

Advanced Master's Degree Communications and Corporate Identity Management





Advanced Master's Degree Communications and Corporate Identity Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: www.techtitute.com/pk/journalism-communication/advanced-master-degree/advanced-master-degree-communications-corporate-identity-management

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01

Introduction

In today's companies, having a communications department is fundamental, as it is essential to protect the reputation of the entity, creating communication campaigns and a brand image recognized by the public. With this highly competent specialization you will be able to take a solid and reliable step in this field, obtaining the personal and professional skills necessary to practice as an expert in the field.



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Become one of the most demanded professionals of the moment thanks to this Advanced Master's Degree and train yourself to be in charge of business communication"

Achieving a good management of corporate communication is essential for the survival of any company, since it is the department in charge of maintaining the company's reputation, through the implementation of communication strategies, against possible smear campaigns. But also, creating a corporate image recognized by the general public, through which the work done by the company is recognized.

Likewise, the advance of new technologies has caused this department to acquire a relevance in recent years, since, at present, the company-customer relationship has moved to the digital world, especially through social networks, becoming a great stage where communication between the two is carried out. Therefore, it is essential that the communication manager has superior skills in the use of these tools and is able to use them for the benefit of the corporate image. For this reason, at TECH we have designed this very complete Advanced Master's Degree with which the student will be able to acquire the necessary skills to develop in this field.

With this program, we will not only take you through the theoretical knowledge we offer, but we will show you another way of studying and learning, more organic, simpler and more efficient. We will work to keep you motivated and to create in you a passion for learning. And we will push you to think and develop your critical thinking skills.

This Advanced Master's Degree is designed to give you access to the specific knowledge of this discipline in an intensive and practical way. A great value for any professional. And in a 100% online format, thanks to which you can decide where and when to study. Without the restrictions of fixed timetables or having to move between classrooms, this course can be combined with work and family life.

This **Advanced Master's Degree in Communications and Corporate Identity Management** contains the most complete and up-to-date academic program on the university scene.

The most important features of the program include:

- ♦ The latest technology in online teaching software
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by remote training
- ♦ Continuous updating and retraining systems
- ♦ Self-organised learning which makes the course completely compatible with other commitments
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Content that is accessible from any, fixed or portable device with an Internet connection
- ♦ Complementary resource banks that are permanently available



A high-level specialization, supported by advanced technological development and the teaching experience of the best professionals"

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A training program created for professionals who aspire to excellence that will allow you to acquire new skills and strategies in a smooth and effective way”

Our teaching staff is made up of working professionals. In this way we ensure that we provide you with the up-to-date training we are aiming for. A multidisciplinary team of professionals prepared and experienced in different environments, who will develop theoretical knowledge efficiently, but, above all, will put at the service of specialization the practical knowledge derived from their own experience.

Developed by a multidisciplinary team of e-learning experts, this Advanced Master's Degree integrates the latest advances in educational technology. This way you will be able to study with a range of easy-to-use and versatile multimedia tools that will give you the necessary skills you need for your specialization.

The design of this program is based on Problem-Based Learning, an approach that conceives learning as a highly practical process. To achieve this remotely, we will use telepractice learning. With the help of an innovative interactive video system and Learning from an Expert, you will be able to acquire the knowledge as if you were actually dealing with the case you are studying A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

Specializing in Business Communication will increase the visibility of your CV.

We have the best teaching methodology and a multitude of simulated cases that will help you train in real situations.



02 Objectives

TECH's objective is to prepare highly qualified professionals for work experience. An objective that is complemented, moreover, in a global manner, by promoting human development that lays the foundations for a better society. This objective is focused on helping professionals reach a much higher level of expertise and control. A goal that, as the student, you will be able to achieve thanks to a highly intensive and detailed course.





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If your goal is to improve in your profession, to acquire a qualification that will enable you to compete among the best, then look no further: Welcome to TECH”

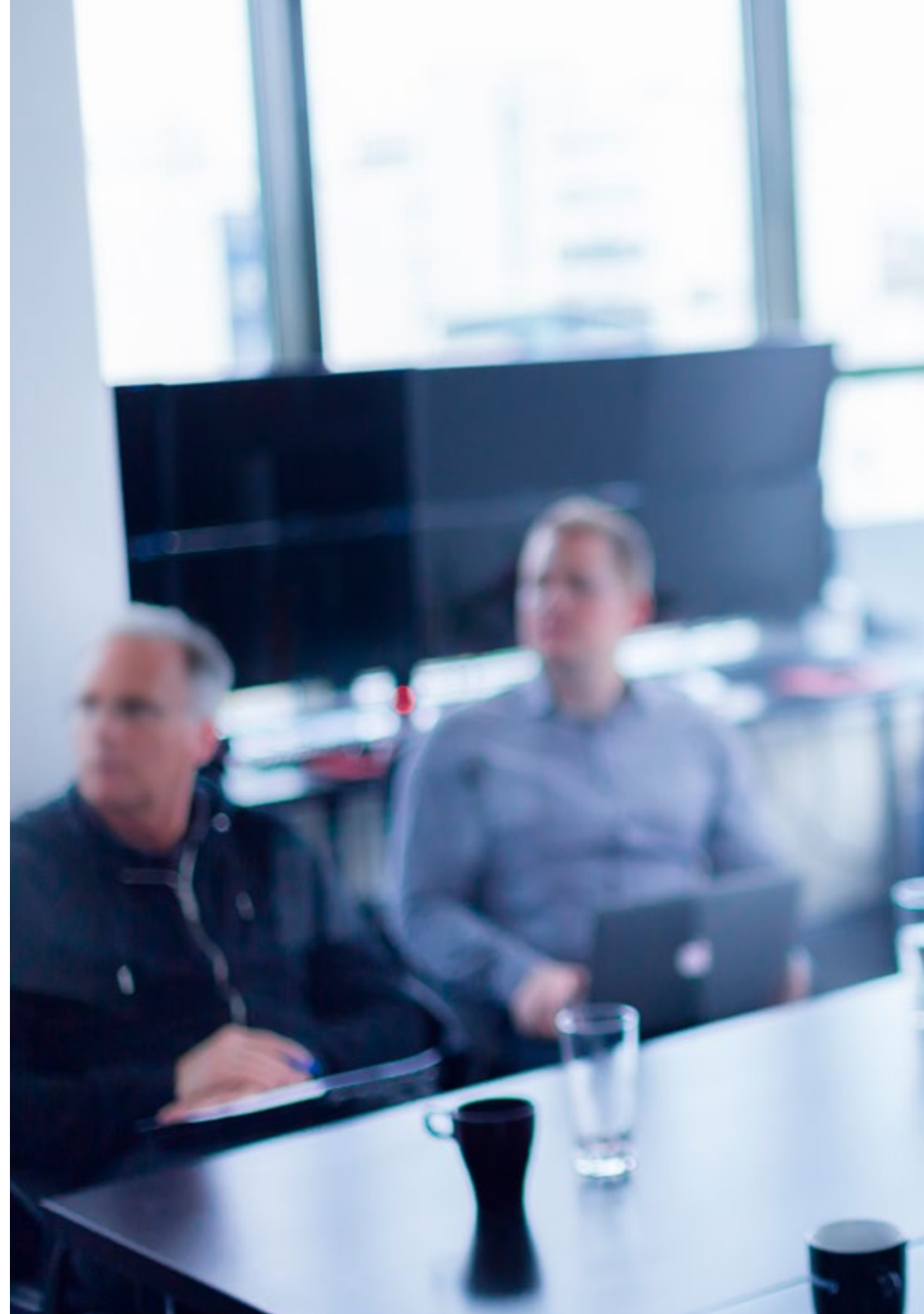


General Objectives

- ◆ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools.
- ◆ Learn how to develop a corporate identity
- ◆ Be able to lead communication teams in large corporations.
- ◆ Achieving an adequate corporate image for a brand

