# Postgraduate Certificate
## Corporate Communication

tech *technological university*

## Postgraduate Certificate
## Corporate Communication

» 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/corporate-communication**

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# 01
# Introduction

Corporate Communication is booming. This is because more and more managers are aware of its importance in achieving business objectives. Therefore, this program focuses on providing journalists and communication professionals with the necessary tools to work successfully in this sector, knowing how to design and implement effective tactics to correctly communicate different messages to each type of audience. In addition, this prestigious curriculum is designed as an intensive program that prepares students to face corporate challenges and decisions in the field of Business Communication. Its main objective is to promote the student's personal and professional growth by helping them to achieve success.

*Corporate Communication plays a decisive role for companies. Learn how to manage it through this Postgraduate Certificate"*

The content of the Postgraduate Certificate in Corporate Communication is designed to promote the development of professional skills of journalists that allow them to make decisions with greater rigor in uncertain environments.

Throughout this training, journalists will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with Corporate Communication, and is designed to update the knowledge of Information Science professionals from a strategic, international and innovative perspective.

A plan designed with the student's needs in mind, focused on their professional improvement and that prepares them to achieve excellence in the field of Corporate Communication. A program that understands the student's requirements and those of your company and meets them through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will give you the competencies to solve critical situations in a creative and efficient way.

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

This **Postgraduate Certificate in Corporate Communication** contains the most complete and up-to-date academic program on the university scene. The most important features of the program include:

- The development of case studies presented by experts in Corporate Communication

- The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice

- New developments in this area of study

- Practical exercises where a self-assessment process is carried out to improve learning

- Its special emphasis on innovative methodologies in Corporate Communication

- The interactive learning system based on algorithms for decision making on the situations posed in Journalism and Digital Communication

- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments

- Access to content from any fixed or portable device with an Internet connection

*A high-level academic program specially designed to lead journalists to success in their daily practice as corporate communicators"*

*Work side by side with the best professionals in this area with this program with curricular value of excellence"*

*"Communication is the key to making an organization in any industry successful. Learn how to work in this field with this comprehensive refresher program"*

*Journalism professionals who work as experts in Corporate Communications must know the latest formulas to manage this department successfully.*

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

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

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

This program is designed around Problem-Based Learning, where the student must try to solve different professional practice situations that arise during the course. For this purpose, the professional will be assisted by an innovative interactive video system developed by recognized experts.

## 02
# Objectives

The objective of this institution is to update the knowledge of journalism professionals in order to promote their professional development and career advancement. An objective that is complemented in a global manner, with the promotion of human development that lays the foundations for a more responsible and committed society, a better society. In this Postgraduate Certificate, this objective is materialized by providing the necessary tools to face the challenge of creating a strategic planning of Corporate Communication. A goal that, in only six weeks, the student will be able to achieve, with a high intensity and precision Postgraduate Certificate.

*Don't miss this great academic opportunity and become a successful professional in Corporate Communication. You will enter a booming sector"*

## General Objectives

- Knowledge of the fundamentals of management, strategy, marketing and communication
- Understand the functioning of Institutions and Organizations
- Know the objectives and tools of Corporate Communication

*You will be able to get up to date in a continuously evolving field in a practical way and adapted to your needs"*

## Specific Objectives

- Learn how communication works and is managed in organizations
- Analyze trends in Business Communication
- Studying Advertising Communication
- Study the effects of Commercial and Advertising Communication.
- Learn about communication in times of crisis
- Study about digital reputation
- See the basics of internal communication
- Know what Branding is and how it is developed
- Learn what a comprehensive communication plan is and how it should be developed

# Course Management

The design of this program has been created by a team of Journalism and Corporate Communication professionals with years of professional and teaching experience.
All of them, aware of the current need for quality education in the Journalism and Communication sector, have joined their knowledge to provide students with the most complete training in the market, which will allow you to develop in the field of Corporate Communication, achieving top-level professional skills and becoming a much more reputable professional in the sector.

