Postgraduate Diploma

Business Strategy

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Postgraduate Diploma

Business Strategy

- Modality: **online**
- Duration: **4 months**
- Certificate: **TECH Technological University**
- Dedication: **16h/week**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-business-strategy

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01

Introduction

Companies are increasingly aware of the importance of communication in achieving their objectives. As a result, there is an increasing demand for journalists and communicators who specialize in this area. In this sense, this prestigious TECH academic program contains an intensive syllabus that prepares students to face corporate challenges and decisions in the field of business communication strategy. Its primary objective is to promote personal and professional growth by helping the student to achieve success.

Do not miss this high-level program that will allow you to grow and position yourself as an expert journalist in communication and business strategy"

The content of this Postgraduate Diploma in Business Strategy is designed to promote the development of professional journalist skills to enable more rigorous decision-making in uncertain environments.

Throughout this program, journalists will analyze a multitude of practical cases through individual work and teamwork. It is, therefore, an authentic immersion in real situations related to Business Strategy.

This Postgraduate Diploma deals in depth with the different types of strategies that can be generated within the company at a communicative level and that can give great results at various levels. All this from a global, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in the field of Business Strategy. A program that understands both yours and your company's needs through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations creatively and efficiently.

Furthermore, the 100% online format of the program allows the student to manage their own studies, without the inconvenience of traveling to an education center for classes.

This **Postgraduate Diploma in Business Strategy** contains the most complete and up-to-date academic program on the market. The most important features include:

- 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 Political Communication
- Practical exercises where a self-assessment process is carried out to improve learning
- Special emphasis on innovative methodologies in Journalism and Political Communication
- The interactive learning system based on algorithms for decision making on the situations posed in Journalism and 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

Good communication is crucial for the success of a company. With programs like this one, journalists learn how to design successful business strategies and boost the results of their activities"

A program full of theoretical and practical material specially designed to lead journalists to success in their daily practice"

Communication is the key to leading a political organization to success. Learn how to design successful Political Marketing strategies with this Postgraduate Diploma that TECH puts in your hands.

The Journalism professionals who practice as experts in Business Strategy must know the most innovative formulas to practice their profession.

The program includes, in its teaching staff, professionals belonging to the field of journalism and communication, who contribute their work experience to this program, as well as recognized specialists from leading 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 training program designed to train in real situations.

This program is designed around Problem Based Learning, whereby 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 developed by renowned experts in the field of Business Communication and with great experience.

02

Objectives

TECH's objective 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 Diploma, this objective is brought to fruition by providing the tools required to face the challenge of creating a strategic planning of business communication. A goal that you will be able to achieve thanks to a highly intensive and detailed course.

Don't miss this great educational opportunity and become a successful professional in Business Communication. You will enter a booming sector"

General Objectives

- Knowledge of the fundamentals of management, strategy, marketing and communication
- Understand the functioning of companies and their communication strategies
- Know the objectives and tools ofmarketing and business communication

TECH provides you with the latest content in the industry with one objective in mind: to help you achieve all your professional goals"

Specific Objectives

Module 1 Management and Strategy of Companies and Organizations

- Learn about General Management and its functions
- Study the concept of management development and leadership
- Describe the elaboration of a strategic plan
- Knowledge of the concept of strategic management
- Review the characteristics and peculiarities of digital strategy, corporate strategy and technology strategy
- Develop the implementation of the strategy
- Acquire in-depth knowledge of financial management
- Review all necessary aspects of strategic human resources management

Module 2 Corporate Communication

- Learn how communication works and is managed in organizations
- Analyze trends in business communication
  Study advertising communication
- Study the effects of commercial and advertising communication
- Learn about communication in times of crisis
- Study about digital reputation
- See the basics of internal communication
- Know what branding is and how it is developed
- Learn what a comprehensive communication plan is and how it should be developed
- Learn about organizational design and structure

Module 3 Organizations: Crisis Management and Social Responsibility

- Define corporate social responsibility
- Study what social responsibility is within an organization
- See how reputation, risk and crisis management is performed
- Recognize conflicts in organizations
- Study about lobbies and pressure groups and negotiation
- Know what a brand strategy is

Module 4 Marketing and Institutional Communication

- Analyze political action in institutions
- Understand what institutional marketing and public communication is and how it works
- Develop institutional communication strategies
- Know how the institutional political agenda is planned
- Study how a governmental communication is carried out and the concept of open government
- Analyze communication in democracies and what is digital democracy
- Learn what social responsibility is and how it works in the institutions

03

Course Management

The design of this academic program has been created by a team of journalism and communication professionals with years of professional and teaching experience. All of them, aware of the current need for a quality program in the field of journalism, have joined their knowledge to provide you with the most complete program on the market, which will allow the student to develop in the field of Journalism and Business Communication with greater guarantees of success.

