

# Postgraduate Certificate

## Business Models and Entrepreneurship in Digital Communication



## Postgraduate Certificate Business Models and Entrepreneurship in Digital Communication

- » Modality: online
- » Duration: 1 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/business-models-entrepreneurship-digital-communication](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/business-models-entrepreneurship-digital-communication)

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01

# Introduction

The communications market has undergone a profound transformation. The difficulties that the industry is experiencing have led to the adoption of new business models, which must take into account the main factors that influence the market: technological, economic and social factors. In this complete program we will analyze the main business models applied to the industry: an essential knowledge for the entrepreneur in the area of digital communication.





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*In a new communication market, only experts in digital entrepreneurship will be able to open and maintain their business niche. Become one of them"*

Society has changed substantially in the way it relates to each other. Communication has become an almost organic process between distant places; immediacy has displaced rigor; opinion has taken a leading role in the process. In this context, the journalists become an intermediary agent who need to reinvent their role.

The new tools, the new communication projects and the new economic imperatives of the sector require the professional to have a specific program, focused on the practice of journalism in a digital environment. These changes are associated with new social and ethical responsibilities of great importance, related to the role of journalists in social media, their capacity to influence as opinion leaders, and their moral responsibility in the handling of information: its positive and negative aspects. During this program we will enable a detailed analysis of this new panorama, in constant evolution, detecting specific features, possibilities and limitations of great interest for journalists of the 21st century. And above all, opening new paths and avenues of development and evolution that will propel the journalists in their career towards success.

This **Postgraduate Certificate in Business Models and Entrepreneurship in Digital Communication** contains the most complete and up-to-date program on the market. The most important features 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 telepractice
- ♦ Continuous updating and recycling 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
- ♦ Complementary documentation banks permanently available, even after the Postgraduate Certificate



*A practical and effective Postgraduate Certificate that will allow you to advance quickly, incorporating all your learning into your profession as you go along"*



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*All the areas of competence of the new digital journalism entrepreneur, developed in a highly competent Postgraduate Certificate"*

