

# Hybrid Professional Master's Degree

## Multimedia Communication



## Hybrid Professional Master's Degree Multimedia Communication

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

Website: [www.techtute.com/us/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-multimedia-communication](http://www.techtute.com/us/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-multimedia-communication)

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# 01

# Introduction

The communications profession has never been as important as it is today. With the development of the digital era and continuous connectivity, society demands quality information on a daily basis, contrasted, updated up to the minute and adapted to the different platforms that have emerged with the advance of new technologies. In addition, the multimedia format has replaced the traditional format, which, despite still having followers, has been decreasing its demand. That is why the communicator has to shape his professional profile in a versatile and adaptable way to the different genres, knowing the specifications of each of them and mastering their most effective techniques and strategies. All this can work with the course of this multidisciplinary program that combines theory and practice in a single highly enabling degree and that will influence positively and distinctively in their professional development.



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*Do you want to specialize in Multimedia  
Communication in a theoretical and practical way?  
If the answer is yes, you have the best opportunity  
to achieve it with TECH”*

The diversity and creativity that emerges from multimedia communication allows companies to launch attractive messages specifically adapted to the demands of society. In addition, the development of digital channels has made it possible, for example, for the same advertising or information campaign to be launched differently depending on the target audience of each medium and its specifications. For this reason, the profession of communication specialist has become multipurpose, since today it is not enough just to master the theories of information, but it is necessary to know the ins and outs of each channel to ensure that the message reaches and obtains the expected results.

For this reason, having a qualification such as this Blended Master's Degree in Multimedia Communication has become a fundamental requirement for any graduate in this area who wants to stand out. It is a very complete program that approaches communication from a modern, dynamic, current and versatile point of view, through a 100% online syllabus specifically designed by experts, and culminates with a practical stay in a leading company in the sector.

The aim of this course is for professionals to expand their knowledge in a specialized way and learn everything they need to know to master the fundamentals and tools of information. For this purpose, you will also have access to high quality additional material presented in different formats, with which you will have the opportunity to contextualize and deepen those concepts that are of interest to you.

Once this period is over, you will have the opportunity to enjoy 120 hours of practical training in a prestigious center of the communication sector, in which you can actively participate in the different tasks and projects that are being developed at that time. Thus, you will complete this academic qualification, perfecting your skills and acquiring an enriching and distinctive experience and distinctive experience that you can add to your resume.

This **Hybrid Professional Master's Degree in Multimedia Communication** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Development of more than 100 cases presented by multimedia and digital communication professionals
- ◆ 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
- ◆ Work based on the current structures of communication and the new advertising industry, both in online and offline media
- ◆ The acquisition of a broad and exhaustive knowledge of the different branches of multimedia communication, its tools, its applications and the most effective recommendations to develop successful projects adapted to the demands of today's society
- ◆ All of this will be complemented by 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
- ◆ In addition, you will be able to do an internship in a large company in the communication sector



*You will have access to the content of the Virtual Classroom 24 hours a day and throughout the week, so that you can organize your schedule according to your availability”*

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*You will have access to high quality additional material in different formats so you can dynamically contextualize the information developed in the syllabus"*

In this Master's program, of a professionalizing nature and hybrid learning modality, the program is aimed at updating journalism and audiovisual communication professionals who require a high level of qualification. The contents are based on the latest developments in the area, and oriented in a didactic way to integrate theoretical knowledge in the communicative practice, and the theoretical-practical elements will facilitate the updating of knowledge and will allow decision making in the participation and management of news projects of different kinds.

Thanks to their multimedia content developed with the latest educational technology, they will allow the communication professional to acquire situated and contextual learning, i.e. a simulated environment that will provide immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned experts.

*Get to know in detail the strategies to induce emotions according to the informative pieces and create highly effective works with this Hybrid Professional Master's Degree.*

*You will be able to delve into the specifics of communication in the digital environment, from SEO writing to the intricacies of web 2.0.*



02

# Why Study this Hybrid Professional Master's Degree?

Media convergence has completely transformed the communication landscape, therefore, the professional must have a broad knowledge of the different media, as well as possess practical skills for this work to be really effective. A task that is sometimes complex and requires a mastery of the technique and theoretical concepts. For this reason, TECH has created this university program, which perfectly combines an advanced and flexible syllabus with a practical stay in a leading company in the sector. Thus, the professional will be able to delve into communication in digital environments, information management and the basics of graphic design. All this, surrounded by professional experts and in the best working environment. A unique opportunity that only TECH offers.





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*TECH gives you the opportunity to join a company that is a reference in the field of Multimedia Communication, so that you can develop yourself with the best specialists”*

## tech 10 | Why Study this Hybrid Professional Master's Degree?

### 1. Updating from the latest technology available

New technologies have completely transformed the ways and forms of communication between people and journalistic information. Therefore, TECH brings through this Hybrid Professional Master's Degree, the main developments in the digital field, as well as the many tools and software available to exercise the journalistic profession successfully.

### 2. Gaining In-Depth Knowledge from the Experience of Top Specialists

In this academic journey, TECH has had an excellent teaching team specialized in Multimedia Communication, which guarantees students access to an advanced and updated syllabus. In addition, as a complement to this learning, students will have a practical stay of 3 weeks, where the best experts in this area will show them the techniques, methods and tools used to effectively perform this profession. A magnificent group of first level specialists, so that the graduates reach their goals.

### 3. Entering first-class environments

The professionals who take this Hybrid Professional Master's Degree will undoubtedly obtain an intensive immersion in the panorama of Multimedia Communication. For this, TECH has designed a program that will lead you to develop and enhance your communication skills in a first class professional environment. Thus, guided and advised by professionals in this field of communication, students will be able to integrate all the information that will lead them to grow professionally.





**4. Combining the Best Theory with State-of-the-Art Practice**

Currently, there are in the academic market, educational programs poorly adapted to the real needs of professionals. For this reason, TECH has created this program, which students can access at any time and through an electronic device with an Internet connection. This flexibility will allow you to combine the most demanding responsibilities with a quality qualification, as well as the practical phase in a top-level Multimedia Communication company, which is the finishing touch to a unique university education.