The best faculty is at TECH. Don't miss this educational opportunity"

International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.

Dña. McIntoch, Jess

- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

Thanks to TECH, you will be able to learn with the best professionals in the world"

Management

Mr. 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

Mr. Landero Madroñal, Jordi

- Degree in Information Sciences
- Journalist

Ms. Morcillo, Guadalupe

- Expert in Political Communication
- Dr. in Classical Philology
- Master's Degree in Governance, Strategy Business and Strategic Communication

Ms. Sanz Campos, Ana

- Executive and political coaching and mentoring

04

Structure and Content

The syllabus of this program has been devised and created by a team of professionals in Journalism and Marketing who, aware of the importance of communication in companies of all sizes, have designed a complete compendium of contents specially designed to train professionals in the Information Sciences on the singularities and characteristics of the world of Strategic Communication.

First-rate content, in multimedia format and adapted to the current needs of the profession"

Module 1 Management and Strategy of Companies and Organizations

1.1 *General Management*
- 1.1.1. The Concept of *General Management*
- 1.1.2. The CEO's Role
- 1.1.3. The CEO and their Responsibilities
- 1.1.4. Transforming the Work of Management

1.2. Management and Leadership Development
- 1.2.1. Concept of Management Development
- 1.2.2. Concept of Leadership
- 1.2.3. Leadership Theories
- 1.2.4. Leadership Styles
- 1.2.5. Intelligence in Leadership
- 1.2.6. The Challenges of Today's Leader

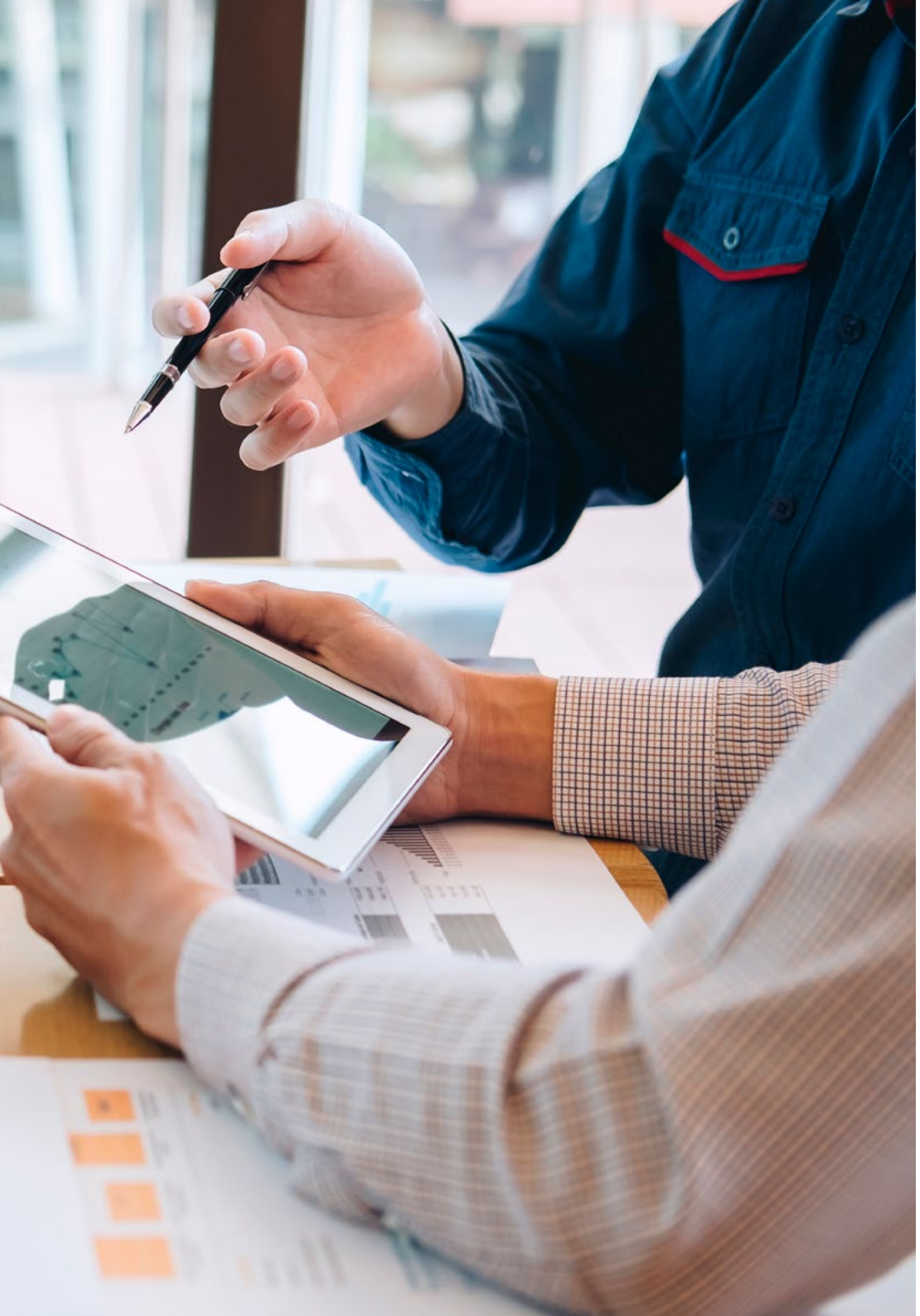
1.3. Planning and Strategy
- 1.3.1. The Plan in a Strategy
- 1.3.2. Strategic Positioning
- 1.3.3. Strategy in Companies
- 1.3.4. Planning

