

# Postgraduate Diploma Communication in the Digital Environment



## Postgraduate Diploma Communication in the Digital Environment

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-digital-environment](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-digital-environment)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 18*

05

Certificate

---

*p. 26*

# 01

# Introduction

In recent years, corporate communication has evolved profoundly due to the growth and consolidation of the digital environment, a circumstance that has forced professionals to renew their knowledge in order to successfully face the new challenges posed by this change. By taking this academic program in Communication in the Digital Environment, students will develop the necessary skills to create and produce digital content, as well as to design online communication campaigns and plans.





*A high-level program that will catapult  
journalists and communicators towards  
success in the practice of their profession"*

Communication has become a condition for achieving the vast majority of a company's objectives. In this complex digital ecosystem, journalists and communication professionals need to have a great knowledge of the changes and trends that may occur within it.

The mass media have seen their predominance snatched away by social networks, and the bidirectional nature of the latter forces corporate communication managers to arm themselves with knowledge and skills that allow them to face the usual crises that a simple comment from a user, for example, can unleash.

Therefore, communicators' roles in companies have become more crucial than ever. It is no longer enough to know how to convey a message; it is now necessary to know how to break through the audience's mind, bombarded by information tailored to their needs by algorithms that seek to capture their attention at all costs. In this battle for the consumers', customers' and users' time, the key is to manage information wisely and with flexible objectives in mind.

In short, this is a high-quality, forward-looking program, designed according to the demands that the working world expects of communicators and whose objective is to guide students towards excellence in the field of Communication in the Digital Environment. Furthermore, the 100% online format of the course allows students to control their hours of study, without the inconvenience of traveling to an education center for classes.

This **Postgraduate Diploma in Communication in the Digital Environment** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ The development of case studies presented by experts in Corporate 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
- ♦ 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, Communication in the Digital Environment
- ♦ 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



*Work with the best professionals  
in the field with this Postgraduate  
Diploma with curricular excellence"*

“

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

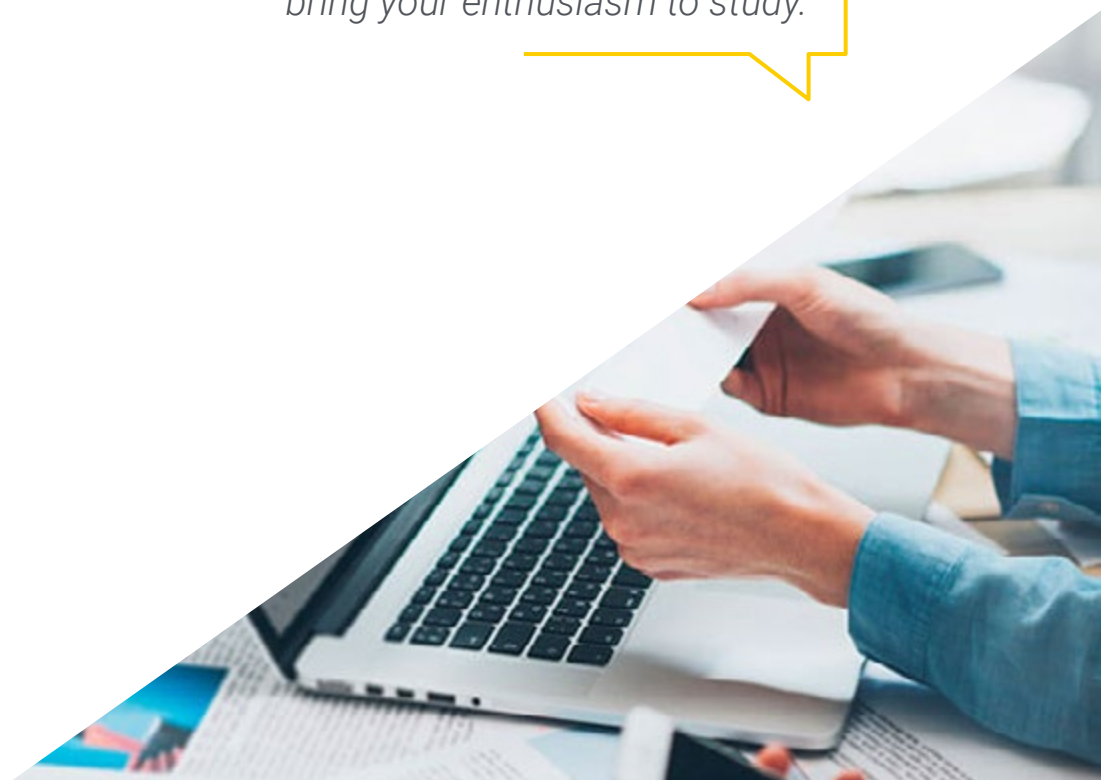
The program includes professionals belonging to the field of journalism and communication in its teaching team, who bring their work experience to this course, along with recognized specialists from prestigious reference societies and universities.