**5. Expanding the Boundaries of Knowledge**

Thanks to the perfect combination of theory and practice, the professional will be able to obtain a complete vision of the current panorama of Multimedia Communication. In this way, they will also be able to expand their professional outlook and seek access to the best Multimedia Communication companies. This program will provide a vital education for the performance of their journalistic functions in the most demanding areas.

**“** *You will have full practical immersion at the center of your choice* **”**

# 03

## Objectives

For any information professional, mastering multimedia communication has become an indispensable requirement to be able to keep pace with the current market demand. For this reason, the objective of this Hybrid Professional Master's Degree is to provide the graduates with the best academic tools that will allow them to know in detail the ins and outs of the current communication theories and strategies, focusing their activity on the digital environment and its specific characteristics.



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*You will work on creativity and persuasion through case studies and simulations of real situations, so that you can perfect your skills before facing the working world”*



## General Objective

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- ◆ This Hybrid Professional Master's Degree has been developed by TECH specifically for the graduates to acquire the necessary knowledge that will allow them to carry out an adequate multimedia communication, using the most advanced digital tools in the sector. In addition, you will also acquire the necessary skills to manage successfully in different branches of the area and know in depth the radio, television, digital and written communication



*The more demanding your objectives are, the more performance you will be able to get out of this Hybrid Professional Master's Degree, as TECH will provide you with all the material you need to achieve it"*





## Specific Objectives

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### Module 1. Structure of the Communication

- ◆ 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

### Module 2. Social Communication Theory

- ◆ Knowledge of 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 manifestations of persuasive communication

- ◆ Know how to apply creative processes in the field of communication, especially in the field of 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

### Module 3. Technology and Information and Knowledge Management

- ◆ 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 the advertising and public relations professional
- ◆ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases

### Module 4. Fundamentals of Communication in the Digital Environment

- ◆ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ◆ To have the ability to analyze, process, interpret, elaborate and structure digital communication
- ◆ Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ◆ 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

### **Module 5. Written Communication**

- ◆ 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 oral and written codes
- ◆ 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 discriminate 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 accuracy

### **Module 6. Television Communication**

- ◆ Be able to use information and communication technologies and techniques across 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 coherently with other social and human sciences
- ◆ Encouraging creativity and persuasion through different media and communication media
- ◆ 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

### **Module 7. Radio Communication**

- ◆ Encourage creativity and persuasion through different supports and different means of communication
- ◆ Know the features, forms and processes of advertising languages and other forms of persuasive communication
- ◆ Know how to develop appropriate verbal and written communication to transmit ideas and decisions presented with clarity and rigor
- ◆ 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 realization of practices with computer programs
- ◆ Know how to discriminate the different types of advertising media and supports, as well as their structural, formal and constitutive elements

### **Module 8. Creativity in Communication**

- ◆ Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- ◆ Encourage creativity and persuasion through different supports and different means of communication
- ◆ Know the elements, forms and processes of advertising languages and other forms of persuasive communication
- ◆ Know the relevant and appropriate tools for the study of advertising and public relations
- ◆ Knowledge of the fields of advertising and public relations and their processes and organizational structures
- ◆ 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 manifestations of persuasive communication



### Module 9. Corporate Identity

- ◆ 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 periods of crisis 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

### Module 10. The Fundamentals of Graphic Design

- ◆ 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
- ◆ Encourage creativity and persuasion through different supports and different means of communication
- ◆ Know the features, forms and processes of advertising languages and other forms of persuasive communication



*Enroll now and advance in your field of work with a comprehensive program that will allow you to put into practice everything you have learned"*

# 04 Skills

This program and its practical stay period, has been developed with the purpose that the graduate who accesses it can not only acquire a broad, complete and specialized knowledge about Multimedia Communication, but also to improve their professional skills. In this way, they will be able to develop and work on their informative skills with the objective of adapting them to the current demand of the market and of the companies in this sector.



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*You will be able to perfect your communication skills in TV, radio, press and 2.0 media in an exhaustive way, placing you at the level of the best journalists of today"*



## General Skills

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- ♦ Acquire the necessary skills for professional practice in Multimedia Communication with knowledge of all the necessary factors to perform with quality and confidence
- ♦ In-depth knowledge of the different platforms through which journalism and communication are developed

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*You have at your disposal the most innovative pedagogical tools to enhance your skills and competences in the field of communication-oriented graphic design”*





## Specific Skills

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- 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 expression
- Use the radio expression
- Use creative thinking applied to advertising and communication
- Develop a corporate identity for an organization
- Use graphic design tools

# 05

## Educational Plan

For the development of the syllabus of this Hybrid Professional Master's Degree TECH has followed the guidelines of a team of experts in communication, adapting the information collected to the effective Relearning methodology in whose use this center is a pioneer. In addition, we have also selected a variety of additional material in different formats, videos in detail, dynamic summaries, research articles, case study simulations and complementary readings, with which the graduate can contextualize the agenda and deepen those aspects considered most relevant. All of this is presented 100% online and can be downloaded to any device with an internet connection.



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*A qualification that also includes a specific module dedicated to graphic design and the use of Adobe Lightroom, so that you can learn how to use this versatile tool"*

## Module 1. Structure of the Communication

- 1.1. Theory, Concept and Method of the Communication Structure
  - 1.1.1. Introduction
  - 1.1.2. Autonomy of the Discipline and Relationships with other Subjects
  - 1.1.3. The Structuralist Method
  - 1.1.4. Definition and Purpose of the Communication Structure
  - 1.1.5. Guide to the Analysis of Communication Structure
- 1.2. New International Communication Order
  - 1.2.1. Introduction
  - 1.2.2. State Control: Monopolies
  - 1.2.3. Communication Marketing
  - 1.2.4. Cultural Dimension of Communication
- 1.3. Major Information Agencies
  - 1.3.1. Introduction
  - 1.3.2. What is an Information Agency?
  - 1.3.3. News and Information
  - 1.3.4. Before the Internet
  - 1.3.5. News Agencies Can Be Seen Thanks to the Internet
  - 1.3.6. The World's Major Agencies
- 1.4. The Advertising Industry and its Relationship with the Media System
  - 1.4.1. Introduction
  - 1.4.2. Advertising Industry
  - 1.4.3. The Need of Advertising for the Media
  - 1.4.4. La Structure of the Advertising Industry
  - 1.4.5. The Media and its Relationship with the Advertising Industry
  - 1.4.6. Advertising Regulations and Ethics
- 1.5. Cinema and the Culture and Leisure Market
  - 1.5.1. Introduction
  - 1.5.2. The Complex Nature of Cinema
  - 1.5.3. The Origin of the Industry
  - 1.5.4. Hollywood, the Film Capital of the World

