

# Postgraduate Diploma Communication Company Organization, Management and Policies





## Postgraduate Diploma Communication Company Organization, Management and Policies

- » Modality: online
- » Duration: 6 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-communication-company-organization-management-policies](http://www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-company-organization-management-policies)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 22*

06

Certificate

---

*p. 30*

# 01

# Introduction

Communication companies, like any other corporate entity, need organization, management and policies. To this extent, it is important for journalists to update their knowledge in this business sector, so that they can recognize the main bases of the business sector. This high-level program has been meticulously designed by professionals with extensive experience in the business communication sector. A unique opportunity to specialize in a sector that is currently in high demand.





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*This program is the best option you can find to specialize in Communication Company Organization, Management and Policies"*

This Postgraduate Diploma in Communication Company Organization, Management and Policies has been carefully selected in order to provide the most up-to-date and relevant information in the business sector, which in turn combines journalistic knowledge.

This Postgraduate Diploma provides students with specific tools and skills to successfully develop their professional activity in the broad environment of the Communication Company Organization, Management and Policies. It works on key skills such as knowledge of the reality and daily practice in the media and develops responsibility in monitoring and supervision of their work, as well as communication skills within the essential teamwork.

This program is designed to provide online specialization that provides all the theoretical and practical knowledge of a high-level program. Presented through high-quality multimedia content, analysis of clinical cases prepared by experts, master classes and video techniques that allow the exchange of knowledge and experience, maintain and update the skills of its members, create protocols for action and disseminate the most important developments in the specialty.

With this online program, students can organize their time and pace of learning, adapting it to their schedules, in addition to being able to access the contents from any computer or mobile device.

This **Postgraduate Diploma in Communication Company Organization, Management and Policies** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ Case studies presented by experts in Communication Company Management
- ♦ 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.
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning.
- ♦ Special emphasis on innovative methodologies in Communication Company Management
- ♦ 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



*Don't miss the opportunity to study this Postgraduate Diploma in Communication Company Organization, Management and Policies with us. It's the perfect opportunity to advance your career"*

“

*This Postgraduate Diploma is the best investment you can make when choosing a refresher program to update your existing knowledge of Communication Company Organization, Management and Policies”*

The teaching staff includes professionals from the communication sector, who bring their experience to this educational program, as well as renowned specialists from leading societies and prestigious 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 immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. The professional will be assisted by an innovative interactive video system created by renowned and experienced experts in Communication Company Management.

*This 100% online program will allow you to combine your studies with your professional work while increasing your knowledge in this field.*

*This program comes with the best educational material, providing you with a contextual approach that will facilitate your learning.*



# 02

# Objectives

The program in Communication Company Organization, Management and Policies is designed to facilitate professional performance in the field to acquire knowledge of the main developments in the communication sector.







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*This is the best option to learn about the latest advances in Communication Company Organization, Management and Policies”*



### General Objective

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- Prepare the media professional to manage a large company, acquiring the necessary knowledge in each area of the company



*A high-level educational program that will allow you to learn in a gradual way and quickly integrate what you have learned"*





## Specific Objectives

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### Module 1. Organization, Management and Company Policies

- ♦ Define the company's policies according to the vision and mission to be achieved
- ♦ Design management guidelines for a correct business organization
- ♦ Design company policies in order to achieve the proposed objectives
- ♦ Design a structure that allows to identify the organization of positions within the company

### Module 2. Communication Company Management

- ♦ Build a plan for the development and improvement of personal and managerial skills
- ♦ Develop the ability to detect, analyze and solve and problem solving
- ♦ Define the mission and vision of the company, as well as its public and what it wants to transmit from the role of communication

### Module 3. Strategic and Corporate Communication

- ♦ Gain knowledge about all the techniques to manage a communication company
- ♦ Identify tools and techniques for corporate growth
- ♦ Know the communication channels within the company, so that ideas can be shared immediately
- ♦ Carry out a strategic plan that allows communication to create a corporate impulse within the business world



04

# Course Management

The program includes in its teaching staff leading experts in all aspects of marketing management and political communication, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.





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*We have the best teaching staff to help you achieve professional success"*

## Management



### **Ms. Iñesta Fernández, Noelia**

- Journalist and Social Media Manager
- Communications Manager (G. Greterika Imp-Exp)
- Communications and Marketing Manager (Corporate)
- Community Manager in SMEs of Channel Horeca
- Local media writer
- D. in Media Research
- Master's Degree in Social Media Management
- Degree in Journalism.
- Higher Technician in Audiovisual Production





03

# Structure and Content

The structure of the contents has been designed by the best professionals in Communication Company Management, with extensive experience and recognized prestige in the profession.







