

# Executive Master's Degree Social Media Management: Community Manager

**M S M M C M**



## Executive Master's Degree Social Media Management: Community Manager

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/professional-master-degree/master-social-media-management-community-manager](http://www.techtute.com/us/school-of-business/professional-master-degree/master-social-media-management-community-manager)

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# 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.



Executive Master's Degree in Social Media Management: *Community Manager*.  
TECH Global University



“

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

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





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



### Learn with the best

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

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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

03

# Why Our Program?

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

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



“

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

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

# 04 Objectives

This TECH Executive Master's Degree 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 Executive Master's Degree in Social Media Management: *Community Manager* will educate students to:

01

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

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

02

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

05

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

03

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

10

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

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

11

Understand the nature and communicative potential of images and graphic design

09

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

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 Executive Master's Degree in Social Media Management: 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

02

Know about social media and the work of the community manager

03

Develop creative communication

04

Develop a Strategic Marketing plan

05

Carry out research in digital media



06

Effectively write advertising copy

08

Create graphic pieces in advertising



07

Carry out management of art campaigns

10

Analyze and manage communication in the context of public opinion

06

# Structure and Content

The Executive Master's Degree in Social Media Management: 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 10 modules which will help students to understand the complexity of this branch of work.





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

## Syllabus

The Executive Master's Degree in Social Media Management: Community Manager at TECH Global University is an intensive program that prepares students to face challenges and business decisions in the field of social networks. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 1,500 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 your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

The program takes place over 12 months and is divided into 10 modules:

**Module 1** Fundamentals of Communication in the Digital

**Module 2** Environment

**Module 3** Social Media and Community Management

**Module 4** Creativity in Communication

**Module 5** Strategic Marketing

**Module 6** Research in Digital Media

**Module 7** Advertising Creativity I: Copywriting

**Module 8** Advertising Creativity II: Art Direction

**Module 9** The Fundamentals of Graphic Design

**Module 10** Corporate Identity Public Opinion



### 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 Applied in Each Medium
- 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. Social Media and Community Management**
**2.1. Introduction and Typology of Social Media**

- 2.1.1. Social Media Against Traditional Media
- 2.1.2. What is a Social Network?
- 2.1.3. Evolution of Social Networks on the Internet?
- 2.1.4. Social Media Today
- 2.1.5. Features of Social Media on the Internet
- 2.1.6. Social Media Typology

**2.2. Functions of the Community Manager**

- 2.2.1. The Figure of the Community Manager and their Function in the Company
- 2.2.2. Community Manager Guide
- 2.2.3. The Profile of the Community Manager

**2.3. Social Media within the Structure of the Business**

- 2.3.1. The Importance of Social Media in the Company
- 2.3.2. The Different Profiles that Work in Social Media
- 2.3.3. How to Choose the Best Structure for Social Media Management
- 2.3.4. Customer Care on Social Media
- 2.3.5. Relationship of the Social Media Team with Other Departments in the Company

**2.4. Introduction to Digital Marketing**

- 2.4.1. The Internet: Making Marketing Infinite
- 2.4.2. Objectives of Marketing on the Internet
- 2.4.3. Key Concepts on the Internet
- 2.4.4. Operative Marketing on the Web
- 2.4.5. Search Engine Positioning
- 2.4.6. Social Media
- 2.4.7. Community Manager
- 2.4.8. E-Commerce

**2.5. Social Media Strategic Plan and Social Media Plan**

- 2.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
- 2.5.2. Previous Analysis
- 2.5.3. Objectives

- 2.5.4. Strategy
- 2.5.5. Actions
- 2.5.6. Budget
- 2.5.7. Schedules
- 2.5.8. Contingency Plan

**2.6. Online Reputation**
**2.7. Main Social Media Outlets I**

- 2.7.1. Facebook: Increase the Presence of Our Brand
  - 2.7.1.1. Introduction: What is Facebook and How Can it Help Us?
  - 2.7.1.2. Main Elements in the Professional Field
  - 2.7.1.3. Content Promotion
  - 2.7.1.4. Analytics

