

# Postgraduate Certificate

Specialized Press and Public Relations in Fashion, Beauty and Luxury





## Postgraduate Certificate

### Specialized Press and Public Relations in Fashion, Beauty and Luxury

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/specialized-press-public-relations-fashion-beauty-luxury](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/specialized-press-public-relations-fashion-beauty-luxury)

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# 01

# Introduction

Communication is extremely important in the fashion industry. In this context, to be able to offer a global communication, press and public relations play a fundamental role, as they allow the company to acquire a better relationship with all those people who act as shapers of public opinion and therefore can have a negative or positive influence on how they are perceived. This program will focus on providing communicators with the necessary knowledge to understand the specialized press in fashion and beauty and the evolution of communication models within these sectors. Thus, the student will be able to understand how the press works in these fields and create strategies more adapted to the singularities of the sector.





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*In this educational program you will learn to understand how the specialized fashion and beauty press works and how to operate within it with optimal competences"*

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 its experience and, therefore, its realistic and close vision of the professional reality, in a conscious and proactive way.

Throughout the syllabus, the importance of public relations for companies in the fashion, beauty and luxury sector will be explained and analyzed. In this way, journalists will learn about the latest trends and studies in public relations and will understand the new paradigm that has been generated in them. Thus, they will be able to generate PR plans much more adapted to the characteristics of the sector.

A journey that will lead students to understand the importance of the mass media for fashion companies and the importance of establishing a good press office that is able to relate correctly with journalists and create press releases that convey the right message to enhance the image of the organization.

All this, without neglecting the importance of establishing an effective and up-to-date communication plan that takes into account the needs of a sector that is constantly changing and evolving.

Another key to the success of this course is the possibility of being able to decide for yourself how you organize your learning, from the time 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.

This **Postgraduate Certificate in Specialized Press and Public Relations in Fashion, Beauty and Luxury** 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 self-assessment can be used to improve learning.
- ♦ Its special emphasis on innovative methodologies in fashion, beauty and luxury journalism and communication
- ♦ 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 fashion, beauty and luxury communication professional with this exclusive educational program"*



“

*This program will allow you to enhance your skills and become a successful journalist and communicator in the field of fashion, beauty and luxury”*

The program includes in its teaching staff professionals belonging to the field of journalism and communication, who bring to this program the experience of their work, as well as recognized specialists from renowned societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will offer the professional contextual and situated learning, i.e. a simulated environment that will provide immersive learning programmed to prepare in real situations.

The design of this program focuses on Problem Based Learning, through which the student must try to solve the different situations of professional practice situations that may arise. For this purpose, the professional will be assisted by the help of an innovative interactive video system created by renowned and experienced experts in the field of fashion, beauty and luxury journalism, and with great experience.

*The program that TECH offers you will allow you to understand the importance of public relations for fashion, beauty and luxury companies.*

*TECH offers you the best program on the market in journalism and communication in fashion, beauty and luxury. You only have to bring your enthusiasm for study.*



# 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 intervene and plan smoothly and to develop successfully in all fields in which this action takes place. After completing this program, you will be able to understand the functioning of to implement effective strategies specially designed for the fashion industry and luxury and, therefore, you will be a much more competent professional.





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*A complete course that will allow you to know in depth the ways to generate good PR strategies for the fashion, beauty and luxury sector”*



## General Objectives

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- ♦ 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 network 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

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### Module 1. Specialized Press and Public Relations

- ♦ Understand strategic communication and apply it with ethical and professional responsibility
- ♦ Establish public relations that serve the purpose of communication, knowing how public relations work in the fashion industry
- ♦ Lead a team capable of creating an event as well as a unique user experience, whether in the physical or digital environment
- ♦ Adapt to the dynamics of the specialized press in the areas of fashion and beauty.
- ♦ Know the evolution of public relations and the latest market trends
- ♦ Develop negotiation skills to establish agreements that constitute a social link



*Our goal is to propel you to the highest competence, through real and constant support, and with the flexibility of self-managed learning"*



# 03

# Course Management

The design of this 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 program in the market, which will allow you to develop yourself in the field of Fashion, Beauty and Luxury Journalism with success, reaching first level professional competences and becoming a much more reputable professional in the sector.



“

*Learn, from the best professionals in the sector, how to manage the specialized press in fashion, beauty and luxury and become a much more qualified professional”*

## Management



### Ms. García Barriga, María

- ♦ Photographer specialized in Social Networks
- ♦ Dynamizer and Community Manager
- ♦ Responsible for campaigns in El Sapo Natural Cosmetics
- ♦ Image and photography consultant for private schools throughout Spain
- ♦ Photographer specialized in images for social networks, non-verbal language and creation of environments for school photography
- ♦ Graduate in Teaching





## Professors

### Dr. Muñiz, Eva

- ◆ CEO - director of Press&Co Communication Agency
- ◆ Account and Showroom Manager at Ana Nebot Press Agency, specialized in Fashion
- ◆ Senior Account Executive, in the Beauty and Consumer Area of ACH&Asociados Consultancy, where she was part of the ADECEC Award team
- ◆ Lifestyle Journalist at [www.hola.com](http://www.hola.com) of ¡HOLA! magazine
- ◆ PhD in Research and Analysis of Collective Communication from the CEU San Pablo University
- ◆ PhD in Communication and Public Relations from CEU San Pablo University
- ◆ Degree in Journalism from the CEU San Pablo CEU University of Madrid with the Extraordinary End of Degree Award
- ◆ Postgraduate Degree in Economic Sciences on Communication Strategy and Corporate Image
- ◆ Specializing in Fashion and Beauty with Expertise in the Luxury Niche and the Children's Universe



