

Postgraduate Certificate Strategic and Corporate Communication



Postgraduate Certificate

Strategic and Corporate Communication

Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of Hours: 150 h.

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/strategic-corporate-communication

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01

Introduction

Corporate communication has changed considerably in recent years, making it essential for journalism and communication professionals to update their knowledge in order to successfully apply the latest trends in communication management and therefore ensure the fulfillment of business objectives. With this Strategic and Corporate Communication Program, students will develop their skills as communicators and obtain the necessary skills to create and produce content and design communication campaigns and plans, both online and offline. This is an ideal academic program for personal improvement and to obtain a positive change at a professional level that allows you to interact with the best in the industry.



“

We offer you the best teaching methodology, and a multitude of practical cases to simulate the real-life situations that you could face throughout your profession”

The 150 teaching hours of this program will provide students with the most cutting-edge knowledge in a field of study of paramount importance in any company. It is not enough to know how to communicate to achieve success; today it is necessary to be positioned as a source of value for users and customers who are increasingly critical and capable of discerning between what is true and what is not. The Head of Strategic and Corporate Communications will be in charge of aligning the company with those trends and values that most resonate with its idiosyncrasy and that have the greatest potential to attract and retain its target customers.

The 100% online format of this Postgraduate Certificate allows students to study at their own pace.



Journalists' careers have become considerably more diverse in the last few years. Today, one of the professional opportunities with plenty of job openings is in the field of corporate communication"

This **Postgraduate Certificate in Strategic and Corporate Communication** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Corporate Communication
- ♦ Its graphic, schematic and practical contents provide scientific and practical information on those disciplines that are essential for professional practice
- ♦ The latest information on Corporate Communication
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in Journalism, Strategic and Corporate 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 outstanding journalist and learn how to successfully work in the communications offices of companies in all sectors”

The program includes professionals belonging to the field of journalism and communication in its teaching staff, who bring their work experience to this course, along with recognized specialists from prestigious reference societies 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 student must try to solve the different professional practice situations that arise throughout the program. To do so, professionals will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of Strategic and Corporate Communication.

TECH offers you the best program in Corporate Communication on the current market. You only have to bring your enthusiasm to study.

Learn about the latest trends in the area of corporate communication and become a top-level professional.



02

Objectives

This program is designed to strengthen students' skill sets and help them to develop new competencies in the field of communication that will be essential in their professional development as journalists and communicators. After the program, students will be able to design and implement specific actions, either as part of a company's press office or as a specialized journalist. In this way, students will be able to position themselves as successful professionals, achieving great skills that will allow them to manage projects of diverse magnitude.



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If your objective is to develop as a journalist and communicator within the business sector, creating strategies successful plans, then this Postgraduate Certificate is for you”



General Objective

- Enable communication professionals to manage a large company, acquiring the necessary knowledge in each area of the company





Specific Objectives

- ◆ Elaborate texts based on the structural and linguistic conventions of each textual typology
- ◆ Develop communication strategies for project planning, identifying the main objective of each one

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Develop your skills to become a versatile communicator at the forefront of the latest trends”

03

Structure and Content

The structure of the contents has been designed by a team of Journalism, Marketing and Communication professionals, aware of the importance of the current relevance from professional development in this field as a means to delve into knowledge area, have designed this program's syllabus specially to prepare professionals in the singularities and characteristics of the Communication and Managerial Skills world. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.