- 1.6. Political Power and the Media
  - 1.6.1. Introduction
  - 1.6.2. Influence of the Media in the Formation of Society
  - 1.6.3. Media and Political Power
- 1.7. Media Concentration "and Communication Policies"
  - 1.7.1. Introduction
  - 1.7.2. Media Concentration
  - 1.7.3. Communication Policies
- 1.8. Communication Structure in Latin America
  - 1.8.1. Introduction
  - 1.8.2. Communication Structure in Latin America
  - 1.8.3. New Trends
- 1.9. Media System in Latin America and the Digitization of Journalism
  - 1.9.1. Introduction
  - 1.9.2. Historical Approach
  - 1.9.3. Bipolarity of the Latin American Media System
  - 1.9.4. U.S. Hispanic Media
- 1.10. Digitalization and the Future of Journalism
  - 1.10.1. Introduction
  - 1.10.2. Digitalization and the New Media Structure
  - 1.10.3. The Structure of Communication in Democratic Countries

## Module 2. Social Communication Theory

- 2.1. The Art of Communicating
  - 2.1.1. Introduction: Te Study of Communication as a Social Science
  - 2.1.2. Knowledge
    - 2.1.2.1. Sources of Knowledge
  - 2.1.3. The Scientific Method
    - 2.1.3.1. The Deductive Method
    - 2.1.3.2. Inductive Method
    - 2.1.3.3. Hypothetical-Deductive Method
  - 2.1.4. Common Concepts in Scientific Research
    - 2.1.4.1. Dependent and Independent Variables
    - 2.1.4.2. Hypotheses
    - 2.1.4.3. Operationalization
    - 2.1.4.4. The Law or Theory of Hedging



- 2.2. Elements of Communication
  - 2.2.1. Introduction
  - 2.2.2. Elements of Communication
  - 2.2.3. Empirical Research
    - 2.2.3.1. Basic Versus Applied Research
    - 2.2.3.2. Research Paradigms
    - 2.2.3.3. Values in Research
    - 2.2.3.4. The Unit of Analysis
    - 2.2.3.5. Cross-Sectional and Longitudinal Studies
  - 2.2.4. Define Communication
- 2.3. Trends in Social Communication Research
  - 2.3.1. Introduction. Communication in the Ancient World
  - 2.3.2. Communication Theorists
    - 2.3.2.1. Greece:
      - 2.3.2.2. The Sophists, Early Communication Theorists
      - 2.3.2.3. Aristotelian Rhetoric
      - 2.3.2.4. Cicero and the Canons of Rhetoric
      - 2.3.2.5. Quintilian: The Oratorical Institution
  - 2.3.3. The Modern Period: The Theory of Argumentation
    - 2.3.3.1. Anti-Retoricist Humanism
    - 2.3.3.2. Communication in Baroque
    - 2.3.3.3. From the Enlightenment to Mass Society
  - 2.3.4. The 20th Century: the Rhetoric of the Mass Media
    - 2.3.4.1. Media Communication
- 2.4. Communicative Behavior
  - 2.4.1. Introduction: the Communicative Process
  - 2.4.2. Communicative Behavior
    - 2.4.2.1. Animal Ethology and the Study of Human Communication
    - 2.4.2.2. The Biological Background of Communication
    - 2.4.2.3. Intrapersonal Communication
    - 2.4.2.4. Patterns of Communicative Behavior
  - 2.4.3. The Study of Non-Verbal Communicative Behavior
    - 2.4.3.1. The Movement of the Body as a Pattern of Communicative Action
    - 2.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements
- 2.5. The Communicative Transaction
  - 2.5.1. Introduction: The Communicative Transaction
  - 2.5.2. Transactional Analysis
    - 2.5.2.1. The I-Child
    - 2.5.2.2. The Father-Self
    - 2.5.2.3. The Adult-Self
  - 2.5.3. Classification of Transactions
- 2.6. Identity, Self-Concept and Communication
  - 2.6.1. Introduction
  - 2.6.2. Identity, Self-Concept and Communication
    - 2.6.2.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
    - 2.6.2.2. The Strategy of Negative Emotions
    - 2.6.2.3. The Strategy of Positive Emotions
    - 2.6.2.4. The Strategy to Induce Emotions in Others
    - 2.6.2.5. The Mutual Commitment Strategy
    - 2.6.2.6. The Strategy of Pity or Understanding
  - 2.6.3. The Presentation of Oneself in Everyday Rituals
    - 2.6.3.1. Symbolic Interactionism
  - 2.6.4. Constructivism
  - 2.6.5. Self-Concept Motivated to Interact
    - 2.6.5.1. The Theory of Reasoned Action
  - 2.6.6. Conversational Pragmatics
- 2.7. Communication in Groups and Organizations
  - 2.7.1. Introduction: the Communicative Process
  - 2.7.2. Communicative Behavior
    - 2.7.2.1. Animal Ethology and the Study of Human Communication
    - 2.7.2.2. The Biological Background of Communication
    - 2.7.2.3. Intrapersonal Communication
    - 2.7.2.4. Patterns of Communicative Behavior
  - 2.7.3. The Study of Non-Verbal Communicative Behavior
    - 2.7.3.1. The Movement of the Body as a Pattern of Communicative Action
    - 2.7.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements