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We are the largest online university in the world, and we want to help you improve your future"





Specific Objectives

- ◆ Be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ◆ Have the ability to adequately contextualize the media systems and in particular the global communication structure
- ◆ Know how to describe the main research trends in social communication, as well as their different models: Behaviorist, functional, constructivist and structuralist
- ◆ Know how to define the framework of action of the large media groups and their concentration processes
- ◆ Know the fields of advertising and public relations and their processes and organizational structures
- ◆ Know how to identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ◆ Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies
- ◆ Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication

- ◆ Know how to apply creative processes to the field of communication, especially advertising and public relations
- ◆ Understand the systems for analyzing advertising and public relations campaigns.
- ◆ Know how to describe the structure of advertising agencies
- ◆ Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications
- ◆ Have the ability to analyze, process, interpret, elaborate and organize digital communication
- ◆ Be able to analyze and optimize the use of new communication channels and strategies of digital media by advertising and public relations
- ◆ Understand the importance of the Internet in the search for and management of information in the field of advertising and public relations, in its application to specific cases studies
- ◆ Have ability to analyze, process, interpret, elaborate and organize digital communication.
- ◆ Be able to analyze and optimize the use of new communication channels and strategies of digital media by advertising and public relations
- ◆ Know how to analyze, interpret and structure digital information
- ◆ Know how to develop a virtual communication style in a learning community specialized in the field of advertising and public relations
- ◆ Master the strategies and tools for Internet research, knowing the different formats, supports and data storage sites in the service of advertising and public relations
- ◆ Know how to express oneself fluently and effectively in oral and written communication, taking advantage of the most appropriate linguistic and literary resources
- ◆ Have the ability to analyze the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in different textual typologies.
- ◆ Be able to identify the similarities and differences between the oral code and the written code
- ◆ Be able to know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts
- ◆ Recognize the different phases of the writing process.
- ◆ Know how to distinguish the main structural and linguistic properties of the different textual models
- ◆ Be able to elaborate texts based on the structural and linguistic conventions of each textual typology, as well as respecting the basic textual properties and linguistic correctness
- ◆ Have the capacity and ability to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ◆ Have the capacity and ability to take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- ◆ Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- ◆ Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations
- ◆ Be able to relate advertising and public relations in a coherent manner with other social and human sciences
- ◆ Encourage creativity and persuasion through different supports and different means of communication
- ◆ Know the significant and appropriate tools for the study of advertising and public relations

- ◆ Know how to act as an advertising and public relations professional in accordance with the legal and ethical rules of the profession
- ◆ Know the elements, forms and processes of advertising languages and other forms of persuasive communication
- ◆ Know how to develop a correct verbal and written communication to transmit ideas and decisions with clarity and rigor in the exposition
- ◆ Be able to solve problems arising in the professional practice
- ◆ Be qualified for the creation and development of audiovisual elements, sound or musical effects, through the use of digital tools for video and audio editing by computer, with the use of computer programs
- ◆ Know how to discriminate the different types of advertising media and supports, as well as their structural, formal and constitutive elements
- ◆ Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ◆ Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication
- ◆ Know the fundamentals of advertising and the agents involved in the advertising creation process
- ◆ Recognize and identify the professional profiles of advertising professionals, as well as the main functions and requirements that must be fulfilled for their professional development.
- ◆ Manage institutional communication in all circumstances, even in crisis episodes in which the message is aligned with the interests of the different stakeholders
- ◆ Manage the communication of any event related to corporate communication
- ◆ Create the corporate image of any entity from any of its attributes
- ◆ Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements.
- ◆ Understand the nature and communicative potential of images and graphic design
- ◆ Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ◆ Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence
- ◆ Describe the strategic role of integrated and consistent communication with all the stakeholders
- ◆ Strengthen leadership skills and competencies of future intangible asset managers
- ◆ Establish techniques for creating a personal and professional brand
- ◆ Implement rigorous metrics that demonstrate the return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- ◆ Describe the new rules of communication, own content creation and the relationship with stakeholders in the digital world within which organizations compete
- ◆ Plan and implement integral communication plans
- ◆ Establish complex communication strategies to achieve a link with all audiences
- ◆ Develop skills and competencies for efficiently managing all aspects of the communication department of any organization
- ◆ Describe the essential elements of corporate communication management
- ◆ Explore the characteristics of communication in specific sectors

03 Skills

Once all the contents have been studied and the objectives of the Advanced Master's Degree in Communications and Corporate Identity Management have been achieved, the professional will have superior competencies and skills in this area. A very complete approach, in a high-level master's degree, which makes the difference.



BRAND

NAME

LOGO

IDENTITY

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Achieving excellence in any profession requires effort and perseverance. But, above all, the support of professionals, who will give you the boost you need, with the necessary means and assistance. At TECH, we offer you everything you need”



General Skills

- ♦ Acquire the necessary skills for the professional practice of Communication and Corporate Identity with the knowledge of all the necessary factors to perform it with quality and expertise
- ♦ Developing an organization's corporate identity

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Our objective is very simple: to offer you a quality specialization, with the best teaching system currently available, so that you can achieve excellence in your profession"





Specific Skills

- ◆ Describe the characteristics and fundamentals of communication
- ◆ See human social communication as a social science
- ◆ Know how to use the different online communication platforms
- ◆ Develop a plan for the creation of the corporate identity
- ◆ Create communication in the digital environment
- ◆ Mastering the way of communicating on mobile devices
- ◆ Correct writing in the advertising field
- ◆ Use the different languages of the mass media
- ◆ Using the television
- ◆ Using the radio
- ◆ Using creative thinking applied to advertising and communication
- ◆ Develop a corporate identity for an organization
- ◆ Use of graphic design tools
- ◆ Create a recognized brand for the company
- ◆ Managing the reputation of the corporation
- ◆ Create effective communication channels with *stakeholders*
- ◆ Create comprehensive communication plans, both internal and external
- ◆ Carrying out advertising campaigns to promote the brand's image
- ◆ Understanding and assessing corporate communication metrics

04

Structure and Content

The contents of this Professional Master's Degree have been developed by different professional, with a clear purpose: To ensure that our students acquire each and every one of the necessary skills to become true experts in this field. The content of this Advanced Master's Degree will allow you to learn all aspects of the different disciplines involved in this area. A comprehensive and well-structured program that will take you to the highest standards of quality and success.



