

# Postgraduate Certificate

New Communication Channels  
in Fashion, Beauty and Luxury:  
Social Networks & YouTube





## Postgraduate Certificate

### New Communication Channels in Fashion, Beauty and Luxury: Social Networks & YouTube

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

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/new-communication-channels-fashion-beauty-luxury-social-networks-youtube](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/new-communication-channels-fashion-beauty-luxury-social-networks-youtube)

# 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 fashion, beauty and luxury sector is constantly fluctuating and, consequently, its correct treatment in the communicative field needs continuous updating by professionals in the sector. For this reason, this Postgraduate Certificate will provide an approach to the concept of fashion and its relationship with communication, as well as the evolution of the industry and its main changes in the 21st century, taking into account the new trends in the sector. In this way, the program will focus on providing participants with the necessary skills to implement effective tactics in the new communication channels that are offering the best results to companies.



A close-up photograph of a computer keyboard. The focus is on a white key with the YouTube logo (the word 'You' in black and 'Tube' in white on a red rounded rectangle) printed on it. To its right, a portion of a white key with the Twitter bird logo is visible. The background is a solid red color, and a white diagonal line cuts across the image from the bottom left to the top right.

You Tube

“

*With this program you will learn how to optimally use the new communication channels and to implement their use in your daily practice"*

The contents of this program are directed by professionals in the areas of communication who work in companies in the fashion and beauty sector. This teaching team pours into this program their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way.

Throughout the syllabus, the new communication channels and their importance in the fashion and beauty sector will be discussed and analyzed. Among them, we will delve especially in social networks, specifically LinkedIn, as a means to create a professional profile, Twitter to create short and high impact content, YouTube, as a channel to give prominence to the video and the revolutionary TikTok and its contribution to the fashion industry.

A journey that will take students to learn in depth the keys to establish a prosperous relationship with those who are the new opinion leaders: the influencers. Thus, the communication professional will know how to take advantage of the high degree of authority that these personalities have in the sector and will know how to optimally redirect the public to the company.

Another key to the success of this program is the possibility of the student themselves deciding how they organize their learning: from the time, to the place and intensity of study. This ensures that this program is fully compatible with your personal and professional life. So that you never lose motivation.

In this sense, the program is 100% online, although you will be able to download the contents, to continue offline if you wish. You will also have access to illustrative videos, review audios, an online library with complementary material and the help and support of your tutor throughout the process.

This **Postgraduate Certificate in New Communication Channels in Fashion, Beauty and Luxury: Social Networks & YouTube** 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 fashion, beauty and luxury 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
- ♦ Latest news in fashion, beauty and luxury journalism
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in journalism and communication in fashion, beauty and luxury
- ♦ Algorithm-based interactive learning system for decision-making in situations focused on journalism and digital communication
- ♦ 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 an excellent journalist and learn to move successfully, enhancing your relationship with companies in the fashion industry"*

“

*Learn in a transversal way how the world of communication works and take advantage of the utilities of the new communication channels in your work as a communicator and journalist"*

The program includes in its teaching staff professionals belonging to the field of journalism and communication, who pour into this course the experience of their work, as well as recognized specialists from prestigious companies 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 program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. To do so, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of fashion, beauty and luxury journalism.

*TECH offers you the best program on the market in journalism and communication in fashion. All you have to do is put the will to study.*

*This program will allow you to improve your skills and become a successful journalist.*



# 02 Objectives

This program will provide you with the knowledge and techniques necessary to efficiently manage the communication area in companies in the fashion industry, either as part of media or as a collaborator in a press office. A program that will enable you to lead and manage projects of lesser or greater intensity and complexity, with the ability to use the new communication channels in favor of your objectives. Thus, after completing this program, you will know all the aspects that influence communication in the fashion industry and, therefore, you will be a much more competent professional.





“

*A complete education that will allow you to be fully introduced to new communication channels such as YouTube and Tiktok and to use them from a journalistic perspective"*



## General Objectives

---

- ♦ Have a comprehensive and professional vision of the communication environment in the areas of fashion, luxury and beauty, identifying the particularities of the sector, as well as its impact and repercussion on the business fabric as a whole
- ♦ Acquire basic and advanced knowledge to be able to generate new communication ecosystems in relation to fashion
- ♦ Enhance your management, analysis, creative and leadership skills as the main competencies to grow within the industry
- ♦ Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal
- ♦ Obtain the necessary ethical responsibility
- ♦ Develop critical thinking skills
- ♦ Generate a competitive communication strategy within the industry with an in-depth knowledge of the dynamics of communication, the fashion business and the determining components
- ♦ Identify opportunities and be able to evolve personally through scrutinizing your own work
- ♦ Generate a social impact and direct public opinion with ethical and professional responsibility
- ♦ Improve skills in decision-making thanks to observation, analysis, interpretation and action in relation to the professional criteria and the elaboration of critical reports
- ♦ Understand and be able to execute the communication process in an effective way, adapting it to each channel, company profile and public objective





## Specific Objectives

---

### Module 1. New Communication Channels: Social Networks & YouTube

- ♦ Offer a direct, personal, and adequate communication capable of meeting the specific objectives of each social media
- ♦ Specific vision of each of the digital communication channels that currently exist
- ♦ Understand how influence is exercised from the communication channel and the new power strategies that are exercised from the digital environment
- ♦ Replicate an influence exercise from my social media channel
- ♦ Identify the rise of the audiovisual channel as a leading medium among the public opinion

“

*The goal is to push you towards the highest competence, through real and constant support, and with the flexibility of self-managed learning”*

# 03

## Course Management

The design of this educational program has been created by a team of journalism 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 you with the most complete education in the market, which will allow you to develop successfully in the field of Fashion Journalism, achieving first class professional skills and becoming a much more reputable professional in the sector.