- 2.7.2. Twitter: 140 Characters to Achieve the Objectives
  - 2.7.2.1. Introduction: What is Twitter and How Can it Help Us?
  - 2.7.2.2. Main Elements
  - 2.7.2.3. Content Promotion
  - 2.7.2.4. Analytics

**2.8. Main Social Media Outlets II**

- 2.8.1. YouTube: The Second Most Important Search Engine on the Internet
- 2.8.2. Main Elements
- 2.8.3. Advertising
- 2.8.4. YouTube Analytics
- 2.8.5. Success Stories
- 2.8.6. Instagram and Pinterest. The Power of Image
- 2.8.7. Instagram
- 2.8.8. Success Stories
- 2.8.9. Pinterest

**2.9. Blogs and Personal Branding**

- 2.9.1. Definition
- 2.9.2. Typology

**2.10. Tools for the Community Manager**

- 2.10.1. Monitoring and Programming. Hootsuite
- 2.10.2. Specific Tools for Each Social Network
- 2.10.3. Active Listening Tools
- 2.10.4. URL Shortening Tools
- 2.10.5. Tools for the Generation of Content

- 2.7.3. LinkedIn. The Professional Social Network for Excellence
  - 2.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
  - 2.7.3.2. Main Elements
  - 2.7.3.3. Content Promotion

**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 Problem to Solution
- 3.10.5. Creativity and Persuasive Communication

**Module 4. Strategic Marketing****4.1. Strategic Management and Marketing**

- 4.1.1. Marketing in the Context of Strategic Management: Orientation Towards the Market
- 4.1.2. Strategic Management and Marketing of the Company
- 4.1.3. Marketing Information Systems

**4.2. External Analysis: Markets, Competition and Environment in General**

- 4.2.1. Market and Customer Analysis
- 4.2.2. Competitive Analysis
- 4.2.3. Analysis of Other Variable of the Environment: Social Demands
- 4.2.4. Strategic Uncertainty

**4.3. Internal Analysis**

- 4.3.1. Financial Indicators and Performance Indicators
- 4.3.2. Business Matrices and Decision Support Systems
- 4.3.3. Formulation of Goals and Objectives

**4.4. Marketing Strategies (I): The Company**

- 4.4.1. Environment Management and Socially Oriented Marketing
- 4.4.2. Divestment Strategies
- 4.4.3. Growth Strategies

**4.5. Marketing Strategies (II): The Product Market**

- 4.5.1. Market Coverage Strategies and Determination of Target Audience
- 4.5.2. Competitive Strategy
- 4.5.3. Strategic Partnerships

**4.6. Marketing Strategies (III): The Product**

- 4.6.1. New Product Strategy: Process of Diffusion and Adoption
- 4.6.2. Differentiation and Positioning Strategy
- 4.6.3. Product Life Cycle Strategies

**4.7. Offer Strategies**

- 4.7.1. Introduction
- 4.7.2. Brand Strategies
- 4.7.3. Product Strategies
- 4.7.4. Pricing Strategies
- 4.7.5. Service Strategies

**4.8. Go-to-Market Strategies**

- 4.8.1. Distribution Strategies
- 4.8.2. Communication Strategies
- 4.8.3. Sales Force, Internet and Direct Marketing Strategies

**4.9. Organization of Marketing Activities and Relations**

- 4.9.1. Organization of Marketing Activities
- 4.9.2. Concept of Marketing Relations
- 4.9.3. Marketing Connections

**4.10. Marketing Strategy Implementation and Control**

- 4.10.1. Introduction
- 4.10.2. Marketing Plan
- 4.10.3. Execution of the Marketing Plan
- 4.10.4. Internal Marketing
- 4.10.5. Evaluation and Control

**Module 5. Research in Digital Media**

**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. Methodology II**

- 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: Discussion Groups or Focus Groups
- 5.3.6. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
- 5.3.7. Participatory – Action Research

**5.4. Methodology III**

- 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. Methodology IV**

- 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. Diffusion of Research Activity**