1.4. Strategic Management
- 1.4.1. The Concept of Strategy
- 1.4.2. The Process of Strategic Management
- 1.4.3. Approaches in Strategic Management

1.5. Digital Strategy
- 1.5.1. Technology Strategy and its Impact on Digital Innovation
- 1.5.2. Strategic Planning of Information Technologies
- 1.5.3. Strategy and The Internet

1.6. Corporate Strategy
- 1.6.1. The Concept of Corporate Strategy
- 1.6.2. Types of Corporate Strategies
- 1.6.3. Corporate Strategy Definition Tools

1.7 Corporate Strategy and Technology Strategy
- 1.7.1. Creating Value for Customers and Shareholders
- 1.7.1. Strategic IS/IT Decisions
- 1.7.3. Corporate Strategy vs. Technology and Digital Strategy



Module 2 Corporate Communication

2.1. Communication in Organizations
- 2.1.1. Organizations, People and Society
- 2.1.2. Historical Evolution of Organizational Behavior
- 2.1.3. Bidirectional Communication

2.2. Trends in Business Communication
- 2.2.1. Generation and Distribution of Corporate Content
- 2.2.2. Business Communication on the Web 2.0
- 2.2.3. Implementation of Metrics in the Communication Process

2.3. Advertising Communication
- 2.3.1. Integrated Marketing Communication
- 2.3.2. Advertising Communication Plans
- 2.3.3. *Merchandising* as a Communication Technique

2.4. Effects of the Media
- 2.4.1. Effectiveness of Commercial and Advertising Communication
- 2.4.2. Theories on the Effects of the Media
- 2.4.3. Social and Co-creation Models

2.5. Online Agencies, Media, and Channels
- 2.5.1. Integral, Creative, and Online Agencies
- 2.5.2. Traditional and New Media
- 2.5.3. Online Channels
- 2.5.2. Other Digital *Players*

2.6. Communication in Crisis Situations
- 2.6.1. Definition and Types of Crises
- 2.6.2. Phases of the Crisis
- 2.6.3. Messages: Contents and Moments

2.7. Digital Communication and Reputation
- 2.7.1. Online Reputation Report
- 2.7.2. Netiquette and Good Practices on Social Media
- 2.7.3. *Branding and Networking* 2.0

2.8. Internal Communication
- 2.8.1. Motivational Programs, Social Action, Participation and Training with HR
- 2.8.2. Internal Communication Support and Tools
- 2.8.3. Internal Communication Plan

2.9. *Branding*
- 2.9.1. The Brand and Their Functions
- 2.9.2. Brand Creation (*Branding*)
- 2.9.3. Brand Architecture

2.10. Integral Communication Plans
- 2.10.1. Audit and Diagnosis
- 2.10.2. Elaboration of Communication Plan
- 2.10.3. Measuring results: KPIs and ROI

Module 3 Organizations: Crisis Management and Social Responsibility

3.1. Organizational Design
- 3.1.1. Organizational Design Concept
- 3.1.2. Organizational Structures
- 3.1.3. Types of Organizational Designs

3.2. Structure of the Organization
- 3.2.1. Main Coordination Mechanisms
- 3.2.2. Departments and Organization Charts
- 3.2.3. Authority and Responsibility
- 3.2.4. *Empowerment*

3.3 Corporate Social Responsibility
- 3.3.1. Social Commitment
- 3.3.2. Sustainable Organizations
- 3.3.3. Ethics in Organizations

