

# Postgraduate Certificate Economic Journalism



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## Postgraduate Certificate Economic Journalism

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

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# 01

# Introduction

Economic Journalism is one of the forms of specialized journalism that is currently of greatest interest to both the general and professional public. In order to practice in this field, it is necessary to have a broad and specific training that instructs the professional to understand, analyze and transmit data with clarity and certainty. In this program the student will learn everything necessary to work as an economic journalist with the training of a specialist. An intensive and high quality course that will prepare the student to compete among the best.





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*A complete Postgraduate Certificate  
that will prepare you to work in  
Economic Journalism with the  
quality of a specialist”*

This Postgraduate Certificate lays the theoretical and practical foundations of Economic Journalism. Starting with the justification and explanation of the need for journalistic specialization, the basic concepts are provided to approach Economic Journalism as a branch of specialized journalism.

The work method is deductive, starting from general bases to apply them to particular issues. In a context of excessive information, where post-truth has a place thanks to the disinformation processes derived from social networks, journalism has a fundamental role as a reliable source of information.

In this regard, when immediacy is covered by news agencies and Internet media, journalism has the function of explanation, beyond telling the what, it is up to it to provide the why.

In this program we will study all these essential concepts to understand the current situation of journalism in general and Economic Journalism in particular. This will be done through examples, with practical cases that will allow the student to become familiar with the reading and consultation of specialized publications in Economic Journalism.

This **Postgraduate Certificate in Economic Journalism** 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



*Become a specialist in economic journalism and give your professional career a boost towards excellence”*

“

*Study with the best results learning with the security of the best online university in the world”*

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 the Postgraduate Certificate in Economic Journalism their vision as working professionals, which allows them to know, first hand, the profound 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 specialization that 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.

*Gain the professional tools of the economic journalist and take a leap in your professional capacity.*

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



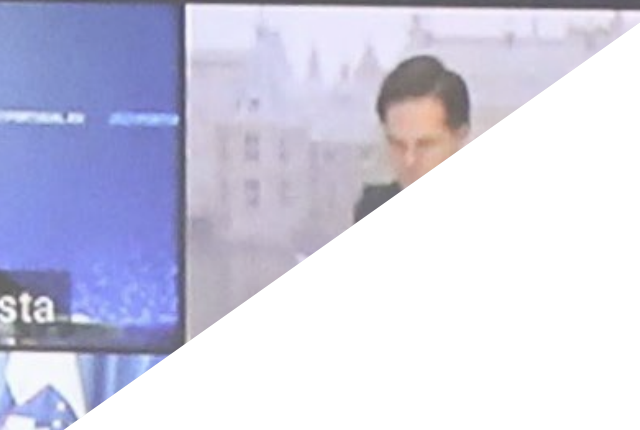
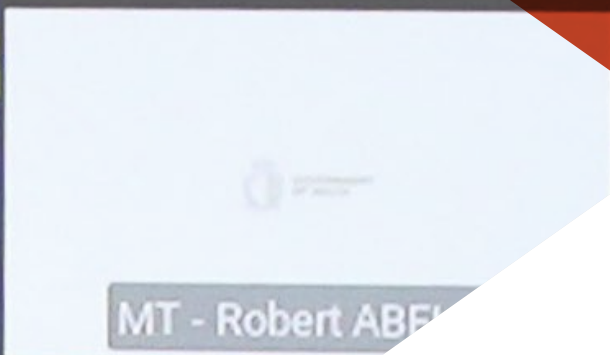
# 02

# Objectives

The Postgraduate Certificate in Economic Journalism provides journalism professionals with the necessary skills to develop their careers in these media, with the use of the tools required for this job. 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 Postgraduate Certificate.







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*Learn how to plan, obtain and transmit economic information with the quality and analysis of an expert”*



### General Objectives

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- ♦ Establish the theoretical basis for understanding the importance of economic journalism as one of the main aspects of specialized journalism
- ♦ Provide the basic tools to understand the need for journalistic specialization as an elemental value in the future perspective of journalism

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*Study with the most developed teaching resources and achieve the best results with little effort”*







## Specific Objectives


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- ♦ Provide the basic notions of specialized journalism and economic journalism
- ♦ Understand the need for journalistic specialization as a tool to differentiate journalism in a context of “infoxication”
- ♦ Develop fundamental concepts for the understanding of economic journalism
- ♦ Know the historical perspective to understand the current situation and visualize the future perspective of economic journalism

03

# Course Management

The Postgraduate Certificate in Economic Journalism has accredited professionals in teaching, with extensive experience in journalism, which will give you 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.



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Course Management | 13 **tech**

Ryanair crece un 15% y afirma su liderazgo

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za el nivel pre-Brexit

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*Learn from experts in the field and start moving in a dynamic and interesting profession"*

## 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

### Dr. Sánchez-Gey, Nuria

- ♦ Project Director and Head of Communications at Fundación José Manuel Lara
- ♦ Journalist, News Editor and News Reporter for Informativos Telecinco
- ♦ Professor of the Degree in Communication and the Degree in Digital Communication at the University Center San Isidoro
- ♦ Professor in the Master's Degree in Sports Journalism, Faculty of Communication, University of Seville
- ♦ Professor at the Andalusian School of Reporters
- ♦ Interuniversity Doctorate in Communication from the Faculty of Communication of the University of Seville, in the line of Journalism
- ♦ Degree in Communication Journalism , from the Faculty of Information Sciences of the University of Seville
- ♦ Diploma of Advanced Studies from the University of Seville
- ♦ International stay in Communication at the University of Lagos, Portugal

### Mr. Martín Benítez, Juan Carlos

- ♦ Specialized Journalism in Institutional and Political Communication
- ♦ Period Editorial Department, at GN10 DIGITAL NEWS
- ♦ Degree in Journalism from the University of Sevilla
- ♦ Master's Degree in Institutional and Political Communication, at the University of Seville







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*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”*

# 04

# Structure and Content

A broad syllabus developed by the different professors of this Postgraduate Certificate with a clear purpose: to ensure that students acquire each and every one of the skills necessary to become true experts in Economic Journalism. 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.



