Postgraduate Diploma

Digital Communication and Entrepreneurship Projects

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Postgraduate Diploma
Digital Communication and Entrepreneurship Projects

- » Modality: **online**
- » Duration: **3 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-digital-communication-entrepreneurship-projects**

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01
Introduction

The production of an audiovisual product for the web begins with the understanding and analysis of the web-doc format in non-fiction linked to the work of contemporary journalism. This essential step will enable us in this comprehensive program to ideate, design and implement a documentary prototype. A practical development that, however, will require knowledge of the most important business and entrepreneurship models: the key to the free journalist, to the current market.

The knowledge and handling of the digital tools essential for the exercise of the new generation of journalism in a high intensity program"

Society has changed substantially in the way it relates to each other. Communication has become an almost organic process between distant places; immediacy has displaced rigor; opinion has taken a leading role in the process. In this context, the journalists become an intermediary agent who need to reinvent their role.

The new tools, the new communication projects and the new economic imperatives of the sector require the professional to have a specific program, focused on the practice of journalism in a digital environment. These changes are associated with new social and ethical responsibilities of great importance, related to the role of journalists in social media, their capacity to influence as opinion leaders, and their moral responsibility in the handling of information: its positive and negative aspects. During this program we will enable a detailed analysis of this new panorama, in constant evolution, detecting specific features, possibilities and limitations of great interest for journalists of the 21st century. And, above all, opening new paths and avenues of development and evolution that will propel the journalists in their career towards success.

This **Postgraduate Diploma in Digital Communication and Entrepreneurship Projects** contains the most complete and up-to-date program on the market. The most important features include:

- The latest technology in online teaching software
- A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- Practical cases presented by practising experts
- State-of-the-art interactive video systems
- Teaching supported by telepractice
- Continuous updating and recycling systems
- Autonomous learning: full compatibility with other occupations
- Practical exercises for self-evaluation and learning verification
- Support groups and educational synergies: questions to the expert, debate and knowledge forums
- Communication with the teacher and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection
- Supplementary documentation databases are permanently available, even after the program

Today's journalism is increasingly oriented towards the freelancer: know all aspects of entrepreneurial development necessary to carry out your own projects"
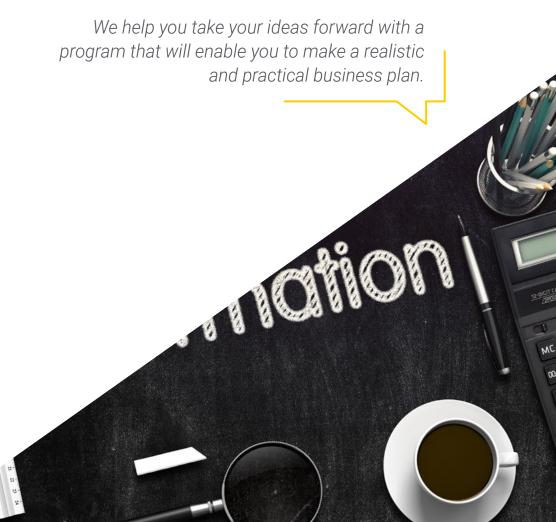
How to develop a quality digital project: knowledge that will open the doors to the new era of communication.

"

Entrepreneurship is the new journalistic profile of the digital era: become one of the most qualified"

We help you take your ideas forward with a program that will enable you to make a realistic and practical business plan.

Our teaching staff is made up of practicing specialists. In this way we ensure that we provide you with the instructional update we intend. A multidisciplinary team of trained and experienced professionals will enable the development of theoretical knowledge in an efficient manner, but, above all, they will put at the service of the program the practical knowledge derived from their own experience: one of the differential qualities of this program.

The effectiveness of our methodological design enhances mastery of the subject matter. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. In this way, you will be able to study with a range of , comfortable and versatile multimedia tools that will give you the operability you need in your education.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To achieve this remotely, with the help of an innovative interactive video system, and through the *telepractice* and *learning from an expert systems*, you will be able to acquire the knowledge as if you were facing the case you are learning at that moment. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

02
Objectives

Our objective is to prepare highly qualified professionals for the working An objective that is complemented, moreover, in a global manner, by promoting human development that lays the foundations for a better society. This objective is focused on helping professionals reach a much higher level of expertise and control. A goal that, in just six months, you will be able to achieve with a highly intensive and precise program.

