Advanced Master's Degree

Senior Communications Management

tech technological university

Advanced Master's Degree
Senior Communications Management

Course Modality: **Online**
Duration: **2 years**
Certificate: **TECH Technological University**
Official Nº of hours: **3,000 h.**
Website: **www.techtitute.com/journalism-communication/advanced-master-degree/advanced-master-degree-senior-communications-management**

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01

Introduction

The program in Senior Communications Management is designed to specialize communication professionals capable of elaborating efficient communication plans and strategies, preparing them to work in companies and organizations in managerial positions in the corporate organization chart.

Through a highly competent program, the student will be able to take a solid and solvent step in this field, achieving the personal and professional skills necessary to practice as an expert in the field. A complete and effective program that will propel you to the highest level of competence.

A training program created for professionals who aspire for excellence, and that will enable you to acquire new skills and strategies easily and effectively"

The Corporate Communications Director is an essential figure in the corporate organization chart, since they are responsible for the proper management of corporate communications. The company's brand will be affected by the decisions it makes, thus leading to an improvement or worsening of the corporate reputation. Therefore, this Advanced Master's Degree offers the necessary techniques and strategies for the development of a communication plan that brings benefits and allows the company's objectives to be achieved.

To do so, the professional must have an in depth knowledge of the business environment, the organization itself, as well as the goals set by the company. All this, together with the correct management of the corporate media, whether digital or physical, will allow the company to achieve success with a positive reputation and known by all.

TECH assumes as a social commitment to help highly qualified professionals to specialize and develop their personal, social and labor skills during the development of the same.

The student will not only travel through the theoretical knowledge offered, but will find another way of studying and learning, more organic, simpler and more efficient. TECH works to keep you motivated and to create in you a passion for learning that will drive you to think and develop critical thinking.

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.

Furthermore, as it is a 100% online specialization, the student decides 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 Senior Communications Management** contains the most complete and up to date program on the market. 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
- Autonomous learning: full compatibility with other occupations
- Practical exercises for self evaluation and learning verification
- Support groups and educational synergies: questions to the expert, debate and knowledge forums
- Communication with the teacher and individual reflection work
- Content that is accessible from any, fixed or portable device with an Internet connection
- Supplementary documentation databases are permanently available, even after the training

"A deep and complete immersion in Corporate Communication strategies and approaches"

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

A complete program that will allow you to get intensive training in each and every aspect of Corporate Communication.

Our teaching staff is made up of working professionals. In this way TECH ensures that it delivers the training update objective it is aiming for. A multidisciplinary team of trained professionals and experience in different environments, who will develop the theoretical knowledge in an efficient way, but, above all, will bring their practical knowledge derived from their own experience to the course: one of the differential qualities of this TECH Advanced Master's Degree.

This command of the subject is complemented by the effectiveness of the methodological design of this Advanced Master's Degree. Developed by a multidisciplinary team of *e-learning* experts, it integrates the latest advances in educational technology. In this way, the student will be able to study with a range of comfortable and versatile multimedia tools that will give him the operability he needs in their 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. With the help of an innovative interactive video system and *Learning from an Expert*, the student will be able to acquire the knowledge as if you were actually dealing with the face you are learning about. A concept that will allow them to integrate and fix learning in a more realistic and permanent way.

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

02

Objectives

Our objective is to train highly qualified professionals for the working 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 you will be able to achieve thanks to a highly intensive and detailed course

Our goal is to help you achieve yours, through a very unique program of specialization that will become an unparalleled professional growth experience"

General Objectives

- Achieve the necessary knowledge to write and transmit corporate information through different media and platforms, both physical and digital
- Acquire the necessary knowledge to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style

"Get a head start in excellence with training from today's most trained experts and boost your competitiveness to the top positions with an unbeatable CV"

Specific Objectives

- Define the latest trends and developments in business management
- Build a personal and managerial skills development and improvement plan
- Develop strategies to carry out decision making in a complex and unstable environment
- Develop the ability to detect, analyze, and solve problems
- Develop the skills required to manage business activities strategically
- Explain the company from a global point of view, as well as the responsibility developed by each area of the company
- Design innovative strategies and policies to improve management and business efficiency
- Formulate and implement growth strategies that adapt the company to changes in the national and international environment
- 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 asset managers
- Establish techniques for creating a personal and professional brand
- Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- 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 in all its branches
- 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 Senior Communications Management have been achieved, the professional will have superior competence and performance in this area. A comprehensive approach, in a top level training that makes all the difference.

