

# Postgraduate Certificate

## Organizations: Crisis Management and Social Responsibility



## Postgraduate Certificate

Organizations: Crisis  
Management and  
Social Responsibility

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 5 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/organizations-crisis-management-social-responsibility](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/organizations-crisis-management-social-responsibility)

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# 01

# Introduction

When a crisis occurs within an organization, whatever its nature, communication plays a very important role as it can mitigate possible damage to the company's reputation. Therefore, this academic program focuses on equipping journalists and communication professionals to successfully perform in this sector, also taking into account the importance of having social responsibility plans. In addition, this prestigious TECH program contains an intensive study plan that prepares the student to face corporate challenges and decisions in the field of organizations. Its main objective is to promote personal and professional growth that will help you achieve success.





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*Communication plays a decisive role when a crisis occurs within an organization. Learn how to mitigate the damages of these crises through this Postgraduate Certificate"*

The content of the Postgraduate Certificate in Organizations: Crisis Management and Social Responsibility is designed to promote the development of the journalist's professional skills to enable more rigorous decision making in uncertain environments.

Throughout this academic program, the journalist will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real crisis situations in business environments.

This Postgraduate Certificate deals in depth with crisis communication, and is designed to train communication professionals who understand how to manage these processes successfully and from a strategic, international and innovative perspective.

A plan designed for XXI century specialists, focused on their professional improvement and preparing them to achieve excellence in the field of crisis communication and social responsibility.

A program that understands the needs of professionals and their environment, and meets them through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will provide competencies to solve critical situations in a creative and efficient way.

Furthermore, the 100% online format of the course allows the student to control their hours of study, without the inconvenience of traveling to an education center for classes.

This **Postgraduate Certificate in Organization: Crisis Management and Social Responsibility** contains the most complete and up to date academic program on the university scene. The most important features of the program include:

- ♦ The development of case studies presented by experts in Business Communication
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ New developments in crisis management and corporate social responsibility
- ♦ Practical exercises where a self assessment process is carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in communication
- ♦ The interactive learning system based on algorithms for decision making on the situations posed in Journalism and Digital Communication
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Don't miss out on this great academic opportunity, as it will allow you to successfully perform within this exciting field"*

“

*A training full of theoretical and practical material specially designed to lead journalists to success in their daily practice"*

The program includes, in its teaching staff, professionals belonging to the field of journalism and communication, who bring to this training the experience of their work, as well as recognized specialists from prestigious reference societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training program designed to train in real situations.

This program is designed around Problem Based Learning, where the student must try to solve different professional practice situations that arise during the course. For this purpose, the professional will be assisted by an innovative interactive video system developed by renowned experts in the field of Business Communication and with great experience.

*Work with the best professionals in this area with this program of excellent curricular value.*

*A program designed with you in mind, focused on your needs and designed for academic excellence.*



# 02

# Objectives

The main objective that TECH pursues with this Postgraduate Certificate is to update the knowledge of professionals and turn them into top professionals in the area of corporate social responsibility and crisis management. An objective that is complemented globally, with the promotion of the human development of the professional to lay the foundations for a more responsible and committed society, a better society. In this Postgraduate Certificate, this objective is materialized by providing the necessary tools to face the challenge of creating a strategic planning to mitigate possible consequences during a crisis.







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*Knowing how to manage a crisis from a communications perspective is a skill that is in high demand by companies”*



## General Objectives

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- ♦ Know the basics of Strategic Communication
- ♦ Understand the phases of an organizational crisis and how to mitigate its effects
- ♦ Understand what Corporate Social Responsibility is and how to apply its principles



*Learn how to successfully manage crises in business environments from a complete perspective by taking this TECH program"*





## Specific Objectives

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- ♦ Learn about organizational design and structure
- ♦ Know how to define Corporate Social Responsibility
- ♦ Study what social responsibility is within an organization
- ♦ See how reputation, risk and crisis management is performed
- ♦ Recognize conflicts in organizations
- ♦ Study about lobbies and pressure groups and negotiation
- ♦ Know what a brand strategy is

03

# Course Management

The design of this academic program has been created by a team of journalism and communication professionals with years of professional and teaching experience. All of them, aware of the current need for a quality program in the field of journalism and communication, have joined their knowledge to provide you with the most complete training in the market, which will allow you to develop in the field of crisis management with greater guarantees of success.