3.4. Social Responsibility in Organizations
- 3.4.1. CSR Management in Organizations
- 3.4.2. CSR Towards Employees
- 3.4.3. Sustainable Action

3.5. Reputation Management
- 3.5.1. Corporative Reputation Management
- 3.5.2. Focus on Brand Reputation
- 3.5.3. Leadership Reputation Management

3.6. Reputation Risk and Crisis Management
- 3.6.1. Listening to and Managing Feedback
- 3.6.2. Procedures, Crisis Manual and Contingency Plans
- 3.6.3. Spokesperson Training in Emergency Situations

3.7. Conflicts in Organizations
- 3.7.1. Interpersonal Conflicts
- 3.7.2. Conflict Conditions
- 3.7.3. Consequences of Conflicts

3.8. *Lobbies* and Pressure Groups
- 3.8.1. Opinion Groups and Their Actions in Businesses and Institutions
- 3.8.2. Institutional Relations and *Lobbying*
- 3.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

Module 4 Marketing and Institutional Communication

4.1. Political Action in Institutions
- 4.1.1. Concept of Institution
- 4.1.2. Types of Institutions and Social Groups
- 4.1.3. Institutional Actions

4.2. Institutional Marketing
- 4.2.1. Institutional Markets: Citizens and Entities
- 4.2.2. Institutional Offer
- 4.2.3. Citizen Satisfaction

4.3. Marketing Plans in the Institutions
- 4.3.1. Institutional Environment Analysis
- 4.3.2. Objectives of the Institution
- 4.3.3. Strategic and Operational Actions

4.4. Public Communication
- 4.4.1. Political Communication Agents
- 4.4.2. Formal Media: Press and Institutions
- 4.4.3. Informal Media: Networks and Opinion Leaders

4.5. Institutional Communication Strategies
- 4.5.1. Institutional Information Content
- 4.5.2. Institutional Communication Objectives
- 4.5.3. Main Communication Strategies

4.6. Institutional Policy Agenda Planning
- 4.6.1. Development of the Institutional Agenda
- 4.6.2. Design of Institutional Campaigns
- 4.6.3. Target Groups of the Campaigns

4.7. Government Communication: Open Government
- 4.7.1. Open Government Concept
- 4.7.2. Communication Methods
- 4.7.3. Types of Messages

4.8. Political Communication in Democracies
- 4.8.1. Demand for Information in Democratic Societies
- 4.8.2. Institutions as Sources of Information
- 4.8.3. The Media

4.9. Digital Democracy
- 4.9.1. Concept of Digital Democracy
- 4.9.2. Social Dialogue on the Internet
- 4.9.3. Elements of Use on the Internet

4.10. Social Responsibility in Institutions
- 4.10.1. Human Rights and Social Responsibility
- 4.10.2. Climate Change and Social Responsibility
- 4.10.3. Institutional Ethics

