

Postgraduate Certificate

Public Relations Fundamentals



Postgraduate Certificate

Public Relations Fundamentals

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

Website: www.techtitute.com/in/journalism-communication/postgraduate-certificate/public-relations-fundamentals

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01

Introduction

Public Relations is fundamental at a business level, by creating a strategic communication process that effectively communicates brands and their values. For this reason, companies are increasingly committed to creating a competitive department, made up of highly qualified professionals, who are able to reach the public in order to achieve the planned objectives. This TECH program, specifically for journalists and communication professionals, has been designed with their academic needs in this field in mind in order to turn them into reference specialists in the sector.



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Become a successful professional in the field of Public Relations and achieve with your work the greatest benefits for your company”

Public Relations is essential within organizations because it contributes to the strategic management of their internal and external communication. The essence of this area consists of knowing, managing and researching the different audiences that an organization has in order to offer them the products best adapted to their needs. Thinking about the academic needs of professionals in this field, TECH has designed this Postgraduate Certificate in Public Relations Fundamentals, in which journalists and communicators will find the most relevant information about this way, which they will be able to put into practice during their work. A complete and concrete review that will enable students to practice in any of these tasks related to Public Relations with solvency and security.

Therefore, throughout this program, TECH offers a real working scenario to be able to assess the suitability of its application in the project, evaluating its real indications, its way of development and the expectations that can be had with regard to the results.

In this way, through practice, the student will learn how to develop the necessary knowledge to advance in this area of work. This learning, which necessarily requires experience, combines theoretical and practical teaching, all in a fully online format, allowing students to reconcile their work and family life with their studies. Undoubtedly, a program of great academic value that will mark a before and after in the training of professionals.

This **Postgraduate Certificate in Public Relations Fundamentals** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The use of the latest technology in e-learning software
- ♦ The teaching system, intensely visual, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practicing experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulatory learning, which facilitates full compatibility with other occupations
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: questions to the expert, discussion and knowledge forums
- ♦ Communication with the teacher team and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Complementary resource banks that are permanently available



An intensive program that has been designed to improve the qualifications of journalists in this field"

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The methodological design of this Postgraduate Certificate is based on teaching techniques proven for their effectiveness, to allow you to learn in a dynamic and efficient way”

The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different fields who, will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of E-Learning experts, it , integrates the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, telepractice is used. Therefore, with the help of an innovative interactive video system, and Learning from an Expert, the students will be able to acquire the knowledge as if they were facing the very cases being studied. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

A Postgraduate Certificate that will enable you to work in all areas of Public Relations with the solvency of a high-level professional.

If you want to reach the professional elite, do not miss the opportunity to study this Postgraduate Certificate.



02 Objectives

The main objective of this Postgraduate Certificate in Public Relations Fundamentals of TECH is to provide students with the most up-to-date information in this field so that they can acquire the higher level of training demanded by today's companies. A goal that they will be able to achieve with effort and dedication, but, above all, with the help offered by the university through all the didactic resources it makes available to students in each program.





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If you are looking for new career paths to achieve professional success, this is the program for you”



General Objectives

- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools
- ♦ Know in depth the particularities of Public Relations

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A path to achieve professional growth that will propel you towards a greater level of competitiveness in the job market”





Specific Objectives

- ♦ Learn about the fields of advertising and public relations, and their processes and organizational structures
- ♦ Identify the professional profiles of the advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ♦ Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies
- ♦ Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication
- ♦ Know how to apply creative processes to the field of communication, especially in the field of advertising and Public Relations
- ♦ Understand the systems for analyzing advertising and Public Relations campaigns
- ♦ Know how to describe the structure of advertising agencies
- ♦ Delimit each of the functions for the management of the advertising and Public Relations company, highlighting their main applications

03

Structure and Content

The content of this TECH program has been designed considering the specialization needs of journalism professionals in the field of Public Relations. A very well-structured program, so that students will be able to follow a self-guided academic path, which will favor their learning and enable them to become professionals in the sector. And with an agenda in which you will find the most relevant information about this field.