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. For this purpose, professionals will be assisted by an innovative interactive video system created by renowned experts in the field of Communication in the Digital Environment.

*Become an outstanding journalist and learn how to successfully work in the communications offices of companies in all sectors.*

*TECH offers you the best academic program on the market in Digital Communication. You only have to bring your enthusiasm to study.*



# 02

# Objectives

This program is designed to strengthen skill sets and help students develop competencies in the field of communication that will be essential in their professional development as journalists and communicators. After having completed the program, students will be able to define and implement specific actions, either as part of a company's press office or as a specialized journalist. In this way, you can become a successful professional in the field, acquiring advanced skills and being able to manage diverse, large-scale projects.







“

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



## General Objectives

---

- ♦ Gain an integral and professional vision of the communication environment, identifying the defining characteristics of the sector, as well as their impact and consequences on the business structure as a whole
- ♦ Acquire basic and advanced knowledge to be able to create new communication ecosystems
- ♦ Enhance management, analysis, creativity and leadership skills as the main competencies of corporate communication
- ♦ Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal
- ♦ Achieve the necessary ethical responsibility for carrying out the duties required of a digital communications manager
- ♦ Develop critical thinking skills
- ♦ Identify opportunities and be able to evolve personally through scrutinizing your own work
- ♦ 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

---

### Module 1. Managerial Skills

- ♦ Apply the creative processes to the field to corporate communication
- ♦ Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- ♦ Identify the audiences of media communication. Efficiently manage all aspects of the communication department of any organization

### Module 2. Communication, Strategy and Reputation

- ♦ Design innovative strategies and policies to improve management and business efficiency
- ♦ Plan and implement integral communication plans

### Module 3. Communication Strategy in the Digital World

- ♦ Be capable of designing a successful Social Media Plan based on a timeline and a budget
- ♦ Understand the main digital tools for strategy creation

### Module 4. Performance and Inbound Marketing

- ♦ Measure the online reputation of a brand
- ♦ Know how to develop loyalty strategies through the internet and design a digital communication plan

03

# Structure and Content

The content structure of this program has been created by a team of Journalism, Marketing, and Communication professionals who are aware of the Empire relevance from up-to-date qualifications in this field as a way of deepening one's professional knowledge. They have created a comprehensive syllabus specially designed to provide information to science professionals with of-the-art knowledge related to the unique features and characteristics of the world of Digital communication. Thus, after completing the program, students will be prepared to work in this field in a more independent 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. Managerial Skills

- 1.1. Public Speaking and Spokesperson Training
  - 1.1.1. Interpersonal Communication
  - 1.1.2. Communication Skills and Influence
  - 1.1.3. Communication Barriers
- 1.2. Communication and Leadership
  - 1.2.1. Leadership and Leadership Styles
  - 1.2.2. Motivation
  - 1.2.3. Skills and Abilities of the Leader 2.0
- 1.3. Personal Branding
  - 1.3.1. Strategies for Personal Brand Development
  - 1.3.2. Personal Branding Laws
  - 1.3.3. Tools for Creating Personal Brands
- 1.4. Team Management
  - 1.4.1. Work Teams and Meeting Management
  - 1.4.2. Managing Change Processes
  - 1.4.3. Managing Multicultural Teams
  - 1.4.4. Coaching
- 1.5. Negotiation and Conflict Resolution
  - 1.5.1. Effective Negotiation Techniques
  - 1.5.2. Interpersonal Conflicts
  - 1.5.3. Intercultural Negotiation
- 1.6. Emotional Intelligence
  - 1.6.1. Emotional Intelligence and Communication
  - 1.6.2. Assertiveness, Empathy, and Active Listening
  - 1.6.3. Self-Esteem and Emotional Language
- 1.7. Relational Capital: Coworking
  - 1.7.1. Managing Human Capital
  - 1.7.2. Performance Analysis
  - 1.7.3. Managing Equality and Diversity
  - 1.7.4. Innovation in People Management

- 1.8. Time Management
  - 1.8.1. Planning, Organization and Control
  - 1.8.2. The Methodology of Time Management
  - 1.8.3. Action Plans
  - 1.8.4. Tools for Efficient Time Management