“

*This Postgraduate Diploma in Communication Company Organization, Management and Policies contains the most complete and up-to-date scientific program on the market”*

## Module 1. Organization, Management and Company Policies

- 1.1. Organizational Structure
  - 1.1.1. Main Coordination Mechanisms
  - 1.1.2. Departments and Organization Charts
  - 1.1.3. Authority and Responsibility
  - 1.1.4. Empowerment
- 1.2. Organisational Design
  - 1.2.1. Organizational Design Concept
  - 1.2.2. Organizational structure
  - 1.2.3. Types of Organizational Designs
- 1.3. Strategic Human Resources Management
  - 1.3.1. Job Design, Recruitment, and Selection
  - 1.3.2. Training and Career Development
  - 1.3.3. Strategic Approach to People Management
  - 1.3.4. Design and Implementation of Personnel Policies and Practices
- 1.4. Financial Management
  - 1.4.1. Sector Opportunities and Threats
  - 1.4.2. The Concept of Value and Value Chain
  - 1.4.3. Scenario Analysis, Decision-Making and Contingency Planning
- 1.5. Fundamentals of Commercial Management
  - 1.5.1. Internal and External Analysis. SWOT Analysis
  - 1.5.2. Sector and Competitive Analysis
  - 1.5.3. CANVAS Model
- 1.6. Product Management
  - 1.6.1. Product Classifications
  - 1.6.2. Differentiation
  - 1.6.3. The Design
  - 1.6.4. Luxury
  - 1.6.5. Environmental Issues







- 1.7. Pricing Principles
  - 1.7.1. Introduction to Pricing
  - 1.7.2. Stages in Pricing
- 1.8. Distribution Channel Management
  - 1.8.1. Concept and Functions of Commercial Distribution
  - 1.8.2. Design and Management of Distribution Channels
- 1.9. Advertising Communication
  - 1.9.1. Integrated Marketing Communication
  - 1.9.2. Advertising Communication Plan
  - 1.9.3. Merchandising as a Communication Technique
- 1.10. E-Commerce
  - 1.10.1. Introduction to E-Commerce
  - 1.10.2. Differences between Traditional Commerce and E-commerce
  - 1.10.3. Technological e-Commerce Platforms

## Module 2. Communication Company Management

- 2.1. The Industries of Communication
  - 2.1.1. Mediamorphosis
  - 2.1.2. Digital Transformation
  - 2.1.3. Cybermedia
- 2.2. Legal and Economic Structure of Communication Enterprises
  - 2.2.1. Individual Entrepreneur
  - 2.2.2. Trading Companies
  - 2.2.3. Media Conglomerates
- 2.3. Structure, Administration and Challenges of Management
  - 2.3.1. Departmental Structure in Communication Management
  - 2.3.2. Current Trends in Management Models
  - 2.3.3. Integration of Intangibles
  - 2.3.4. Communication Department Challenges
- 2.4. Strategic Analysis and Competitiveness Factors
  - 2.4.1. Analysis of the Competitive Environment
  - 2.4.2. Competitiveness Determinants

- 2.5. Business ethics
  - 2.5.1. Ethical Behavior in Companies
  - 2.5.2. Deontology and Ethical Codes
  - 2.5.3. Fraud and Conflicts of Interest
- 2.6. The Importance of Marketing in Communication Companies
  - 2.6.1. Marketing Strategies in Traditional Media
  - 2.6.2. Impact of Social Networks on the Media Agenda
- 2.7. Strategic Thinking and Systems
  - 2.7.1. The Company as a System
  - 2.7.2. Strategic Thinking Derived from Corporate Culture
  - 2.7.3. The Strategic Approach From a People Management Perspective
- 2.8. Branding
  - 2.8.1. The Brand and Their Functions
  - 2.8.2. Branding
  - 2.8.3. Brand Architecture
- 2.9. Creative Strategy Formulation
  - 2.9.1. Explore Alternative Strategies
  - 2.9.2. Counter Briefing or Creative Briefing
  - 2.9.3. Branding and Positioning
- 2.10. Design of a Crisis Manual/Crisis Communication Plan
  - 2.10.1. Preventing the Crisis
  - 2.10.2. Managing Crisis Communication
  - 2.10.3. Recovering from the Crisis

