

Postgraduate Certificate Economic Journalism and the Productive Sectors





Postgraduate Certificate Economic Journalism and the Productive Sectors

- » 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-productive-sectors

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01

Introduction

The productive sectors, particularly the primary sector, are permanent generators of economic information. In order to be able to carry out a complete and quality informative follow-up, the journalist needs to know how this sector works, its economic flows and also its lexical peculiarities. That is why, in order to contribute to the process of professionals, TECH has created this program in which economic information related to the productive sectors and the specific complementary tools that this type of information requires will be studied thoroughly. All this information will be presented through audiovisual resources, complementary readings and exercises based on real cases, using the Relearning methodology, based on experiential learning and leaving behind the long hours of memorization and forced study.





“

Learn to recognize the economic flows from which the information of the productive sectors comes from and become a specialist in this type of journalism”

Fishing, within the primary sector, is one of the economic engines of many countries. This traditional and millenary sector has a specialized language and a daily reflection in the different media, in some cases with publications and specialized television and radio programs. However, in order to produce this type of product in written or audiovisual media, a broad knowledge of the productive sectors, their terminology and the social participants that are part of them is required.

Therefore, TECH has created this degree, where current information on the process and influence of the fishing sector in the economy of the countries will be exposed, so that it will be easier to find an approach for the realization of news, reports and other types of journalistic products.

All of this will be presented through high-impact audiovisual resources, complementary readings and exercises based on real cases, enhancing the Relearning methodology and leaving behind the long and tedious hours of study and forced memorization. Moreover, this program can be taken through any device with an Internet connection, so that the content of the program can be developed from anywhere in the world and at the time that best suits the students.

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

- ♦ 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 and the Productive Sectors is the opportunity to give your CV the competitiveness of a specialist"

“

Apply in your professional practice, another way of working that will mark a before and after in the quality of your work in the economic area”

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 in economic journalism and production sectors 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 learning is practically impossible for those 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 Postgraduate Certificate a program 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 study with a high-quality program and the prestige of the largest online university in the world.

Be part of one of the most interesting sectors of journalism today with the security of the world's largest online university in Spanish.



02

Objectives

The Postgraduate Certificate in Economic Journalism and the Productive Sectors provides the student with all the necessary learning resources to acquire the communicative modes and tools for economic information in the productive sectors. For this purpose, we have developed the essential theoretical content that will provide students with the necessary knowledge and tools to move on to practice, which will be developed intensively throughout the program.





“

Learn intensively, yet flexibly, with a high-quality program created to be assimilated and applied quickly and directly”



General Objectives

- ♦ Analyze and know the fishing sector and its institutions in order to report in the economic section of a media outlet
- ♦ Deal with the specific terminology of the fishing sector in the field of economics
- ♦ Provide specialized knowledge on the diffusion of fishing news in the media



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





Specific Objectives

- ♦ Analyze the informative structure of the “Federación Nacional de Cofradías de Pescadores” in the economic press
- ♦ Approach the informative strategy of the press offices of the fishing sector
- ♦ Delve into the informative work of a journalist specialized in the fishing sector
- ♦ Approach the fishing news in the specialized magazines of Economy

03

Course Management

The Postgraduate Certificate in Economic Journalism and the Productive Sectors will allow students to learn from journalists with long experience in this type of work, as well as from experts in teaching who will give them 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 program that will qualify you in one of the sectors with very few specialists and more interest in Journalism”

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. González Morales, Cristina

- ♦ Editor and Reporter at Televisión Canaria
- ♦ Reporter at Informativos Telesinco
- ♦ Editor and Reporter at Televisión Canaria
- ♦ Editor and Broadcaster at Canarias Radio La Autónoma
- ♦ Graduate in Journalism and Audiovisual Communication from the University of Seville

04

Structure and Content

This syllabus will help the professional learn to achieve the necessary competencies in the shortest possible time. A 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.



“

We offer you an efficient and fast learning, compatible with your personal and professional life"

Module 1. Economic Journalism and the Primary Sector. The Fishing Sector in the Economic Press

- 1.1. Circular Economy and the Media
 - 1.1.1. Concept of Economic Information
 - 1.1.2. Circular Economy
 - 1.1.3. Promoting the Circular Economy
- 1.2. Fishing, Economy and Communication in the Economic Press
 - 1.2.1. Socioeconomic Impact of the Fishing Sector
 - 1.2.2. Social Concern for Natural Resources
 - 1.2.3. Sustainable Fisheries
 - 1.2.4. Marine Debris
 - 1.2.5. Dissemination for Social Awareness
- 1.3. Fishing Organizations and Their Relationship with the Economic Press
 - 1.3.1. The Local Action Groups of the Fishing Sector (GALP)
 - 1.3.2. The National Federation of Fishermen's Guilds (FNCP)
 - 1.3.3. Spanish Fishing Confederation (CEPESCA)
- 1.4. National Federation of Fishermen's Guilds (FNCP). Economic Press Dissemination Tools
 - 1.4.1. Creation of a Communication Office
 - 1.4.2. Information Strategy
 - 1.4.3. Dissemination Media and Tools
- 1.5. The Fishing Sector in Times of Pandemic. Dissemination in the Economics Section
 - 1.5.1. Sector of Primary Necessity
 - 1.5.2. PPE and Safety Measures EPI and Safety Measures
 - 1.5.3. Media Impact
- 1.6. Fishery Products and Health. Dissemination in the Economics Section
 - 1.6.1. Dissemination and Promotion of Fishery Products
 - 1.6.2. Influence of News on Social Trends
 - 1.6.3. Projects and Subsidies
- 1.7. News on the Fishing Sector in Specialized Economic Journals
 - 1.7.1. Introduction
 - 1.7.2. Fishing Route Magazine
 - 1.7.3. Mar Magazine





- 1.8. News of the Fishing Sector in the Economic Press
 - 1.8.1. Press
 - 1.8.2. Radio
 - 1.8.3. Television
- 1.9. The News of the National Federation of Fishermen's Guilds of Spain
 - 1.9.1. Informative Topics
 - 1.9.2. Media Presence in the Radio and Television
 - 1.9.3. Impact in the Press and Digital Press
- 1.10. Fishing Terminology for Economic Journalists
 - 1.10.1. Specialized Language
 - 1.10.2. Some Examples of Fishing Sector News with Specialized Terminology
 - 1.10.3. Terminology

“ *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

This Postgraduate Certificate in Economic Journalism and the Productive Sectors 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 and the Productive Sectors** 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 and the Productive Sectors**

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.

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



Postgraduate Certificate Economic Journalism and the Productive Sectors

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

Postgraduate Certificate Economic Journalism and the Productive Sectors