- 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. Advertising Creativity I: Copywriting**
**6.1. Writing Concept**

- 6.1.1. Writing and Editing
- 6.1.2. Copywriting and Thought
- 6.1.3. Copywriting and Order

**6.2. Fundamentals of Advertising 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 Storyboard

**Module 7. Advertising Creativity II: Art Direction**

**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. Publigrphy
- 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. The Fundamentals of Graphic Design****8.1. Introduction to Design**

- 8.1.1. Design Concept: Art and Design
- 8.1.2. Fields of Application of the Design
- 8.1.3. Design and Ecology: Ecodesign
- 8.1.4. Activist Design

**8.2. Design and Configuration**

- 8.2.1. The Design Process
- 8.2.2. The Idea of Progress
- 8.2.3. The Dichotomy Between Need and Desire

**8.3. Introduction to Adobe Lightroom I**

- 8.3.1. Tour of the Interface: Catalog and Preferences
- 8.3.2. Program Structure and Visualization
- 8.3.3. Structure of the library
- 8.3.4. File Import

**8.4. Introduction to Adobe Lightroom II**

- 8.4.1. Fast Development, Keywords and Metadata
- 8.4.2. Simple Collections
- 8.4.3. Intelligent Collections
- 8.4.4. Practice

**8.5. Library in Adobe Lightroom**

- 8.5.1. Classification and Structuring Methods
- 8.5.2. Stacks, Virtual Copies, Files Not Found
- 8.5.3. Watermark and Logos
- 8.5.4. Export

**8.6. Revealing in Adobe Lightroom I**

- 8.6.1. Developed Module
- 8.6.2. Lens Correction and Cropping
- 8.6.3. The Histogram
- 8.6.4. Calibration and Profiling

**8.7. Presets**

- 8.7.1. What Are They?
- 8.7.2. How Are They Used?
- 8.7.3. What Kind of Pre-Established Settings are Saved in Lightroom Presets?
- 8.7.4. Search Resources

**8.8. Tone in Adobe Lightroom**

- 8.8.1. Tone Curve
- 8.8.2. HSL
- 8.8.3. Split Tones
- 8.8.4. Practice

**8.9. Revealing in Adobe Lightroom II**

- 8.9.1. Masks
- 8.9.2. Development with Brush
- 8.9.3. Focus and Noise Reduction
- 8.9.4. Vignetting
- 8.9.5. Red Eye and Blemish Removal

**8.10. Revealing in Adobe Lightroom III**

- 8.10.1. Transform an Image
- 8.10.2. Creation of Panoramic Photographs
- 8.10.3. What Is HDR? How Do We Create it?
- 8.10.4. Synchronize Settings

**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. 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. Bandwagon and Underdog Effects

**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

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

The students of the Executive Master's Degree in Social Media Management: Community Manager are people passionate about the Internet and new technologies who have found that their hobby is 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”*