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

Module 1. Strategic and Corporate Communication

- 1.1. Communication in Organizations
 - 1.1.1. Organizations, People and Society
 - 1.1.2. Historical Evolution of Organizational Behavior
 - 1.1.3. Bidirectional Communication
- 1.2. Trends in Business Communication
 - 1.2.1. Generation and Distribution of Corporate Content
 - 1.2.2. Business Communication on the Web 2.0
 - 1.2.3. Implementation of Metrics in the Communication Process
- 1.3. Integral Communication Plans
 - 1.3.1. Audit and Diagnosis
 - 1.3.2. Elaboration of Communication Plan
 - 1.3.3. Measuring Results: KPIs and ROI
- 1.4. Internal Communication
 - 1.4.1. Motivational Programs, Social Action, Participation and HR Training Programs
 - 1.4.2. Internal Communication Support and Tools
 - 1.4.3. Internal Communication Plan
- 1.5. External Communication
 - 1.5.1. External Communication Actions
 - 1.5.2. The Need for Communication Offices
- 1.6. Reputation Management
 - 1.6.1. Corporative Reputation Management
 - 1.6.2. Focus on Brand Reputation
 - 1.6.3. Leadership Reputation Management
- 1.7. Digital Communication and Reputation
 - 1.7.1. Online Reputation Report
 - 1.7.2. Netiquette and Good Practices on Social Media
 - 1.7.3. Branding and Networking 2.0





- 1.8. Communication in Crisis Situations
 - 1.8.1. Definition and Types of Crises
 - 1.8.2. Phases of the Crisis
 - 1.8.3. Messages: Contents and Moments
- 1.9. Lobbies and Pressure Groups
 - 1.9.1. Opinion Groups and Their Actions in Businesses and Institutions
 - 1.9.2. Institutional Relations and Lobbying
 - 1.9.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 1.10. Corporate Brand Strategy
 - 1.10.1. Public Image and Stakeholders
 - 1.10.2. Corporate Branding Strategy and Management
 - 1.10.3. Corporate Communication Strategy in Line with Brand Identity

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A unique, key, and decisive training experience to boost your professional development”

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.



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 student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

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.



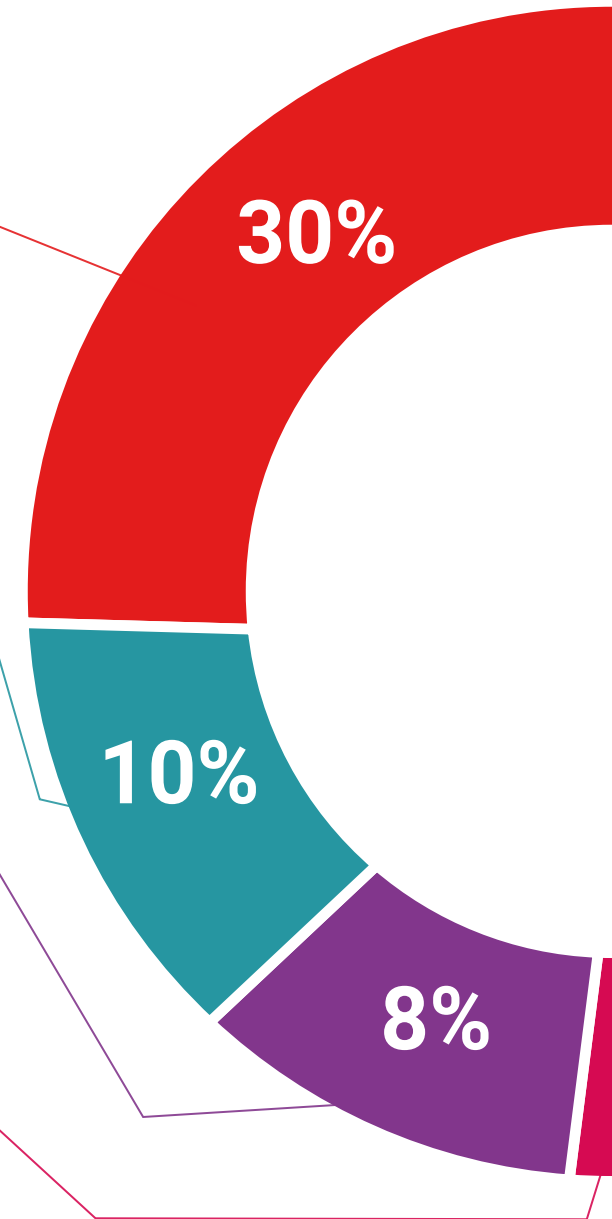
Practising Skills and Abilities

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 Strategic and Corporate Communication 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 Strategic and Corporate Communication** 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 Strategic and Corporate Communication**

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 quality
development language
virtual classroom



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