Postgraduate Certificate
Communication in
Non-Profit Organizations

tech *technological university*

Postgraduate Certificate
Communication in Non-Profit Organizations

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/pk/journalism-communication/postgraduate-certificate/communication-non-profit-organizations**

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01

Introduction

Today, Non-Profit Organizations must make every effort to develop a good relationship with their public in order to generate a positive image that will help them achieve their objectives. However, for this to be possible, they must have communication experts on their team who know how to send the right messages at the right time. Aware of this, TECH professionals have designed this program with the aim of preparing journalism professionals in all aspects related to building Communication in Non-Profit Organizations. This academic program will be professionals' main asset when it comes to entering a job market that is increasingly demanding journalists and communicators who are experts in the field.

We offer you the best teaching methodology and a multitude of practical cases to simulate the real-life situations which you may face throughout your career"

The delicate and vital work carried out by Non-Profit Organizations requires from communication managers not only a specially developed tact and sensitivity when it comes to transmitting the organization's activity, but also the mastery to connect with its Stakeholders. The relevance of the actions of this type of organization requires a reliable knowledge of the communicative ecosystem in which they are developed.

With this program, TECH aims to create efficient and well-prepared professionals in this field, who will be able to take the lead of the communication office of any NGO without any hesitation.

Thanks to its 100% online format, students decide how and how much to study.

This **Postgraduate Certificate in Communication in Non-Profit** contains the most complete and up-to-date educational program on the market. The most important features include:

- The development of case studies presented by experts in Corporate Communication
- Its graphic, schematic and practical contents provide scientific and practical information on those disciplines that are essential for professional practice
- The latest information on Corporate Communication
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies in Journalism, Communication in Non-Profit Organizations
- Algorithm-based interactive learning system for decision-making in situations focused on 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

The journalism profession has diversified considerably in recent years. Today, one of the professional opportunities with plenty of job openings is in the field of Communication in Non-Profit Organizations"

"

TECH offers you the best program in Communication in Non-Profit Organizations in the current market. You only have to bring your enthusiasm to study"

The program includes professionals belonging to the field of journalism and communication in its teaching staff, who bring their work experience to this course, along with 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 program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. To do so, professionals will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of Communication in Non-Profit Organizations.

With this Postgraduate Certificate that TECH offers you, you will become a sought-after professional in the sector.

Become an outstanding journalist and learn how successfully a work in the communications offices of Non-Profit Organizations.

02
Objectives

This program is designed to strengthen to professionals whose skill sets and help them to develop new competencies in the field of communication, essential in your professional development as the person responsible for the image of a company. After the program, students will be able to design and implement specific actions, either as part of a company's press office or as a specialized journalist. In this way, you will be able to position yourself as a successful professional, acquiring skills and being able to take on projects of different magnitudes.

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"If your objective is to develop yourself as a journalist and communicator within Non-Profit Organizations, creating successful strategies and plans, then this Postgraduate Certificate is for you"

General Objective

⬥ Enable communication professionals to be able to design and implement communication plans especially designed for the Non-Profit Company sector