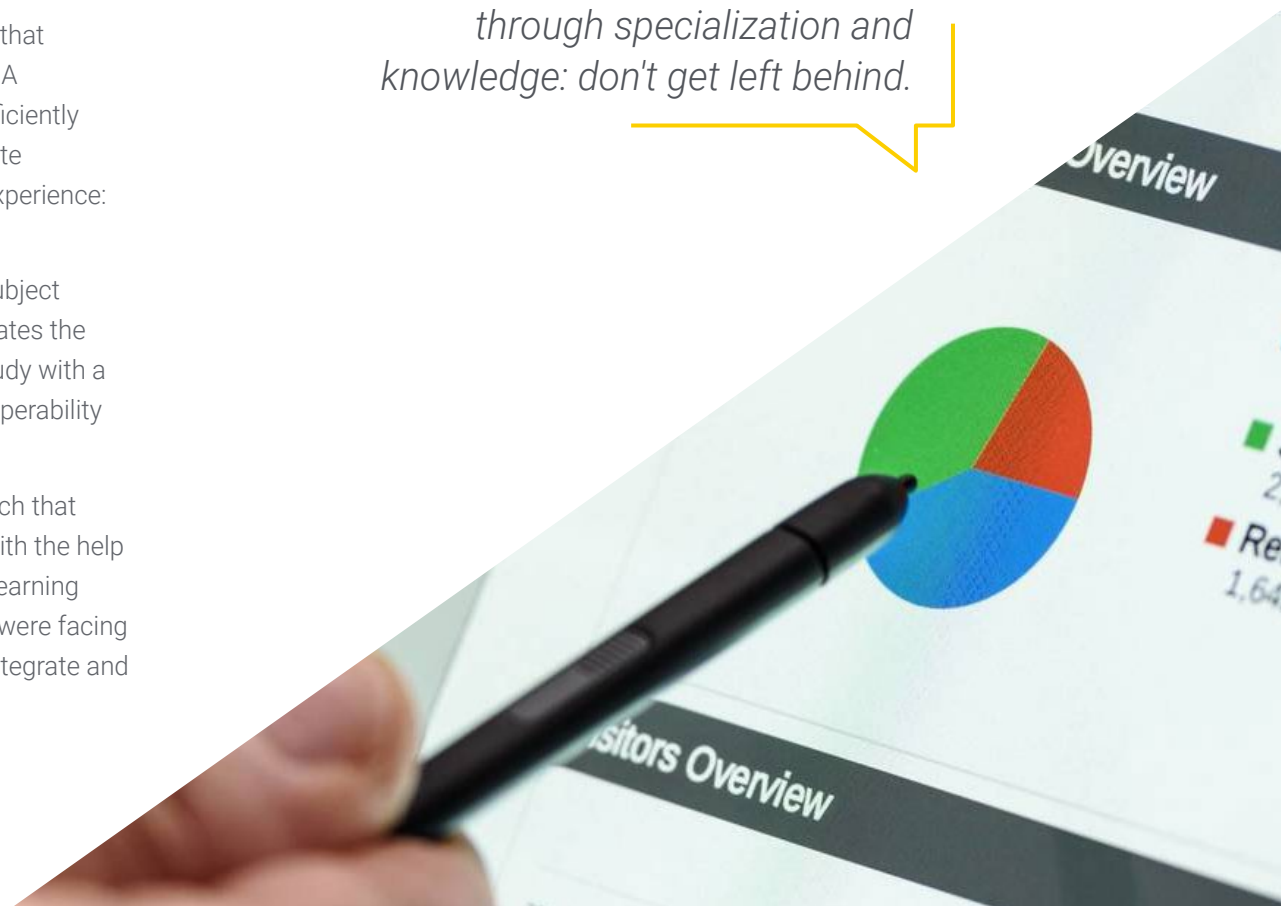
Our teaching staff is made up of practicing specialists. This way, we ensure that we provide you with up-to-date knowledge, which is what we are aiming for. A multidisciplinary team of trained and experienced professionals, who will efficiently develop the theoretical knowledge, but, above all, will enable the Postgraduate Certificate to benefit from the practical knowledge derived from their own experience: one of the differential qualities of this program.

The effectiveness of our methodological design enhances mastery of the subject matter. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. In this way, you will be able to study with a range of , comfortable and versatile multimedia tools that will give you the operability you need in your education.

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, with the help of an innovative interactive video system, and through the telepractice and learning from an expert systems, you will be able to acquire the knowledge as if you were facing the case you are learning at that moment. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*Your idea can be your future: undertake with guarantees with the skills that this Postgraduate Certificate will help you to achieve.*

*The future of the profession lies in entrepreneurship. Success through specialization and knowledge: don't get left behind.*