## Module 2. Communication, Brand Strategy and Reputation

- 2.1. Corporate Identity and Strategic Vision
  - 2.1.1. Identity and Redefining Business Values
  - 2.1.2. Corporate Business Culture
  - 2.1.3. Communication Department Challenges
  - 2.1.4. Public Image and Projection
- 2.2. Corporate Brand Strategy
  - 2.2.1. Public Image and Stakeholders
  - 2.2.2. Corporate Branding Strategy and Management
  - 2.2.3. Corporate Communication Strategy in Line with Brand Identity
- 2.3. Reputation Theory
  - 2.3.1. Reputation as a Paradigm of a Good Company
  - 2.3.2. The Concept of Corporate Reputation
  - 2.3.3. Internal Reputation
  - 2.3.4. Influence of Internationalization on Corporative Reputation
- 2.4. Reputation Evaluation
  - 2.4.1. Corporative Reputation Audit
  - 2.4.2. Listed Companies Reputation Monitor
  - 2.4.3. Reputational Good Governance Index
  - 2.4.4. Analysis of Sectorial Reputation
- 2.5. Reputation Management
  - 2.5.1. Corporative Reputation Management
  - 2.5.2. Focus on Brand Reputation
  - 2.5.3. Leadership Reputation Management
- 2.6. Reputation Risk and Crisis Management
  - 2.6.1. Listening to and Managing Feedback
  - 2.6.2. Procedures, Crisis Manual and Contingency Plans
  - 2.6.3. Spokesperson Training in Emergency Situations

- 2.7. Ethical Sustainability
  - 2.7.1. Sustainable Criteria and Strategies
  - 2.7.2. Communication Campaigns with Sustainability Criteria
  - 2.7.3. Sustainable Brand Positioning and Image
- 2.8. Brand Metrics and Analysis and Reputation
  - 2.8.1. Introduction to the Metrics of Corporative Branding
  - 2.8.2. Internal and External Measurement Indexes
  - 2.8.3. Brand Management Tools
  - 2.8.4. Brand Assessment and Ranking

### Module 3. Communication Strategy in the Digital World

- 3.1. Web 2.0 or the Social Web
  - 3.1.1. Organization in the Age of Conversation
  - 3.1.2. Web 2.0 Is All About People
  - 3.1.3. Digital Environment and New Communication Formats
- 3.2. Digital Communication and Reputation
  - 3.2.1. Online Reputation Report
  - 3.2.2. Netiquette and Good Practices on Social Media
  - 3.2.3. Branding and Networking 2.0
- 3.3. Designing and Planning an Online Reputation Plan
  - 3.3.2. Brand Reputation Plan
  - 3.3.3. General Metrics, ROI, and Social CRM
  - 3.3.4. Online Crisis and Reputational SEO
- 3.4. General, Professional, and Microblogging Platforms
  - 3.4.1. Facebook
  - 3.4.2. LinkedIn
  - 3.4.3. Google+
  - 3.4.4. Twitter
- 3.5. Video, Image and Mobility Platforms
  - 3.5.1. YouTube
  - 3.5.2. Instagram
  - 3.5.3. Flickr
  - 3.5.4. Vimeo
  - 3.5.5. Pinterest

- 3.6. Content Strategy and Storytelling
  - 3.6.1. Corporate Blogging
  - 3.6.2. Content Marketing Strategy
  - 3.6.3. Creating a Content Plan
  - 3.6.4. Content Curation Strategy
- 3.7. Social Media Strategies
  - 3.7.1. Corporate PR and Social Media
  - 3.7.2. Defining the Strategy to Be Followed in Each Medium
  - 3.7.3. Analysis and Evaluation of Results
- 3.8. Community Management
  - 3.8.1. Functions, Duties, and Responsibilities of the Community Manager
  - 3.8.2. Social Media Manager
  - 3.8.3. Social Media Strategist
- 3.9. Social Media Plan
  - 3.9.1. Designing a Social Media Plan
  - 3.9.2. Schedule, Budget, Expectations and Monitoring
  - 3.9.3. Contingency Protocol in Case of Crisis
- 3.10. Online Monitoring Tools
  - 3.10.1 Management Tools and Desktop Applications
  - 3.10.2 Monitoring and Research Tools