- 2.8. Media Communication I
  - 2.8.1. Introduction
  - 2.8.2. Media Communication
  - 2.8.3. Characteristics of the Media and its Messages
    - 2.8.3.1. The Mass Media
    - 2.8.3.2. Media Functions
  - 2.8.4. The Powerful Effects of the Mass Media
    - 2.8.4.1. The Media Tell us What to Think and What not to Think
- 2.9. Media Communication II
  - 2.9.1. Introduction
  - 2.9.2. The Hypodermic Theory
  - 2.9.3. The Limited Effects of the Media
  - 2.9.4. The Uses and Gratifications of Mass Communications
    - 2.9.4.1. Theory of Uses and Gratifications
    - 2.9.4.2. Origins and Principles
    - 2.9.4.3. Objectives of the Theory of Uses and Gratifications
    - 2.9.4.4. Expectations Theory
- 2.10. Media Communication III
  - 2.10.1. Introduction
  - 2.10.2. Computerized Communication and Virtual Reality
    - 2.10.2.1. Computer-Mediated Communication: the Problem of its Theoretical Integration
    - 2.10.2.2. Definitions of Computerized Communication
  - 2.10.3. Evolution of the Theory of Uses and Gratifications
    - 2.10.3.1. Reinforcements of Media Dependency Theory
  - 2.10.4. Virtual Reality as an Emerging Object of Study
    - 2.10.4.1. Psychological Immersion of the User
  - 2.10.5. Telepresence

### Module 3. Technology and Information and Knowledge Management

- 3.1. New Communication Tendencies
  - 3.1.1. Introduction to Computer Science
  - 3.1.2. What is a Computer?
    - 3.1.2.1. Elements of a Computer
  - 3.1.3. The Files
    - 3.1.3.1. File Compression
  - 3.1.4. Representation and Information Measurement
  - 3.1.5. Distance Learning
  - 3.1.6. Basic Rules of Online Communication
  - 3.1.7. How to Download Information from the Internet?
    - 3.1.7.1. Saving an Image
  - 3.1.8. The Forums as a Place of Interaction
- 3.2. The Design and Use of Virtual Classrooms for Distance Learning
  - 3.2.1. Introduction
  - 3.2.2. Distance Learning
    - 3.2.2.1. Features
    - 3.2.2.2. Advantages of Distance Educational
    - 3.2.2.3. Distance Education Generations
  - 3.2.3. Virtual Classrooms in Distance Learning
    - 3.2.3.1. The Design of Virtual Classrooms for Distance Learning
  - 3.2.4. Virtual Worlds and Distance Education
    - 3.2.4.1. Second Life
- 3.3. Plan and Organisation Techniques
  - 3.3.1. Introduction
  - 3.3.2. Knowledge Maps
    - 3.3.2.1. Functional Criteria
    - 3.3.2.2. Classification of Knowledge Maps
    - 3.3.2.3. Concept and Definition of the Knowledge Map
    - 3.3.2.4. Mapping or Application of Knowledge
  - 3.3.3. Construction of Knowledge Maps
  - 3.3.4. Types of Knowledge Maps
  - 3.3.5. Knowledge Maps with their Own Name
    - 3.3.5.1. Concept Maps
    - 3.3.5.2. Mind Maps
    - 3.3.5.3. Yellow Pages

- 3.4. Collaborative Work Environments: Tools and Applications in the Cloud
  - 3.4.1. Introduction
  - 3.4.2. Benchmarking
    - 3.4.2.1. Concepts
  - 3.4.3. Benchmark and Benchmarking
  - 3.4.4. Types and Phases of Benchmarking. Approaches and Approximations to Benchmarking
  - 3.4.5. Benchmarking Costs and Benefits
  - 3.4.6. The Xerox Case Study
  - 3.4.7. Institutional Reports
- 3.5. Online Communication and Online Communication for Learning
  - 3.5.1. Introduction
  - 3.5.2. Online Communication
    - 3.5.2.1. What is Communication and How is it Performed?
    - 3.5.2.2. What is Online Communication?
    - 3.5.2.3. Online Communication for Learning
    - 3.5.2.4. Online Communication for Distance Learning and the Distance Learner
  - 3.5.3. Free Online Communication Tools
    - 3.5.3.1. E-mail
    - 3.5.3.2. Instant Messaging Tools
    - 3.5.3.3. Google Talk
    - 3.5.3.4. Pidgin
    - 3.5.3.5. Facebook Messenger
    - 3.5.3.6. WhatsApp
- 3.6. Knowledge Management
  - 3.6.1. Introduction to Knowledge Management
  - 3.6.2. FADO Matrices
  - 3.6.3. What is Communication and How is it Performed?
  - 3.6.4. Definition
    - 3.6.4.1. Steps to Construct a Cause-Effect Diagram
- 3.7. Data Processing Tools. Spreadsheets
  - 3.7.1. Introduction to Calculation Sheets
  - 3.7.2. Origins
  - 3.7.3. Cells
  - 3.7.4. Basic Arithmetic Operations in Spreadsheets
    - 3.7.4.1. The Four Basic Operations
  - 3.7.5. Operations with Constants
  - 3.7.6. Operations with Variables. Advantages
  - 3.7.7. Relativity
- 3.8. Digital Presentation Tools
  - 3.8.1. Introduction
  - 3.8.2. How to Prepare Effective Academic Presentations
    - 3.8.2.1. Planning and Outlining the Presentation
  - 3.8.3. Production
  - 3.8.4. SlideShare
    - 3.8.4.1. Main Characteristics and Functional Criteria
    - 3.8.4.2. How to Use SlideShare?
- 3.9. Online Information Sources
  - 3.9.1. Introduction
  - 3.9.2. Traditional Media
    - 3.9.2.1. Radio
    - 3.9.2.2. Press
    - 3.9.2.3. Television
  - 3.9.3. Blog
  - 3.9.4. YouTube
  - 3.9.5. Social media
    - 3.9.5.1. Facebook
    - 3.9.5.2. Twitter
    - 3.9.5.3. Instagram
    - 3.9.5.4. Snapchat
  - 3.9.6. Search Engine Advertising
  - 3.9.7. Newsletters

- 3.10. Saturation of Information
  - 3.10.1. Introduction
  - 3.10.2. Saturation of Information
    - 3.10.2.1. Information in Today's World
    - 3.10.2.2. Press
    - 3.10.2.3. Television
    - 3.10.2.4. Radio
  - 3.10.3. Manipulating Information