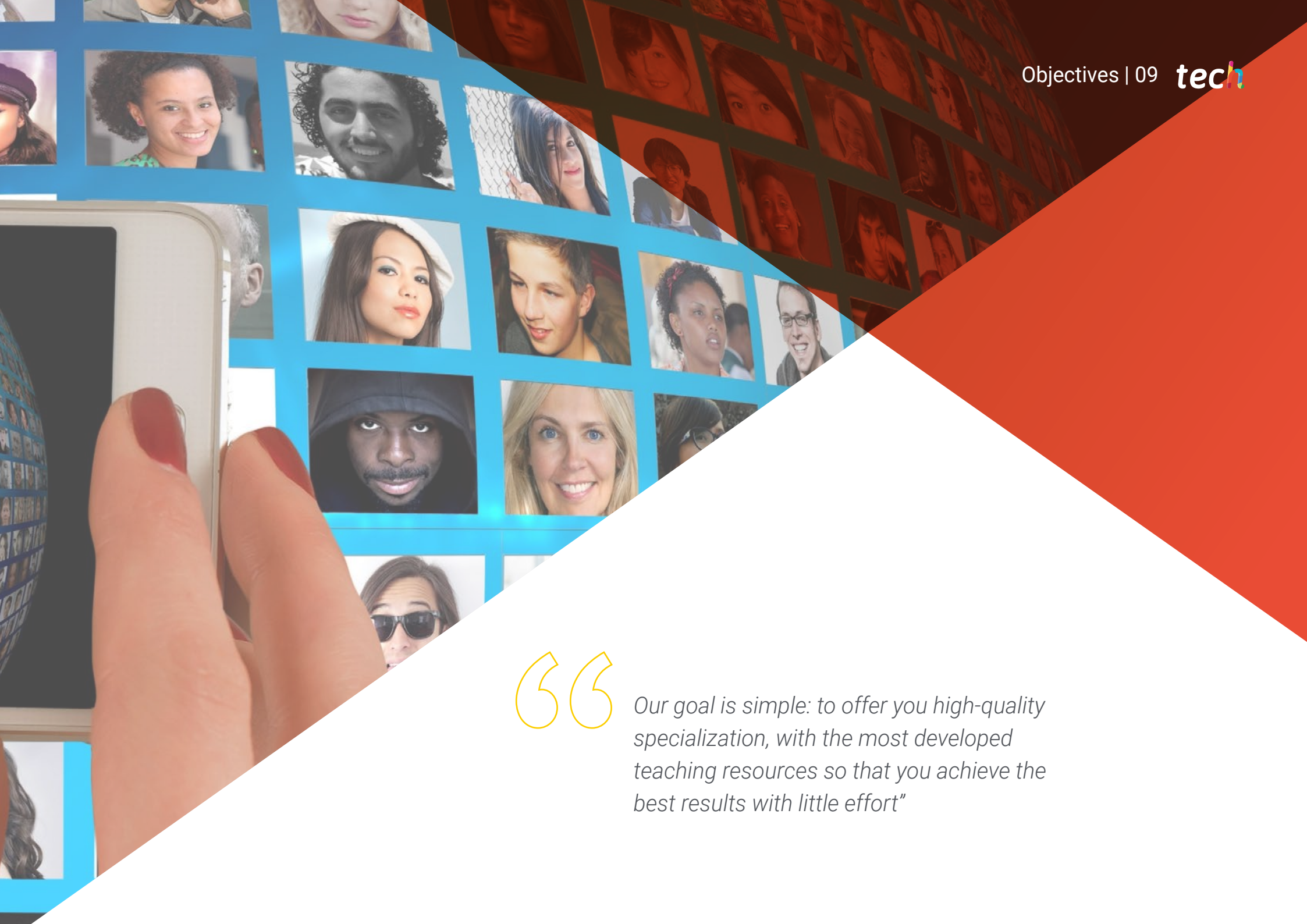


# 02 Objectives

Our objective is to train highly qualified professionals for work experience. An objective that is complemented, moreover, in a global manner, by promoting human development that lays the foundations for a better society. This objective is focused on helping professionals reach a much higher level of expertise and control. A goal that, in just six months, you will be able to achieve with a highly intensive and precise Postgraduate Certificate.







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*Our goal is simple: to offer you high-quality specialization, with the most developed teaching resources so that you achieve the best results with little effort”*



## General Objectives

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- Demonstrate that new tools, new communication projects and new economic imperatives of the sector can open up new questions about the practice of journalism in a digital environment
- Study how social media influence the communication process and what strategies and solutions the professional can apply
- Obtain a critical and in-depth knowledge of information sources: evolution, functions and forms of exploitation, and develop the spirit of research and the ability to analyze problems with the new tools of journalism, reasoning in a rigorous and systematic way





## Specific Objectives

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- ♦ Know about business side of the information industry
- ♦ Learn the aspects of entrepreneurship
- ♦ Describe the informative company
- ♦ Explore online media business models

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*A Postgraduate Certificate created for the contemporary professional who needs constant updating in order to remain competitive"*



03

# Structure and Content

The contents of this program have been developed by the different professors of this Postgraduate Certificate, with a clear purpose: to enable our students to acquire each and every one of the necessary skills to become true experts in this field.