Our goal is simple: to offer you high quality education programs, with the most developed teacher resources so that you will achieve the best results with little effort"
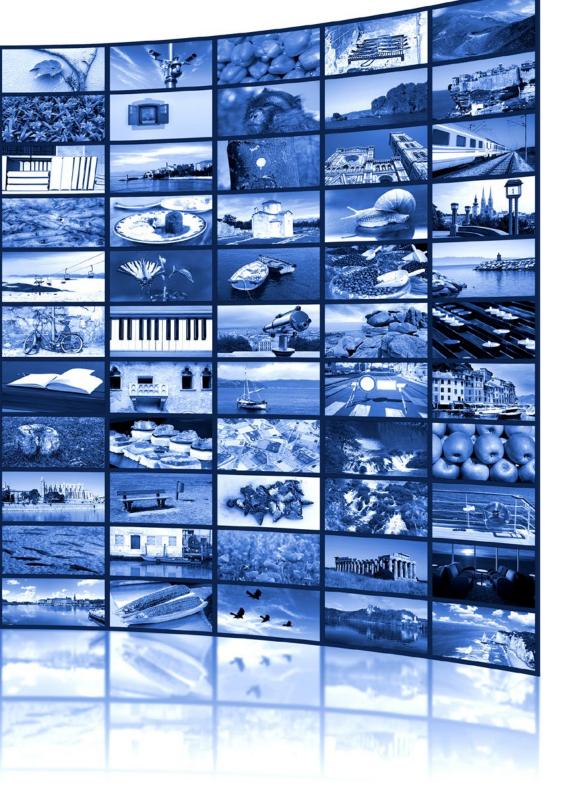
General Objectives

- Demonstrate that new tools, new communication projects and new economic imperatives of the sector can open up new questions about the practice of journalism in a digital environment

- Study how social media influence the communication process and what strategies and solutions the professional can apply

- Obtain a critical and in-depth knowledge of information sources: evolution, functions and forms of exploitation, and develop the spirit of research and the ability to analyze problems with the new tools of journalism, reasoning in a rigorous and systematic way

- Acquire tools for the analysis, design and implementation of journalistic initiatives based on storytelling and narrative strategies

Enroll in the best program in Digital Communication and Entrepreneurship Projects in the current university panorama"

Specific Objectives

Module 1. Audiovisual and Transmedia Production Laboratory
- Describe the transmedia narrative
- Learn how to develop a transmedia project
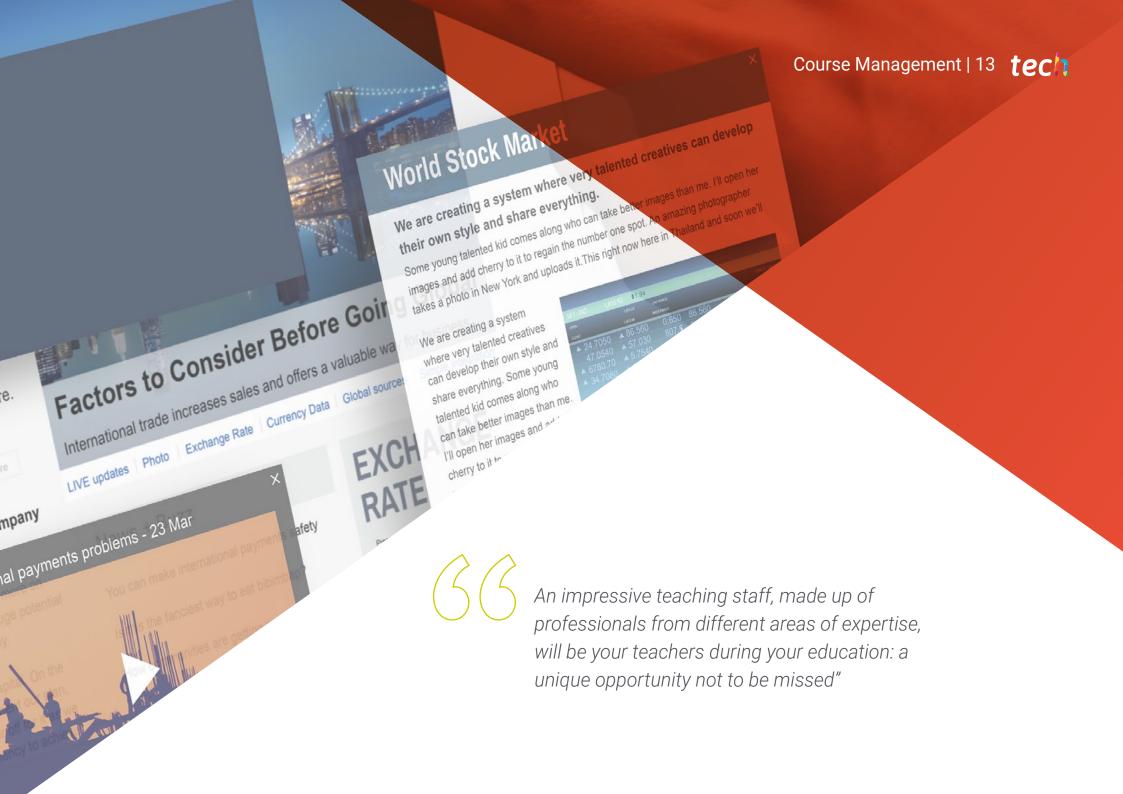- Create a transmedia project prototype