#### Module 4. Fundamentals of Communication in the Digital Environment

- 4.1. Web 2.0. or the Social Web
  - 4.1.1. Organization in the Age of Conversation
  - 4.1.2. Web 2.0. is all about People
  - 4.1.3. Digital Environment and New Communication Formats
- 4.2. Digital Communication and Reputation
  - 4.2.1. Online Reputation Report
  - 4.2.2. Netiquette and Good Practices on Social Media
  - 4.2.3. Branding and 2.0. Networks
- 4.3. Online Reputation Plan Design and Planning
  - 4.3.1. Overview of the Main Social Media
  - 4.3.2. Brand Reputation Plan
  - 4.3.3. General metrics, ROI, and Social CRM
  - 4.3.4. Online Crisis and Reputational SEO
- 4.4. General, Professional, and Microblogging Platforms
  - 4.4.1. Facebook
  - 4.4.2. LinkedIn
  - 4.4.3. Google+
  - 4.4.4. Twitter
- 4.5. Video, Image, and Mobility Platforms
  - 4.5.1. YouTube
  - 4.5.2. Instagram
  - 4.5.3. Flickr
  - 4.5.4. Vimeo
  - 4.5.5. Pinterest

- 4.6. Content and Storytelling Strategy
  - 4.6.1. Corporate Blogging
  - 4.6.2. Content Marketing Strategy
  - 4.6.3. Creating a Content Plan
  - 4.6.4. Content Curation Strategy
- 4.7. Social Media Strategies
  - 4.7.1. Corporate PR and Social Media
  - 4.7.2. Defining the Strategy to be Applied in Each Medium
  - 4.7.3. Analysis and Evaluation of Results
- 4.8. Community Administration
  - 4.8.1. Roles, Tasks and Responsibilities of the Community Administration
  - 4.8.2. Social Media Manager
  - 4.8.3. Social Media Strategist
- 4.9. Social Media Plan
  - 4.9.1. Designing a Social Media Plan
  - 4.9.2. Schedule, Budget, Expectations and Follow-up
  - 4.9.3. Contingency Protocol in Case of Crisis
- 4.10. Online Monitoring Tools
  - 4.10.1. Management Tools and Desktop Applications
  - 4.10.2. Monitoring and Research Tools

#### Module 5. Written Communication

- 5.1. History of Communication
  - 5.1.1. Introduction
  - 5.1.2. Communication in Antiquity
  - 5.1.3. The Revolution of Communication
  - 5.1.4. Current Communication
- 5.2. Oral and Written Communication
  - 5.2.1. Introduction
  - 5.2.2. The Text and its Linguistics
  - 5.2.3. The Text and its Properties: Coherence and Cohesion
    - 5.2.3.1. Coherence
    - 5.2.3.2. Cohesion
    - 5.2.3.3. Recurrence



- 5.3. Planning or Prewriting
  - 5.3.1. Introduction
  - 5.3.2. Writing Processes
  - 5.3.3. Planning
  - 5.3.4. Documentation
- 5.4. The Act of Writing
  - 5.4.1. Introduction
  - 5.4.2. Style
  - 5.4.3. Lexicon
  - 5.4.4. Sentence
  - 5.4.5. Paragraph
- 5.5. Rewriting
  - 5.5.1. Introduction
  - 5.5.2. The Review
  - 5.5.3. How to Use the Computer to Improve the Text
    - 5.5.3.1. Dictionary
    - 5.5.3.2. Search/Change
    - 5.5.3.3. Synonyms
    - 5.5.3.4. Paragraph
    - 5.5.3.5. Shades
    - 5.5.3.6. Cut and Paste
    - 5.5.3.7. Change Control, Commenting and Version Comparison
- 5.6. Spelling and Grammar Issues
  - 5.6.1. Introduction
  - 5.6.2. Most Common Accentuation Problems
  - 5.6.3. Capitalization
  - 5.6.4. Punctuation Marks
  - 5.6.5. Abbreviations and Acronyms
  - 5.6.6. Other Signs
  - 5.6.7. Some Problems

- 5.7. Textual Models: the Description
  - 5.7.1. Introduction
  - 5.7.2. Definition
  - 5.7.3. Types of Description
  - 5.7.4. Description Types
  - 5.7.5. Techniques
  - 5.7.6. Linguistic Elements
- 5.8. Textual Models: Narration
  - 5.8.1. Introduction
  - 5.8.2. Definition
  - 5.8.3. Features
  - 5.8.4. Components
  - 5.8.5. The Narrator
  - 5.8.6. Linguistic Elements
- 5.9. Textual Models: the Exposition and the Epistolary Genre
  - 5.9.1. Introduction
  - 5.9.2. The Exposition
  - 5.9.3. The Epistolary Genre
  - 5.9.4. Components
- 5.10. Textual Models: Argumentation
  - 5.10.1. Introduction
  - 5.10.2. Definition
  - 5.10.3. Elements and Structure of Argumentation
  - 5.10.4. Types of Arguments
  - 5.10.5. Fallacies
  - 5.10.6. Structure
  - 5.10.7. Linguistic Features
- 5.11. Academic Writing
  - 5.11.1. Introduction
  - 5.11.2. Scientific Work
  - 5.11.3. Summary
  - 5.11.4. The Review
  - 5.11.5. The Trial
  - 5.11.6. Appointments
  - 5.11.7. Writing on the Internet

## Module 6. Television Communication

- 6.1. The Message on Television
  - 6.1.1. Introduction
  - 6.1.2. The Message on Television
  - 6.1.3. Television as the Union of Dynamic Image and Audio
- 6.2. History and Evolution of the Television Media
  - 6.2.1. Introduction
  - 6.2.2. Origin of the Television Medium
  - 6.2.3. History and Evolution in the World of Television Media
- 6.3. Television Genres and Formats
  - 6.3.1. Introduction
  - 6.3.2. Television Genres
  - 6.3.3. Format on Television
- 6.4. The Script on Television
  - 6.4.1. Introduction
  - 6.4.2. Types of Scripts
  - 6.4.3. Role of the Script in Television
- 6.5. Television Programming
  - 6.5.1. Introduction
  - 6.5.2. History
  - 6.5.3. Block Programming
  - 6.5.4. Cross Programming
  - 6.5.5. Counterprogramming
- 6.6. Language and Narration in Television
  - 6.6.1. Introduction
  - 6.6.2. Language in Television
  - 6.6.3. Television Narration
- 6.7. Speech and Expression Techniques
  - 6.7.1. Introduction
  - 6.7.2. Speech Techniques
  - 6.7.3. Expression Techniques
- 6.8. Creativity in Television
  - 6.8.1. Introduction
  - 6.8.2. Creativity in Television
  - 6.8.3. The Future of Television