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Through a very well compartmentalized development, you will be able to access the most advanced knowledge of the moment in Communications and Corporate Identity Management”

Module 1. The Structure of Communication

- 1.1. Theory, Concept and Method of the Structure of Communication
 - 1.1.1. Autonomy in the Discipline and Relationship with other Subjects
 - 1.1.2. The Structuralist Method
 - 1.1.3. Definition and Purpose of the " Structure of Communication "
 - 1.1.4. Guide for the Analysis of the Structure of Communication
- 1.2. New International Communication Order
 - 1.2.1. Control and Ownership of Communication
 - 1.2.2. Communication Marketing
 - 1.2.3. Cultural Dimension of Communication
- 1.3. Major News Agencies
 - 1.3.1. What is an Information Agency?
 - 1.3.2. News and Information: Importance of the Journalist
 - 1.3.3. Before the Internet, the Great Unknowns
 - 1.3.4. A globalized World Map: From Local to Transnational
 - 1.3.5. News Agencies can be seen Thanks to the Internet
 - 1.3.6. The World' s Leading Agencies
- 1.4. The Advertising Industry and its Relationship with the Media System
 - 1.4.1. Advertising Industry, Consciousness Industries
 - 1.4.2. The Need for Advertising in the Media
 - 1.4.3. Structure of the Advertising Industry
 - 1.4.4. The Media and its Relationship with the Advertising Industry
 - 1.4.5. Advertising Regulations and Ethics
- 1.5. Cinema and the Culture and Leisure Market
 - 1.5.1. Introduction
 - 1.5.2. The Complex Nature of Film
 - 1.5.3. The Origin of the Industry
 - 1.5.4. Hollywood, the Movie Capital of the World
 - 1.5.5. The Power of Hollywood
 - 1.5.6. From the Golden Hollywood Oscars to the *Photocall* of New Platforms.
 - 1.5.7. The New Screens
- 1.6. Political Power and the Media
 - 1.6.1. Influence of the Media in the Shaping of Society
 - 1.6.2. Media and Political Power
 - 1.6.3. Manipulation and Political Power
- 1.7. Media Concentration and Communication Policies
 - 1.7.1. Theoretical Approach to External Growth Processes
 - 1.7.2. Competition and Communication Policies in the European Union
- 1.8. Communication Structure in Spain
 - 1.8.1. The Communication Sector within the Framework of Spain's Economic Activity
 - 1.8.2. The Communication Market
 - 1.8.3. Communication in the Spanish Production System: Between Perfect Competition and Oligopoly
 - 1.8.4. The Public and Private Communication Sectors in Spain
 - 1.8.5. Main Media Sectors in the Spanish Information Market
 - 1.8.6. Structure of Television in Spain
 - 1.8.7. Radio in Spain
 - 1.8.8. Written and Digital Press
 - 1.8.9. Communication Groups and Supplements
 - 1.8.10. The Decline of the Free Press and the Emerging Digital Press
- 1.9. Communication Structure in Latin America
 - 1.9.1. Introduction
 - 1.9.2. Historical Approach:
 - 1.9.3. Bipolarity of the Hispanic American Media System
 - 1.9.4. Hispanic Media in the United States
- 1.10. A Perspective on the Structure of Communications and Journalism
 - 1.10.1. Digitalization and the New Media Structure
 - 1.10.2. The Structure of Communication in Democratic Countries

Module 2. Social Communication Theory

- 2.1. Introduction. The Science of Communication as a Social Science
 - 2.1.1. Introduction: The Study of Communication as a Social Science
 - 2.1.2. Knowledge
 - 2.1.3. The Scientific Method
 - 2.1.4. Common Concepts in Scientific Research
- 2.2. Elements of Communication. Scientific Fields of Social Communication
 - 2.2.1. Empirical Research on Communicative Phenomena
 - 2.2.2. The Concept of Communication
- 2.3. Scientific Fields of Communication
 - 2.3.1. Trends in Social Communication Research
 - 2.3.2. The Origins of the Study of Communication
 - 2.3.3. The Modern Period: The Split between the Theory of Argumentation and the Art of Pronunciation
 - 2.3.4. The 20th century: the rhetoric of the mass media
- 2.4. Communicative Behavior
 - 2.4.1. An Overview of the Concept of Communicative Behavior
 - 2.4.2. Animal Ethology and the Study of Human Communication
 - 2.4.3. The Biological Background of Communication
 - 2.4.4. Intrapersonal Communication
 - 2.4.5. Patterns of Communicative Behavior
 - 2.4.6. The Study of Nonverbal Communicative Behavior
- 2.5. The Communicative Transaction
 - 2.5.1. Symbolic Exchange and Human Culture
 - 2.5.2. Transactional Analysis
- 2.6. Identity, Self-Concept and Communication
 - 2.6.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
 - 2.6.2. The Presentation of Oneself in Daily Routines
 - 2.6.3. The Construction of the Self-Concept and its Expression
 - 2.6.4. Self-concept Motivated to Interact
 - 2.6.5. Conversational Pragmatics
- 2.7. Communication in Groups and Organizations
 - 2.7.1. The Social Group
 - 2.7.2. Social Networks, Sociometry and Intra- and Intergroup Communication
 - 2.7.3. Units and Levels of Analysis of Group Communication
 - 2.7.4. The Diffusion of Innovation Theory
 - 2.7.5. Communication in Organizations
- 2.8. Media Communication (I). Theories on the Power of the Media
 - 2.8.1. Media Communication
 - 2.8.2. Characteristics of the Media and their Messages
 - 2.8.3. The Powerful Effects of the Mass Media
- 2.9. Media Communication (II). Limited effects
 - 2.9.1. General Approach to the Relative Safety of the Media
 - 2.9.2. Selective Processing
 - 2.9.3. The Uses and Gratifications of Mass Communications
- 2.10. Computerized Communication and Virtual Reality as Emerging Objects of Study
 - 2.10.1. Computer-mediated Communication: The Problem of its Theoretical Integration
 - 2.10.2. Progress Towards the Consolidation of a Theoretical Corpus of Computer-mediated Communication
 - 2.10.3. Evolution of the Theory of Uses and Gratifications
 - 2.10.4. Virtual Reality as an Emerging Object of Study

Module 3. Technology and Information and Knowledge Management

- 3.1. Online Teaching-Learning Environment
 - 3.1.1. Introduction to Computer Science
 - 3.1.1.1. What is a Computer?
 - 3.1.1.2. The Components of a Computer
 - 3.1.1.3. The Files
 - 3.1.1.4. Representation and Information Measurement
 - 3.1.2. Distance Learning
 - 3.1.3. The Moodle e-learning Platform: Virtual Classrooms
 - 3.1.3.1. Didactic Activities
 - 3.1.4. Basic Rules of Online Communication
 - 3.1.5. How to Download Information from the Internet?
 - 3.1.5.1. Download Files
 - 3.1.5.2. Saving an Image
 - 3.1.6. The Forums as a Place of Interaction
 - 3.1.6.1. The Forum for Collaborative Study: Participation in Forums
 - 3.1.6.2. Features of the Forums in the Virtual Classroom
 - 3.1.6.3. Types of Forums
- 3.2. Online Communication and Online Communication for Learning
 - 3.2.1. Introduction
 - 3.2.2. Online Communication
 - 3.2.2.1. What is Communication and how is it performed?
 - 3.2.2.2. What is Online Communication?
 - 3.2.2.3. Online Communication for Learning
 - 3.2.2.4. Online Communication for Distance Learning and the Distance Learner
- 3.3. Free Online Communication Tools
 - 3.3.1. E-mail
 - 3.3.2. Instant Messaging Tools
 - 3.3.3. Google Talk
 - 3.3.4. Pidgin

- 3.4. Virtual Reality Environments or Virtual Worlds
 - 3.4.1. Definition
 - 3.4.2. Advantages
 - 3.4.3. Features
 - 3.4.4. Virtual Worlds and Distance Education
 - 3.4.5. Second Life