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"

After passing training the professional will be able to:

General Skills

- Efficiently manage all aspects of the communication department of any organization
- Design innovative strategies and policies to improve management and business efficiency
- Plan and implement integral communication plans
- Establish complex communication strategies to achieve a link with all audiences
- Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non financial indicators and with direct impact on the business
- Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence

"Our objective is very simple: to offer you quality specialized training, with the best teaching methods currently, so that you can reach new heights of excellence in your profession"

04

Structure and Content

The contents of this specialisation have been developed by the different teachers of this program, 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 course enables you to learn all aspects of the different disciplines involved in this field. A complete and well structured program that will take you to the highest standards of quality and success.

Our curriculum has been designed with teaching effectiveness in mind: so that you learn faster, more efficiently, and on a more permanent basis"

Module 1. Leadership, Ethics, and CSR

1.1. Globalization and Governance
- 1.1.1. Globalization and Trends: Internationalization of Markets
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

1.2. Leadership
- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

1.3. Business ethics
- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

1.4. Sustainability
- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and SDGs

1.5. Corporate Social Responsibility
- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Management and *Executive* Management

2.1. Organizational Analysis and Design
- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy
- 2.2.1. Corporate Level Strategy
- 2.2.2. Types of Corporate Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation
- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns
- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methodology
- 2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management
- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and *Reporting*

2.6. Implementing and Executing Strategy
- 2.6.1. Implementing the Strategy: Objectives, Actions, and Impacts
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

2.7. Executive Management
- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/Problems
- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision Making

Module 3. People and Talent Management

3.1. Organizational Behavior
- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management
- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

3.3. Management and Leadership Development
- 3.3.1. Management Skills: Competencies and Skills for the 21st Century
- 3.3.2. Non Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

3.4. Change Management
- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management
- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication
- 3.6.1. Performance Analysis
- 3.6.2. Leading Change. Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance
- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Management Meetings: Planning and Time Management

3.8. Knowledge and Talent Management
- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management

4.1. Economic Environment
- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting
- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision Making

4.3. Budget and Management Control
- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and *Reporting*

4.4. Corporate Tax Responsibility
- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Case Country Approach

4.5. Corporate Control Systems
- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

4.6. Financial Management
- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning
- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short Term Financial Planning
- 4.7.4. Long Term Financial Planning

4.8. Corporate Financial Strategy
- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context
- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

4.10. Strategic Financing
- 4.10.1. Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets
- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/Problems
- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management
- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

5.2. Purchasing Management
- 5.2.1. Stocks *Management*
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

5.3. *Supply Chain Management* (1)
- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

5.4. *Supply Chain Management* (2). Implementation
- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

5.5. Logistical Processes
- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs, and Tools
- 5.5.4. After-Sales Service.

5.6. Logistics and Customers
- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. *Collaborative Planning, Forecasting, and Replacement*

5.7. International Logistics
- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

5.8. Competing through Operations
- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management
- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy
- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning
- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence
- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models
- 6.5.1. Technology Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

6.6. e-Commerce
- 6.6.1. e-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in e-Commerce
- 6.6.3. e-Commerce as an Opportunity for Internationalization

6.7. *e-Business* Strategies
- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

6.8. *Digital Business*
- 6.8.1. Mobile e-Commerce
- 6.8.2. Design and Usability
- 6.8.3. e-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communication

7.1. Commercial Management
- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

7.2. Marketing
- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

7.3. Strategic Marketing Management
- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

7.4. Digital Marketing Strategy
- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. *Inbound Marketing* and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy
- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations

7.5.3. Sales and Communication Strategy
7.6. Corporate Communication
7.6.1. Internal and External Communication
7.6.2. Communication Departments
7.6.3. Communication Managers: Managerial Skills and Responsibilities
7.7. Corporate Communication Strategy
7.7.1. Corporate Communication Strategy
7.7.2. Communication Plan
7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management

8.1. Innovation
8.1.1. Macro Concept of Innovation
8.1.2. Types of Innovation
8.1.3. Continuous and Discontinuous Innovation
8.1.4. Training and Innovation
8.2. Innovation Strategy
8.2.1. Innovation and Corporate Strategy
8.2.2. Global Innovation Project: Design and Management
8.2.3. Innovation Workshops
8.3. Business Model Design and Validation
8.3.1. The *Lean Start up* Methodology
8.3.2. Innovative Business Initiative: Stages
8.3.3. Financing Arrangements
8.3.4. Model Tools: Empathy Map, Canvas CANVAS, and Metrics
8.3.5. Growth and Loyalty
8.4. Project Management
8.4.1. Innovation Opportunities
8.4.2. Feasibility Study and Proposal Specification
8.4.3. Project Definition and Design
8.4.4. Project Execution
8.4.5. Project Closure