The content of this Postgraduate Certificate 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.

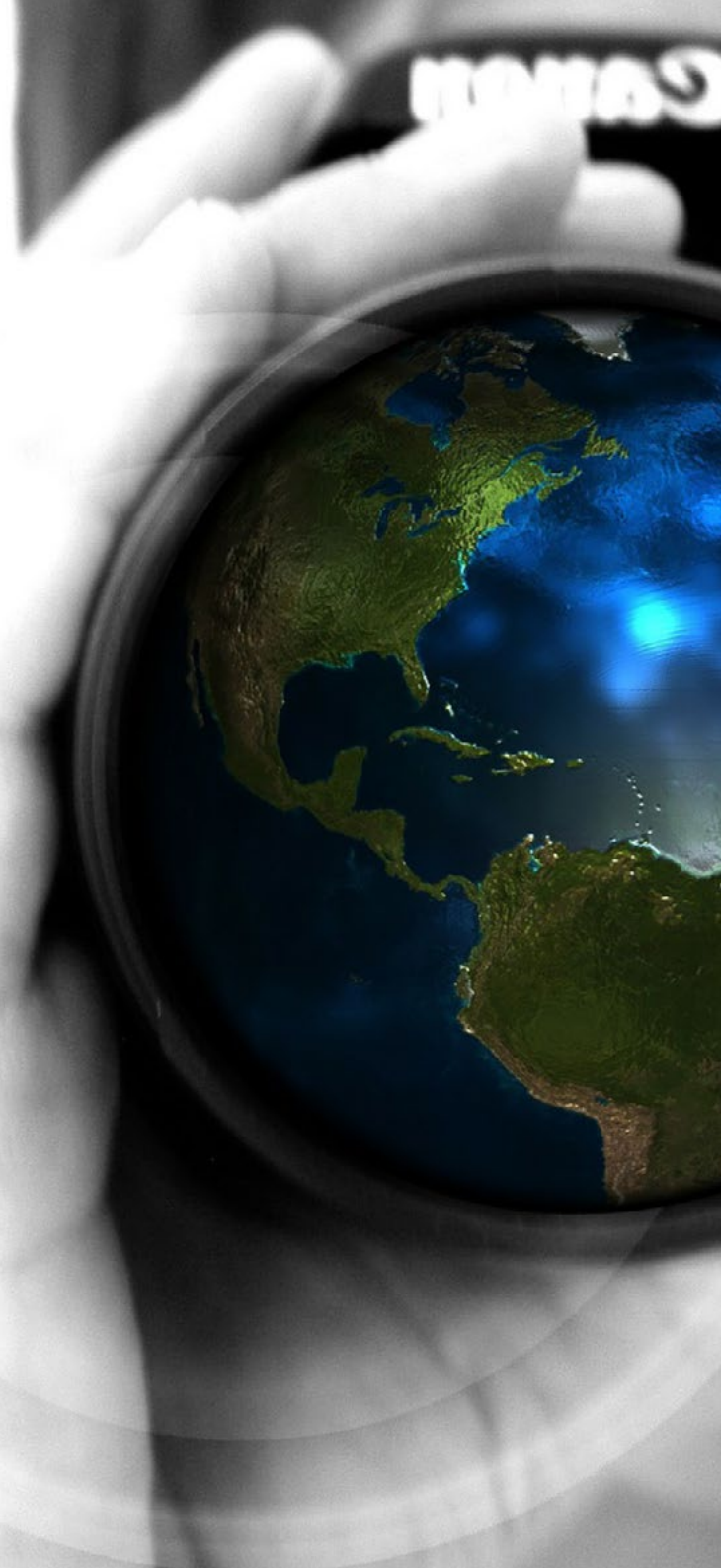




*A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"*

## Module 1. Business Models and Entrepreneurship in Digital Communication

- 1.1. The Business Side of the Information Arena
  - 1.1.1. The Information Sector
  - 1.1.2. The Parties Involved in Social Communication in the Digital Context
- 1.2. Entrepreneurship
  - 1.2.1. Entrepreneurship and Opportunity Detection
  - 1.2.2. Financing of Entrepreneurial Activity
  - 1.2.3. Internal Entrepreneurship
- 1.3. Informative Company
  - 1.3.1. Types of Informative Company
- 1.4.2. Media Management and Organization
  - 1.4.1. Business Planning
- 1.5. Online Media Business Models
  - 1.5.1. The Nature of Business Models
  - 1.5.2. The Importance of Generating Value
  - 1.5.3. Types of Business Models and their Evolution