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The best academic program on the scene today, designed to enhance your qualification in the field of Public Relations”

Module 1. Fundamentals of Public Relations

- 1.1. Theoretical Framework of Public Relations
 - 1.1.1. Introduction
 - 1.1.2. Public Relations Research
 - 1.1.3. Main Public Relations Theorists
 - 1.1.4. Public Relations and Related Items
 - 1.1.5. Public Relations Definition
- 1.2. Evolution Over Time
 - 1.2.1. Stages
 - 1.2.2. The Public Relations Origins
 - 1.2.3. The Public Relations Trends
- 1.3. External Communication
 - 1.3.1. Characteristics and Audiences
 - 1.3.2. Media Relations
 - 1.3.3. Provision of Information
- 1.4. Internal Communication
 - 1.4.1. Introduction
 - 1.4.2. Functions and Objectives
 - 1.4.3. Types of Internal Communication
 - 1.4.4. Internal Communication Tools
- 1.5. Public Relations and Public Opinion
 - 1.5.1. Powerful Media Image
 - 1.5.2. The limited Influence of the Media
 - 1.5.3. Structural Effects on the Company
- 1.6. International Public Relations
 - 1.6.1. Characteristics of the International Society
 - 1.6.2. Definition
 - 1.6.3. The Role of International Public Relations
 - 1.6.4. Types of Actions
- 1.7. Public Relations and Crisis
 - 1.7.1. The Organization in the Face of a Crisis
 - 1.7.2. Characteristics of Crises
 - 1.7.3. Crisis Typologies





- 1.8. Stages of Crisis
 - 1.8.1. Preliminary Phase
 - 1.8.2. Acute Phase
 - 1.8.3. Chronic Phase
 - 1.8.4. Post-traumatic Phase
- 1.9. Preparation of a Crisis Plan
 - 1.9.1. Analysis of Possible Problems
 - 1.9.2. Planning
 - 1.9.3. Adequacy of Personnel
- 1.10. Communication Technologies in Crises
 - 1.10.1. Advantages
 - 1.10.2. Disadvantages
 - 1.10.3. Data Science

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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

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.



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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.

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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.