Module 4. Fundamentals of Communication in the Digital Environment

- 4.1. 360° Communication
 - 4.1.1. Introduction
 - 4.1.2. What is 360° Communication?
 - 4.1.3. Consumer Insights
 - 4.1.4. Conventional and Non-Conventional Media
 - 4.1.5. Communicate, always Communicate
 - 4.1.6. Business Case Study: Fanta
- 4.2. Online Advertising Techniques and Web Presence
 - 4.2.1. Introduction
 - 4.2.2. Online Advertising
 - 4.2.3. E-mail marketing
 - 4.2.4. The Corporate Website
 - 4.2.5. Business Case Study: Bic sends emails to 17 countries in 13 languages and 4 alphabets
- 4.3. Social Communication on the Web
 - 4.3.1. Introduction
 - 4.3.2. Blogs and the Blogosphere
 - 4.3.3. Types of Blogs
 - 4.3.4. Microblogs or Nanoblogs
 - 4.3.5. Social Networks
 - 4.3.6. Web 3.0
 - 4.3.7. Business Case Study: Johnnie Walker

- 4.4. Viral Communication and Buzz marketing
 - 4.4.1. Introduction
 - 4.4.2. Word Of Mouth (WOM) Communication
 - 4.4.3. Techniques based on Word-of-mouth Communication
 - 4.4.4. Ways to Generate Word-of-Mouth Communication
 - 4.4.5. Sub-Viral Marketing
 - 4.4.6. Prankvertising
 - 4.4.7. The Buzz Marketing
 - 4.4.8. Aspects to take into account when carrying out a BuzzMarketing or Viral Communication Campaign
 - 4.4.9. Business Case Study: The Art of Making a Campaign a Viral Hit
- 4.5. Techniques of Communicating on Mobile Devices
 - 4.5.1. Introduction
 - 4.5.2. Internet in your Pocket
 - 4.5.3. Messaging as a Communication Tool
 - 4.5.4. Proximity Marketing
 - 4.5.5. Play and Communicate
 - 4.5.6. The Multiscreen Phenomenon and other Forms of Mobile Communication
 - 4.5.7. Current Mobile Communication: Location Based Advertising
 - 4.5.8. Augmented Reality Fiction or Reality?
 - 4.5.9. The Future of Mobile Technologies
 - 4.5.10. Business Case: The ipad or the Advantage of Being Apple
- 4.6. New Trends in Internal Communication
 - 4.6.1. Introduction
 - 4.6.2. The New Internal Communication Challenges: Multidirectional Interaction and Collaborative Work
 - 4.6.3. Internal Communication: A Tool with a High Strategic Value for the Company
 - 4.6.4. Recruitment through Social Networks
 - 4.6.5. Social Networks as Engagement Drivers
 - 4.6.6. Brand Ambassadors: Advocacy
 - 4.6.7. Business Case Study: Dell. Be the Reason
- 4.7. Communication and Content Marketing
 - 4.7.1. Introduction
 - 4.7.2. What is Contents Marketing?
 - 4.7.3. Branded Content
 - 4.7.4. Inbound Marketing
 - 4.7.5. Native Advertising
 - 4.7.6. Storytelling and Transmedia Narrative
 - 4.7.7. Business Case Study: Coca-Cola and Content Marketing
- 4.8. The Importance of Advergaming as an Advertising Tool
 - 4.8.1. Introduction: The Videogame Market
 - 4.8.2. What is Advergaming? Delimitation with respect to Related Figures: In Game Advertising
 - 4.8.3. The Evolution of Advergaming
 - 4.8.4. Advergaming as an Advertising Tool
 - 4.8.5. Advergaming in Spain
 - 4.8.6. Case Study: Magnum Pleasure Hunt
- 4.9. Big Data and Communication
 - 4.9.1. Introduction
 - 4.9.2. What is Big Data?
 - 4.9.3. How do you Create Value with Big Data?
 - 4.9.4. Big Data Analyst Profile
 - 4.9.5. Big Data Techniques
 - 4.9.5. Business Case Study: Netflix
- 4.10. Emerging Trends in Communication
 - 4.10.1. Introduction
 - 4.10.2. Tryvertising: Product Testing in Real-life Situations
 - 4.10.3. Advertorial: The Advertisement that Simulates an Editorial Content
 - 4.10.4. Artvertising: Art in Advertisements
 - 4.10.5. Radical Marketing: The Evolution of Guerrilla Marketing
 - 4.10.6. Engagement Marketing
 - 4.10.7. Advertainment: Entertainment Advertising
 - 4.10.8. Ambush Marketing

Module 5. Written Communication.

- 5.1. Oral and Written Communication
 - 5.1.1. Introduction
 - 5.1.2. Oral and Written Codes
 - 5.1.3. The Text and its Linguistics
 - 5.1.4. The Text and its Properties: Coherence and Cohesion
- 5.2. Planning or Prewriting
 - 5.2.1. Writing Processes
 - 5.2.2. Planning
 - 5.2.3. Documentation
- 5.3. The Act of Writing
 - 5.3.1. Style
 - 5.3.2. Lexicon
 - 5.3.3. Prayer
 - 5.3.4. Paragraph
 - 5.3.5. Connectors
- 5.4. Rewriting
 - 5.4.1. The Review
 - 5.4.2. How to Use the Computer to Improve the Text?
- 5.5. Spelling and Grammar Issues
 - 5.5.1. Most Common Accentuation Problems
 - 5.5.2. Capitalization
 - 5.5.3. Punctuation Marks
 - 5.5.4. Abbreviations and Acronyms
 - 5.5.5. Other Signs
- 5.6. Text Models: The Description
 - 5.6.1. Definition
 - 5.6.2. Types of Description
 - 5.6.3. Classes of Description
 - 5.6.4. Techniques
 - 5.6.5. Linguistic Elements



- 5.7. Textual Models: Narrative
 - 5.7.1. Introduction
 - 5.7.2. Definition
 - 5.7.3. Features
 - 5.7.4. Elements: Action, Characters, Complication and Moral.
 - 5.7.5. The Narrator
 - 5.7.6. Narrative Outline
 - 5.7.7. Linguistic Elements
- 5.8. Textual Models: The Exposition and the Epistolary Genre
 - 5.8.1. The Exhibition
 - 5.8.2. The Epistolary Genre
- 5.9. Textual Models: Argumentation
 - 5.9.1. What is Argumentation?
 - 5.9.2. Elements and Structure of Argumentation
 - 5.9.3. Types of Arguments
 - 5.9.4. Fallacies
 - 5.9.5. Structure
 - 5.9.6. Linguistic Features
- 5.10. Academic Writing
 - 5.10.1. Scientific Work
 - 5.10.2. Summary
 - 5.10.3. Review
 - 5.10.4. Testing
 - 5.10.5. Appointments
 - 5.10.6. Writing on the Internet

Module 6. Television Communication

- 6.1. Television Communication
- 6.2. The Message on Television
- 6.3. History and Evolution of the Television Media
- 6.4. Television Genres and Formats
- 6.5. The Television Script
- 6.6. Television Programs
- 6.7. Language and Narration in Television
- 6.8. Speech and Expression Techniques
- 6.9. Creativity in Television
- 6.10. Production
- 6.11. Digital Technologies and Techniques in Television

Module 7. Radio Communication

- 7.1. History of Broadcasting
 - 7.1.1. Origins of Broadcasting
 - 7.1.2. Orson Welles and "The War of the Worlds".
 - 7.1.3. Radio in Spain
 - 7.1.4. The New Radio
 - 7.1.5. Challenges of Radio in Spain
- 7.2. Current Overview of the Radio in Spain
 - 7.2.1. General Overview of the Radio in Spain
 - 7.2.2. Public Stations
 - 7.2.3. Private Stations
 - 7.2.4. Types of Programming
 - 7.2.5. The Mastery of Block Programming

