

# Postgraduate Certificate Economic Journalism in Banking





## Postgraduate Certificate Economic Journalism in Banking

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/economic-journalism-banking](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/economic-journalism-banking)

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Course Management

---

p. 12

04

Structure and Content

---

p. 18

05

Methodology

---

p. 22

06

Certificate

---

p. 30

01

# Introduction

Economic or financial journalism is a branch of journalism focused on reporting facts related to the economy, including topics about finance, banking or the stock market; it also shows how to analyze, interpret and understand the reader, viewer or listener the type of article or news that is exposed. However, for the information to be clearer and have a higher level of impact, it is necessary to have trained professionals with extensive knowledge in the production of economic notes. Therefore, this program will provide the working tools and knowledge necessary to work with quality in a field of journalism in which mastery of the subject is essential to be able to offer the best quality and adequate analysis to any media.







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*Learn in a few weeks of intensive work, the management of the specific tools in this field of Economic Journalism”*

Economic journalism requires journalists to master economic terminology and models, as well as the tools of communication in different media (written or audiovisual). Therefore, the field in general is looking for professionals trained in this specific subject and who have a broad knowledge of banking economics.

As one of the areas most consumed by the general public and possessing disruptive potential, economics is one of the most needed topics in the media. However, not just anyone can tackle this type of article. Therefore, TECH has created this program in order to provide informative tools on current economic models.

The professional will find inside information on the history of the sector and its transformation over the years. The importance of regulation and how it regulation and how it impacts daily activity. All this through audiovisual resources, complementary readings and exercises based on real cases, focusing the learning on the Relearning methodology and leaving behind the traditional academic model.

This **Postgraduate Certificate in Economic Journalism in Banking** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Economic Journalism
- ♦ 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
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



*This complete program in Economic Journalism in Banking will open up your professional career in a highly specialized sector"*

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*This training will be a before and after in your competitiveness as a journalist”*

The team of professors of the Professional Postgraduate Certificate in Economic Journalism has extensive experience in teaching at the university level, both in postgraduate and graduate programs. In addition, they offer to the Postgraduate Certificate in Economic Journalism in Banking in their vision as active professionals, which allows them to know, first hand, the deep transformation that the communication sector is undergoing.

The methodology of the programs offered at TECH Technological University, in online format, allows students to break down the barriers imposed by work obligations and the difficult balance between work and personal life. Attending face-to-face classes is practically impossible for those who are involved in the daily demands of work. That is why this Professional Postgraduate Certificate is the quality answer to your educational needs.

All this educational compendium makes this a Postgraduate Certificate of expertise and compiles all the aspects that are relevant and essential to turn the Journalism professional into an authentic expert in the fields related to this type of information.

*An exceptional opportunity to study with a high-quality program and the prestige of the largest online university in the world.*

*With professors who are experts in this area of work, this program is a unique opportunity for professional development.*



02

# Objectives

Get started with the Postgraduate Certificate in Economic Journalism in Banking and acquire all the resources, the communicative modes and the tools of economic information in the audiovisual media. For this purpose, we have developed the essential theoretical content that will provide the student with the knowledge and tools necessary to move on to practice, which will be developed intensively throughout the program.







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Get to know in a complete and professional way the specific ways of working in banking journalism, with this high impact program”



### General Objective

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- Improve the quality of financial journalism Training preparing people capable of understanding, analyzing, interpreting and reporting on financial processes in the country and the world.



*Improve the quality of financial journalism by training people capable of understanding, analyzing, interpreting and reporting on financial processes in the country and the world"*







## Specific Objectives

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- ♦ Qualify journalists specialized in financial topics who can understand and analyze the facts with rigor
- ♦ Improve the ability to synthesize and interpret economic data for the objective elaboration economic news
- ♦ Better understand the financial sector, its history, the current context and the communicative levers to be able to elaborate economic news
- ♦ Improve the quality of economic information disseminated by the media

03

# Course Management

The Postgraduate Certificate in Economic Journalism in Banking has selected as professors expert journalists in teaching who will give the student an updated and close vision of the profession. For this reason, an educational program has been developed with a special focus on professional development from a perspective that is fully tailored to the reality of the sector.