*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 events in this field as a means to deepen the area of knowledge, have designed a complete syllabus specially designed to educate professionals in the information sciences on the peculiarities and characteristics of the fashion world and how to measure communication through a comprehensive analysis. 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. Specialized Press and Public Relations

- 1.1. Communication in the Specialized Press
  - 1.1.1. The Media Specialized in Fashion and Beauty, the Women's Press
  - 1.1.2. The Role of the Communication Agency in Communication
  - 1.1.3. The Current Value of the Offline Press
- 1.2. Evolution of PR communication models
  - 1.2.1. Concept of Public Relations
  - 1.2.2. Theoretical approach to classical PR models (Grunig and Hunt).
  - 1.2.3. Towards a New Approach to Public Relations, the 5th Model
- 1.3. Persuasive Communication in PR
  - 1.3.1. Persuasive and informative PR component
  - 1.3.2. Differentiation between Public Relations and Journalistic Activity.
  - 1.3.3. The role of PR vs. the role of Marketing and advertising
- 1.4. Tools for Communicating with the Press
  - 1.4.1. The Press Office and How It Works
  - 1.4.2. Useful Press Materials
  - 1.4.3. How to Construct an Effective Press Release?
- 1.5. Fashion and Beauty Communication Planning and Strategy
  - 1.5.1. Preliminary Study: *Briefing Analysis*
  - 1.5.2. The RACE Method
  - 1.5.3. The Communication Plan
- 1.6. Communication Actions and Events for Fashion & Beauty
  - 1.6.1. Types of Communication in the Service of Brands
  - 1.6.2. Criteria for Selecting Communication Actions
  - 1.6.3. Design of activities and *setting* agenda in beauty and fashion







- 1.7. Measuring Results
  - 1.7.1. The Need to Monitor Public Relations
  - 1.7.2. Classic Quantitative Measurement Tools: Clipping and VPE
  - 1.7.3. The Importance of Qualitative Valuation
- 1.8. Mistakes to Avoid in Communication and the Field of PR
  - 1.8.1. Downplaying the Importance of the Media
  - 1.8.2. Excessive Content and Lack of Relevance
  - 1.8.3. Improvisation vs. Planning
- 1.9. Ethics and Psychosocial Perspectives
  - 1.9.1. Public Relations in the 21st Century: Between Progress and Social Welfare.
  - 1.9.2. Social Responsibility and Public Relations
  - 1.9.3. The Ethics of Public Relations: Self-Awareness, Independence, and Commitment
- 1.10. Latest Trends and Studies in Public Relations
  - 1.10.1. The New PR, More "Social" than Ever Before
  - 1.10.2. Emotional Communication and Neuromarketing
  - 1.10.3. Key Insights into Today's Consumers



*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.





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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 method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a way of learning 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 prepare 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 balance each of these elements concentrically.

This methodology has prepared 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 adapted in 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 competencies and skills in each thematic field. 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.

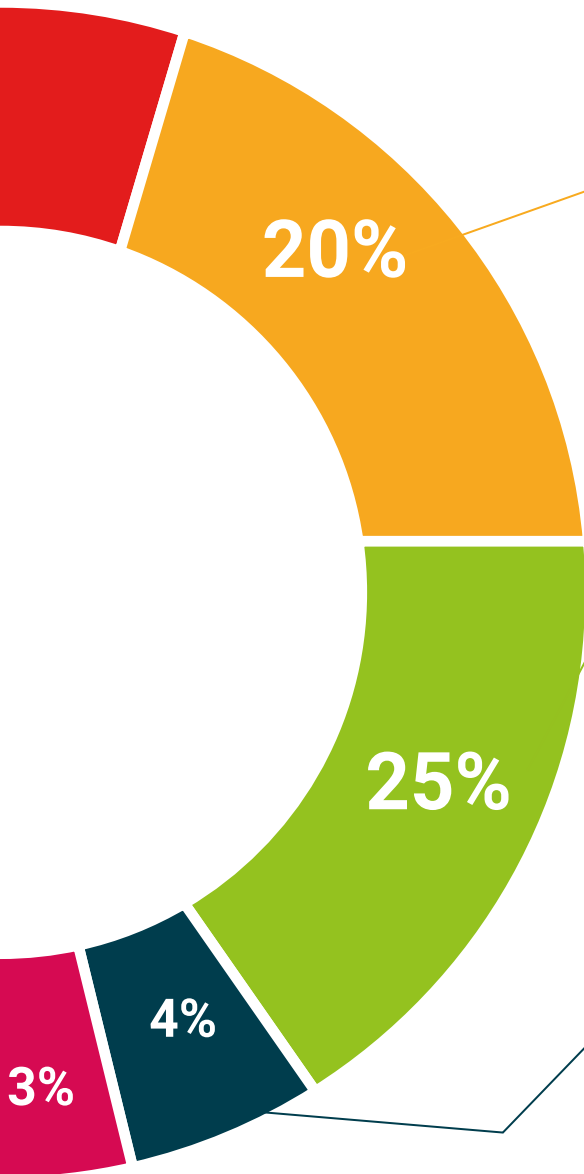


### Additional Reading

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 assess and re-assess 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 Specialized Press and Public Relations in Fashion, Beauty and Luxury 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 Specialized Press and Public Relations in Fashion, Beauty and Luxury 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 Specialized Press and Public Relations in Fashion, Beauty and Luxury**

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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