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*A complete training that will take you through the knowledge you need to compete among the best”*

04

# 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.





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*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.

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*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.





05

# Certificate

The Postgraduate Certificate in Business Models and Entrepreneurship in Digital Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

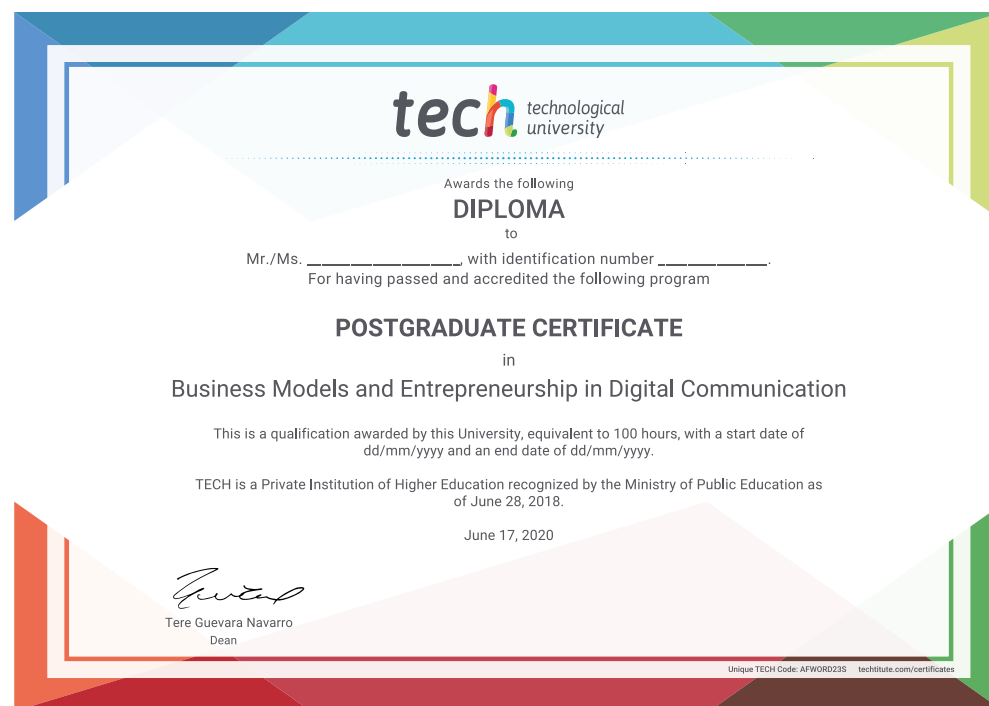
This **Postgraduate Certificate in Business Models and Entrepreneurship in Digital Communication** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Business Models and Entrepreneurship in Digital Communication**

Official N° of Hours: **100 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.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
virtual classroom



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