Module 9. Organizations Management

9.1. Corporate Finance
9.1.1. Financial Policy and Growth
9.1.2. Company Valuation Methods
9.1.3. Capital Structure and Financial Leverage
9.1.4. Finance for the *Global Communications Officer*
9.2. Strategic Leadership for Intangible Asset Economy
9.2.1. Cultural Alignment Strategies
9.2.2. Corporate and Differentiating Leadership
9.2.3. Change and Transformation Agent
9.3. Economic Situation
9.3.1. The Fundamentals of the Global Economy
9.3.2. The Globalization of Companies and Financial Markets
9.3.3. Entrepreneurship and New Markets
9.4. Innovation and Digital Transformation
9.4.1. Management and Strategic Innovation
9.4.2. Creative Thinking and *Design Thinking*
9.4.3. *Open Innovation*
9.4.4. *Sharing Economy*
9.5. International Context
9.5.1. Geopolitics
9.5.2. Divisive Markets and Types of Change
9.5.3. Hedging with Currency Exchange Contracts
9.5.4. Foreign Investments and Exportation Financing

Module 10. Managerial Skills

10.1. Public Speaking and Spokesperson Training
- 10.1.1. Interpersonal Communication
- 10.1.2. Communication Skills and Influence
- 10.1.3. Communication Barriers

10.2. Communication and Leadership
- 10.2.1. Leadership and Leadership Styles
- 10.2.2. Motivation
- 10.2.3. Skills and Abilities of the Leader 2.0

10.3. Personal Branding
- 10.3.1. Strategies for Personal Brand Development
- 10.3.2. Personal *Branding* Laws
- 10.3.3. Tools for Creating Personal Brands

10.4. Team Management
- 10.4.1. Work Teams and Management Meetings
- 10.4.2. Managing Change Processes
- 10.4.3. Managing Multicultural Teams
- 10.4.4. Coaching

10.5. Negotiation and Conflict Resolution
- 10.5.1. Effective Negotiation Techniques
- 10.5.2. Interpersonal Conflicts
- 10.5.3. Intercultural Negotiation

10.6. Emotional Intelligence
- 10.6.1. Emotional Intelligence and Communication
- 10.6.2. Assertiveness, Empathy, and Active Listening
- 10.6.3. Self Esteem and Emotional Language

10.7. Relational Capital: *Coworking*
- 10.7.1. Managing Human Capital
- 10.7.2. Performance Analysis
- 10.7.3. Managing Equality and Diversity
- 10.7.4. Innovation in People Management

10.8. Time Management
- 10.8.1. Planning, Organization and Control
- 10.8.2. The Methodology of Time Management
- 10.8.3. Action Plans
- 10.8.4. Tools for Efficient Time Management

Module 11. Ethics and Corporate Social Responsibility

11.1. The Managerial Role and CSR
- 11.1.1. Strategic Vision and Corporate Social Responsibility
- 11.1.2. Balanced Scorecard
- 11.1.3. Systems and Models for Implementing CSR
- 11.1.4. Organization of CSR Roles and Responsibilities

11.2. *Corporate Responsibility*
- 11.2.1. Value Creation in an Economy of Intangibles
- 11.2.2. CSR: Corporate Commitment
- 11.2.3. Social, Environmental, and Economic Impact

11.3. Responsible Finance and Investment
- 11.3.1. Sustainability and the CFO's Responsibility.
- 11.3.2. Transparency in Information
- 11.3.3. Finance and Responsible Investment
- 11.3.4. Social Economy, Cooperativity and Corporate Social Responsibility

11.4. Business and Environment
- 11.4.1. Sustainable Development
- 11.4.2. Legislative Development in Environmental Responsibility
- 11.4.3. Response of Companies to Environmental Problems
- 11.4.4. Waste and Emissions

11.5. *Packaging* and Environment
- 11.5.1. *Packaging* as a Differentiation Business Strategy
- 11.5.2. Encouragement and Communication at the Point of Sale
- 11.5.3. *Packaging Design* and Future Trends

11.6. Responsible Management Systems and Tools
- 11.6.1. Social Responsibility Management Systems

11.6.2. Integration Systems
11.6.3. Quality Management Systems, the Environment and Occupational Health and Safety
11.6.4. Audits
11.7. Multinationals and Human Rights
11.7.1. Globalization, Human Rights and Multinational Companies
11.7.2. Multinational Companies and International Law
11.7.3. Specific Legal Instruments
11.8. Legal Environment and *Corporate Governance*
11.8.1. International Rules on Importation and Exportation
11.8.2. Intellectual and Industrial Property
11.8.3. International Labor Law