### Module 3. Strategic and Corporate Communication

- 3.1. Communication in Organizations
  - 3.1.1. Organizations, People and Society
  - 3.1.2. Historical Evolution of Organizational Behavior
  - 3.1.3. Bidirectional Communication
- 3.2. Trends in Business Communication
  - 3.2.1. Generation and Distribution of Corporate Content
  - 3.2.2. Business Communication on the Web 2.0
  - 3.2.3. Implementation of Metrics in the Communication Process
- 3.3. Integral Communication Plans
  - 3.3.1. Audit and Diagnosis
  - 3.3.2. Elaboration of Communication Plan
  - 3.3.3. Measuring results: KPIs and ROI
- 3.4. Internal Communication
  - 3.4.1. Motivational Programs, Social Action, Participation and Training with HR
  - 3.4.2. Internal Communication Support and Tools
  - 3.4.3. Internal Communication Plan
- 3.5. External Communication
  - 3.5.1. External Communication Actions
  - 3.5.2. The Need for Communication Offices
- 3.6. Reputation Management
  - 3.6.1. Corporate Reputation Management
  - 3.6.2. Focus on Brand Reputation
  - 3.6.3. Leadership Reputation Management
- 3.7. Digital Communication and Reputation
  - 3.7.1. Online Reputation Report
  - 3.7.2. Netiquette and Good Practices on Social Media
  - 3.7.3. Branding and Networking 2.0





- 3.8. Communication in Crisis Situations
  - 3.8.1. Definition and Types of Crises
  - 3.8.2. Phases of the Crisis
  - 3.8.3. Messages: Contents and Moments
- 3.9. Lobbies and Pressure Groups
  - 3.9.1. Opinion Groups and Their Actions in Businesses and Institutions
  - 3.9.2. Institutional Relations and Lobbying
  - 3.9.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 3.10. Corporate Brand Strategy
  - 3.10.1. Public Image and Stakeholders
  - 3.10.2. Corporate Branding Strategy and Management
  - 3.10.3. Corporate Communication Strategy in Line with Brand Identity



*This program will allow you to advance  
in your career comfortably"*

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.

“

*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.



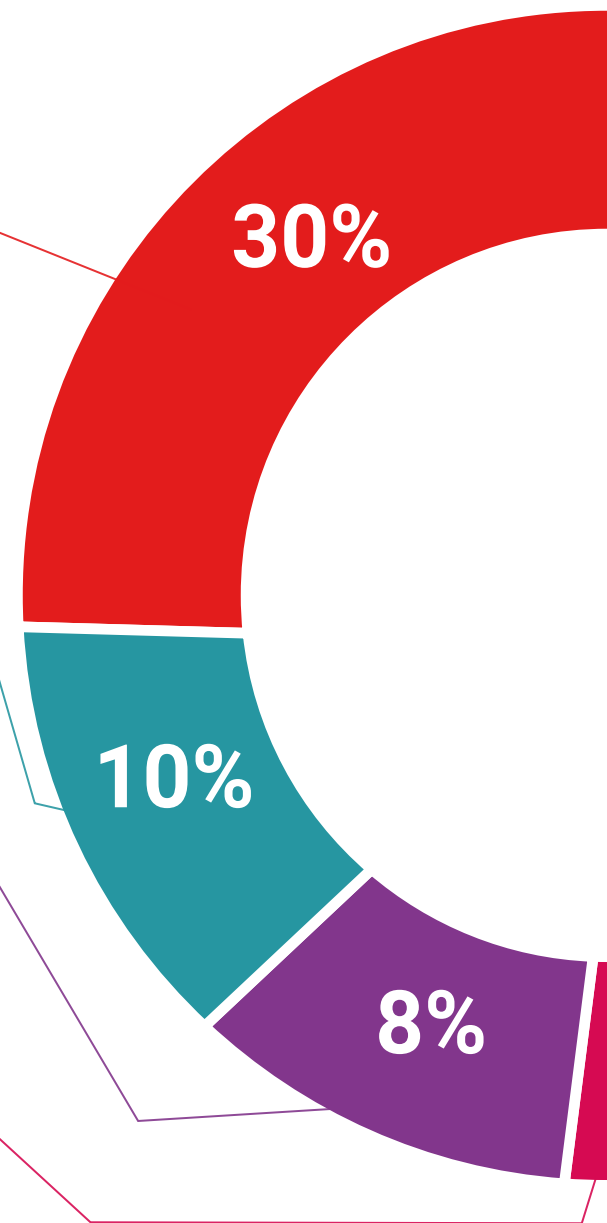
### Practising Skills and Abilities

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

The Postgraduate Diploma in Organization, Management and Communication Company Policies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Communication Company Organization, Management and Policies** 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 Communication Company Organization, Management and Policies**

Official N° of Hours: **450 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  
development language  
virtual classroom

**tech** technological  
university

**Postgraduate Diploma**  
Communication Company  
Organization, Management  
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Communication Company  
Organization, Management  
and Policies