

Postgraduate Certificate  
Economic Journalism in  
Foreign Media





## Postgraduate Certificate Economic Journalism in Foreign Media

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

Website: [www.techtute.com/pk/journalism-communication/postgraduate-certificate/economic-journalism-foreign-media](http://www.techtute.com/pk/journalism-communication/postgraduate-certificate/economic-journalism-foreign-media)

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01

# Introduction

The mastery of the specific forms of production of economic information is a specific ability that qualifies the journalism professional to work in this specialized sector. Knowledge of the sector at an international level also allows us to understand the economic flows and how the transmission of information is handled in other countries, relating it to the existing social and political systems. Therefore, this program designed by TECH will provide up-to-date and accurate information on the management of international information, foreign media and their coverage formats. All this through a high-quality program, with audiovisual resources, complementary readings and practical exercises, in addition to being 100% online.

**Ratankar.Mukherjee**  
@timesgroup.com

**Sale-in**  
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“

A complete Postgraduate Certificate that will enable you to work in Economic Journalism, with up-to-date knowledge of the panorama of this profession in other countries”

The economic reading of a country's events allows us to understand both its internal context and its role and place on the international scene. The monitoring of a country's economic information determines its image abroad through its crises, success stories and economic indicators. The most iconic companies report on the nation's financial health, while innovation and research are increasingly relevant in the economic analysis of the 21st century. Beyond the numbers, the economy must also be understood through its consequences on the microeconomy and local life.

In this way, this program addresses how economics is transmitted in foreign media and to an audience that has a reduced knowledge of the local context, whether historical, political or structural. It will be explained how relevant indicators and stories are chosen, how bridges are established with economic situations in the target country and how major economic crises or events are followed.

We will also analyze how a correspondent who does not specialize in economics works, but who must be able to understand all the nuances of the local context in order to choose the most relevant news and explain them in a rigorous and accurate manner. From the search for information to the production of the news, including the privileged interlocutors and the challenges of the field, the procedure of economic journalistic production for foreign media will be detailed.

This **Postgraduate Certificate in Economic Journalism in Foreign Media** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts in Economics 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 self-assessment can be used 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 Postgraduate Certificate in Economic Journalism in Foreign Media will allow you to acquire new competences in economic journalism, positioning you as a specialist”**

“ **A complete learning that will allow you to apply another way of working that will mark a before and after in the quality of your work in the economic field”**

The team of professors of the Professional Certificate in Economic Journalism in Foreign Media has extensive experience in teaching at the university level, both in Postgraduate and graduate programs. In addition, they offer to the economic journalism in foreign media their vision as active professionals, which allows them to know, firsthand, 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 training compendium makes this Postgraduate Certificate a program of qualification that compiles all the aspects that are relevant and essential to turn the Journalism professional into a true expert in the fields related to this type of information.

An exceptional opportunity to get up to date with a high-quality Postgraduate Certificate and the prestige of the largest online university in the world.

Make the most of a unique opportunity to boost your professional development.



# 02

# Objectives

The Postgraduate Certificate in Economic Journalism in Foreign Media will provide students with the theoretical and practical knowledge necessary to intervene in this field of communication. For this purpose, we have developed the essential content that will provide students with the necessary knowledge and tools to move on to practice, which will be developed intensively throughout the program.







“

Compete in an increasingly specialized sector with the most comprehensive program on the teaching market”



## General Objectives

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- Show how an economics correspondent works
- Teach how economic news is chosen and handled for the foreign press



Enhance your professional quality with a Postgraduate Certificate created to train the best”





## Specific Objectives

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- ♦ Examine the chain of transmission of economic information in foreign media, the choice of topics and the limits imposed
- ♦ Show the reality of correspondent work on economic issues, its constraints, difficulties, challenges and obligations
- ♦ Analyze how the most relevant companies are highlighted and how they are followed up
- ♦ Introduce the professional journalist to the nuances of economic journalism for foreign media, from macroeconomics to microeconomics, and the importance of pedagogy
- ♦ Develop the keys to on-the-ground economic journalism in times of crisis

# 03

# Course Management

Expert journalists in this field, with a long teaching career, will be the professors in the Postgraduate Certificate in Economic Journalism in Foreign Media, giving the student an up-to-date 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.





