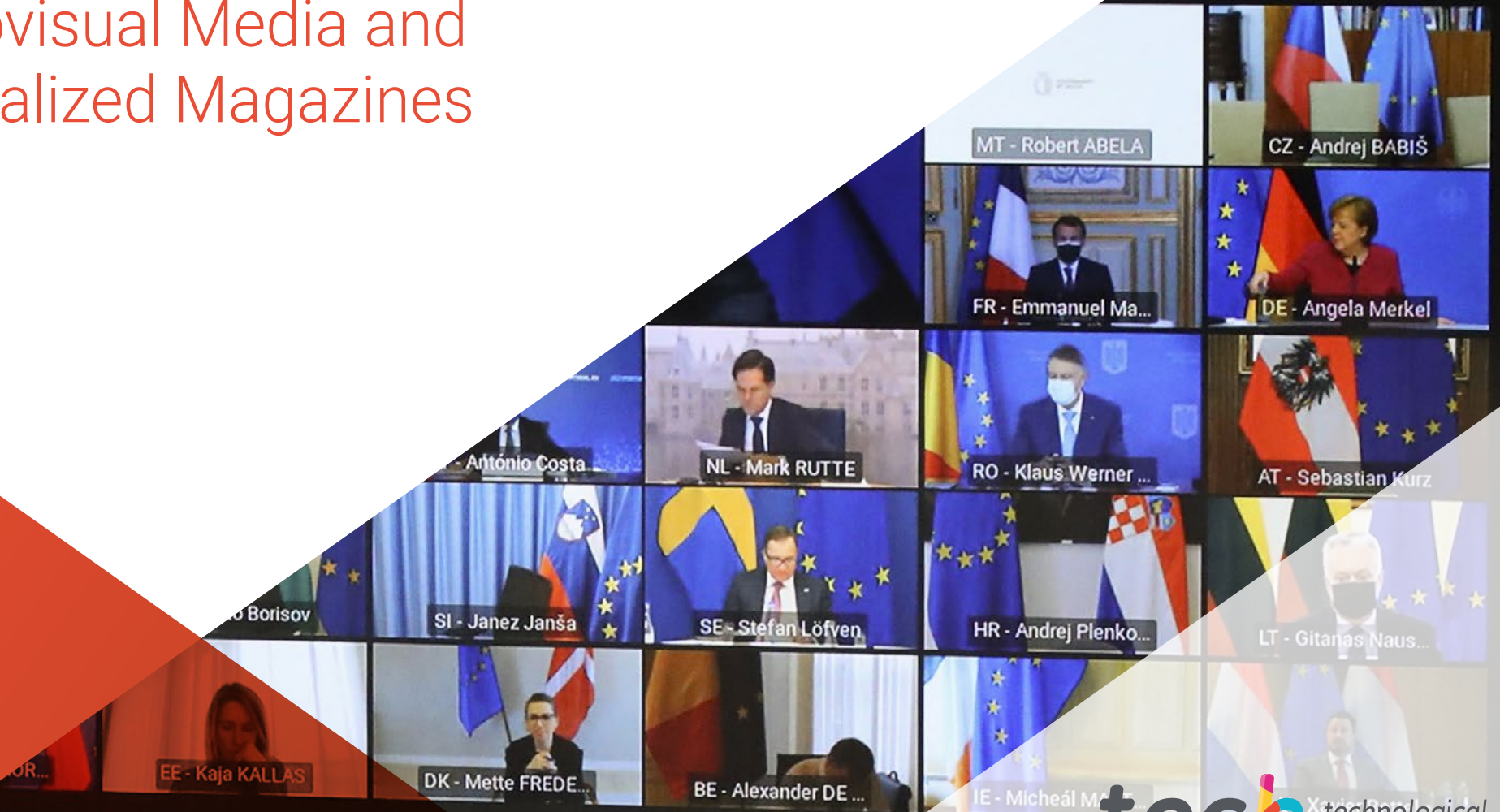


# Postgraduate Diploma Economic Journalism in Audiovisual Media and Specialized Magazines





## Postgraduate Diploma Economic Journalism in Audiovisual Media and Specialized Magazines

- » 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-economic-journalism-audiovisual-media-specialized-magazines](http://www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-economic-journalism-audiovisual-media-specialized-magazines)

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# 01

# Introduction

Journalistic communication relies on specific ways of working according to the medium in which it is developed. In the economic sector, this special way of communicating is already given by the idiosyncrasy of the information we work with. However, when adapting this process, the adaptation to the environment must be carefully considered. That is why TECH has created this program in which it will provide the professional in the field with the latest and most innovative information on audiovisual media and specialized magazines. This is an intensive and high-quality program.