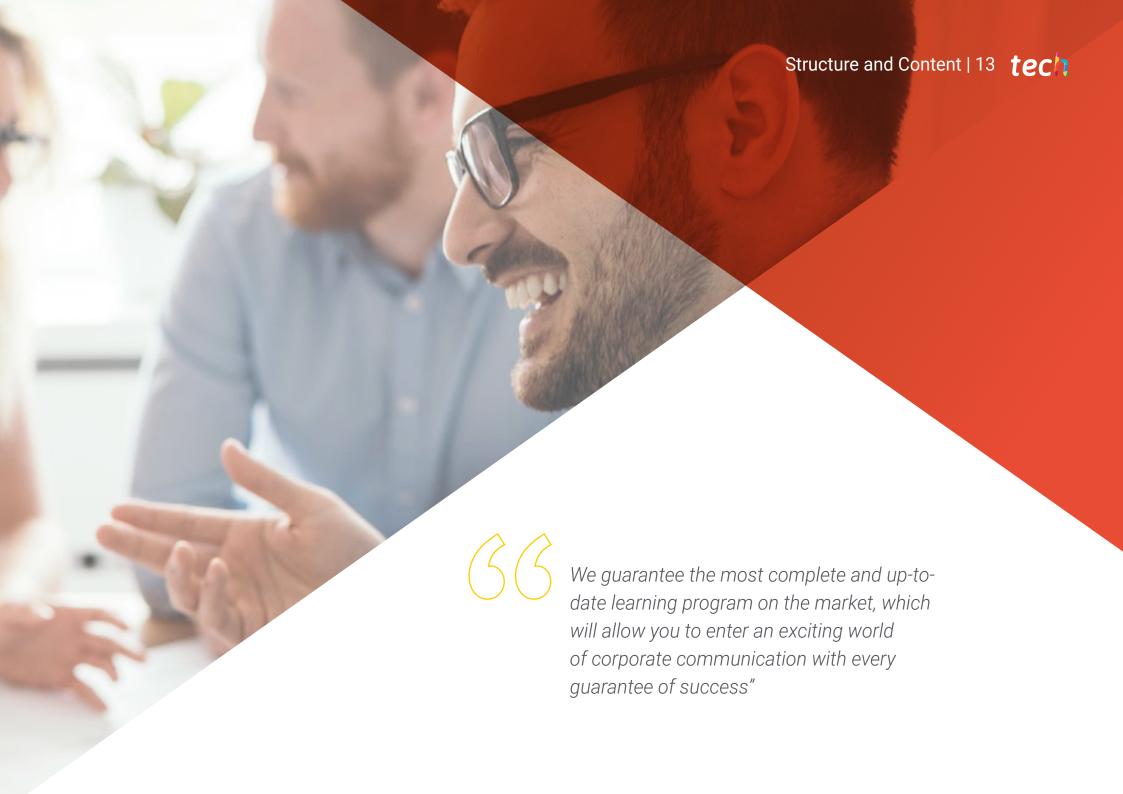" *Develop your skills to become a versatile communicator at the forefront of communication in non-profit organizations"*

Specific Objectives

- Establish complex communication strategies to achieve a link with all audiences
- Plan and implement integral communication plans
- Explore the characteristics of communication in specific sectors
- Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches

03
Structure and Content

The structure of this contents has been designed by a team of Journalism, Marketing and Communication professionals, aware of the importance of the current relevance in professional development in this field as a means to delve into knowledge area, have designed this program's syllabus specially to prepare professionals in the singularities and characteristics of the Communication and Managerial Skills world. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.

We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world of corporate communication with every guarantee of success"

A unique, key, and decisive experience to boost your professional development"

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.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.
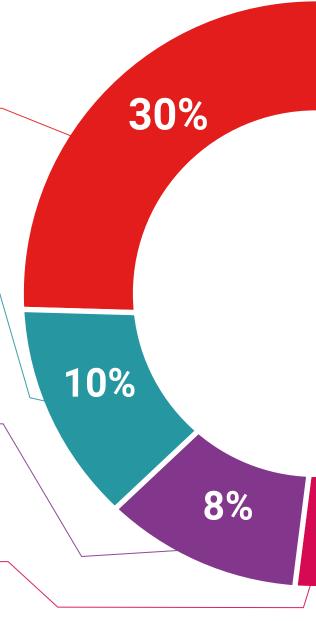
Practising Skills and Abilities

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.

30%

10%

8%

20%

25%

4%

3%

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.

Certificate

This Postgraduate Certificate in Communication in Non-Profit Organizations guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Communication in Non-Profit Organizations** contains the most complete and up-to-date educational 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 certificate 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 Communication in Non-Profit Organizations**

Official Nº of hours: **75 h.**

tech technological university

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

POSTGRADUATE CERTIFICATE
in
Communication in Non-Profit Organizations

This is a qualification awarded by this University, equivalent to 75 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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