Postgraduate Certificate
The Electoral Campaign

tech technological university

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The Electoral Campaign

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-certificate/the-electoral-campaign**

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01
Introduction

For journalists working in Political Communications, it is crucial to have a deep knowledge of all those methodologies and techniques that are effective in running a successful electoral campaign. In this sense, this prestigious academic plan of TECH is an intensive program that prepares the student to face challenges and business decisions in the field of the Electoral Campaign. Its main objective is to promote the student's personal and professional growth by helping them to achieve success. If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

> *Don't miss this great opportunity and acquire high-level skills that will help you design successful electoral campaigns"*

The content of the Postgraduate Certificate in The Electoral Campaign is designed to favor the development of the journalist's professional competencies that allow for more rigorous decision making in uncertain environments.

Throughout this academic refresher program, the journalist will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with the design and implementation of an electoral campaign, and is designed to train communication professionals who understand political communication from a strategic, international and innovative perspective.

A plan designed to favor the development of students, focused on their professional improvement and that prepares them to achieve excellence in the field of communication and Political Marketing. A program that understands the student's needs and those of your company through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty. All this will provide the student with the skills to solve critical situations in a creative and efficient way.

Furthermore, the 100% online format of the course allows the student to control their hours of study, without the inconvenience of traveling to an education center for classes.

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

- The development of case studies presented by experts in journalism and political communication.
- 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.
- New developments in Journalism and Political Communication
- Practical exercises where a self-assessment process is carried out to improve learning.
- Its special emphasis on innovative methodologies in Journalism and Political Marketing for electoral campaigns.
- The interactive learning system based on algorithms for decision making on the situations posed in Political 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

You are just one click away from a complete academic immersion that will position you as an expert in electoral campaign communication"

A program designed with you in mind, focused on your needs and designed for academic excellence"

This program will allow you to enhance your capabilities and help you become a prestigious professional"

Work with the best professionals in this area by taking this academic program that TECH offers you"

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

Its 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 education programmed to train in real situations.

This program is designed around Problem-Based Learning, where the student must try to solve different professional practice situations that arise during the course. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

The objective of this Postgraduate Certificate is to train highly qualified journalism professionals for their professional development and career advancement. An objective that is complemented in a global manner, with the promotion of human development that lays the foundations for a more responsible and committed society, a better society. In this Postgraduate Certificate, this objective is materialized by providing the necessary tools to face the challenge of creating a strategic planning of Marketing and Political Communication that includes ethical propositions in the political proposal. A goal that, in only twelve weeks, the student will be able to achieve, with a high intensity and precision program.

" *TECH has designed this program with a single objective: to catapult the communication professionals towards success in their practice as experts in electoral campaigns*"

General Objectives

- Understand the functioning of Political Institutions and Organizations
- Know the objectives and tools of Marketing and Political Communication
- Know how to apply marketing and communication tools according to the political product: program, party and candidate
- Know the stages and development of a political and electoral campaign

A path of specialization and professional growth that will propel you towards greater competitiveness in the labor market"

Specific Objectives

- Know the functioning of Social Marketing, Political Marketing and Electoral Marketing
- Define the components of the political market
- Learn how to conduct social and political research and diagnosis of the situation
- Carrying out a Political Marketing Plan
- Analyze the political organization
- Define the objectives and strategies of the Political Marketing plan and how to implement them
- Describe the components of the electoral market and conduct research
- Analyze electoral behavior
- Describe the voting intention studies
- Learn how to make an electoral campaign diagnosis, a campaign plan and how to develop an electoral product
- Determine the action plan for an election and post-election campaign

03
Course Management

The design of this academic program has been created by a team of professionals in Journalism and Political Communication, with years of professional and teaching experience. All of them, aware of the current need for quality education in the field of Journalism and communication, have joined their knowledge to provide students with the most complete program on the market, which will allow them to develop in the field of Journalism and Political Marketing, achieving first class professional skills and becoming a much more reputable professional in the sector.

The best faculty is at the best university. Don't miss out on this great academic opportunity"

Management

Dr. López Rausell, Adolfo

- Director of TECH Business School
- Technical Direction in Projects and Market Studies at Investgroup
- Management in Innovation Club of the Valencian Community
- Degree in Economics and Business Administration, Universitat de València
- Diploma in Marketing in ESEM Business School

Professors

Mr. Eskibel, Daniel
- Psychologist and political consultant, world reference in political psychology

Dr. Morcillo, Guadalupe
- Expert in Political Communication
- Dr. in Classical Philology
- Master's Degree in Governance, Political Marketing and Strategic Communication

Mr. Landero Madroñal, Jordi
- Degree in Information Sciences

Ms. Sanz Campos, Ana
- Executive and political coaching and mentoring

"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 and Political Marketing who, aware of the importance of the current relevance of training in this field as a means to deepen the area of knowledge, have designed a complete syllabus specially designed to train professionals in the Information Sciences on the singularities and characteristics of the world of Political Communication. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.

" *This program has been designed based on the latest evidence and research. This will ensure that, after completing this Postgraduate Certificate, your knowledge will be completely up to date"*

Module 1 The Electoral Campaign: Conventional Performance Tools

Module 2 The Electoral Campaign: Online Tools for Action

If you want to grow and become an expert in communication and electoral campaigns, then this Postgraduate Certificate is for you"

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 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.

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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.
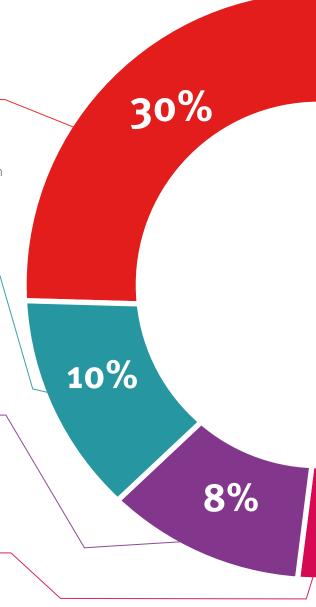
Practising Skills and Abilities

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.
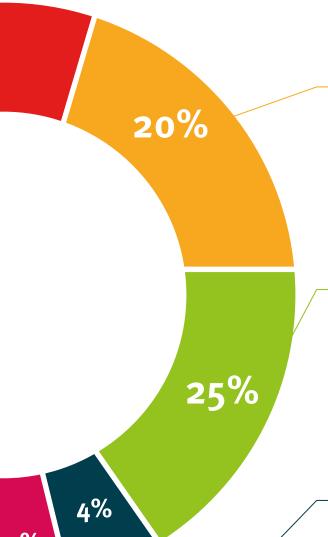
Additional Reading

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.

30%

10%

8%

20%

25%

4%

3%

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 The Electoral Campaign 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 The Electoral Campaign** 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 diploma** 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 The Electoral Campaign**

Official Nº of Hours: **300 h.**

tech technological university

Awards the following
DIPLOMA
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

The Electoral Campaign

This is a qualification awarded by this University, equivalent to 300 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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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