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

## International Guest Director

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

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

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

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

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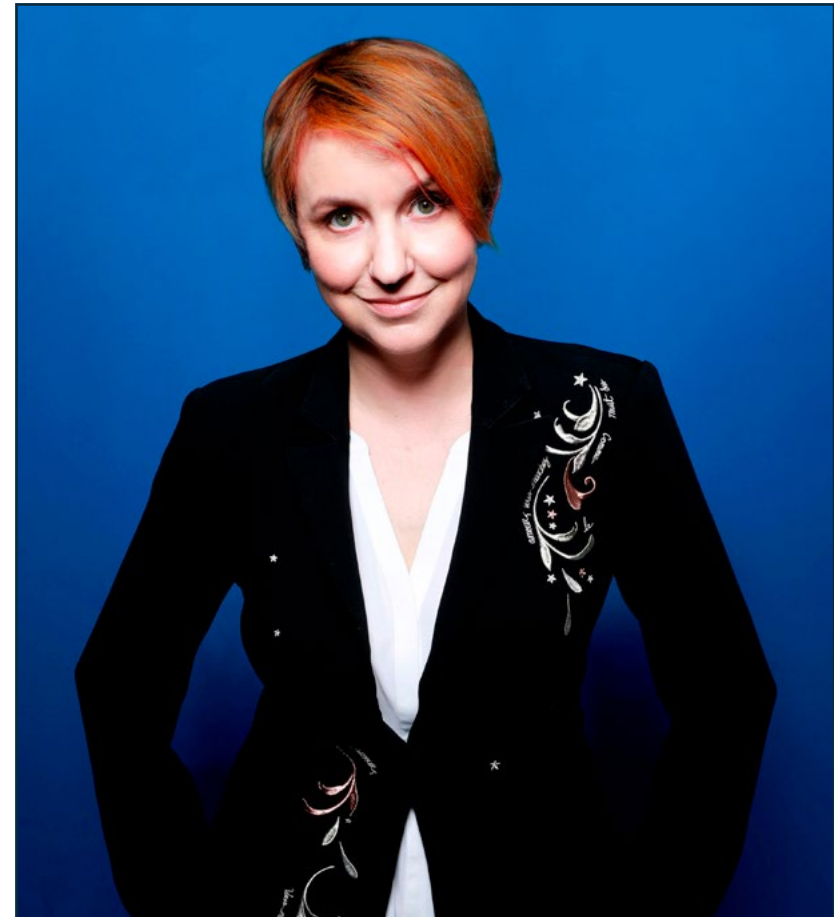
# Dña. McIntoch, Jess

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

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

## Management

**Mr. López Rausell, Adolfo**

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

## Professors

### Mr. Eskibel, Daniel
- Psychologist and political consultant, world reference in political psychology

### Mr. Landero Madroñal, Jordi
- Degree in Information Sciences
- Journalist

### Ms. Morcillo, Guadalupe
- Expert in Political Communication
- Dr. in Classical Philology
- Master's Degree in Governance, Strategy Business and Strategic Communication

### Ms. Sanz Campos, Ana
- Executive and political coaching and mentoring

*Learn, from the best professionals in the industry, the latest developments in Corporate Communication strategy and become a sought-after professional"*

# Structure and Content

The structure of the contents has been designed by a team of professionals in Journalism and Corporate Communication who, aware of the importance of the current relevance of the update in this field as a means to deepen the area of knowledge, have designed a complete syllabus specially conceived to train professionals in the Information Sciences on the singularities and characteristics of the world of Business Communication. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.
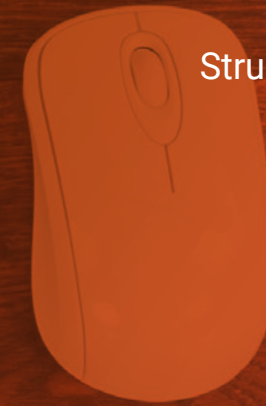
*What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us..."*