# Madrid, ión económico

“

*Acquire the necessary working tools to work in Audiovisual Media and Specialized Magazines practicing in the field of Economic Journalism with the quality of a specialist”*

Nowadays, economic information has become increasingly popular and is no longer of interest only to businessmen and specialists in the field, but to the world in general. If economic information was something residual in the 70s, from the 90s onwards, this type of news began to have a greater place in national newspapers and later its media proliferation in media such as radio, television and Internet. As a result, it has become one of the most eye-catching sections and therefore requires more coverage. In this way, more and more media outlets are looking for trained professionals within their ranks who know how to apply the new journalism formats, who know how to take advantage of the potential of new technologies and who know how to adequately focus the type of news, note or information to the public.

Therefore, this program becomes a unique opportunity of knowledge and will present recent information on Economic Journalism. The professional will find data that is newsworthy according to the media where they will be disseminated and, above all, will analyze how to transmit this information according to the journalistic genre to be used. In order to guarantee the appropriation of knowledge, all these contents will be presented through concrete examples and practical cases, taking the professional to a learning ground based on experience and leaving behind the long hours of study and forced memorization of study and forced memorization.

Therefore, it is a 100% online Postgraduate Diploma with which the professional of the sector can combine their professional work, so that only a device with internet connection is needed. In turn, you will be able to download the content as your daily use tool and review it as often as you need it.

This **Postgraduate Diploma in Economic Journalism in Audiovisual Media and Specialized Magazines** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Economics Journalism
- ♦ 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 self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



*Include in your CV a specific program in economic journalism and give your professional career a boost towards excellence"*

“Acquire the professional tools of the economic journalist adapted to the audiovisual media and take a leap in your professional capacity”

Be part of one of the most interesting sectors of journalism today with the security of the world's largest online university in Spanish.

A high-quality and impressive program that will allow you to work with the confidence brought by the best education.

The team of professors of the Professional program in Audiovisual in Audiovisual Media and specialized magazine has extensive experience in teaching at the university level, both in Postgraduate and graduate programs.

In addition, they offer to the program their vision as active professionals, which allows them to know, firsthand, the deep transformation that the communication sector is undergoing.

The methodology of the programs offered at TECH Technological University, in an online format, allows students to break down the barriers imposed by work obligations and the difficult balance between work and personal life. Attending face-to-face classes is practically impossible for those who are involved in the daily demands of work. That is why this program is the quality answer to your educational needs.

All this educational compendium makes this a Postgraduate Diploma of specialization that compiles all the aspects that are relevant and essential to turn the Journalism professional into an authentic expert in the fields related to this type of information.



02

# Objectives

The Postgraduate Diploma in Economic Journalism in Audiovisual Media and Specialized Magazines allows the professional of the field to develop his career in these media with the use of the tools of this work. For this reason, we have developed the essential theoretical content that will enable you with the knowledge and tools necessary to move on to practice, which will be developed intensively throughout the program.