Module 2. Digital Communications Project Management
- Perform project planning
- Be able to develop all phases of a project

Module 3. Business Models and Entrepreneurship in Digital Communication
- Know how to implement a communication project
- Know the online business models and how to use them

Course Management

For our program to be of the highest quality, we are proud to work with a teaching staff of the highest level, chosen for their proven track record in the field of education. Professionals from different areas and fields of expertise that make up a complete, multidisciplinary team. A unique opportunity to learn from the best.

An impressive teaching staff, made up of professionals from different areas of expertise, will be your teachers during your education: a unique opportunity not to be missed"

Management

Dr. Loaiza Pérez, Alfonso

- D. in Media, Communication and Culture from the Autonomous University of Barcelona
- Master's Degree in Social Communication from Pompeu Fabra University
- Master's Degree in Sports Journalism from the Pompeu Fabra University
- Degree in Communication from the University of Seville
- Journalist He has collaborated in media such as TV3 and El País and has published the book "Siempre saltando vallas Women's sports and the media"

04
Structure and Content

The contents of this training have been developed by the different teachers of this program, with a clear purpose: to ensure that our students acquire each and every one of the skills necessary to become true experts in this field.

The content of this program enables you to learn all aspects of the different disciplines involved in this field: A complete and well-structured program that will take you to the highest standards of quality and success.

A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"
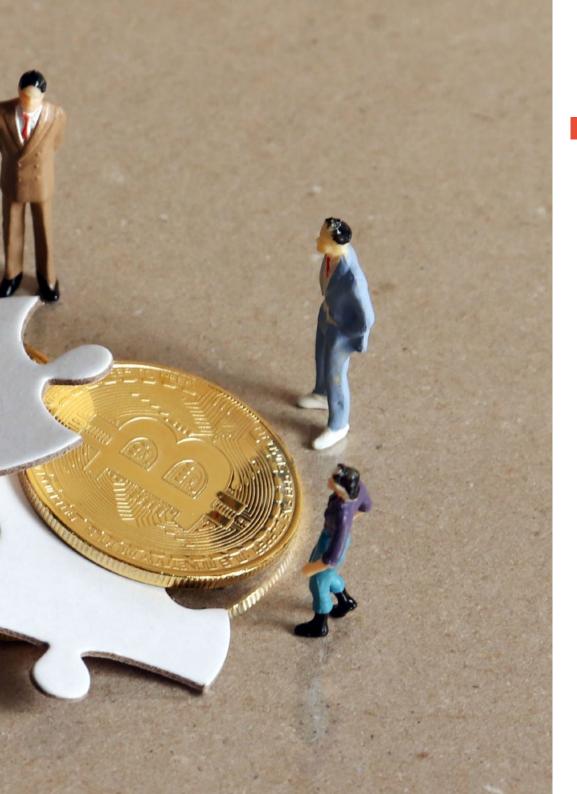
Module 1. Audiovisual and Transmedia Production Laboratory

1.1. Transmedia Narratives
1.2. The Application of Transmedia Narratives in the Journalistic Field
1.3. Transmedia Narrative in Popular Culture
    1.3.1. Transmedia Project Development
1.4. Transmedia Projects
1.5. Practice with Transmedia Project Implementation Tools: Prototype Making

Module 2. Digital Communications Project Management

2.1. Project Management: Basic Concepts
2.2. Components of Project Management: Areas of Knowledge
2.3. The Human Cost of Project Management
2.4. Managerial Skills
2.5. Digital Communication Projects
    2.5.1. Project Initiation and Preliminary Work
    2.5.2. Project Planning and Execution
    2.5.3. Project Monitoring, Control and Closure

Module 3. Business Models and Entrepreneurship in Digital Communication

A complete training that will take you through the knowledge you need to compete among the best"

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.

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 Diploma in Digital Communication and Entrepreneurship Projects guarantees, in addition to the most rigorous and up-to-date program, access to a Postgraduate Diploma issued by Tech Technological University.

"

Include in your program a Multimedia Journalism Expert certificate: A huge step forward in your competitiveness in the sector"

This **Postgraduate Diploma in Digital Communication and Entrepreneurship Projects** contains the most complete and up-to-date educational 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 Digital Communication and Entrepreneurship Projects**

Official Number of Hours: **325 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

Digital Communication and Entrepreneurship Projects

This is a qualification awarded by this University, equivalent to 325 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

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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