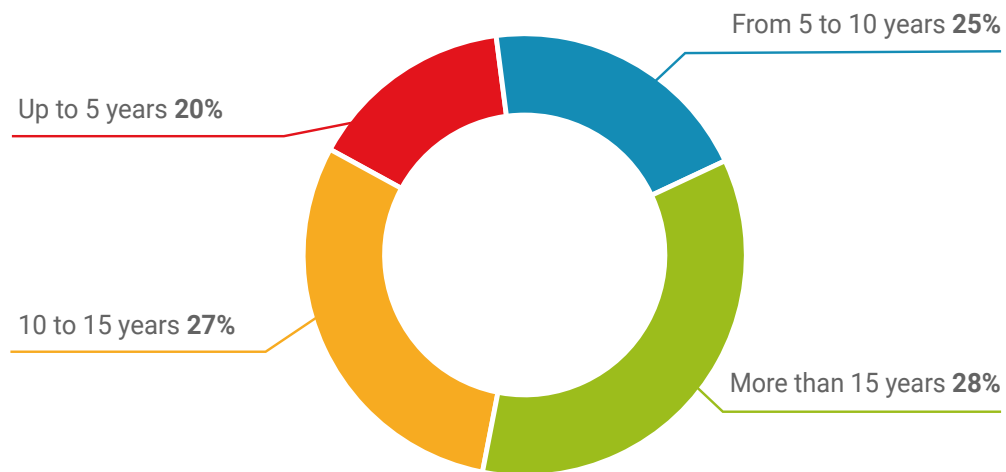
### Average Age

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

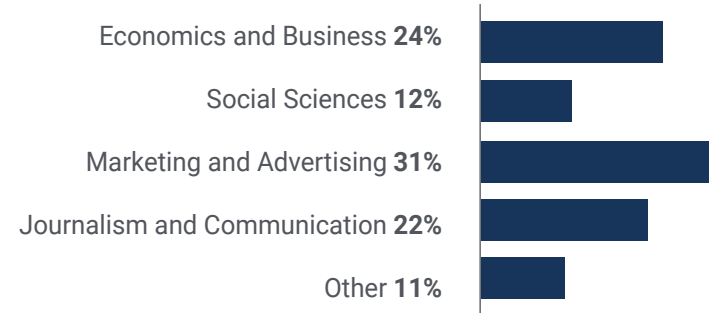
### Years of Experience

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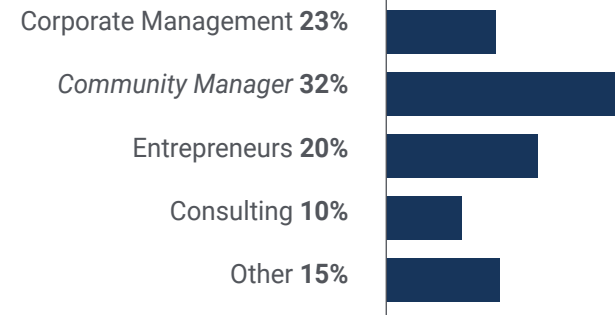
### Training

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### Academic Profile

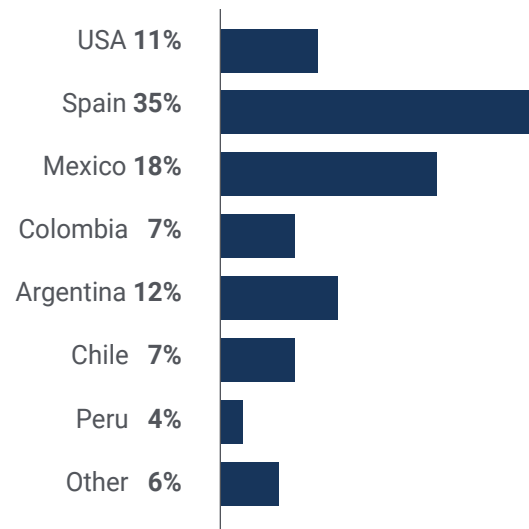
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## Geographical Distribution

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## Miguel Molina

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**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 Executive Master's Degree at TECH, which has been absolutely fundamental for my professional development"*

09

# 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 Executive Master's Degree, which has the latest information on the subject, so that you acquire the necessary education 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 Executive Master's Degree in Social Media Management: Community Manager at TECH Global University 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.*

### When the change occurs



### Type of change



## Salary increase

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



10

# 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 Global University program 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

### **Intellectual Capital and Talent Growth**

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 executive and opens new avenues for professional growth within the company.

03

### **Building Agents of Change**

The professional will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased International Expansion Possibilities**

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





05

### **Project Development**

The professional will be work on a current project or develop new projects in the field of R&D or Business Development within their 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 Social Media Management: Community Manager guarantees you, in addition to the most rigorous and updated training, access to a Professional Master's Degree issued by TECH Global University.





“

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

This program will allow you to obtain your **Executive Master's Degree diploma in Social Media Management: Community Manager** 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** title 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 Social Media Management: Community Manager**

Modality: **online**

Duration: **12 months**

Accreditation: **60 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

### Social Media Management: Community Manager

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree Social Media Management: Community Manager