“

*Learn to plan, obtain and transmit economic information with the language of the Audiovisual Media and Specialized Magazines, with expert quality”*



## General Objectives

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- ♦ Analyze the important differences that the journalist must take into account when preparing an economic information according to the media in which it will be published
- ♦ Generate advanced knowledge so that the Journalist specialized in Economic Journalism can elaborate each of the journalistic genres to be used, showing daily work tools
- ♦ Examine the characteristics of specialized magazines as a support and vehicle for the transmission of economic and business information
- ♦ Analyze the importance of economic information due to its public importance and its interest for society
- ♦ Show how an economics correspondent works
- ♦ Teach how economic news is chosen and handled for the foreign press



*Our goal is simple: to offer you high-quality specialization, with the most developed teaching resources so that you achieve the best results with little effort”*



colapso sanitario”

## LOS HÉROES

- El valor de los sanitarios
- El momento de la solidaridad

## EL REINICIO

- El teletrabajo se queda
- El distanciamiento social

# D-19

# te nos vida



### Specific Objectives

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#### Module 1. Economic Journalism in Audiovisual Media

- ♦ Discern the journalistic genre to be addressed The Professional at any given moment and the language to be used in each of them
- ♦ Show how to elaborate and prepare information so that it is accessible to the general public using specific tools
- ♦ Bring the student information about SEO positioning and the use of Keywords for economic information

#### Module 2. Economic Journalism in Specialized Magazines

- ♦ Make economic journalists responsible for their pedagogical work when it comes to explaining and making information understandable and attractive to the general public
- ♦ Specialize the economic journalist in the elaboration of the different journalistic genres that have a place in a specialized magazine
- ♦ Show the advantages of reporting on economics in a specialized magazine as opposed to other general media

#### Module 3. Economic Journalism in the foreign Media

- ♦ Examine the chain of transmission of economic information in foreign media, the choice of topics and the limits imposed
- ♦ Show the reality of correspondent work on economic issues, its constraints, difficulties, challenges and obligations
- ♦ Analyze how the most relevant companies are highlighted and how they are followed up
- ♦ Introduce the professional journalist to the nuances of economic journalism for foreign media, from macroeconomics to microeconomics, and the importance of pedagogy
- ♦ Develop the keys to on-the-ground economic journalism in times of crisis

03

# Course Management

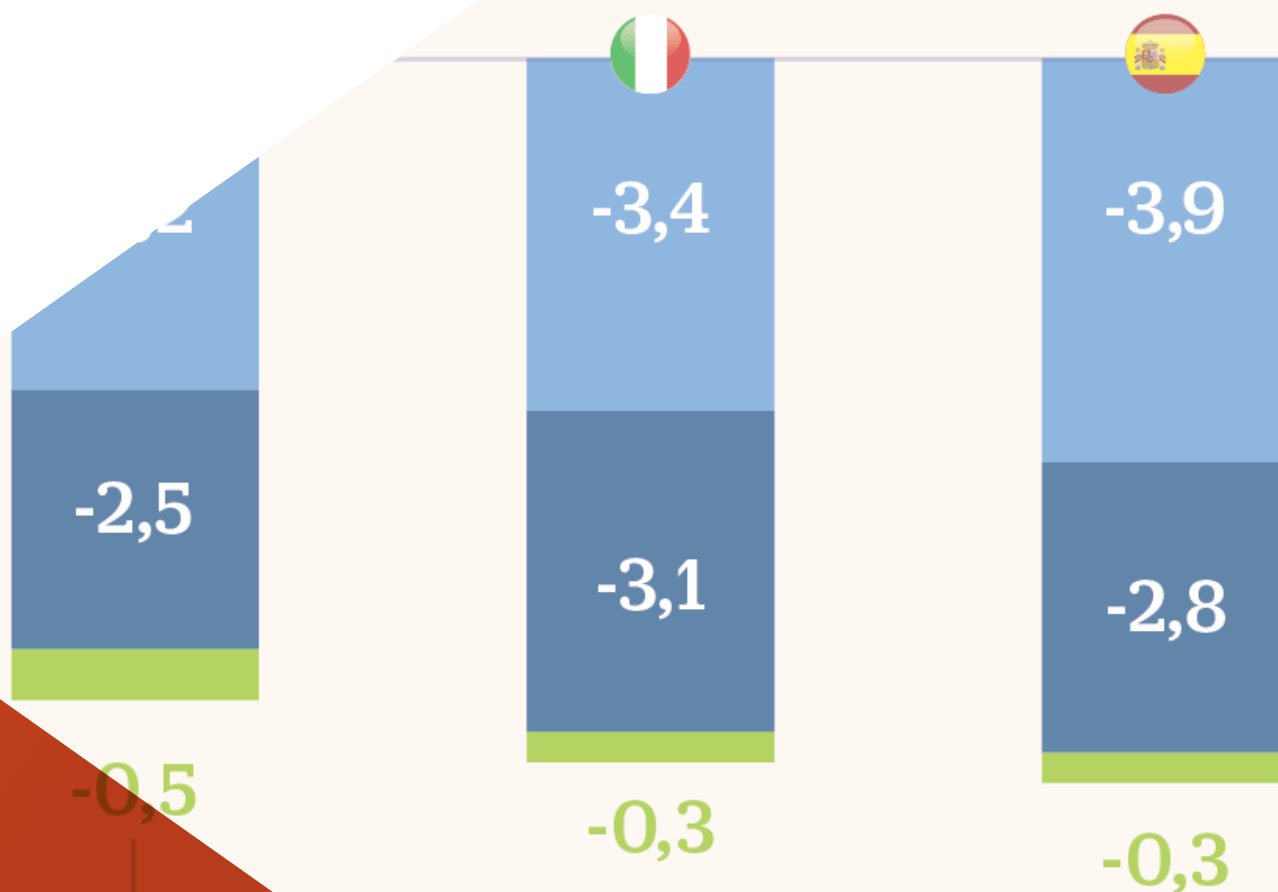
The Postgraduate Diploma in Economic Journalism in Audiovisual Media and Specialized Magazines is taught by accredited professionals with extensive experience in journalism, who will give the student an up-to-date and close vision of the profession. For this reason, an educational program has been developed with a special focus on professional development from a perspective that is fully tailored to the reality of the sector.