Module 12. Corporative Communication, Brand Strategy and Reputation

12.1. Corporate Identity and Strategic Vision
12.1.1. Identity and Redefining Business Values
12.1.2. Corporate Business Culture
12.1.3. Communication Department Challenges
12.1.4. Public Image and Projection
12.2. Corporate Brand Strategy
12.2.1. Public Image and *Stakeholders*
12.2.2. Corporate Branding Strategy and Management
12.2.3. Corporate Communication Strategy in Line with Brand Identity
12.3. Reputation Theory
12.3.1. Reputation as a Paradigm of a Good Company
12.3.2. The Concept of Corporate Reputation
12.3.3. Internal Reputation
12.3.4. Influence of Internationalization on Corporative Reputation
12.4. Reputation Evaluation
12.4.1. Corporative Reputation Audit
12.4.2. *Listed Companies Reputation Monitor*
12.4.3. Reputational Good Governance Index
12.4.4. Analysis of Sectorial Reputation
12.5. Reputation Management
12.5.1. Corporative Reputation Management
12.5.2. Focus on Brand Reputation
12.5.3. Leadership Reputation Management
12.6. Reputation Risk and Crisis Management
12.6.1. Listening to and Managing Feedback
12.6.2. Procedures, Crisis Manual and Contingency Plans
12.6.3. Spokesperson Training in Emergency Situations
12.7. Ethical Sustainability
12.7.1. Sustainable Criteria and Strategies
12.7.2. Communication Campaigns with Sustainability Criteria
12.7.3. Sustainable Brand Positioning and Image
12.8. Brand Metrics and Analysis and Reputation
12.8.1. Introduction to the Metrics of Corporative Branding
12.8.2. Internal and External Measurement Indexes
12.8.3. Brand Management Tools
12.8.4. Brand Assessment and *Ranking*

Module 13. Strategic Planning in Corporate Communication

13.1. Strategic Planner
13.1.1. Strategic Planner: Origins and Functions
13.1.2. The Strategic Planner in Public Businesses, Strategic Consultancies and Communication Companies
13.1.3. *Stakeholder* Management
13.2. Models and Schools for Planning
13.2.1. Models for Intangibles Management
13.2.2. Intangibles and Strategic Plans
13.2.3. Evaluation of Intangibles
13.2.4. Reputation and Intangibles
13.3. Qualitative Research in Strategic Planning
13.3.1. Insight Detection
13.3.2. *Focus Groups* for Strategic Planning

13.3.3. Planning of Strategic Interviews
13.4. Quantitative Research in Strategic Planning
13.4.1. Data Analysis and Drawing Conclusions
13.4.2. Use of Psychometric Techniques
13.4.3. Challenges of Applied Research in Business Communication
13.5. Creative Strategy Formulation
13.5.1. Explore Alternative Strategies
13.5.2. *Counterbriefing* or Creative Briefing
13.5.3. *Branding and Positioning*
13.6. Strategic Use of Different Media
13.6.1. 360º Campaigns
13.6.2. Launching of New Products
13.6.3. Social Trends
13.6.4. Evaluation of Effectiveness
13.7. Trends in Business Communication
13.7.1. Generation and Distribution of Corporate Content
13.7.2. Business Communication on the Web 2.0
13.7.3. Implementation of Metrics in the Communication Process
13.8. Sponsorship and Patronage
13.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
13.8.2. Communication Opportunities and Tangible and Intangible Returns
13.8.3. Hospitality and Collaboration Actions