- 6.9. Production
  - 6.9.1. Introduction
  - 6.9.2. Television Production
  - 6.9.3. Pre-Production
  - 6.9.4. Production and Recording
  - 6.9.5. Postproduction
- 6.10. Digital Technology and Techniques in Television
  - 6.10.1. Introduction
  - 6.10.2. The Role of Technology in Television
  - 6.10.3. Digital Techniques in Television

## Module 7. Radio Communication

- 7.1. History of Broadcasting
  - 7.1.1. Introduction
  - 7.1.2. Origins
  - 7.1.3. Orson Welles and "The War of the Worlds"
  - 7.1.4. Radio in the World
  - 7.1.5. The New Radio
- 7.2. Current Overview of the Radio in Latin America
  - 7.2.1. Introduction
  - 7.2.2. Radio History in Latin America
  - 7.2.3. Currently
- 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 Radiophonic Text Writing
  - 7.3.6. Glossary of Terms Used in Radiophonic Language
- 7.4. The Radio Script Creativity and Expression
  - 7.4.1. Introduction
  - 7.4.2. Radio Script
  - 7.4.3. Basic Principles in the Development of a Script
- 7.5. Broadcast Production, Realization and Voice-Over in Broadcasting
  - 7.5.1. Introduction
  - 7.5.2. Production and Realization
  - 7.5.3. Radio Voice-Over
  - 7.5.4. Peculiarities of Radio Voice-Over
  - 7.5.5. Practical Breathing and Voice-Over Exercises
- 7.6. Improvisation in Broadcasting
  - 7.6.1. Introduction
  - 7.6.2. Peculiarities of the Radio Media
  - 7.6.3. What is Improvisation?
  - 7.6.4. How is Improvisation Carried Out?
  - 7.6.5. Sports Information in Radio. Characteristics and Language
  - 7.6.6. Lexical Recommendations
- 7.7. Radio Genres
  - 7.7.1. Introduction
  - 7.7.2. Radio Genres
    - 7.7.2.1. The News
    - 7.7.2.2. The Chronicle
    - 7.7.2.3. The Report
    - 7.7.2.4. The Interview
  - 7.7.3. The Round Table and the Debate
- 7.8. Radio Audience Research
  - 7.8.1. Introduction
  - 7.8.2. Radio Research and Advertising Investment
  - 7.8.3. Main Research Methods
  - 7.8.4. General Media Study
  - 7.8.5. Summary of the General Media Study
  - 7.8.6. Traditional Radio Vs. Online Radio
- 7.9. Digital Sound
  - 7.9.1. Introduction
  - 7.9.2. Basic Concepts about Digital Sound
  - 7.9.3. History of Sound Recording
  - 7.9.4. Main Digital Sound Formats
  - 7.9.5. Digital Sound Editing Audacity

- 7.10. New Radio Operator
  - 7.10.1. Introduction
  - 7.10.2. New Radio Operator
  - 7.10.3. The Formal Organization of Broadcasters
  - 7.10.4. The Task of the Editor
  - 7.10.5. The Content Gathering
  - 7.10.6. 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 Brain
  - 8.1.4. The Lines of Research on Creativity: Systematization
- 8.2. Nature of the Creative Process
  - 8.2.1. 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 the invention
  - 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. Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 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. The brainstorming as a Model for the Creation of Ideas
  - 8.9.2. Vertical Thinking and Lateral Thinking
  - 8.9.3. Methodology of Invention: Creative Programs and Methods
- 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 Problem to Solution
  - 8.10.5. Creativity and Persuasive Communication



## Module 9. Corporate Identity

- 9.1. The Importance of Image in Businesses
  - 9.1.1. What is Corporate Image?
  - 9.1.2. Differences between Corporate Identity and Corporate Image
  - 9.1.3. Where can the Corporate Image be Manifested?
  - 9.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 9.2. Research Techniques in Corporate Image
  - 9.2.1. Introduction
  - 9.2.2. The study of the Company's Image
  - 9.2.3. Corporate Image Research Techniques
  - 9.2.4. Qualitative Image Study Techniques
  - 9.2.5. Types of Quantitative Techniques
- 9.3. Image Audit and Strategy
  - 9.3.1. What is Image Auditing?
  - 9.3.2. Guidelines
  - 9.3.3. Audit Methodology
  - 9.3.4. Strategic Planning
- 9.4. Corporate Culture
  - 9.4.1. What is Corporate Culture?
  - 9.4.2. Factors Involved in Corporate Culture
  - 9.4.3. Functions of Corporate Culture
  - 9.4.4. Types of Corporate Culture
- 9.5. Corporate Social Responsibility and Corporate Reputation
  - 9.5.1. CSR: Concept and Application of the Company
  - 9.5.2. Guidelines for Integrating CSR into Businesses
  - 9.5.3. CSR Communication
  - 9.5.4. Corporate Reputation
- 9.6. Corporate Visual Identity and Naming
  - 9.6.1. Corporate Visual Identity Strategies
  - 9.6.2. Basic Elements
  - 9.6.3. Basic Principles
  - 9.6.4. Preparation of the Manual
  - 9.6.5. The Naming
- 9.7. Brand Image and Positioning
  - 9.7.1. The Origins of Trademarks
  - 9.7.2. What is a Brand?
  - 9.7.3. The Need to Build a Brand
  - 9.7.4. Brand Image and Positioning
  - 9.7.5. The Value of Brands
- 9.8. Image Management through Crisis Communication
  - 9.8.1. Strategic Communication Plan
  - 9.8.2. When it All Goes Wrong: Crisis Communication
  - 9.8.3. Cases
- 9.9. The Influence of Promotions on Corporate Image
  - 9.9.1. The New Advertising Industry Landscape
  - 9.9.2. The Marketing Promotion
  - 9.9.3. Features
  - 9.9.4. Dangers
  - 9.9.5. Promotional Types and Techniques
- 9.10. Distribution and Image of the Point of Sale
  - 9.10.1. The Main Players in Commercial Distribution
  - 9.10.2. The Image of Retail Distribution Companies through Positioning
  - 9.10.3. Through its Name and Logo