4,0  
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-8,3

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Italia

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-0,5

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-5,2  
-1,4  
-6,6

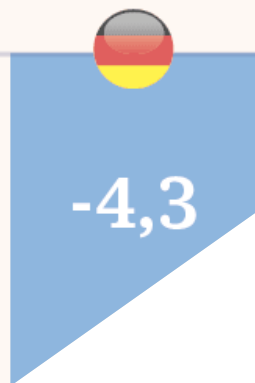
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-3,8  
-9,2

efecto directo ■ Efecto de arrastre ■ Efecto ‘c

Francia

Alemania

Italia



*Learn from experts in the field and start moving in a dynamic and interesting profession"*

## Management



### Dr. Ronda Iglesias, Javier

- ♦ Journalist in charge of " Events and Courts" at Canal Sur Radio
- ♦ President of the Management Board of the Press Association of Campo de Gibraltar
- ♦ Associate Professor at the Faculty of Communication of the University of Seville
- ♦ Researcher
- ♦ Author of the book Vecino de Guardia, Tricornio de Guardia and Manual de Periodismo Judicial of the University of Seville
- ♦ D. in Journalism and Communication from the University of Sevilla
- ♦ Degree in Information Sciences University of Seville
- ♦ Law Degree Studies at the Ouberta University of Cataluña
- ♦ He received the Honorary Soldier Distinction from the UME, Military Emergency Unit of the Ministry of Defence. Morón de la Frontera Base, Sevilla
- ♦ National award of the Civil Guard in the modality of radio
- ♦ Member of: Seville Press Association, FAPE and Association of Legal Communicators and Informers



### **Dr. Campra García de Viguera, Marián**

- ♦ Communications Director and Advisor
- ♦ Director of Communications of the Association of Chiefs and Managers of the Local Police of Andalusia, AJDEPLA
- ♦ Communication Director of the Casa de Galicia in Seville, Lar Gallego
- ♦ Director of Communication of the Aesthetic Clinic GOLDEN
- ♦ Director of Communications of the +21 Foundation
- ♦ Director of Communications of the National Federation of Fishermen's Guilds
- ♦ Communications Advisor at Unixa Abogados y Consultores
- ♦ PhD in Journalism and Communication from the University of Seville
- ♦ Degree in Communication Sciences from Universidad Camilo José Cela, Madrid
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Summer Course "Image and Power of the Media"
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Conference "Gender Violence and the Media"