Module 14. Managing Aspects of Corporate Communication

14.1. Communication in Organizations
14.1.1. Organizations, People and Society
14.1.2. Historical Evolution of Organizational Behavior
14.1.3. Bidirectional Communication
14.1.4. Communication Barriers
14.2. Structure, Control and Challenges in Communication Management
14.2.1. Departmental Structure in Communication Management
14.2.2. Current Trends in Management Models
14.2.3. Integration of Intangibles
14.2.4. Communication Department Challenges
14.3. Integral Communication Plans
14.3.1. Audit and Diagnosis
14.3.2. Elaboration of Communication Plan
14.3.3. Measuring results: KPIs and ROI
14.4. Effects of the Media
14.4.1. Efficiency of Commercial and Advertising Communication
14.4.2. Theories on the Effects of the Media
14.4.3. Social and Co-creation Models
14.5. Press Offices and Their Relationship with Communication Media
14.5.1. Identifying Opportunities and Information Needs
14.5.2. Management of Reports and Spokesperson Interviews
14.5.3. *Virtual Press Room* and *e-Communication*
14.5.4. Buying Advertising Space
14.6. Public Relations
14.6.1. PR Strategy and Practice
14.6.2. Protocol and Ceremonial Rules
14.6.3. Event Organization and Creative Management
14.7. *Lobbies* and Pressure Groups
14.7.1. Opinion Groups and Their Actions in Businesses and Institutions
14.7.2. Institutional Relations and *Lobbying*
14.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
14.8. Internal Communication
14.8.1. Motivational Programs, Social Action, Participation and Training with HR
14.8.2. Internal Communication Support and Tools
14.8.3. Internal Communication Plan
14.9. *Branding & Naming*
14.9.1. Brand Management and Coordination in Launching of New Products
14.9.2. Brand Repositioning
14.10. Audience Forecasting and Data Sources
14.10.1. Measurement Units and Audience Profiles
14.10.2. Affinity, *Sharing, Rating and GRPs*
14.10.3. Current Suppliers in the Advertising Market

Module 15. Communication in Specialized Sectors

15.1. Financial Communication
- 15.1.1. Value of Intangibles
- 15.1.2. Financial Communication in Listed Companies
- 15.1.3. The Issuers of the Financial Communication
- 15.1.4. Public Objective in Financial Operations

15.2. Political and Electoral Communication
- 15.2.1. Image in Political and Electoral Campaigns
- 15.2.2. Political Advertising
- 15.2.3. Political and Electoral Communication Plan
- 15.2.4. Electoral Communication Audits

15.3. Communication and Health
- 15.3.1. Journalism and Health Information
- 15.3.2. Interpersonal and Group Communication in the Field of Health
- 15.3.3. Communication Risk and Communicative Management in a Health Crisis

15.4. Digital Culture and Hypermedia Museography
- 15.4.1. Production and Diffusion of Art in the Digital Era
- 15.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
- 15.4.3. Constructive Participation in the Digital Culture

15.5. Communication at the Forefront of Public Organizations
- 15.5.1. Communication in the Public Sector
- 15.5.2. Strategy and Creation in Public Organization Communications
- 15.5.3. Intangible Assets in the Public Sector
- 15.5.4. Information Policy of Public Organizations

15.6. Communications in Non Profit Organizations
- 15.6.1. NPO and Relationship with Government Agencies
- 15.6.2. Corporative Reputation in Non Profit Organizations
- 15.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
- 15.6.4. Different Figures and Communication Media

Module 16. Marketing and Communication

16.1. *Product Placement y Branded Content*
- 16.1.1. Unique Forms of Communication and Brand Placement
- 16.1.2. Concepts, Products and Services in User Friendly Media

16.2. Digital Media Planning and Contracting
- 16.2.1. *Real Time Bidding*
- 16.2.2. Integrated Digital Campaign Planning
- 16.2.3. Advertising Investment Control Scorecard

16.3. Promotional Marketing
- 16.3.1. Consumer Promotions
- 16.3.2. Sales Force, Channel, Point of Sale and Special Promotions
- 16.3.3. Success and Cost Effectiveness of Promotional Actions

16.4. Planning, Execution and Measurement of SEM Campaigns
- 16.4.1. Search Engine Marketing
- 16.4.2. Conversion of Traffic to Qualified Traffic
- 16.4.3. SEM Project Management

16.5. Metrics and Results Analysis in Public Digital Campaigns
- 16.5.1. *Ad servers*
- 16.5.2. Traditional Metrics in Digital GRPs
- 16.5.3. *CrossMedia* and Interactions

16.6. *Display Advertising, Rich Media* and Viral Publicity
- 16.6.1. Media, Formats and Supports
- 16.6.2. The Conversion Cycle
- 16.6.3. *Buzz Marketing* and WOM

16.7. *Mobile Marketing,* Geo localization and Internet TV
- 16.7.1. New *Mobile Marketing* Applications
- 16.7.2. Geo localization
- 16.7.3. Applications which Integrate Websites, Geotagging and Mobile

16.8. Advertising Effectiveness
- 16.8.1. Research Techniques and *Tracking* Campaigns
- 16.8.2. Coverage and Effective Frequency Analysis
- 16.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

Module 17. Customer Relationship Management

17.1. CRM and Relational Marketing
- 17.1.1. Business Philosophy or Strategic Orientation
- 17.1.2. Customer Identification and Differentiation
- 17.1.3. The Company and its *Stakeholders*
- 17.1.4. *Clienting*