A magnifying glass is positioned over a newspaper article. The article's title is partially visible as 'a Papers'. Below the title, the text reads 'a, the free encyclopedia'. A blue vertical bar and a small globe icon are also visible within the magnified area.

a Papers

a, the free encyclopedia

“

*Join the journalism of the 21st century  
with this highly qualified program”*

## Management



### Dr. Ronda Iglesias, Javier

- ♦ Journalist in charge of " Events and Courts" at Canal Sur Radio
- ♦ President of the Management Board of the Press Association of Campo de Gibraltar
- ♦ Associate Professor at the Faculty of Communication of the University of Seville
- ♦ Researcher
- ♦ Author of the book Vecino de Guardia, Tricornio de Guardia and Manual de Periodismo Judicial of the University of Seville
- ♦ D. in Journalism and Communication from the University of Sevilla
- ♦ Degree in Information Sciences University of Seville
- ♦ Law Degree Studies at the Ouberta University of Cataluña
- ♦ He received the Honorary Soldier Distinction from the UME, Military Emergency Unit of the Ministry of Defence. Morón de la Frontera Base, Sevilla
- ♦ National award of the Civil Guard in the modality of radio
- ♦ Member of: Seville Press Association, FAPE and Association of Legal Communicators and Informers



### **Dr. Campra García de Viguera, Marián**

- ♦ Communications Director and Advisor
- ♦ Director of Communications of the Association of Chiefs and Managers of the Local Police of Andalusia, AJDEPLA
- ♦ Communication Director of the Casa de Galicia in Seville, Lar Gallego
- ♦ Director of Communication of the Aesthetic Clinic GOLDEN
- ♦ Director of Communications of the +21 Foundation
- ♦ Director of Communications of the National Federation of Fishermen's Guilds
- ♦ Communications Advisor at Unixa Abogados y ConsultoresInternal
- ♦ PhD in Journalism and Communication from the University of Seville
- ♦ Degree in Communication Sciences from Universidad Camilo José Cela, Madrid
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Summer Course "Image and Power of the Media"
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Conference "Gender Violence and the Media"

## Professors

### Ms. González Martínez, Mónica

- ♦ Internal Communication, Digital Transformation and Branding Technician: CECABANK and CECA
- ♦ Internal Communication, Digital Transformation and Branding Technician: CECABANK and CECA (Madrid)
- ♦ Senior Credit Risk Controller, Spanish Confederation of Savings Banks (CECA), Madrid
- ♦ Back Office OTC Derivatives and Collaterals in Spanish Confederation of Savings Banks (Confederación Española de Cajas de Ahorra)
- ♦ Back Office OTC in OTC Derivatives
- ♦ Degree in Economics from the Autonomous University of Madrid
- ♦ Executive Master's Degree in Financial Risk Management, Instituto BME

### Mr. Lorenzo Pérez, Adrián

- ♦ Communication and institutional relations specialist at CECABANK and CECA
- ♦ Communication Consultant at Pulpomatic
- ♦ Corporate communications specialist at BBVA
- ♦ Consultant at Sanchis&Asociados
- ♦ Editor at El Diario de Vigo
- ♦ Editor at La Voz de Galicia
- ♦ Degree in Political Science and Administration from the National Distance Education University
- ♦ Degree in Journalism from the University of Santiago de Compostela
- ♦ Master's Degree in Political Communication from the José Ortega y Gasset Foundation
- ♦ Master's Degree in Marketing, Consulting and Policy Communication at of Santiago University of Compostela