## Professors

### Ms. Chamerois, Aurélie

- ♦ Co-founder and Editor-in-Chief of Equinox
- ♦ Correspondent in Spain for French French-speaking media (BFM TV, TV5 Monde, RTL, Ouest-France)
- ♦ Journalist at LN 24, Medi 1, Le JDD, France TV and TV5 Mond
- ♦ Occasional collaborations with media in Switzerland, Belgium and Morocco
- ♦ Journalist for Bons Plans magazine
- ♦ Journalist for Virgin Radio International Limited and NRJ GROUP
- ♦ Degree in Anglo-Saxon and Hispanic Civilizations and Languages for Foreign Affairs by the University of

### Dr. Martínez Leyva, Mónica

- ♦ Reporter in the documentary program Centenarios in Canal Sur TV
- ♦ Reporter of reports and live reports for Andalucía Directo in Canal Sur TV
- ♦ Specialist in Digital Marketing and at Infoautónomos
- ♦ Editor at *El Economista*
- ♦ PhD in Journalism and Communication from the University of Seville
- ♦ Master's Degree in Institutional and Political Communication, at the University of Seville
- ♦ Postgraduate Diploma in Communication. from the University of Granada





**Ms. Balbontín Valle, Patricia**

- ♦ Andalucía Económica Editor-in-Chief
- ♦ Coordinator of the magazine Para Vivir Andalucía
- ♦ Collaborator in the company Magnum Comunicación, performing external communication tasks for certain companies
- ♦ Editor of the Local section of the newspaper La Voz de Huelva
- ♦ Copywriter ABC, Huelva
- ♦ Degree in Communication Sciences from the University of Seville
- ♦ Knowledge in InDesign layout and Wordpress management

“

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

04

# Structure and Content

A broad syllabus developed by the different professors of this Postgraduate Diploma with a clear purpose: to ensure that students acquire each and every one of the skills necessary to become true experts in Economic Journalism. The comprehensive content that will allow you to student to learn all aspects of the different disciplines involved in this field, with the quality of a well-structured program that will lead you to the highest standards of quality and success.



ONAL MONE

ETARY FUND



“

*Structured into didactic units created for efficiency for efficiency, this program is oriented towards effective and fast learning, compatible with your personal and professional life”*

## Module 1. Economic Journalism in Audiovisual Media

- 1.1. Economic Information in the Different Audiovisual Media
  - 1.1.1. Economic Information on Television, Radio and the Internet
  - 1.1.2. Formats and Keys in the Use of Language
  - 1.1.3. What Economic News is of interest
  - 1.1.4. Bibliography and "Webography"
- 1.2. Economic Information on Television: The News Program
  - 1.2.1. News in the News
  - 1.2.2. Direct Newscasts
  - 1.2.3. Bibliography and "Webography"
- 1.3. Economic Information on Television: the Magacín (News Magazine)
  - 1.3.1. Reports in the Magazine Program
  - 1.3.2. Direct Reports in the Magazine Program
  - 1.3.3. Direct
  - 1.3.4. Direct with Interview
  - 1.3.5. Bibliography and "Webography"
- 1.4. Other Formats for Reporting on Economics on Television
  - 1.4.1. In-Depth Reporting
  - 1.4.2. Queues
  - 1.4.3. Queues + Total
  - 1.4.4. Battery of Totals
  - 1.4.5. Bibliography and "Webography"
- 1.5. Presence of Economic Information in Radio
  - 1.5.1. Media and Reference Programs
  - 1.5.2. How the Piece on Economic Information is Elaborated for the Radio
  - 1.5.3. The Importance of a Correct Locution
  - 1.5.4. Bibliography and "Webography"
- 1.6. Economic Journalism on the Internet
  - 1.6.1. Financial Portals and Specialized Digital Newspapers
  - 1.6.2. The Writing of Economic News in an Online Media
  - 1.6.3. Bibliography and "Webography"