“

*The best faculty is at the best university. Don't miss this training opportunity"*

## International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.



## Dña. McIntoch, Jess

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- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

“

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

## Management



### Dr. López Rausell, Adolfo

- ♦ Director of TECH Business School
- ♦ Technical Direction in Projects and Market Studies at Investgroup
- ♦ Management in Innovation Club of the Valencian Community
- ♦ Degree in Economics and Business Administration, Universitat de València
- ♦ Diploma in Marketing in ESEM Business School

## Professors

### Mr. Eskibel, Daniel

- ♦ Psychologist and political consultant, world reference in political psychology

### Ms. Morcillo, Guadalupe

- ♦ Expert in Political Communication
- ♦ Dr. in Classical Philology
- ♦ Master's Degree in Governance, Political Marketing and Strategic Communication

### Mr. Landero Madroñal, Jordi

- ♦ Degree in Information Sciences
- ♦ Journalist

### Ms. Sanz Campos, Ana

- ♦ Executive and political *coaching* and *mentoring*





04

# Structure and Content

The structure of the contents has been designed by a team of professionals in Journalism and Business Communication who, aware of the importance of the current relevance of training in this field as a means to deepen the area of knowledge, have designed a complete syllabus specially designed to train professionals in the Information Sciences on the singularities and characteristics of the world of Crisis Communication and Corporate Social Responsibility. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.





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*A first class syllabus designed on the basis of the latest professional updates and created with the utmost academic rigor”*

## Module 1. Organizations: Crisis Management and Social Responsibility

- 1.1. Organisational Design
  - 1.1.1. Organizational Design Concept
  - 1.1.2. Organizational Structures
  - 1.1.3. Types of Organizational Designs
- 1.2. Organizational Structure
  - 1.2.1. Main Coordination Mechanisms
  - 1.2.2. Departments and Organization Charts
  - 1.2.3. Authority and Responsibility
  - 1.2.4. Empowerment
- 1.3. Corporate Social Responsibility
  - 1.3.1. Social Commitment
  - 1.3.2. Sustainable Organizations
  - 1.3.3. Ethics in Organizations
- 1.4. Social Responsibility in Organizations
  - 1.4.1. CSR Management in Organizations
  - 1.4.2. CSR Towards Employees
  - 1.4.3. Sustainable Action
- 1.5. Reputation Management
  - 1.5.1. Corporative Reputation Management
  - 1.5.2. Focus on Brand Reputation
  - 1.5.3. Leadership Reputation Management
- 1.6. Reputation Risk and Crisis Management
  - 1.6.1. Listening to and Managing Feedback
  - 1.6.2. Procedures, Crisis Manual and Contingency Plans
  - 1.6.3. Spokesperson Production in Emergency Situations
- 1.7. Conflicts in Organizations
  - 1.7.1. Interpersonal Conflicts
  - 1.7.2. Conflict Conditions
  - 1.7.3. Consequences of Conflicts





- 1.8. Lobbies and Pressure Groups
  - 1.8.1. Opinion Groups and Their Actions in Businesses and Institutions
  - 1.8.2. Institutional Relations and *Lobbying*
  - 1.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 1.9. Negotiation
  - 1.9.1. Intercultural Negotiation
  - 1.9.2. Negotiation Focuses
  - 1.9.3. Effective Negotiation Techniques
  - 1.9.4. Restructuring
- 1.10. Corporate Brand Strategy
  - 1.10.1. Public Image and *Stakeholders*
  - 1.10.2. Corporate *Branding* Strategy and Management
  - 1.10.3. Corporate Communication Strategy in Line with Brand Identity

“

*By studying at TECH, you begin to compete with the best in the industry. Don't miss this great opportunity”*

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

This Postgraduate Certificate in Organization: Crisis Management and Social Responsibility guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Global University..



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

This private qualification will allow you to obtain a **Postgraduate Certificate in Organizations: Crisis Management and Social Responsibility** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Postgraduate Certificate in Organizations: Crisis Management and Social Responsibility**

Modality: **online**

Duration: **6 weeks**

Accreditation: **5 ECTS**



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



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** global  
university

personalized service innovation

knowledge present

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development language

classroom

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