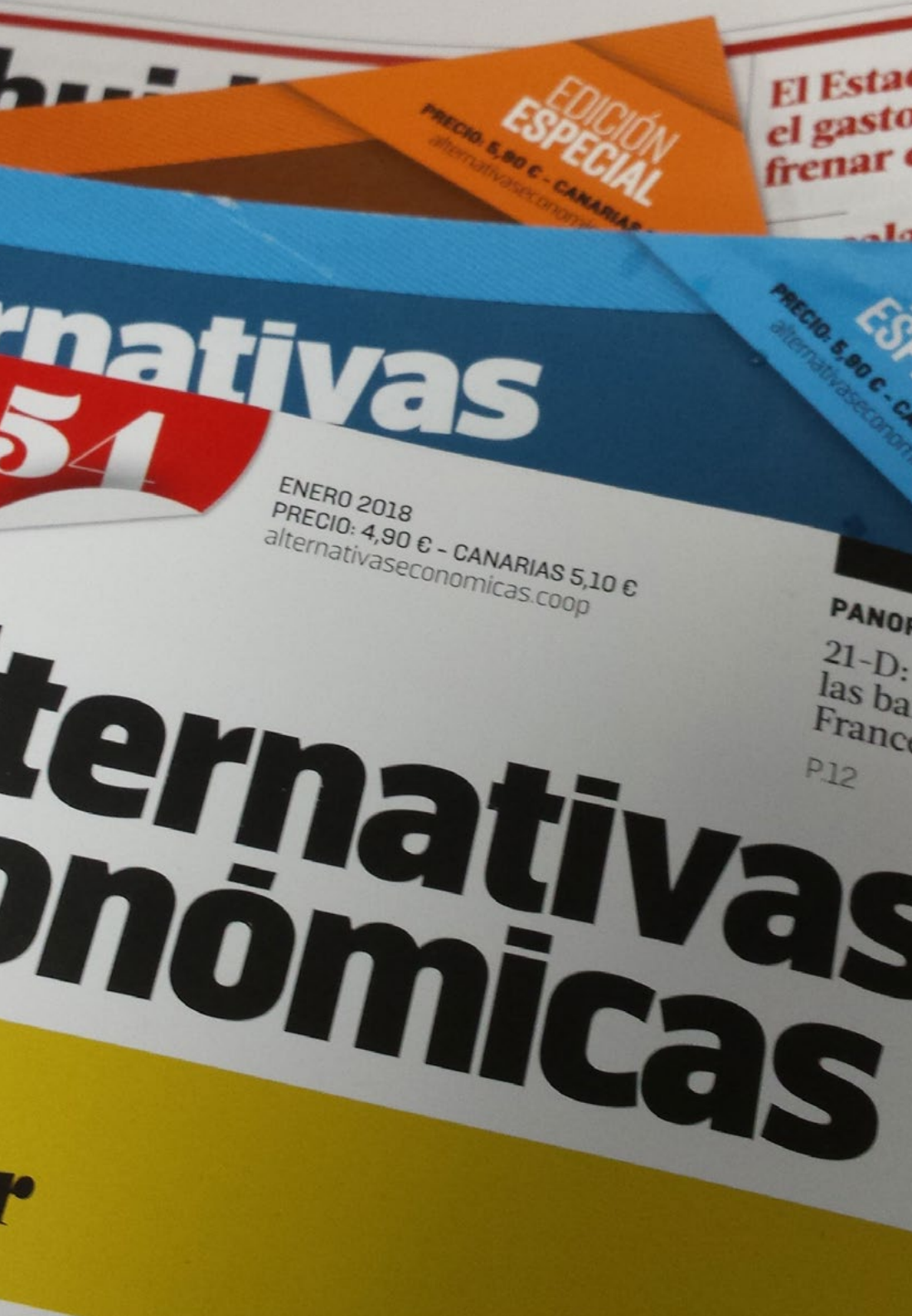
### Dr. Castañeda Taladriz, Margarita

- ♦ Financial Sector Brand and Communications Manager
- ♦ Communications and Brand Manager. CECABANK
- ♦ Head of Business Development. COAS
- ♦ Market Risk Analyst. Santander Bank
- ♦ Credit and Market Risk Analyst. Santander Investment
- ♦ Master Classes at Cecabank and mentor in the projects of journalism and communication students within the Study Abroad Program at Camilo José Cela University (Madrid)
- ♦ Professor of the ESCA Risk Course (former Cecabank Banking Training School)
- ♦ PhD in Quantitative Economics from the Complutense University of Madrid
- ♦ Degree in Economics, Statistics and Econometrics, Carlos III University of Madrid

### Ms. Elipe Fernández, Carolina

- ♦ Member of the Sustainability and Stakeholder Relations Department of CECA and Cecabank
- ♦ Member of CECA's Corporate Social Responsibility Department
- ♦ Collaborator of the Financial Education Plan (Bank of Spain and CWSBI-ESBG)
- ♦ WSBI-ESBG Collaborator
- ♦ Contributor to Ahorro magazine
- ♦ Degree in Economics from Carlos III University of Madrid
- ♦ European Expert in Corporate Social Responsibility for the Spanish Association of Quality





**Ms. Del Río Álvarez, María Jesús**

- ♦ Community manager at Cecabank and CECA
- ♦ Archivist of from CECA's Historical Archive
- ♦ Librarian of Cecabank's corporate library
- ♦ Documentalist and librarian in Docuteria
- ♦ Curator of CECA's virtual exhibition "Learning to save"
- ♦ Librarian at university institutions such as Universidad Complutense de Madrid, Universidad Camilo José Cela and Universidad CEU San Pablo
- ♦ Degree in Documentation from the Complutense University Madrid
- ♦ Diploma in Library and Information from the Complutense University of Madrid
- ♦ Member of: Banco de España's Working Group on 'Historical Banking Archives' and the General Council of Archives of the Community of Madrid (member)

“

*Learn to manage essential values that will determine the life of your images: social sensitivity, individual rights or protection against manipulation of images"*

04

# Structure and Content

The syllabus has been prepared to boost the professional's learning in order to achieve the necessary competencies in the shortest possible time. The comprehensive content that will allow you to learn all aspects of the different disciplines involved in this field with the quality of a well-structured program that will lead you to the highest standards of quality and success.





