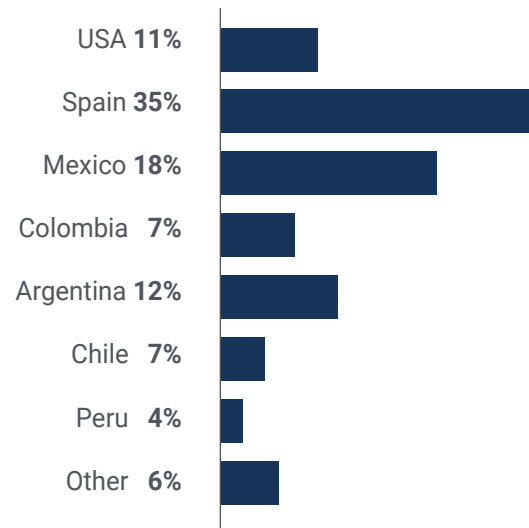
Miguel Molina

Social Media Manager of a Multinational Company

"Since I discovered social networks, I haven't stopped using them. I started on a personal level, but soon I realized that their professional side could be of great use to any business, which is why I focused my work towards this field. I have always been self-taught, but there came a time when I thought it would be good to study more about this field and I found this MBA in Social Media Management and Community Manager from TECH, which has been absolutely fundamental for my professional development"

09

Course Management

TECH is continually committed to academic excellence. For this reason, each of its programs has teaching teams of the highest prestige. These experts have extensive experience in their professional fields and, at the same time, have achieved significant results with their empirical research and field work. In addition, these specialists play a leading role in the university program, as they are responsible for selecting the most up-to-date and innovative content for inclusion in the syllabus.

At the same time, they participate in the development of numerous multimedia resources of high pedagogical rigor.

A complete teaching staff, made up of experts with extensive experience, will be at your disposal in this TECH program"

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 Media, 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

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

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 in order to apply it to your daily practice*"

International Guest Director

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

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

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential.** With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization** demands **supporting** a "**cost-effective decarbonization"** and **overhauling** a fragmented **data, digital and technology landscape.** 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"

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in **world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR,** based in **Florida, USA.** With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs,** managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing.**

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports..**

Finally, it is worth noting that he began his career in sports while working in **New York** as a senior **strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation.**

Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College

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

10

Impact on Your Career

Managing social networks is a more complex task than it might seem at first glance. Knowing its particularities, advertising language, use of images, etc., is essential to be able to direct virtual communities towards the consumption of a certain brand and the creation of a good reputation. For this reason, TECH has designed this MBA in Social Media Management and Community Manager, which has the latest information on the subject, so that you acquire the necessary specialization to direct your future career towards success.

A high level and up-to-date program with the main advances in this field, to help you to succeed in a booming sector"

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

The MBA in Social Media Management and Community Manager of TECH is an intensive and highly valuable program aimed at improving students' professional skills in an area of extensive competition. Undoubtedly, it is a unique opportunity to improve professionally, but also personally, as it involves effort and dedication.

Those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

Specialize in social media and give your profession a boost.

This program will help you to achieve professional improvement in very little time.

Time of Change

During the program	During the first year	After 2 years
33%	**27%**	**40%**

Type of change

Internal Promotion **35%**

Change of Company **30%**

Entrepreneurship **35%**

Salary increase

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

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

11
Benefits for Your Company

Social networks must be present in any company, since today's society uses the Internet to learn about the products and services they want to consume, so they have become a first level advertising platform. This makes this TECH Technological Universityprogram very useful for business professionals, since they will bring a new vision of work in their company, becoming true *community managers* who are able to manage virtual communities in favor of their brand.

Bring a new work vision to your business, through completing this academic program"

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.

Certificate

The MBA in Social Media Management and Community Manager guarantees, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Technological University.

"
*After passing our program,
you will receive a certificate
that will be a plus for your CV"*

This **MBA in Social Media Management and Community Manager** contains the most complete and up-to-date program on the market.
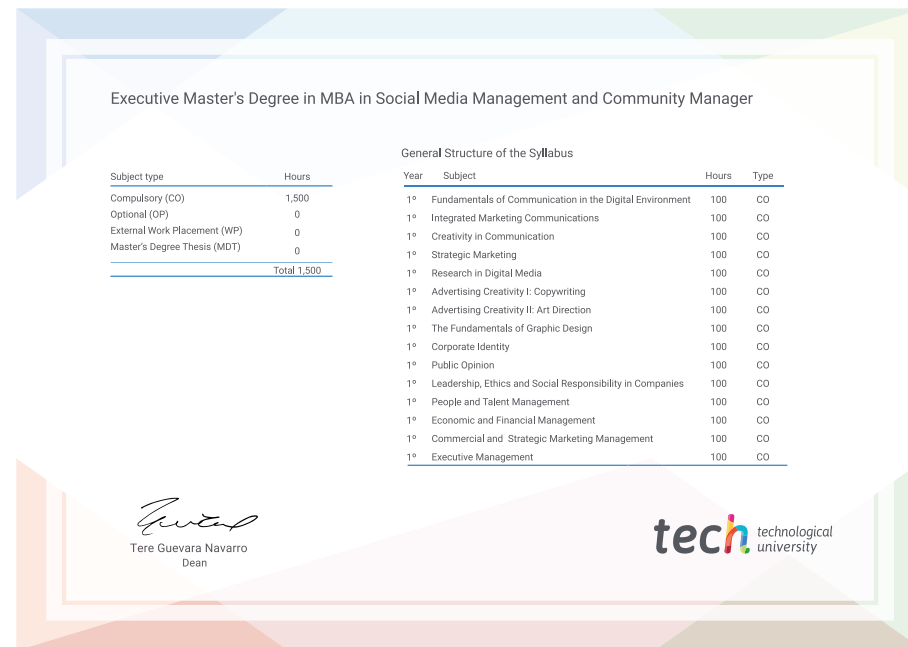
After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** by tracked delivery.

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 Social Media Management and Community Manager**

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

EXECUTIVE MASTER'S DEGREE

in

MBA in Social Media Management and Community Manager

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 Social Media Management and Community Manager

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

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Fundamentals of Communication in the Digital Environment	100	CO
1º	Integrated Marketing Communications	100	CO
1º	Creativity in Communication	100	CO
1º	Strategic Marketing	100	CO
1º	Research in Digital Media	100	CO
1º	Advertising Creativity I: Copywriting	100	CO
1º	Advertising Creativity II: Art Direction	100	CO
1º	The Fundamentals of Graphic Design	100	CO
1º	Corporate Identity	100	CO
1º	Public Opinion	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

tech technological university

---

*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 Social Media Management and Community Manager

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

Executive Master's Degree
MBA in Social Media Management and Community Manager

tech technological university