- 1.7. Economic Journalism at the Service of Companies
  - 1.7.1. Content Marketing and Specialized Pages
  - 1.7.2. The Case of Infoautónomos
  - 1.7.3. Economic Information and Branded Content: Webinars and e-Books
  - 1.7.4. Bibliography and "Webography"
- 1.8. The Writing of Economic Information According to SEO
  - 1.8.1. The Importance of Keywords
  - 1.8.2. Tools That Will Make Your Life Easier
  - 1.8.3. Bibliography and "Webography"
- 1.9. Tourism as an Engine of Economic Information I
  - 1.9.1. Facts and Figures that Demonstrate its Close Linkage
  - 1.9.2. What Data of the Sector Reaches the Audiovisual Media
  - 1.9.3. How is the Economic Information Coming from the Tourism Sector Transmitted?
  - 1.9.4. Bibliography and "Webography"
- 1.10. Tourism as an Engine of Economic Information II
  - 1.10.1. The Monument of the Alhambra as a Generator of Economic Information
  - 1.10.2. Sierra Nevada and its Figures
  - 1.10.3. Bibliography and "Webography"

## Module 2. Economic Journalism in Specialized Magazines

- 2.1. Economic Information in Specialized Journals
  - 2.1.1. Boom in Economic and Business Information: The Role of Economic Journalism
  - 2.1.2. What are Specialized Magazines: Classification,
  - 2.1.3. Main Economic and Business Magazines in Spain
- 2.2. Treatment of Economic Information in a Specialized Magazine
  - 2.2.1. What are the Main Topics of Interest?
  - 2.2.2. Structure of the Information: Reports, Interviews, News and Tribunes/Signatures
  - 2.2.3. Keys in the Use of Economic Terms and Graphical Resources
- 2.3. How to Prepare Economic Information to be Disseminated in a Specialized Journal
  - 2.3.1. Reports
  - 2.3.2. Interviews: Key Questions
  - 2.3.3. Highest Impact News