“

*Learn, from the best professionals in the industry, the latest developments in the world of fashion communication and become a much more sought-after professional"*

## Management



### Dr. García Barriga, María

- ♦ PhD in Design and Marketing Data
- ♦ Communicator at RTVE
- ♦ Communicator at Telemadrid
- ♦ University Teacher
- ♦ Author of *The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends*
- ♦ Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- ♦ Editor-in-Chief. Chroma Press
- ♦ Marketing and Social Media Account Executive. Servicecom
- ♦ Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- ♦ PhD, Design and Marketing Data. Polytechnic University of Madrid
- ♦ Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- ♦ Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- ♦ Certified in Data Analysis & Creativity with Python in China
- ♦ MBA Fashion Business School, the Fashion Business School of the University of Navarra



## Professors

### Mr. Campos Bravo, Ignacio

- ♦ Head of Corporate Communications at L'Oréal Luxury
- ♦ Events Assistant at Loewe Perfumes
- ♦ Community Manager at Bumm Project Lab
- ♦ Journalist at Journal of Cordoba
- ♦ Executive Master in Fashion Business Management in ISEM Fashion Business School
- ♦ Master's Degree in Business Management at ThePower Business School
- ♦ Degree in Communication with a double specialization in Media for Information and Corporate Communication at Loyola Andalucía University



*The best teachers are at the best university. Don't think twice and join our community of students"*

# 04

# Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, marketing, fashion and communication who, aware of the relevance of current specialization in this field as a means to delve into the area of knowledge, have designed a complete syllabus designed especially to update professionals in the information sciences on the peculiarities and characteristics of the world of fashion. Therefore, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.





“

*We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world with every guarantee of success”*

**Module 1. New Communication Channels in Fashion, Beauty and Luxury:  
Social Networks & YouTube**

- 1.1. Influence and Other Power Strategies in the New Digital Channels
  - 1.1.1. Power Strategies Linked to Fashion Communication
  - 1.1.2. Influencing in the Field of Social Media
  - 1.1.3. Managing the New Digital Leaders: Fashion Influencers
- 1.2. The Choice of the Communication Channel: Forrester Research Theory
  - 1.2.1. The New Public Opinion: Managing the Masses One by One
  - 1.2.2. What Is the Forrester Theory?
  - 1.2.3. Application of the Forrester Research Theory to the Fashion Industry
- 1.3. The Power of Audio-Visual Language and Non-Verbal Communication
  - 1.3.1. The Growing Market Share of Non-Verbal Communication
  - 1.3.2. The Impact of the Audiovisual Message in Fashion
  - 1.3.3. Composition of the Photographic Discourse in Social Networks
- 1.4. Evolution and Functioning of Social Networks in the Fashion Industry
  - 1.4.1. Stages of Emergence and Evolution of the Internet
  - 1.4.2. The Multichannel Strategy Within Fashion Social Media
  - 1.4.3. What is a Social Network? Differences with Traditional Channels
- 1.5. Facebook, the Big Database
  - 1.5.1. Transversal Communication
  - 1.5.2. Community Interest
  - 1.5.3. Facebook Presence Models
- 1.6. Instagram, Much More than Fashion Photos
  - 1.6.1. Emotional Messages and Empathy Management
  - 1.6.2. The Intimacy of Everyday Life in Images
  - 1.6.3. Standing Out in the Most Important Social Network in Fashion
- 1.7. Professional Content on LinkedIn
  - 1.7.1. Creating a Personal Brand
  - 1.7.2. Cognitive Messages in Fashion Branding
  - 1.7.3. Managing Relationships with Competitors





- 1.8. The Politicization of Twitter
  - 1.8.1. Impulsive and Omnidirectional Communication
  - 1.8.2. The Direct Message and the Creation of Content in 20 Characters
  - 1.8.3. The Impact of Headlines: From Depth to Lightness
- 1.9. TikTok, Beyond Generation Z
  - 1.9.1. The Audiovisual Revolution and the Acceleration of the Makeovers in a Slow FashionContext
  - 1.9.2. The Democratization in the Creation of Audiovisual Content
  - 1.9.3. Fashion as a Newsworthy and Newsworthy Event
- 1.10. YouTube, as an Exponent of Audiovisual Content
  - 1.10.1. The Management of Expectations in the Creation of Audiovisual Content
  - 1.10. 2. Map of Contents on YouTube about Fashion, Beauty and Luxury
  - 1.10.3. New Trends in Public Opinion: The Microinfluencers

“

*A complete specialization 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 New Communication Channels in Fashion, Beauty and Luxury: Social Networks & YouTube 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 New Communication Channels in Fashion, Beauty and Luxury: Social Networks & YouTube** 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 New Communication Channels in Fashion, Beauty and Luxury: Social Networks & YouTube**

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.



## Postgraduate Certificate

New Communication Channels  
in Fashion, Beauty and Luxury:  
Social Networks & YouTube

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

# Postgraduate Certificate

New Communication Channels  
in Fashion, Beauty and Luxury:  
Social Networks & YouTube