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

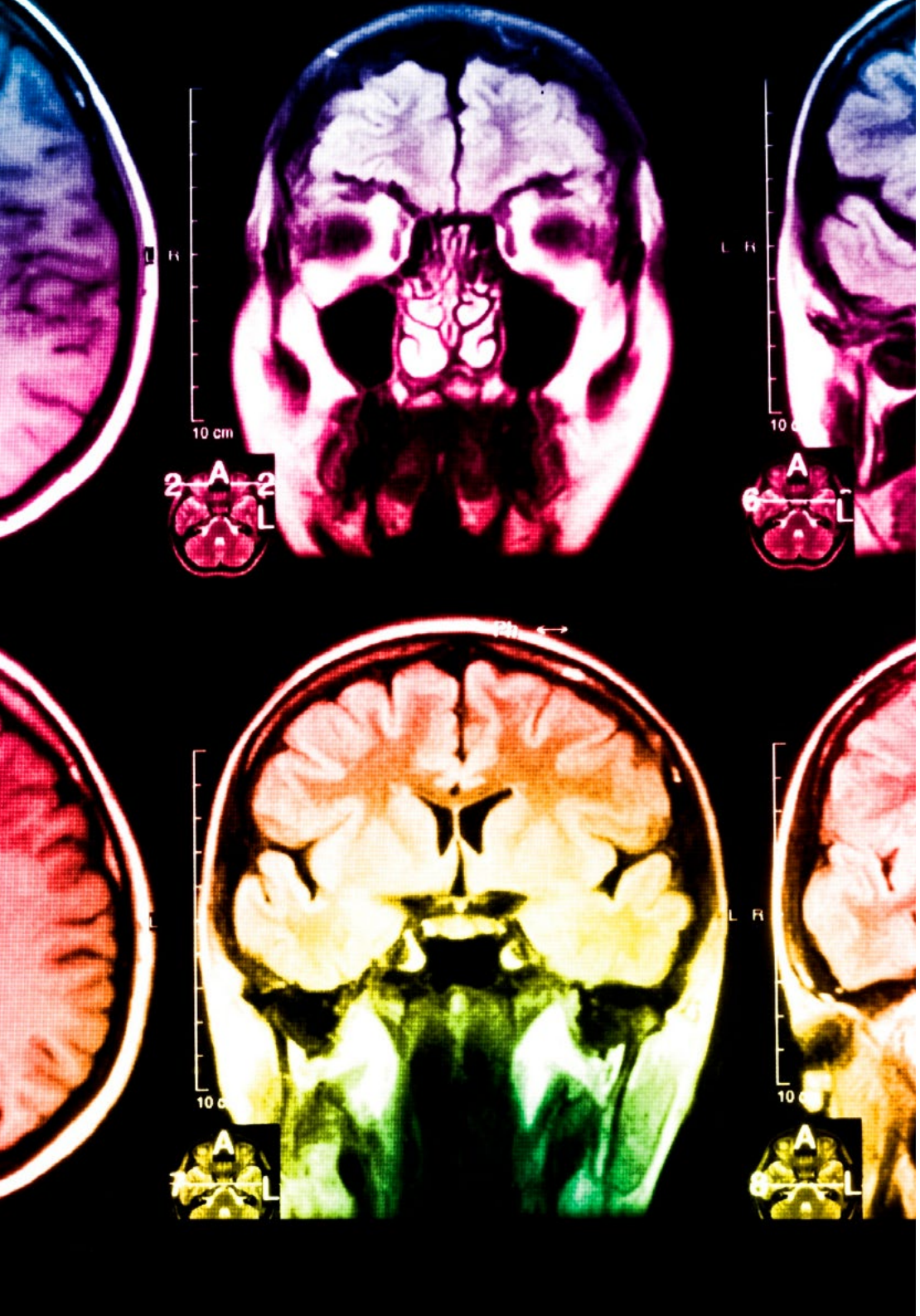
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

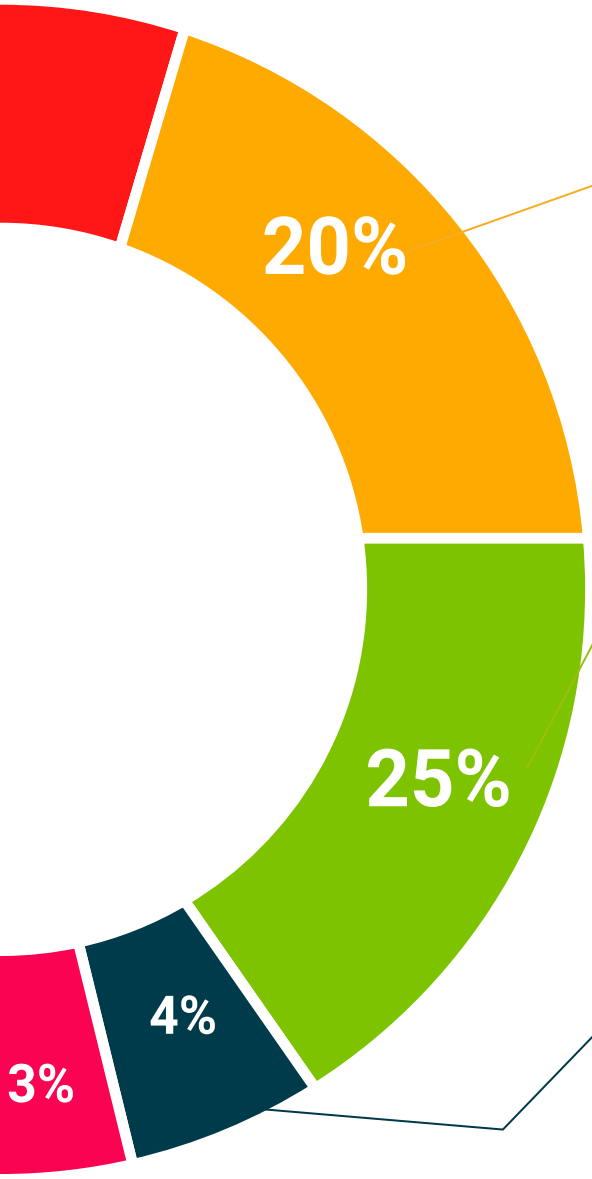
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

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

This Postgraduate Diploma in Business Strategy guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Business Strategy** 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Business Strategy**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Business Strategy

This is a qualification awarded by this University, equivalent to 500 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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