## Module 10. The Fundamentals of Graphic Design

- 10.1. Introduction to Design
  - 10.1.1. Design Concept: Art and Design
  - 10.1.2. Fields of Application of the Design
  - 10.1.3. Design and Ecology: Ecodesign
  - 10.1.4. Activist Design
- 10.2. Design and Configuration
  - 10.2.1. The Design Process
  - 10.2.2. The Idea of Progress
  - 10.2.3. The Dichotomy Between Need and Desire

- 10.3. Introduction to Adobe Lightroom I
  - 10.3.1. Tour of the Interface: Catalog and Preferences
  - 10.3.2. Program Structure and Visualization
  - 10.3.3. Structure of the library
  - 10.3.4. File Import
- 10.4. Introduction to Adobe Lightroom II
  - 10.4.1. Fast Development, Keywords and Metadata
  - 10.4.2. Simple Collections
  - 10.4.3. Intelligent Collections
  - 10.4.4. Practice
- 10.5. Library in Adobe Lightroom
  - 10.5.1. Classification and Structuring Methods
  - 10.5.2. Stacks, Virtual Copies, Files Not Found
  - 10.5.3. Watermark and Logos
  - 10.5.4. Export
- 10.6. Revealing in Adobe Lightroom I
  - 10.6.1. Developed Module
  - 10.6.2. Lens Correction and Cropping
  - 10.6.3. The Histogram
  - 10.6.4. Calibration and Profiling
- 10.7. Presets
  - 10.7.1. What are they?
  - 10.7.2. How Are They Used?
  - 10.7.3. What Kind of Pre-Established Settings are Saved in Lightroom Presets?
  - 10.7.4. Search Resources
- 10.8. Tone in Adobe Lightroom
  - 10.8.1. Tone Curve
  - 10.8.2. HSL
  - 10.8.3. Split Tones
  - 10.8.4. Practice



- 10.9. Revealing in Adobe Lightroom II
  - 10.9.1. Masks
  - 10.9.2. Development with Brush
  - 10.9.3. Focus and Noise Reduction
  - 10.9.4. Vignetting
  - 10.9.5. Red Eye and Blemish Removal
- 10.10. Revealing in Adobe Lightroom III
  - 10.10.1. Transform an Image
  - 10.10.2. Creation of Panoramic Photographs
  - 10.10.3. HDR, What Is It? How Do We Create it?
  - 10.10.4. Synchronize Settings

“

*The teaching materials of this program, elaborated by these specialists, have contents that are completely applicable to your professional experiences”*

06

# Clinical Internship

The strong point of this Hybrid Professional Master's Degree is, without a doubt, the possibility of taking a practical internship in a prestigious company in the communication sector. The graduates will be part of a team of specialists with a wide and extensive work experience for 3 weeks, a moment that they will be able to take advantage of to perfect their work skills and implement in their practice the strategies and techniques that are being used in the current environment.



“

*The best way to learn how to use communication technologies is through their use. TECH gives you the opportunity to work with them together with a team of experts"*

This program has been designed by TECH with the objective that the communication professional can develop their professional skills and competencies in the multimedia sector through active work in a prestigious company. It will be developed over 3 weeks, from Monday to Friday with 8 consecutive hours, in which at all times will be accompanied by an assistant specialist, who will guide you through the stay and ensure that the previously established planning is met.

In this training proposal, the activities are aimed at the development and improvement of the skills necessary for the provision of multimedia communication, and are oriented to the specific training for the exercise of the activity, in any company in the information sector, whether offline and online, which requires excellent professional preparation.

It is, therefore, a great opportunity to increase your knowledge and perfect your work skills by actively participating in communication teams that are currently working on large projects. In addition, you will be able to make use of the most modern and sophisticated tools and software in the area, acquiring a command of them that will allow you to develop individually after the end of your stay.

The internship will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for Quality praxis (learning to be and learning to relate).





The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
<b>Communication in the Digital Environment</b>	Plan SEO and web 2.0 focused writing
	Develop a content strategy based on storytelling, corporate blogging or other social media strategies
	Manage social networks based on the company's online reputation criteria
	Extract useful information from media such as YouTube or social networks for the development of new content
<b>Written, television and radio communication</b>	Plan the documentation and steps prior to the actual writing of content
	Improve written texts through the use of specific tools for this purpose
	Write scripts with television language and narration
	Handle voice-over and expression techniques for multimedia pieces
	Produce pieces with specific television creativity techniques
	Use scripts and radio language in voice-over pieces
	Take advantage of the improvisation techniques of radio broadcasting for the creation of multimedia pieces
<b>Corporate Identity</b>	Enhance the corporate image and identity through the multimedia pieces created
	Follow corporate guidelines in terms of social responsibility and reputation to create multimedia pieces in line with the corporate philosophy
	Manage a strategic communication plan to face unforeseen situations that may arise in daily work
	Create multimedia advertising pieces with methodological principles of the creative process
<b>The Fundamentals of Graphic Design</b>	Design the accompanying creativities for the multimedia pieces to be produced
	Use the main graphic retouching and image editing programs and tools
	Collaborate in the planning of creative campaigns
	Offer support in the composition of creatives, adapted to different digital formats

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.





## General Conditions for Practical Training

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 07

## Where Can I Do the Internship?

In its commitment to the academic and professional growth of the graduate, TECH selects the best companies for their internships, focusing on the quality of their work and their trajectory. Therefore, the graduate who chooses to take this Hybrid Professional Master's Degree will have the possibility of training in a large entity in the communication sector, in which, not only can participate actively, but can add it to your resume as demonstrable work experience.