- 7.3. Radio Language
 - 7.3.1. Introduction
 - 7.3.2. Characteristics of Radio Communication
 - 7.3.3. Elements that make up the Radio Language
 - 7.3.4. Characteristics of the Construction of Radiophonic Texts
 - 7.3.5. Characteristics of Radio Text Writing
 - 7.3.6. Glossary of Terms used in Radiophonic Language
- 7.4. The Radio Script. Creativity and Expression
 - 7.4.1. The Radio Script
 - 7.4.2. Basic Principles in the development of a Script
- 7.5. Production, Execution and Voice-over in Broadcasting
 - 7.5.1. Introduction
 - 7.5.2. Production and Execution
 - 7.5.3. Radio Voice-over
 - 7.5.4. Characteristics of Radio Broadcasting
 - 7.5.5. Practical Breathing and Speaking Exercises
- 7.6. Improvisation in Broadcasting
 - 7.6.1. Characteristics of the Radio Medium
 - 7.6.2. What is Improvisation?
 - 7.6.3. How is Improvisation carried out?
 - 7.6.4. Sports Information on Radio. Characteristics and Language.
 - 7.6.5. Lexical Recommendations.
- 7.7. Radio Genres
 - 7.7.1. Radio Genres
 - 7.7.2. The News
 - 7.7.3. The Chronicle
 - 7.7.4. The Report
 - 7.7.5. The Interview
 - 7.7.6. The Commentary
 - 7.7.7. The Round Table and the Debate
 - 7.7.8. Other Genres

- 7.8. Radio Audience Research
 - 7.8.1. Radio Research and Advertising Investment
 - 7.8.2. Main Research Methods
 - 7.8.3. General Media Study
 - 7.8.4. Summary of the General Media Study
 - 7.8.5. Traditional Radio vs. Radio Online
- 7.9. Digital Sound
 - 7.9.1. Basic Concepts about Digital Sound
 - 7.9.2. History of Sound Recording
 - 7.9.3. The Sound Capture Process
 - 7.9.4. Main Digital Sound Formats
 - 7.9.5. Digital Sound Editing. Audacity
- 7.10. The New Radio Operator
 - 7.10.1. The New Radio Operator
 - 7.10.2. The Formal Organization of Broadcasters
 - 7.10.3. The Role of the Editor
 - 7.10.4. The Content Meeting
 - 7.10.5. Immediacy or Quality?

Module 8. Creativity in Communication

- 8.1. To Create is to Think
 - 8.1.1. The Art of Thinking
 - 8.1.2. Creative Thinking and Creativity
 - 8.1.3. Thought and the Brain
 - 8.1.4. The Areas of Research on Creativity: Systematization
- 8.2. The Nature of the Creative Process
 - 8.2.1. The Nature of Creativity
 - 8.2.2. The Notion of Creativity: Creation and Creativity
 - 8.2.3. The Creation of Ideas for Persuasive Communication
 - 8.2.4. Nature of the Creative Process in Advertising

- 8.3. The Invention
 - 8.3.1. Evolution and Historical Analysis of the Creation Process
 - 8.3.2. Nature of the Classical Canon of Inventio
 - 8.3.3. The Classical View of Inspiration in the Origin of Ideas
 - 8.3.4. Invention, Inspiration and Persuasion
- 8.4. Rhetoric and Persuasive Communication
 - 8.4.1. Rhetoric and Advertising
 - 8.4.2. The Rhetorical Parts of Persuasive Communication
 - 8.4.3. Rhetorical Figures
 - 8.4.4. Rhetorical Laws and Functions of Advertising Language
- 8.5. Creative Behavior and Personality
 - 8.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
 - 8.5.2. Creative Behavior and Motivation
 - 8.5.3. Perception and Creative Thinking
 - 8.5.4. Elements of Creativity
- 8.6. Creative Skills and Abilities
 - 8.6.1. Thinking Systems and Models of Creative Intelligence
 - 8.6.2. Guilford's Three-dimensional Model of the Structure of the Intellect
 - 8.6.3. Interaction between Factors and Intellectual Capabilities
 - 8.6.4. Creative Skills
 - 8.6.5. Creative Capabilities
- 8.7. The Phases of the Creative Process
 - 8.7.1. Creativity as a Process
 - 8.7.2. The Phases of the Creative Process
 - 8.7.3. The Phases of the Creative Process in Advertising
- 8.8. Troubleshooting
 - 8.8.1. Creativity and Problem Solving
 - 8.8.2. Perceptual Blocks and Emotional Blocks
 - 8.8.3. Methodology of Invention: Creative Programs and Methods
- 8.9. The Methods of Creative Thinking
 - 8.9.1. Brainstorming as a Model for Idea Creation
 - 8.9.2. Vertical and Lateral Thinking

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

Module 9. Corporate Identity

- 9.1. The Importance of Corporate Image in Companies
 - 9.1.1. Introduction
 - 9.1.2. What is Corporate Image?
 - 9.1.3. Differences between Corporate Identity and Corporate Image
 - 9.1.4. Where can the Corporate Image Be Presented?
 - 9.1.5. Changing Situations of Corporate Image. Why should a Good Corporate Image be Achieved?
- 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 the 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
 - 6.6.2. 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 Brands
 - 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. Promotional Marketing
 - 9.9.3. Features
 - 9.9.4. Hazards
 - 9.9.5. Promotional Types and Techniques
- 9.10. The Distribution and Image of the Point of Sale
 - 9.10.1. The Main Players in Retail Distribution in Spain
 - 9.10.2. The Image of Retail Distribution Companies through Positioning
 - 9.10.3. Through its Name and Logo

Module 10. The Fundamentals of Graphic Design

- 10.1. Introduction to Design
- 10.2. Design and Configuration
- 10.3. Introduction to Adobe Lightroom I
- 10.4. Introduction to Adobe Lightroom II
- 10.5. Library and Adobe Lightroom
- 10.6. Developed in Adobe Lightroom I
- 10.7. Presets
- 10.8. Shades in Adobe Lightroom
- 10.9. Developed in Adobe Lightroom II
- 10.10. Developed in Adobe Lightroom III

Module 11. Organizations Management

- 11.1. Strategic Management
 - 11.1.1. Organisational Design
 - 11.1.2. Strategic Position of the Business
 - 11.1.3. Competitive and Corporate Strategies
- 11.2. Corporate Finance
 - 11.2.1. Financial Policy and Growth
 - 11.2.2. Company Valuation Methods
 - 11.2.3. Capital Structure and Financial Leverage
 - 11.2.4. Finance for the Global Communications Officer
- 11.3. Strategic Leadership for Intangible Asset Economy
 - 11.3.1. Cultural Alignment Strategies
 - 11.3.2. Corporate and Differentiating Leadership
 - 11.3.3. Change and Transformation Agent
- 11.4. Economic Situation
 - 11.4.1. The Fundamentals of the Global Economy
 - 11.4.2. The Globalization of Companies and Financial Markets
 - 11.4.3. Entrepreneurship and New Markets

- 11.5. Innovation and Digital Transformation
 - 11.5.1. Management and Strategic Innovation
 - 11.5.2. Creative Thinking and Design Thinking
 - 11.5.3. Open Innovation
 - 11.5.4. Sharing Economy
- 11.6. International Context
 - 11.6.1. Geopolitics
 - 11.6.2. Divisive Markets and Types of Change
 - 11.6.3. Hedging with Currency Exchange Contracts
 - 11.6.4. Foreign Investments and Exportation Financing