## Module 1 Corporate Communication

*Academic experiences like this are what generate professionals of excellence"*

# 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.*

## 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.

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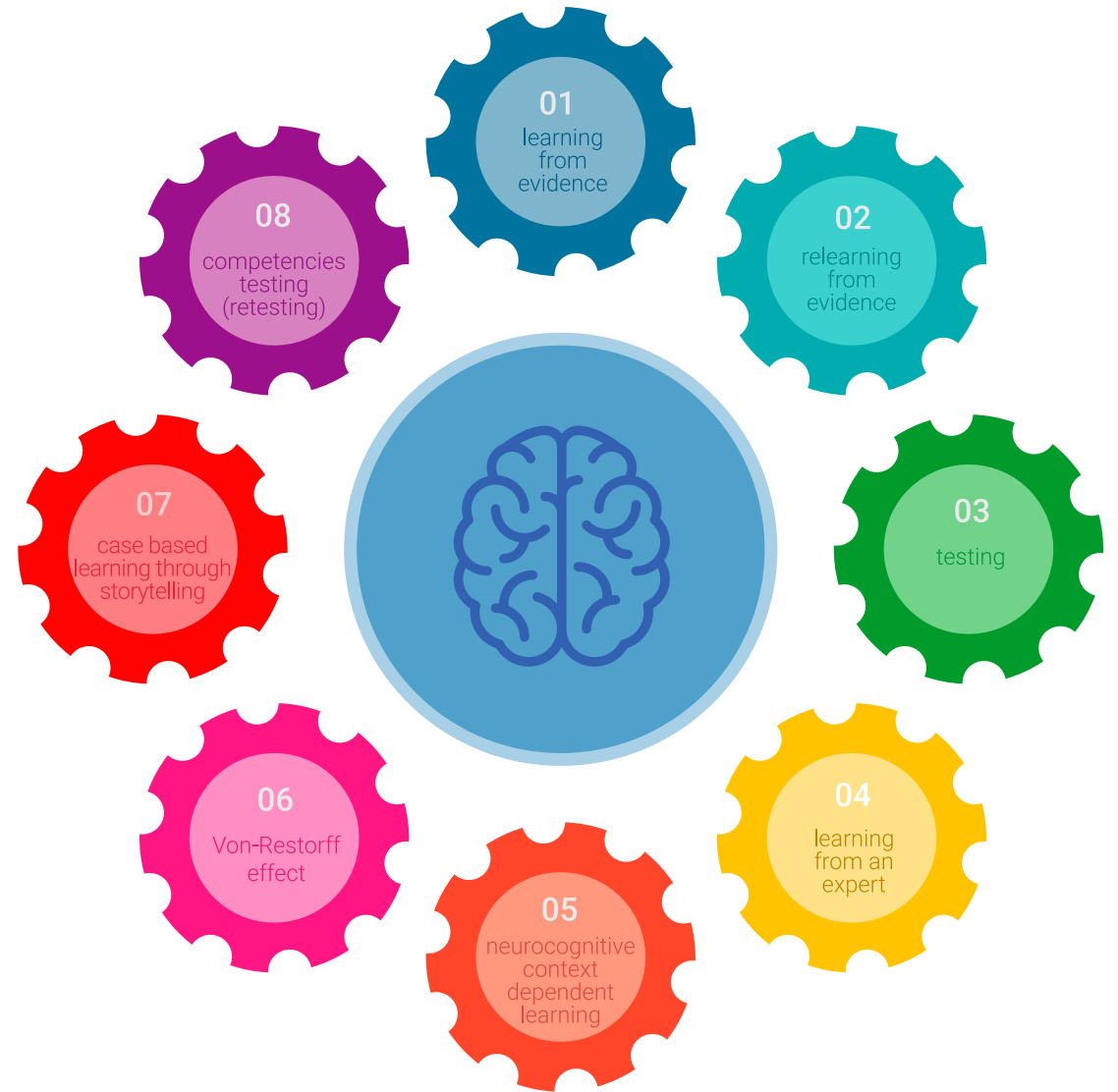
## Relearning Methodology

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.

**20%**

**25%**

**4%**

**3%**
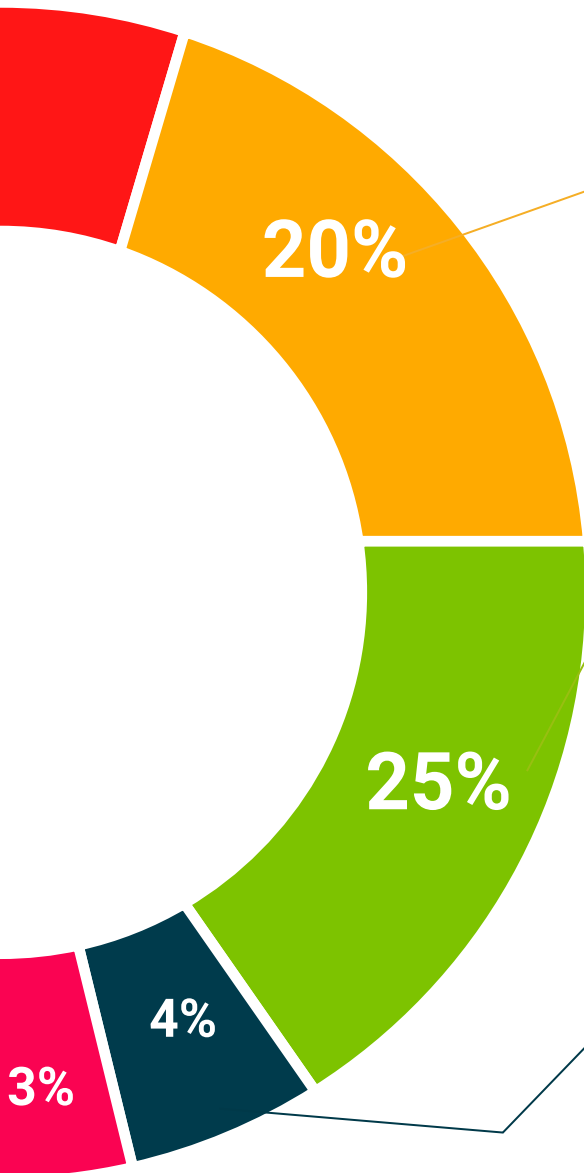
**Case Studies**

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.

## 06
# Certificate

The Postgraduate Certificate in Corporate Communication 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 Corporate 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 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 from career evaluation committees.

Title: **Postgraduate Certificate in Corporate Communication**

Official Nº of hours: **175 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

Corporate Communication

This is a qualification awarded by this University, equivalent to 175 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

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

*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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