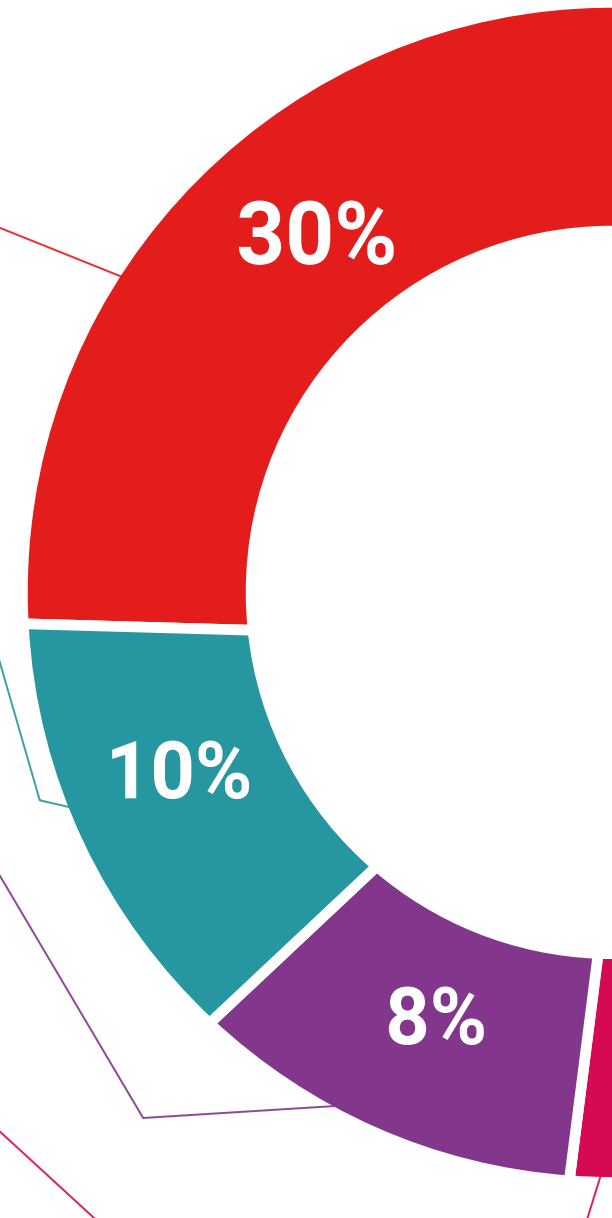
Practising Skills and Abilities

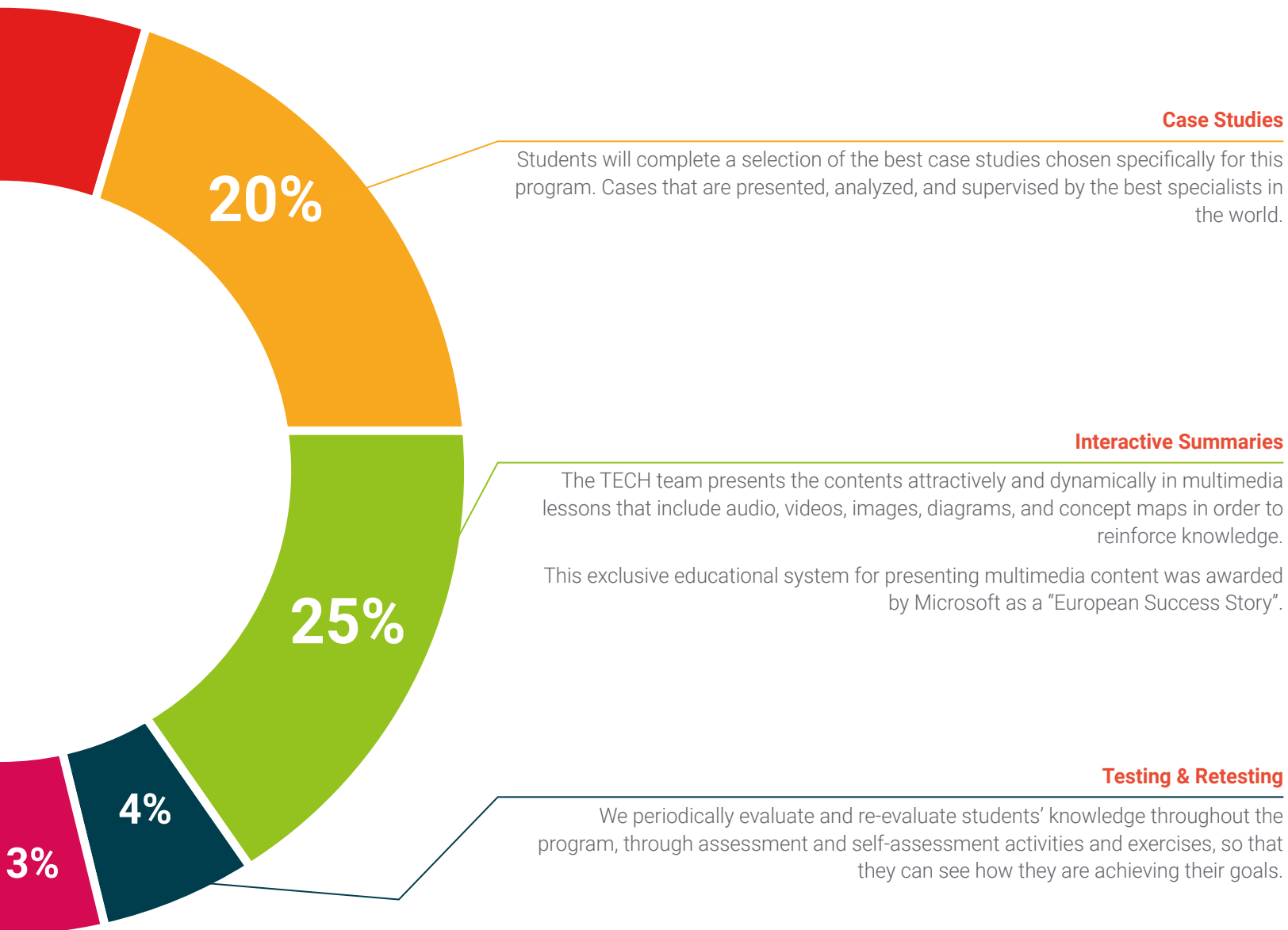
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



05 Certificate

The Postgraduate Certificate in Public Relations Fundamentals 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 Public Relations Fundamentals** 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 Public Relations Fundamentals**

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.



tech technological university

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