17.2. *Database Marketing and Customer Relationship Management*
- 17.2.1. *Database Marketing* Applications
- 17.2.2. Laws and Regulations
- 17.2.3. Information Sources, Storage, and Processing

17.3. Consumer Psychology and Behavior
- 17.3.1. The Study of Consumer Behavior
- 17.3.2. Internal and External Consumer Factors
- 17.3.3. Consumer Decision Process
- 17.3.4. Consumerism, Society, Marketing, and Ethics

17.4. *Consumer Centric Marketing*
- 17.4.1. Segmentation.
- 17.4.2. Profitability Analysis
- 17.4.3. Customer Loyalty Strategies

17.5. *CRM Management* Techniques
- 17.5.1. Direct Marketing
- 17.5.2. Multichannel Integration
- 17.5.3. Viral Marketing

17.6. Advantages and Risks of Implementing CRM
- 17.6.1. CRM, Sales and Costs
- 17.6.2. Customer Satisfaction and Loyalty
- 17.6.3. Technology Implementation
- 17.6.4. Strategic and Management Errors

Module 18. Communication Strategy in the Digital World

18.1. Web 2.0 or the Social Web
- 18.1.1. Organization in the Age of Conversation
- 18.1.2. Web 2.0 Is All About People
- 18.1.3. Digital Environment and New Communication Formats

18.2. Digital Communication and Reputation
- 18.2.1. Online Reputation Report
- 18.2.2. Netiquette and Good Practices on Social Media
- 18.2.3. *Branding* and *Networking* 2.0

18.3. Designing and Planning an Online Reputation Plan
- 18.3.1. Overview of the Main Social Media in Spain
- 18.3.2. Brand Reputation Plan
- 18.3.3. General metrics, ROI, and Social CRM
- 18.3.4. Online Crisis and Reputational SEO

18.4. General, Professional, and *Microblogging*Platforms
- 18.4.1. *Facebook.*
- 18.4.2. *LinkedIn*
- 18.4.3. *Google+*
- 18.4.4. *Twitter*

18.5. Video, Image, and Mobility Platforms
- 18.5.1. *YouTube*
- 18.5.2. *Instagram*
- 18.5.3. *Flickr*
- 18.5.4. *Vimeo*
- 18.5.5. *Pinterest*

18.6. Content and *Storytelling* Strategy
- 18.6.1. Corporate *Blogging*
- 18.6.2. Content Marketing Strategy
- 18.6.3. Creating a Content Plan
- 18.6.4. Content Curation Strategy

18.7. Social Media Strategies
- 18.7.1. Corporate PR and Social Media
- 18.7.2. Defining the Strategy to Be Followed in Each Medium
- 18.7.3. Analysis and Evaluation of Results

18.8. *Community Management*
- 18.8.1. Functions, Duties, and Responsibilities of the *Community Manager*
- 18.8.2. Social Media Manager
- 18.8.3. *Social Media Strategist*

18.9. Social Media Plan
- 18.9.1. Designing a Social Media Plan
- 18.9.2. Schedule, Budget, Expectations, and Monitoring
- 18.9.3. Contingency Protocol in Case of Crisis

18.10. Online Monitoring Tools
- 18.10.1. Management Tools and Desktop Applications
- 18.10.2. 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.

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 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