Module 12. Managerial Skills

- 12.1. Public Speaking and Spokesperson Training
 - 12.1.1. Interpersonal Communication
 - 12.1.2. Communication Skills and Influence
 - 12.1.3. Communication Barriers
- 12.2. Communication and Leadership
 - 12.2.1. Leadership and Leadership Styles
 - 12.2.2. Motivation
 - 12.2.3. Skills and Abilities of the Leader 2.0
- 12.3. Personal Branding
 - 12.3.1. Strategies for Personal Brand Development
 - 12.3.2. Personal Branding Laws
 - 12.3.3. Tools for Creating Personal Brands
- 12.4. Team Management
 - 12.4.1. Work Teams and Management Meetings
 - 12.4.2. Managing Change Processes
 - 12.4.3. Managing Multicultural Teams
 - 12.4.4. Coaching
- 12.5. Negotiation and Conflict Resolution
 - 12.5.1. Effective Negotiation Techniques
 - 12.5.2. Interpersonal Conflicts
 - 12.5.3. Intercultural Negotiation

- 12.6. Emotional Intelligence
 - 12.6.1. Emotional Intelligence and Communication
 - 12.6.2. Assertiveness, Empathy, and Active Listening
 - 12.6.3. Self-Esteem and Emotional Language
- 12.7. Relational Capital: Coworking
 - 12.7.1. Managing Human Capital
 - 12.7.2. Performance Analysis
 - 12.7.3. Managing Equality and Diversity
 - 12.7.4. Innovation in People Management
- 12.8. Time Management
 - 12.8.1. Planning, Organisation and Control
 - 12.8.2. The Methodology of Time Management
 - 12.8.3. Action Plans
 - 12.8.4. Tools for Efficient Time Management

Module 13. Ethics and Corporate Social Responsibility

- 13.1. The Managerial Role and CSR
 - 13.1.1. Strategic Vision and Corporate Social Responsibility
 - 13.1.2. Balanced Scorecard
 - 13.1.3. Systems and Models for Implementing CSR
 - 13.1.4. Organization of CSR Roles and Responsibilities
- 13.2. Corporate Responsibility
 - 13.2.1. Value Creation in an Economy of Intangibles
 - 13.2.2. CSR: Corporate Commitment
 - 13.2.3. Social, Environmental, and Economic Impact
- 13.3. Responsible Finance and Investment
 - 13.3.1. Sustainability and the CFO's Responsibility
 - 13.3.2. Transparency in Information
 - 13.3.3. Finance and Responsible Investment
 - 13.3.4. Social Economy, Cooperation and Corporate Social Responsibility

- 13.4. Business and Environment
 - 13.4.1. Sustainable Development
 - 13.4.2. Legislative Development in Environmental Responsibility
 - 13.4.3. Response of Companies to Environmental Problems
 - 13.4.4. Waste and Emissions
- 13.5. Packaging and the Environment
 - 13.5.1. Packaging as a Differentiation Business Strategy
 - 13.5.2. Encouragement and Communication at the Point of Sale
 - 13.5.3. Packaging Design and Future Trends
- 13.6. Responsible Management Systems and Tools
 - 13.6.1. Social Responsibility Management Systems
 - 13.6.2. Integration Systems
 - 13.6.3. Quality Management Systems, the Environment and Occupational Health and Safety
 - 13.6.4. Audits
- 13.7. Business ethics
 - 13.7.1. Ethical Behavior in Companies
 - 13.7.2. Deontology and Ethical Codes
 - 13.7.3. Fraud and Conflicts of Interest
- 13.8. Multinationals and Human Rights
 - 13.8.1. Globalization, Human Rights and Multinational Companies
 - 13.8.2. Multinational Companies and International Law
 - 13.8.3. Specific Legal Instruments
- 13.9. Legal Environment and Corporate Governance
 - 13.9.1. International Rules on Importation and Exportation
 - 13.9.2. Intellectual and Industrial Property
 - 13.9.3. International Labor Law

Module 14. Corporate Communication, Brand Strategy and Reputation

- 14.1. Corporate Identity and Strategic Vision
 - 14.1.1. Identity and Redefining Business Values
 - 14.1.2. Corporate Business Culture
 - 14.1.3. Communication Department Challenges
 - 14.1.4. Public Image and Projection
- 14.2. Corporate Brand Strategy
 - 14.2.1. Public Image and Stakeholders
 - 14.2.2. Corporate Branding Strategy and Management
 - 14.2.3. Corporate Communication Strategy in Line With Brand Identity
- 14.3. Reputation Theory
 - 14.3.1. Reputation as a Paradigm of a Good Company
 - 14.3.2. The Concept of Corporate Reputation
 - 14.3.3. Internal Reputation
 - 14.3.4. Influence of Internationalization on Corporative Reputation
- 14.4. Reputation Evaluation
 - 14.4.1. Corporative Reputation Audit
 - 14.4.2. Listed Companies Reputation Monitor
 - 14.4.3. Reputational Good Governance Index
 - 14.4.4. Analysis of Sectorial Reputation
- 14.5. Reputation Management
 - 14.5.1. Corporative Reputation Management
 - 14.5.2. Focus on Brand Reputation
 - 14.5.3. Leadership Reputation Management
- 14.6. Reputation Risk and Crisis Management
 - 14.6.1. Listening to and Managing Feedback
 - 14.6.2. Procedures, Crisis Manual and Contingency Plans
 - 14.6.3. Spokesperson Training in Emergency Situations

- 14.7. Ethical Sustainability
 - 14.7.1. Sustainable Criteria and Strategies
 - 14.7.2. Communication Campaigns with Sustainability Criteria
 - 14.7.3. Sustainable Brand Positioning and Image
- 14.8. Brand Metrics and Analysis and Reputation
 - 14.8.1. Introduction to the Metrics of Corporative Branding
 - 14.8.2. Internal and External Measurement Indexes
 - 14.8.3. Brand Management Tools
 - 14.8.4. Brand Assessment and Ranking

Module 15. Strategic Planning in Corporate Communication

- 15.1. Strategic Planner
 - 15.1.1. Strategic Planner: Origins and Functions
 - 15.1.2. The Strategic Planner in Public Businesses, Strategic Consultancies and Communication Companies
 - 15.1.3. Stakeholders Management
- 15.2. Planning Models and Schools
 - 15.2.1. Models for Intangibles Management
 - 15.2.2. Intangibles and Strategic Plans
 - 15.2.3. Evaluation of Intangibles
 - 15.2.4. Reputation and Intangibles
- 15.3. Qualitative Research in Strategic Planning
 - 15.3.1. Insight Detection
 - 15.3.2. Focus Groups for Strategic Planning
 - 15.3.3. Planning of Strategic Interviews
- 15.4. Quantitative Research in Strategic Planning
 - 15.4.1. Data Analysis and Drawing Conclusions
 - 15.4.2. Use of Psychometric Techniques
 - 15.4.3. Challenges of Applied Research in Business Communication

- 15.5. Creative Strategy Formulation
 - 15.5.1. Explore Alternative Strategies
 - 15.5.2. Counterbriefing or Creative Briefing
 - 15.5.3. Branding and Positioning
- 15.6. Strategic Use of Different Media
 - 15.6.1. 360° Campaigns
 - 15.6.2. Launching of New Products
 - 15.6.3. Social Trends
 - 15.6.4. Evaluation of Effectiveness
- 15.7. Trends in Business Communication
 - 15.7.1. Generation and Distribution of Corporate Content
 - 15.7.2. Business Communication on the Web 2.0
 - 15.7.3. Implementation of Metrics in the Communication Process
- 15.8. Sponsorship and Patronage
 - 15.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
 - 15.8.2. Communication Opportunities and Tangible and Intangible Returns
 - 15.8.3. Hospitality and Collaboration Actions