“

*Efficient and fast learning, compatible  
with your personal and professional life”*



## Module 1. Economic Journalism in Banking

- 1.1. The Savings Sector through CECA's History
  - 1.1.1. The Origins in 1928
  - 1.1.2. The Expansion Period
  - 1.1.3. The Restructuring of the Sector
- 1.2. The Importance of Regulation
  - 1.2.1. Why a Regulated Sector
  - 1.2.2. Bodies that Regulate Us
  - 1.2.3. Impact of Regulation on the Activity
- 1.3. Social Work. Our Hallmark
  - 1.3.1. What it is and How it is Disseminated?
  - 1.3.2. Main Figures and Actors
  - 1.3.3. Main Actions
- 1.4. Financial Education. A Necessary Competency in 2021
  - 1.4.1. Importance of Financial Education in society
  - 1.4.2. Main Figures and Actors
  - 1.4.3. Main Actions
- 1.5. How to interpret a balance sheet
  - 1.5.1. Components of Financial Status
  - 1.5.2. How to Interpretation Data
  - 1.5.3. Aggregate sector data
- 1.6. Social Networks: Key Element for the Digital Communication of an Association
  - 1.6.1. Associations' Communication Strategies on Social Media
  - 1.6.2. CECA's Association Profiles on the Social Media
  - 1.6.3. Generating Traffic to the Web
- 1.7. Social Media Profiles
  - 1.7.1. Profiles of the association
  - 1.7.2. Content programming
  - 1.7.3. Best performing content





- 1.8. Issuing a Press Release
  - 1.8.1. News Event
  - 1.8.2. Selection of Media and Sending of the Press Release
  - 1.8.3. Measuring Impact
- 1.9. Briefing with Journalists: Dissemination of a Sectoral Report
  - 1.9.1. Extraction of Main Messages
  - 1.9.2. Selection of Dissemination Format
  - 1.9.3. Calling the Media
  - 1.9.4. Measuring Impact
- 1.10. How to Create a Sponsored Content Campaign
  - 1.10.1. Messages to be Conveyed. Importance of the Narrative
  - 1.10.2. Selection the Target Audience

“

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

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*



## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

**“** *Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



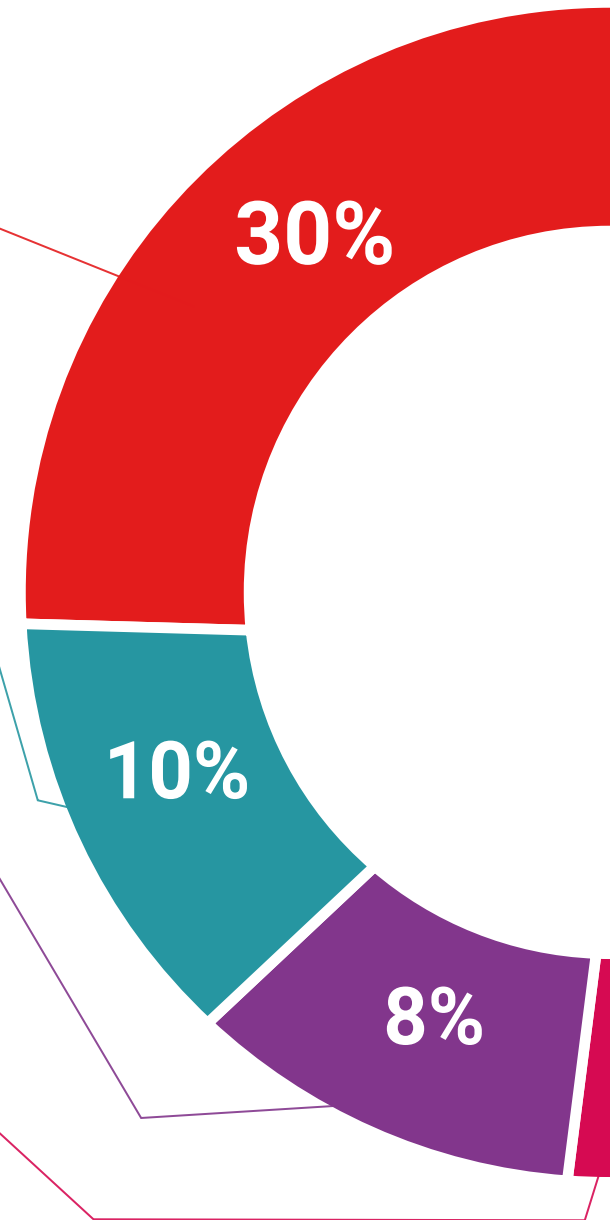
#### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.





06

# Certificate

The Postgraduate Certificate in Economic Journalism in Banking 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 Economic Journalism in Banking** 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 Economic Journalism in Banking**  
Official N° of Hours: **150 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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**Economic Journalism**  
**in Banking**

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