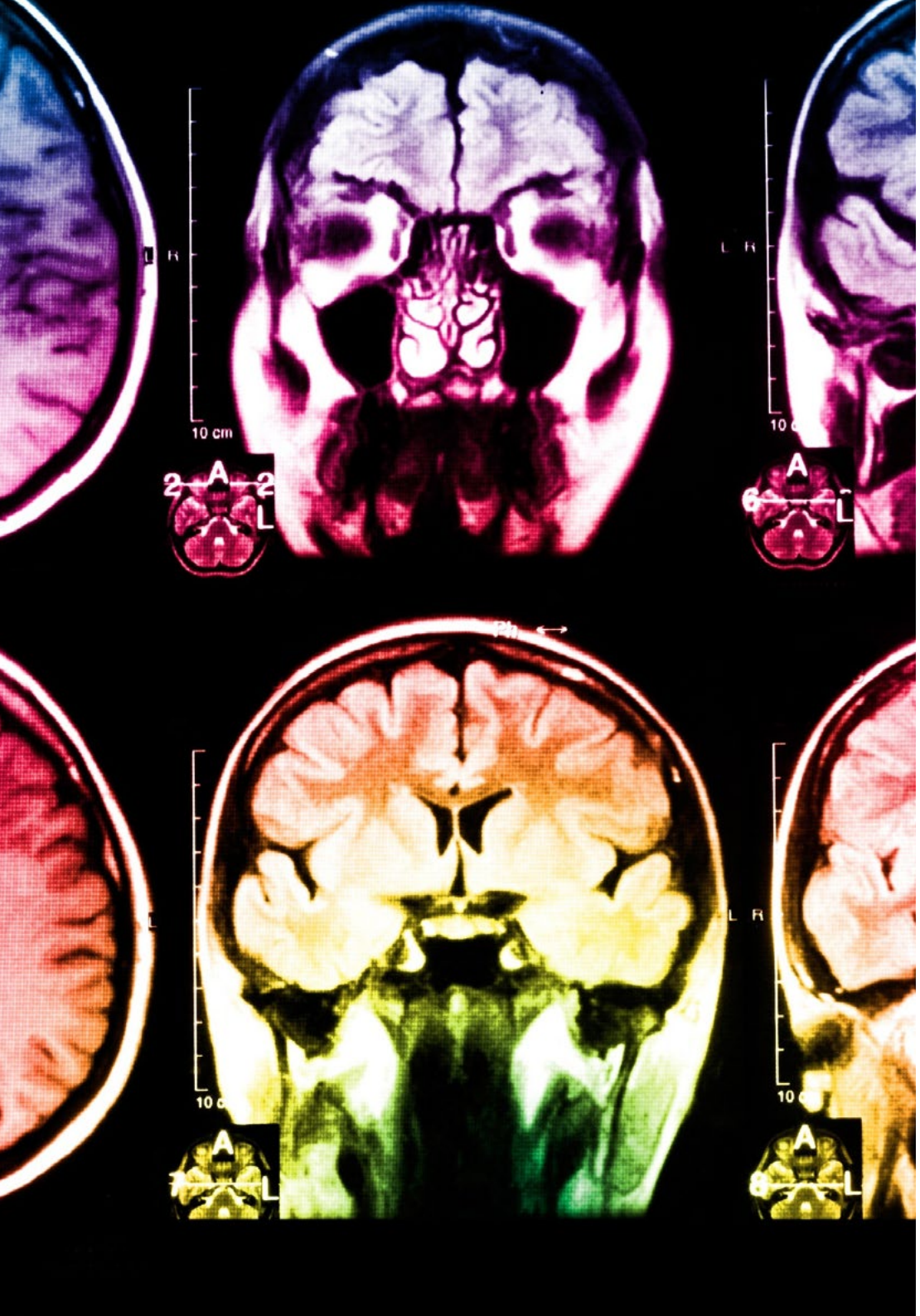
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

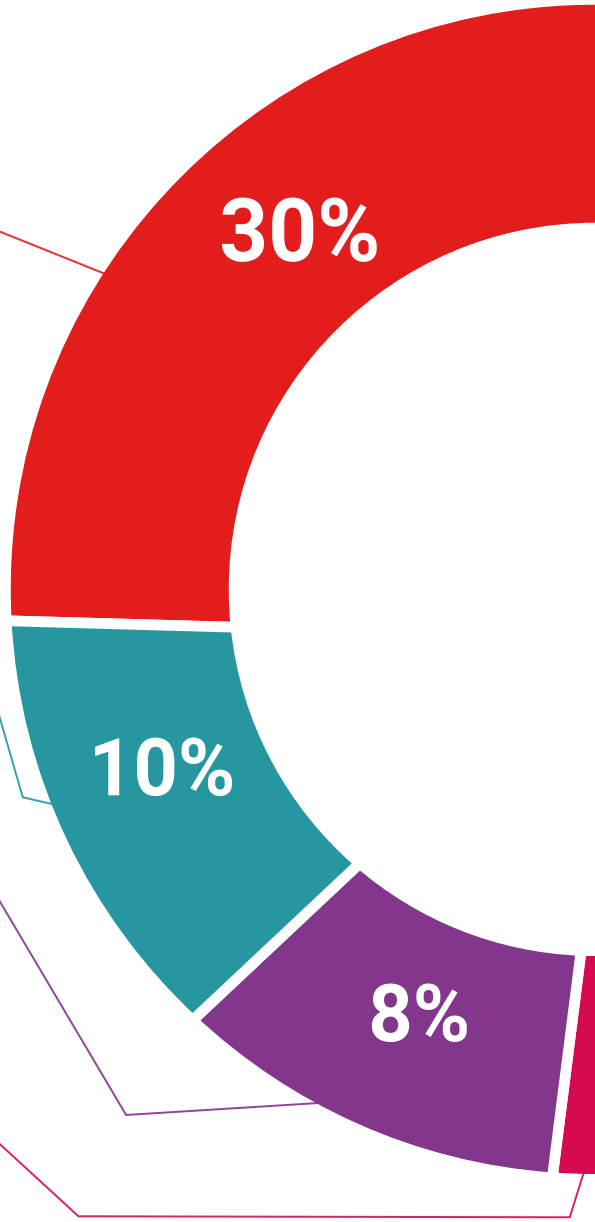
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