Module 16. Managing Aspects of Corporate Communication

- 16.1. Communication in Organizations
 - 16.1.1. Organizations, People and Society
 - 16.1.2. Historical Evolution of Organizational Behavior
 - 16.1.3. Bidirectional Communication
 - 16.1.4. Communication Barriers
- 16.2. Structure, Control and Challenges in Communication Management
 - 16.2.1. Departmental Structure in Communication Management
 - 16.2.2. Current Trends in Management Models
 - 16.2.3. Integration of Intangibles
 - 16.2.4. Communication Department Challenges

- 16.3. Integral Communication Plans
 - 16.3.1. Audit and Diagnosis
 - 16.3.2. Elaboration of Communication Plan
 - 16.3.3. Measuring results: KPIs and ROI
- 16.4. Effects of the Media
 - 16.4.1. Efficiency of Commercial and Advertising Communication
 - 16.4.2. Theories on the Effects of the Media
 - 16.4.3. Social and Co-creation Models
- 16.5. Press Offices and Their Relationship with Communication Media
 - 16.5.1. Identifying Opportunities and Information Needs
 - 16.5.2. Management of Reports and Spokesperson Interviews
 - 16.5.3. Virtual Press Room and e-Communication
 - 16.5.4. Buying Advertising Space
- 16.6. Public Relations
 - 16.6.1. PR Strategy and Practice
 - 16.6.2. Protocol and Ceremonial Rules
 - 16.6.3. Event Organization and Creative Management
- 16.7. Lobbies and Pressure Groups
 - 16.7.1. Opinion Groups and Their Actions in Businesses and Institutions
 - 16.7.2. Institutional Relations and Lobbying
 - 16.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 16.8. Internal Communication
 - 16.8.1. Motivational Programs, Social Action, Participation and Training with HR
 - 16.8.2. Internal Communication Support and Tools
 - 16.8.3. Internal Communication Plan
- 16.9. Branding & Naming
 - 16.9.1. Brand Management and Coordination in Launching of New Products
 - 16.9.2. Brand Repositioning
- 16.10. Audience Forecasting and Data Sources
 - 16.10.1. Measurement Units and Audience Profiles
 - 16.10.2. Affinity, Share, Rating and GRP's
 - 16.10.3. Current Suppliers in the Advertising Market

Module 17. Communication in Specialized Sectors

- 17.1. Financial Communication
 - 17.1.1. Value of Intangibles
 - 17.1.2. Financial Communication in Listed Companies
 - 17.1.3. The Issuers of the Financial Communication
 - 17.1.4. Public Objective in Financial Operations
- 17.2. Political and Electoral Communication
 - 17.2.1. Image in Political and Electoral Campaigns
 - 17.2.2. Political Advertising
 - 17.2.3. Political and Electoral Communication Plan
 - 17.2.4. Electoral Communication Audits
- 17.3. Communication and Health
 - 17.3.1. Journalism and Health Information
 - 17.3.2. Interpersonal and Group Communication in the Field of Health
 - 17.3.3. Communication Risk and Communicative Management in a Health Crisis
- 17.4. Digital Culture and Hypermedia Museography
 - 17.4.1. Production and Diffusion of Art in the Digital Era
 - 17.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
 - 17.4.3. Constructive Participation in the Digital Culture
- 17.5. Communication at the Forefront of Public Organizations
 - 17.5.1. Communication in the Public Sector
 - 17.5.2. Strategy and Creation in Public Organization Communications
 - 17.5.3. Intangible Assets in the Public Sector
 - 17.5.4. Information Policy of Public Organizations
- 17.6. Communications in Non-Profit Organizations
 - 17.6.1. NPO and Relationship with Government Agencies
 - 17.6.2. Corporative Reputation in Non-Profit Organizations
 - 17.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
 - 17.6.4. Different Figures and Communication Media



Module 18. Marketing and Communication

- 18.1. Product Placement and Branded Content
 - 18.1.1. Unique Forms of Communication and Brand Placement
 - 18.1.2. Concepts, Products and Services in User-Friendly Media
- 18.2. Digital Media Planning and Contracting
 - 18.2.1. Real Time Bidding
 - 18.2.2. Integrated Digital Campaign Planning
 - 18.2.3. Advertising Investment Control Scorecard
- 18.3. Promotional Marketing
 - 18.3.1. Consumer Promotions
 - 18.3.2. Sales Force, Channel, Point of Sale and Special Promotions
 - 18.3.3. Success and Cost-Effectiveness of Promotional Actions
- 18.4. Planning, Execution and Measurement of SEM Campaigns
 - 18.4.1. Search Engine Marketing
 - 18.4.2. Conversion of Traffic to Qualified Traffic
 - 18.4.3. SEM Project Management
- 18.5. Metrics and Results Analysis in Public Digital Campaigns
 - 18.5.1. Ad servers
 - 18.5.2. Traditional Metrics in Digital GRPs
 - 18.5.3. CrossMedia and Interactions
- 18.6. Display Advertising, Rich Media and Viral Publicity
 - 18.6.1. Media, Formats and Supports
 - 18.6.2. The Conversion Cycle
 - 18.6.3. Buzz Marketing and WOM
- 18.7. Mobile Marketing, Geo-localization and Internet TV
 - 18.7.1. New Mobile Marketing Applications
 - 18.7.2. Geo-localization
 - 18.7.3. Applications which Integrate Websites, Geotagging and Mobiles
- 18.8. Advertising Effectiveness
 - 18.8.1. Research Techniques and Tracking Campaigns
 - 18.8.2. Coverage and Effective Frequency Analysis
 - 18.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

Module 19. Customer Relationship Management

- 19.1. CRM and Relational Marketing
 - 19.1.1. Business Philosophy or Strategic Orientation
 - 19.1.2. Customer Identification and Differentiation
 - 19.1.3. The Company and its Stakeholders
 - 19.1.4. Clienting
- 19.2. Database Marketing and Customer Relationship Management
 - 19.2.1. Database Marketing Applications
 - 19.2.2. Laws and Regulations
 - 19.2.3. Information Sources, Storage, and Processing
- 19.3. Consumer Psychology and Behavior
 - 19.3.1. The Study of Consumer Behavior
 - 19.3.2. Internal and External Consumer Factors
 - 19.3.3. Consumer Decision Process
 - 19.3.4. Consumerism, Society, Marketing, and Ethics
- 19.4. Consumer Centric Marketing
 - 19.4.1. Segmentation.
 - 19.4.2. Profitability Analysis
 - 19.4.3. Customer Loyalty Strategies
- 19.5. CRM Management Techniques
 - 19.5.1. Direct Marketing
 - 19.5.2. Multichannel Integration
 - 19.5.3. Viral Marketing
- 19.6. Advantages and Risks of Implementing CRM
 - 19.6.1. CRM, Sales and Costs
 - 19.6.2. Customer Satisfaction and Loyalty
 - 19.6.3. Technology Implementation
 - 19.6.4. Strategic and Management Errors