A close-up photograph of a hand holding a silver pen, poised to write on a document. The document's text is blurred, suggesting a focus on the act of writing or learning. The image is overlaid with a large, diagonal red graphic element that divides the page into two main sections: a white section on the left and a red section on the right.

“

*A program designed to provide an effective and fast learning experience, compatible with your personal and professional life”*

## Module 1. Economic Journalism

- 1.1. Current Panorama of Economic Journalism
  - 1.1.1. Structural Conditions
  - 1.1.2. Work Routines
  - 1.1.3. Technological environment
- 1.2. Important Concepts of Economic Journalism
  - 1.2.1. What is Specialized Journalism?
  - 1.2.2. Branches of Specialized Journalism
  - 1.2.3. Economic Journalism
- 1.3. Origin of Journalistic Specialization. Economic Journalism
  - 1.3.1. Media Saturation of Generalist Information
  - 1.3.2. Readership Crisis of the Written Press
  - 1.3.3. Fragmentation of the Mass Audience
- 1.4. Emergence of Specialized Publications
  - 1.4.1. Historical Perspective
  - 1.4.2. Main Titles
  - 1.4.3. Incorporation of Specialists Into Generalist Newsrooms
- 1.5. New Functions of the Traditional Media
  - 1.5.1. Quality Informatio
  - 1.5.2. Reference Media
  - 1.5.3. Slow Journalism
- 1.6. Capacity of Journalistic Information to Transmit Specialized Knowledge
- 1.7. Levels of Specialization in the Economic Press
  - 1.7.1. Economic Journalism in Generalist Publications
  - 1.7.2. Specialized Press
  - 1.7.3. Economic Journalism in Radio and Television





- 1.8. The Practice of Economic Journalism
  - 1.8.1. Main Journalistic Genres
  - 1.8.2. Reference Publications in Economic Journalism in the world
  - 1.8.3. Reference Publications in Economic Journalism in Spain
- 1.9. Communication Difficulties Between Journalists and Specialists. Change of Roles in the Relationship with Information Sources
  - 1.9.1. Typology of Information Sources
  - 1.9.2. Primary Sources for Economic Journalism
  - 1.9.3. The Relationship with the Communication Offices
- 1.10. Future Prospects of Economic Journalism
  - 1.10.1. The Information Market
  - 1.10.2. The Need for Specialization
  - 1.10.3. Job Opportunities

“ *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.



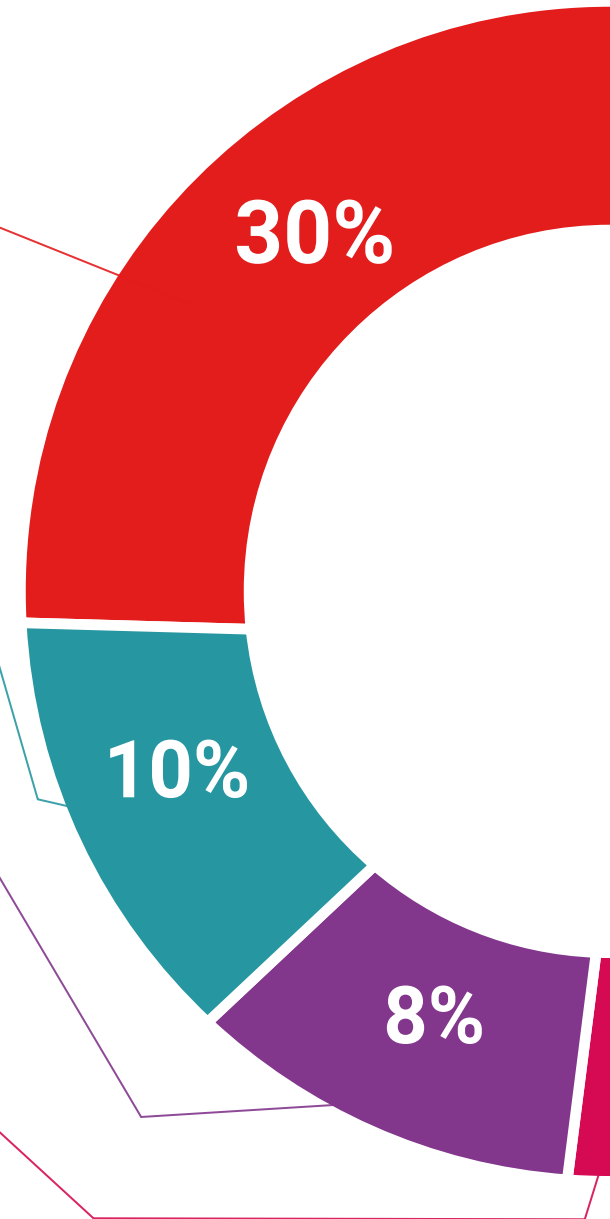
### Practising Skills and Abilities

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 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** 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**

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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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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