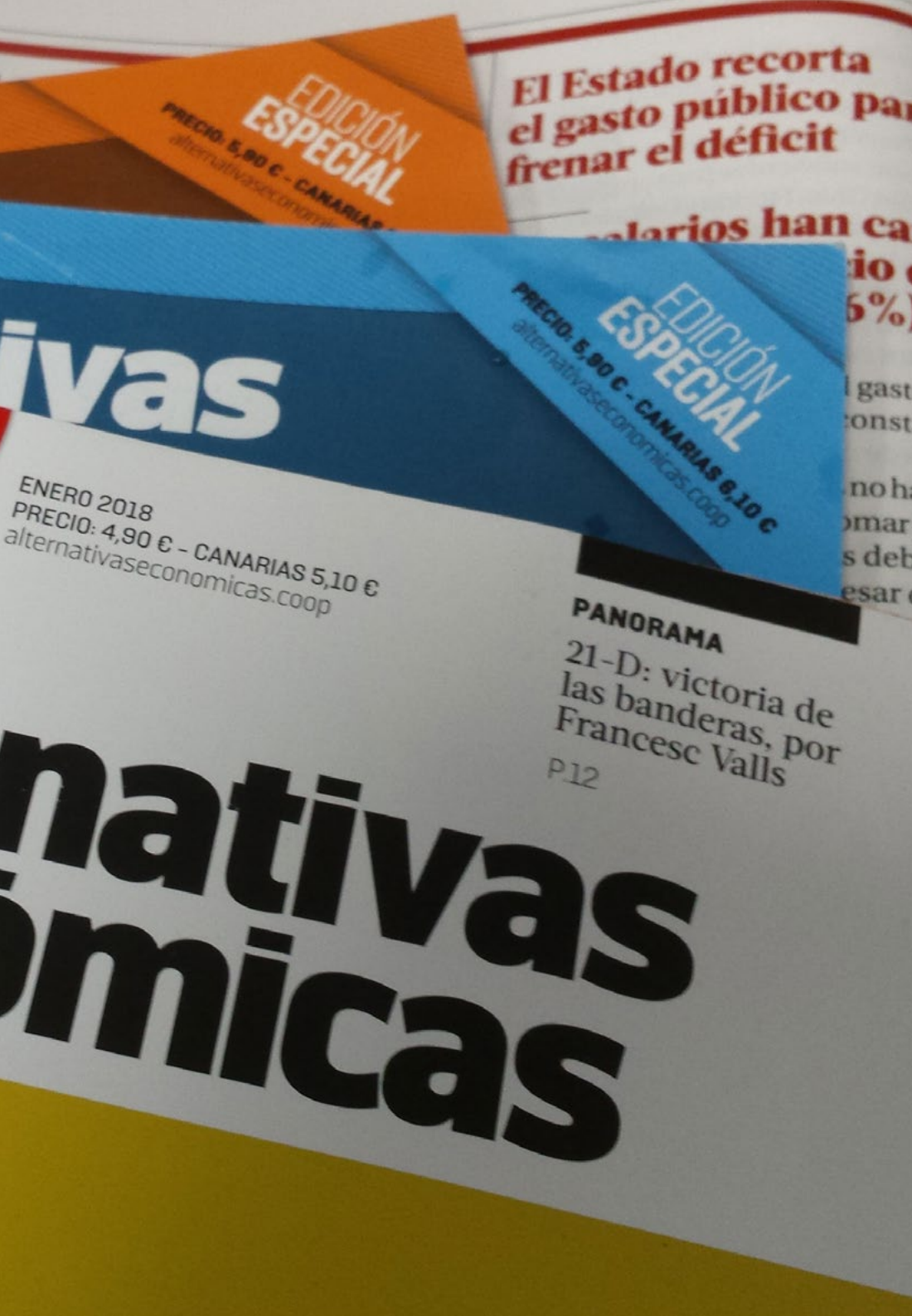


- 2.4. Specialized Journals General and Digital Media
  - 2.4.1. Advantages and Disadvantages in the Treatment of Information
  - 2.4.2. Keys to the Survival of the Paper in the Digital Age
  - 2.4.3. Loyalty and Attraction of New Readers
- 2.5. Main Sources of Economic Journalism
  - 2.5.1. Public Administrations
  - 2.5.2. Chambers of Commerce
  - 2.5.3. Companies and Associations
- 2.6. Economic Sectors in the Specialized Press
  - 2.6.1. Primary Sector
  - 2.6.2. Industry
  - 2.6.3. Services
- 2.7. Relationship of the Companies with the Specialized Economic Magazines
  - 2.7.1. Why Companies Need to Communicate
  - 2.7.2. Advantages of Business Communication
  - 2.7.3. What Type of Information are Companies Interested in Communicating?
- 2.8. How do the Different Economic Cycles Affect Economic Journals?
  - 2.8.1. Impact on Advertising
  - 2.8.2. Impact on Information
  - 2.8.3. Resources to Survive in Times of Crisis
- 2.9. How the Magazine Specialized in Economic Journalism Works
  - 2.9.1. *Staff* and Staff Functions
  - 2.9.2. Media Profile and Target Audience
  - 2.9.3. Topics of Interest
- 2.10. Complementary Activities and *Networking*
  - 2.10.1. Awards
  - 2.10.2. Roundtables and Conferences
  - 2.10.3. Monographs

### Module 3. Economic Journalism in the foreign Media

- 3.1. Economic Information in Foreign Media
  - 3.1.1. What Economic Information is of Interest Abroad?
  - 3.1.2. What is the Weight of Foreign Economic Information?
  - 3.1.3. The Importance of the Connection with the Local Economy
- 3.2. The Foreign Correspondent and Foreign Economic Journalism
  - 3.2.1. Correspondent's Work in the Economic Sphere
    - 3.2.1.1. News Agencies
    - 3.2.1.2. The Challenges of the Correspondent in the Economic Sphere
- 3.3. The Need for Context in the Production of Foreign Economic News
  - 3.3.1. Standard of Living and Labor Market
  - 3.3.2. Economic Reference Data
  - 3.3.3. Spain in Europe
- 3.4. The Evolution of Economic Journalism in the Foreign Media since 2000
  - 3.4.1. The Economic "Miracle"
    - 3.4.1.1. Economic Crisis
    - 3.4.1.2. COVID-19
- 3.5. Large Companies and Media Presence in the Foreign Economic News
  - 3.5.1. The Most Followed Spanish Companies
    - 3.5.1.1. French Companies Present in Spain
    - 3.5.1.2. The Barcelona Startup Hub
- 3.6. The Search for New Models and Dissemination in Foreign Media
  - 3.6.1. Spain, a Model of Innovation
  - 3.6.2. Tourism, Spain's Economic Engine
  - 3.6.3. The Importance of the Family, a Cushion Against Crises
- 3.7. When the Economy Explains Politics. Diffusion in Foreign Media
  - 3.7.1. The Economic Crisis and its Political Interpretation
  - 3.7.2. Spain's Territorial System and the Powers of the Autonomous Communities
  - 3.7.3. The Catalan Conflict