“

An essential program to practice  
in a dynamic profession that is  
currently in great demand”

## 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 Consultores
- ♦ 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. Chamerois, Aurélie

- ♦ Co-founder and Editorial Manager of Equinox
- ♦ Co-founder and Editorial Manager of Equinox
- ♦ Correspondent in Spain for French French-speaking media (BFM TV, TV5 Monde, RTL, Ouest-France)
- ♦ Journalist at LN 24, Medi 1, Le JDD, France TV and TV5 Mond
- ♦ Occasional collaborations with media in Switzerland, Belgium and Morocco
- ♦ Journalist for Bons Plans Magazine
- ♦ Journalist for Virgin Radio International Limited and NRJ GROUP
- ♦ Degree in Anglo-Saxon and Hispanic Civilizations and Languages for Foreign Affairs by the University of

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.





CORRIERE FIORENTINO

**ONDATE  
DI CALORE  
SU FIRENZE:  
DUE GIORNI  
A 40 GRADI**

**INDIPENDENZA, NO DI HARDELLA  
ALLA COMMISSIONE ANTI DEGRADO  
I RESIDENTI: ATTO DI GUERRA**

CORRIERE FIORENTINO

Frankfurter Allgemeine  
ZEITUNG FÜR DEUTSCHLAND

SAMSTAG, 24. JUNI 2017

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“

A flexible program adaptable to  
your needs, oriented towards  
efficient and fast learning”

## Module 1. Economic Journalism in Foreign Media

- 1.1. Economic Information in Foreign Media
  - 1.1.1. What Economic Information is of Interest Abroad?
  - 1.1.2. What is the Weight of Foreign Economic Information?
  - 1.1.3. The Importance of the Connection with the Local Economy
- 1.2. The Foreign Correspondent and Foreign Economic Journalism
  - 1.2.1. The Correspondent's Work in the Economic Sphere
    - 1.2.1.1. News Agencies
    - 1.2.1.2. The Challenges of the Correspondent in the Economic Sphere
- 1.3. The Need for Context in the Production of Foreign Economic News
  - 1.3.1. Standard of Living and Labor Market
  - 1.3.2. Economic Reference Data
  - 1.3.3. Spain in Europe
- 1.4. The Evolution of Economic Journalism in the Foreign Media since 2000
  - 1.4.1. The Economic "Miracle"
    - 1.4.1.1. Economic Crisis
    - 1.4.1.2. COVID-19
- 1.5. Large Companies and Media Presence in the Foreign Economic News
  - 1.5.1. The Most Followed Spanish Companies
    - 1.5.1.1. French Companies Present in Spain
    - 1.5.1.2. The Barcelona Startup Hub
- 1.6. The Search for New Models and Dissemination in Foreign Media
  - 1.6.1. Spain, a Model of Innovation
  - 1.6.2. Tourism, Spain's Economic Engine
  - 1.6.3. The Importance of the Family, a Cushion Against Crises
- 1.7. When the Economy Explains Politics. Diffusion in Foreign Media
  - 1.7.1. The Economic Crisis and its Political Interpretation
  - 1.7.2. Spain's Territorial System and the Powers of the Autonomous Communities
  - 1.7.3. The Catalan Conflict



- 1.8. The Failures of the System and Media Influence in the Foreign Press
  - 1.8.1. The Underground Economy
  - 1.8.2. Corruption and Revolving Doors
  - 1.8.3. The Case of Aid Delays During the COVID-19 Crisis
- 1.9. The Interlocutors as Sources of Information in Economic Journalism
  - 1.9.1. Administrations
  - 1.9.2. Companies
  - 1.9.3. Labor Unions
- 1.10. Tools in Economic Information for Foreign Media
  - 1.10.1. Networking
  - 1.10.2. National and Local Economic Information
  - 1.10.3. Daily life



A complete program 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 Foreign Media 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 Economic Journalism in Foreign Media** 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 career evaluation committees.

Title: **Postgraduate Certificate in Economic Journalism in Foreign Media**

Official N° of Hours: **150 h.**



\*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.

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



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