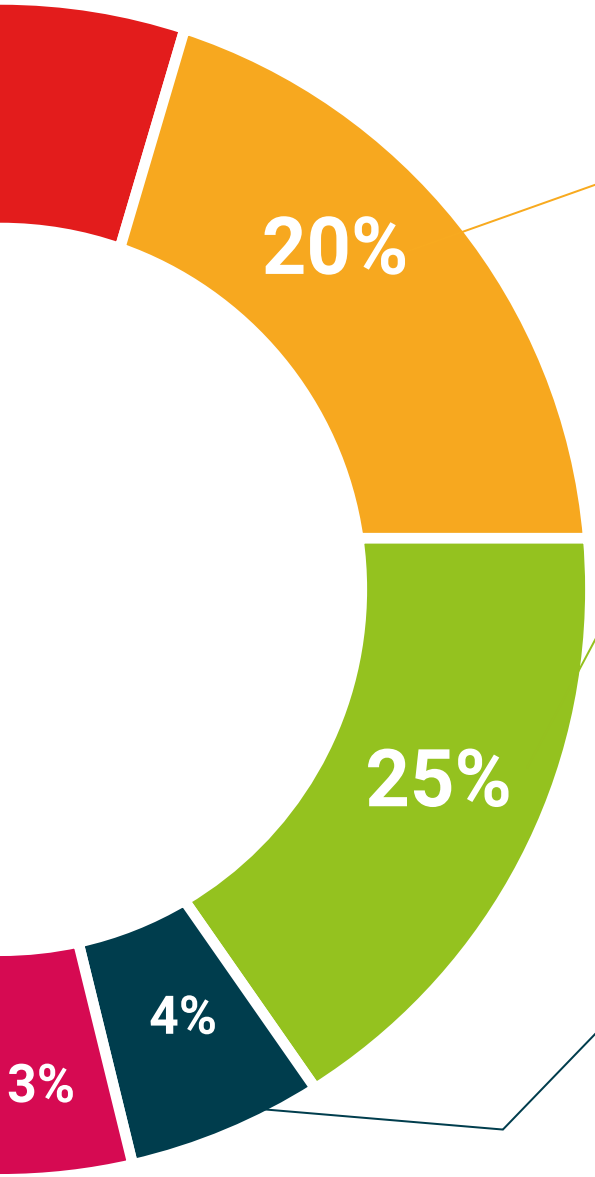
Practising Skills and Abilities

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 Senior Communications 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.

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

This **Advanced Master's Degree in Senior Communications 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 certificate issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: **Advanced Masters Degree in Senior Communications Management**
Official Nº of hours: **3,000 h.**

tech technological university

Awards the following

CERTIFICATE

to

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

ADVANCED MASTER'S DEGREE
in
Senior Communications Management

This is a qualification awarded by this University, equivalent to 3,000 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates

Advanced Master's Degree in Senior Communications Management

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Leadership, Ethics, and CSR	167	CO
1º	Strategic Management and Executive Management	167	CO
1º	People and Talent Management	167	CO
1º	Economic and Financial Management	167	CO
1º	Operations and Logistics Management	167	CO
1º	Information Systems Management	167	CO
1º	Commercial Management, Marketing, and Corporate Communication	167	CO
1º	Innovation and Project Management	167	CO
1º	Organizations Management	167	CO

Year	Subject	Hours	Type
2º	Managerial Skills	167	CO
2º	Ethics and Corporate Social Responsibility	167	CO
2º	Corporative Communication, Brand Strategy and Reputation	167	CO
2º	Strategic Planning in Corporate Communication	166	CO
2º	Managing Aspects of Corporate Communication	166	CO
2º	Communication in Specialized Sectors	166	CO
2º	Marketing and Communication	166	CO
2º	Customer Relationship Management	166	CO
2º	Communication Strategy in the Digital World	166	CO

Tere Guevara Navarro
Dean

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*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.

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Advanced Master's Degree
Senior Communications Management

Course Modality: **Online**
Duration: **2 years**
Certificate: **TECH Technological University**
Official Nº of hours: **3,000 h.**

Advanced Master's Degree

Senior Communications Management

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