- 3.8. The Failures of the System and Media Influence in the Foreign Press
  - 3.8.1. The Underground Economy
  - 3.8.2. Corruption and Revolving Doors
  - 3.8.3. The Case of Aid Delays During the COVID-19 Crisis
- 3.9. The Interlocutors as Sources of Information in Economic Journalism
  - 3.9.1. Administrations
  - 3.9.2. Companies
  - 3.9.3. Labor Unions
- 3.10. Tools in Economic Information for Foreign Media
  - 3.10.1. Networking
  - 3.10.2. National and Local Economic Information
  - 3.10.3. Daily life



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

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.



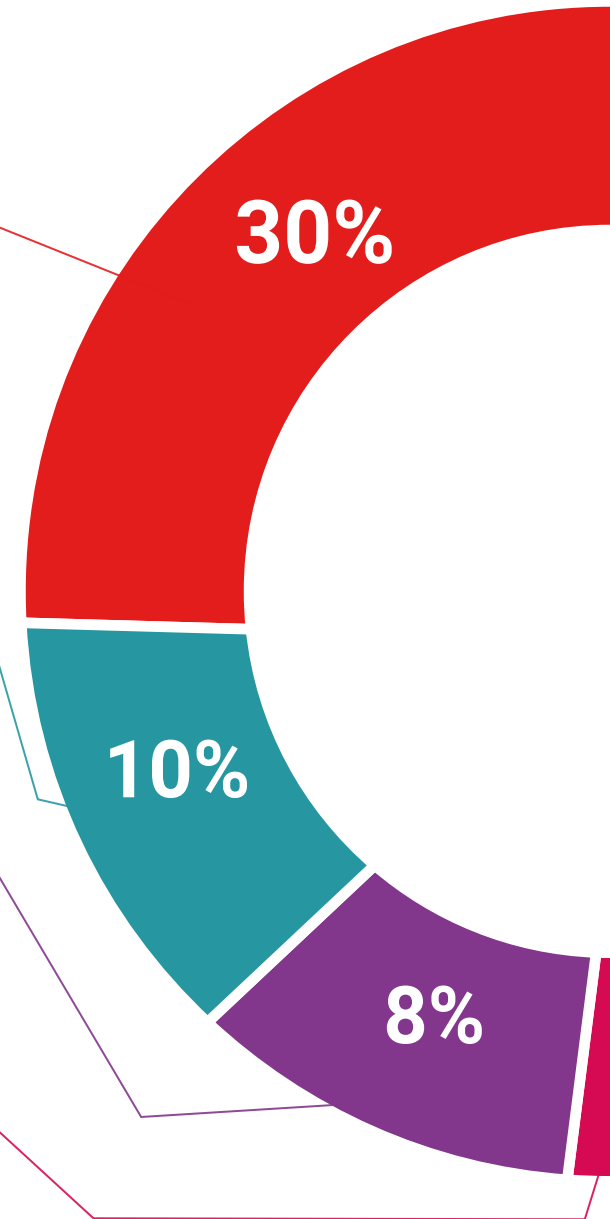
### Practising Skills and Abilities

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

The Postgraduate Diploma in Economic Journalism in Audiovisual Media and Specialized Magazines 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 Economic Journalism in Audiovisual Media and Specialized Magazines Economics** 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 Economic Journalism in Audiovisual Media and Specialized Magazines**

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.



**Postgraduate Diploma**  
Economic Journalism in  
Audiovisual Media and  
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- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Economic Journalism in Audiovisual Media and Specialized Magazines