## Module 4. Performance and Inbound Marketing

- 4.1. Permission Marketing
  - 4.1.1. How to Obtain a User's Permission
  - 4.1.2. Personalizing the Message
  - 4.1.3. Mail Confirmation or Double Opt-In
- 4.2. Strategy and Performance Techniques
  - 4.2.1. Performance Marketing: Results
  - 4.2.2. Digital Media Mix
  - 4.2.3. The Importance of the Funnel
- 4.3. Affiliate Campaign Development
  - 4.3.1. Agencies and Affiliate Programs
  - 4.3.2. Postview
  - 4.3.3. Defining Affiliate Programs
  - 4.3.4. Display and Campaign Optimization
- 4.4. Launching an Affiliate Program
  - 4.4.1. Affiliation and Direct Affiliation Networks
  - 4.4.2. Results Analysis and Monitoring
  - 4.4.3. Fraud Control
- 4.5. Developing E-Mail Campaigns
  - 4.5.1. Lists of Subscribers, Leads, and Customers
  - 4.5.2. E-Mail Marketing Tools and Resources
  - 4.5.3. Online Writing for E-Mail Marketing Campaigns
- 4.6. E-Mail Marketing Metrics
  - 4.6.1. List Metrics
  - 4.6.2. Newsletter Delivery Metrics
  - 4.6.3. Conversion Metrics
- 4.7. Inbound Marketing
  - 4.7.1. Effective Inbound Marketing
  - 4.7.2. The Benefits of Inbound Marketing
  - 4.7.3. Measuring the Success of Inbound Marketing





- 4.8. Target Research
  - 4.8.1. Consumer Intent Modelling and Buyer Personas
  - 4.8.2. Customer Journey Mapping
  - 4.8.3. Content Strategy
- 4.9. Content Optimization
  - 4.9.1. Content Optimization for Search Engines
  - 4.9.2. Content Creation
  - 4.9.3. Content Dynamization
- 4.10. Conversion
  - 4.10.1. Lead Capturing and CRO
  - 4.10.2. Lead Nurturing and Marketing Automation

“ *A unique academic experience,  
key and decisive to boost your  
professional development*”

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.



“

*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.



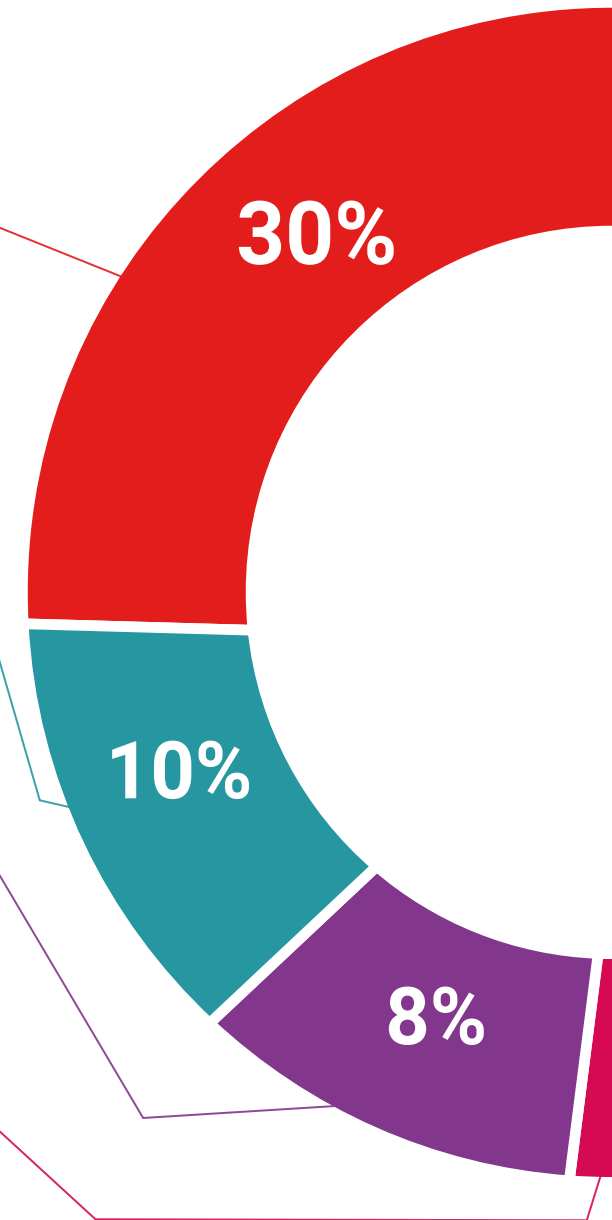
#### Practising Skills and Abilities

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.



05

# Certificate

This Postgraduate Diploma in Communication in the Digital Environment 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 Communication in the Digital Environment** 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 in the Digital Environment**

Official Number of Hours: **375 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

online training

development language

virtual classroom

**tech** technological  
university

## Postgraduate Diploma Communication in the Digital Environment

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma

## Communication in the Digital Environment