“

*You will be able to add the internship to your resume as a demonstrable and outstanding work experience in a large communications company”*



Students will be able to take the practical part of this Hybrid Professional Master's Degree in the following centers:



journalism-communication

### V3rtice Comunicación

Country: Spain  
City: Madrid

Address: C. de la Alameda, 22, 28014 Madrid

Online and offline advertising and communication agency

Related internship programs:  
Multimedia Communication



journalism-communication

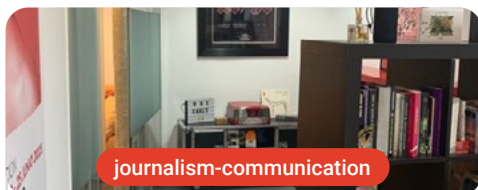
### Actitud de Comunicación

Country: Spain  
City: Madrid

Address: Calle del Buen Suceso, 32, 28008 Madrid

Communication agency founded in 2004 by professionals with more than three decades of experience.

Related internship programs:  
Multimedia Communication  
-Research in Communication: New Topics, Media and Audiences



journalism-communication

### Inercia

Country: Spain  
City: Madrid

Address: Fuencarral 45, Planta 3, Oficina 10, 28004 Madrid

Communication and cultural production company specialized in music

Related internship programs:  
Multimedia Communication





**journalism-communication**

### Grupos Fórmula

Country	City
Mexico	Mexico City

Address: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

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**Related internship programs:**

- Graphic Design
- People Management



*Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology"*

08

# 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.



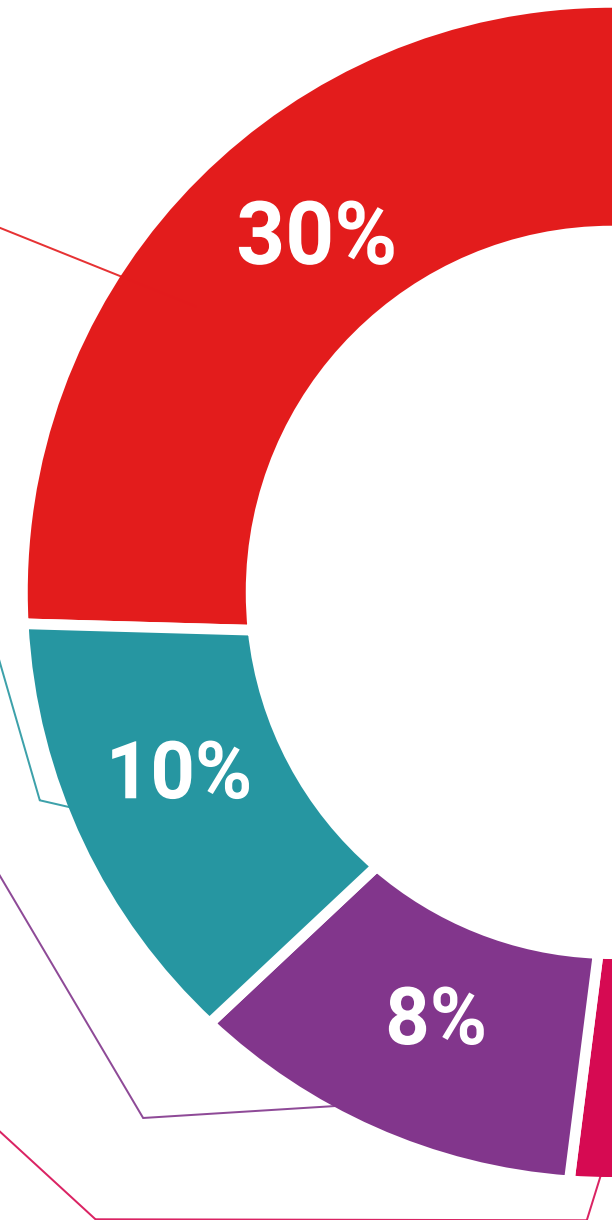
### Practising Skills and Abilities

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.



09

# Certificate

The Hybrid Professional Master's Degree in Multimedia Communication guarantees, in addition to the most rigorous and updated training, access to a Hybrid Professional Master's Degree issued by TECH Technological University.





“

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

This **Hybrid Professional Master's Degree in Multimedia Communication** contains the most complete and up-to-date program on the professional and educational field.

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

In addition to the diploma, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

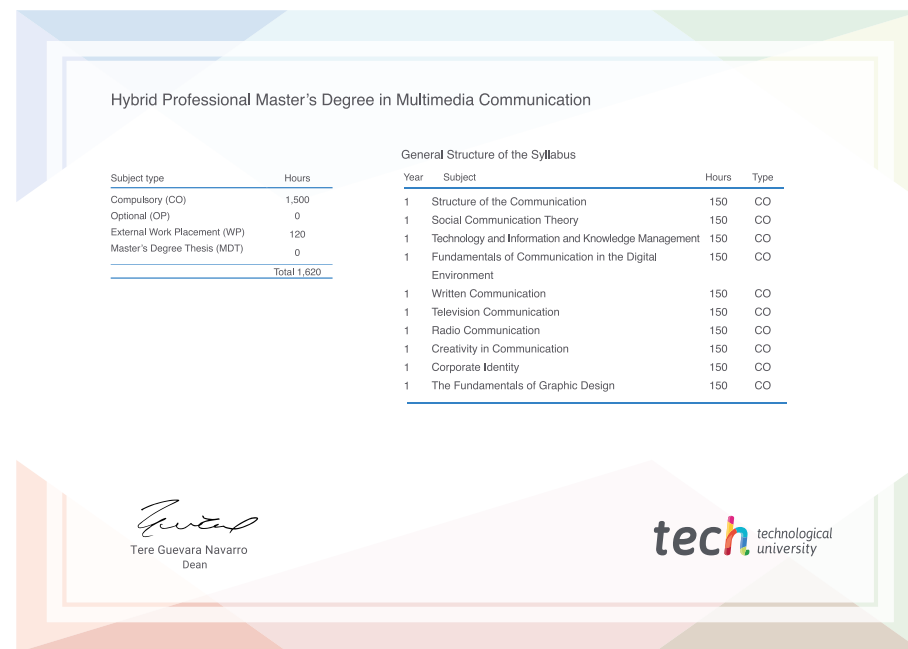
Title: **Hybrid Professional Master's Degree in Multimedia Communication**

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**



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



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personalized service information  
knowledge present quality  
development languages  
virtual classroom



## Hybrid Professional Master's Degree

### Multimedia Communication

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

# Hybrid Professional Master's Degree

## Multimedia Communication