Module 20. Communication Strategy in the Digital World

- 20.1. Web 2.0 or the Social Web
 - 20.1.1. Organization in the Age of Conversation
 - 20.1.2. Web 2.0 Is All About People
 - 20.1.3. Digital Environment and New Communication Formats
- 20.2. Digital Communication and Reputation
 - 20.2.1. Online Reputation Report
 - 20.2.2. Netiquette and Good Practices on Social Media
 - 20.2.3. Branding and Networking 2.0
- 20.3. Designing and Planning an Online Reputation Plan
 - 20.3.1. Overview of the Main Social Media in Spain
 - 20.3.2. Brand Reputation Plan
 - 20.3.3. General metrics, ROI, and Social CRM
 - 20.3.4. Online Crisis and Reputational SEO
- 20.4. General, Professional, and Microblogging Platforms
 - 20.4.1. Facebook.
 - 20.4.2. LinkedIn.
 - 20.4.3. Google+
 - 20.4.4. Twitter
- 20.5. Video, Image, and Mobility Platforms
 - 20.5.1. YouTube
 - 20.5.2. Instagram
 - 20.5.3. Flickr
 - 20.5.4. Vimeo
 - 20.5.5. Pinterest



- 20.6. Content and Storytelling Strategy
 - 20.6.1. Corporate Blogging
 - 20.6.2. Content Marketing Strategy
 - 20.6.3. Creating a Content Plan
 - 20.6.4. Content Curation Strategy
- 20.7. Social Media Strategies
 - 20.7.1. Corporate PR and Social Media
 - 20.7.2. Defining the Strategy to Be Followed in Each Medium
 - 20.7.3. Analysis and Evaluation of Results
- 20.8. Community Management
 - 20.8.1. Functions, Duties, and Responsibilities of the Community Manager
 - 20.8.2. Social Media Manager
 - 20.8.3. Social Media Strategist
- 20.9. Social Media Plan
 - 20.9.1. Designing a Social Media Plan
 - 20.9.2. Schedule, Budget, Expectations, and Monitoring
 - 20.9.3. Contingency Protocol in Case of Crisis
- 20.10. Online Monitoring Tools
 - 20.10.1. Management Tools and Desktop Applications
 - 20.10.2. Monitoring and Research Tools



A comprehensive specialized program that will take you through the necessary training to compete with the best in your profession”

05

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"

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”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The student 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 will have to combine all their knowledge and research, and 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 8 different teaching elements in each lesson.

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

In 2019, we obtained the best learning results of all online universities in the world.

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 university is the only one in the world authorized to employ 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.

This methodology has 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, and financial markets and 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.



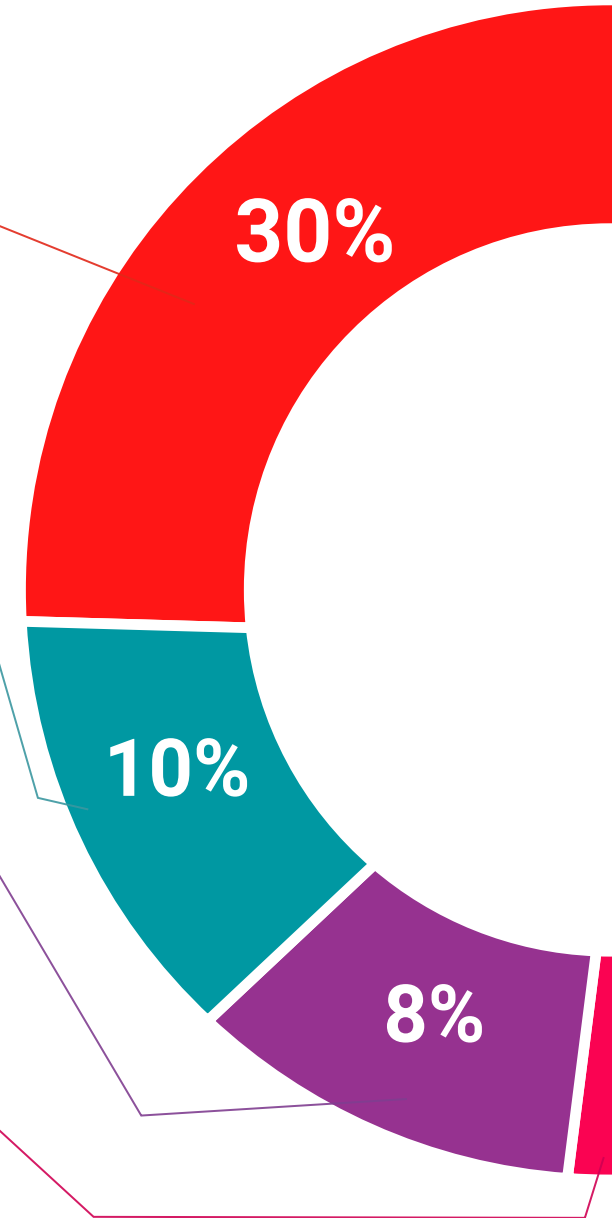
Practising Skills and Abilities

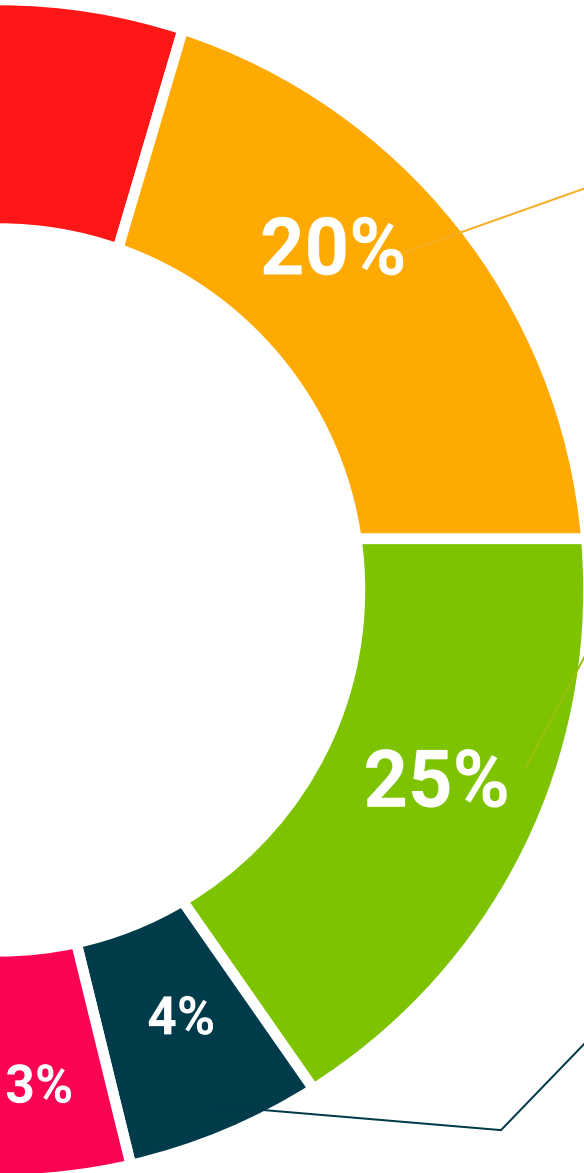
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 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.



06

Certificate

The Advanced Master's Degree in Communications and Corporate Identity Management guarantees, in addition to the most rigorous and up-to-date training, access to an Advanced Master's Degree issued by TECH Technological University.



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*Successfully complete this training program
and receive your university certificate without
travel or laborious paperwork"*

This **Advanced Master's Degree in Communications and Corporate Identity Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** certificate issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's degree and meets the requirements common demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Advanced Master's Degree in Communications and Corporate Identity Management**

Official N° of Hours: **3,000 h.**



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



Advanced Master's Degree

Communications and Corporate Identity Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Advanced Master's Degree Communications and Corporate Identity Management