

Postgraduate Diploma Economic Journalism





Postgraduate Diploma Economic Journalism

- » 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

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 18

05

Methodology

p. 24

06

Certificate

p. 32

01

Introduction

The economic journalist is the interpreter of the phenomena that occur in this field. Their work, in turbulent times, becomes a priority in any media. In order to develop it with quality, the professional requires broad and specific knowledge in the economic sector, with a complete and precise handling of the terminology of this field, as well as knowledge and understanding of the phenomena that occur. This program provides students with a highly qualified course that will allow them to advance in this field by becoming a specialist in Economic Journalism, opening the way to a job that is in high demand in today's media.

Luca Massimo Barbero, Macro's director, clearly has no illusions about the challenge he faces

previous leftwing administration. Such travails were perhaps inevitable in a country where the state minister for culture, Sandro Bondi, has openly declared that he "doesn't understand

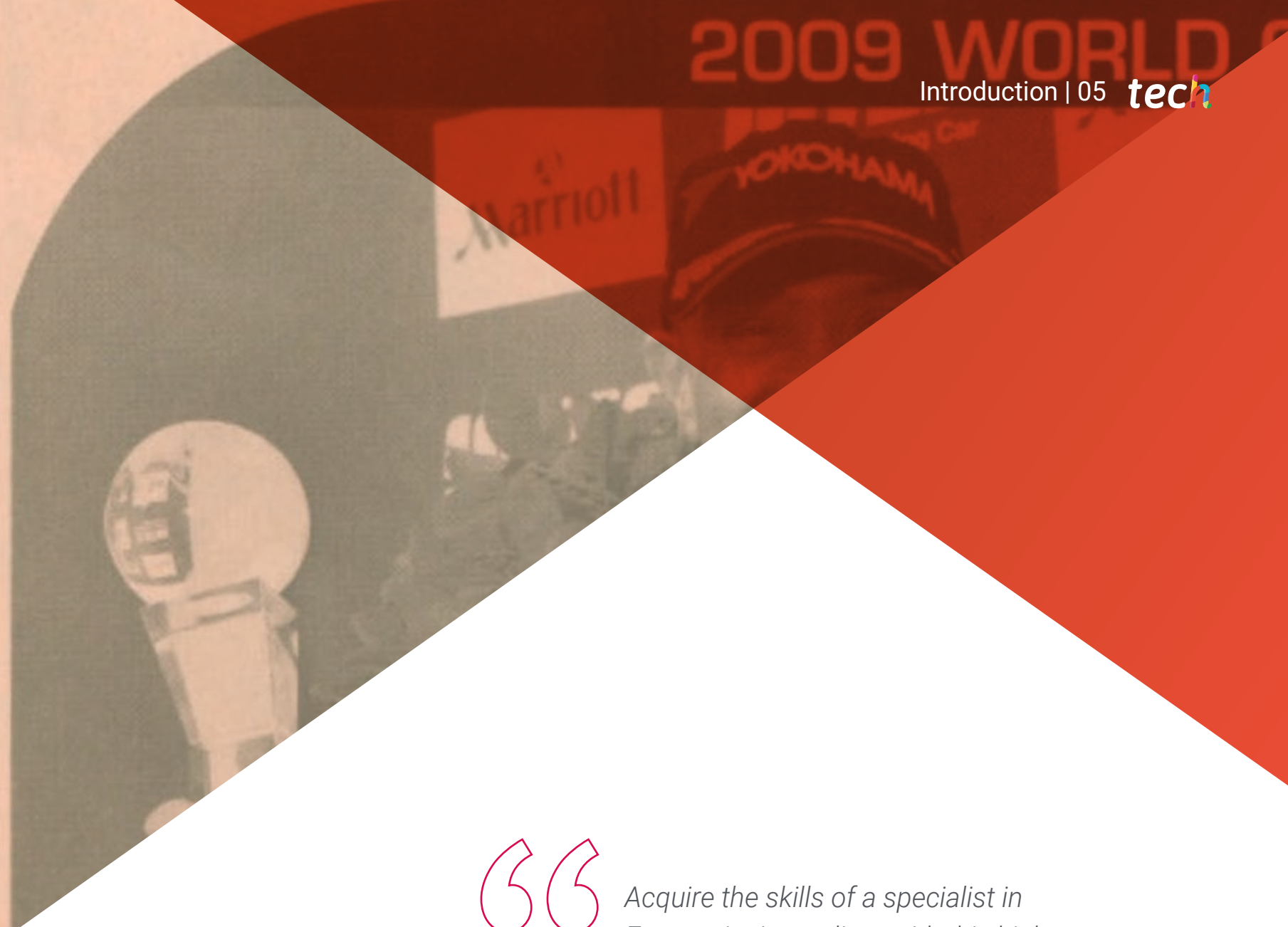
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Acquire the skills of a specialist in Economic Journalism with this high-quality and fully up-to-date program”

Economics is one of the most demanding areas of journalism. Its breadth and worldwide impact make it a field of interest for almost all industries and it is directly involved in other sectors such as politics, sports, entertainment, among others. For this reason, in order to provide full coverage, it is necessary to have trained professionals with ample qualities in research, analysis and media dissemination.

In this way, this program will study all these essential concepts to understand the current situation of Journalism in general and Economic Journalism in particular. This will be done through examples, with practical cases that will allow familiarization with the reading and consultation of specialized publications in Economic Journalism. It will also analyze how the economy is reflected in the traditional media, redirecting the informative approaches and exposing in a more natural way the contexts in which the facts reported are developed.

In addition, an overview of how sport, both at the professional and amateur levels, has important implications for the economy will be provided in order to understand the importance and influence of such events. We will also delve into concepts such as economy and business, economic crises and how they affect governments in general.

In this way, the program becomes a unique opportunity of knowledge in which the professional will deepen in the necessary concepts to understand the current Economic Journalism. All this information will be presented through audiovisual resources, complementary readings and exercises based on real cases.

In this way, the professional will acquire new competencies through effective dynamics that expose today's journalism.

This **Postgraduate Diploma in Economic Journalism** 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



Boost your CV with an intensive program in Economic Journalism and give your professional career a boost towards maximum competitiveness"

“

Grow with the support of a high-quality program that provides all the tools you may need”

The team of professors of the program in Economic Journalism 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 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 the quality answer to your educational needs.

All this educational compendium makes this a program of specialization in Economic Journalism 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.

With professors who are experts in this field of work, this Postgraduate Diploma is a unique opportunity for professional development.

With the best technology on the online teaching market, this program will allow you to learn fluently and efficiently.



02

Objectives

The program in Economic Journalism will allow the professional in the area to develop his or her career in Economic Journalism in an intensive and flexible manner. 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.



VIERNES 13 de MARZO de 2020 • Año XXIII -7.737 PRECIO 1,70 EUROS EDICIÓN MADRID

RAZÓN

A MUNDIAL POR EL COVID-19 P_10 a 29

Monocrack

la mayor caída de su historial

mica y
CE

La capitalización de las compañías se ha
222.000 millones desde el inicio de la



“

Learn in a practically focused way how to plan, obtain and transmit economic information with expert quality”



General Objectives

- Establish the theoretical basis for understanding the importance of Economic Journalism as one of the main aspects of specialized journalism
- Provide the basic tools to understand the need for journalistic specialization as an elemental value in the future perspective of journalism
- Show how a local and non-specialized newspaper deals with economic issues
- Determine the conditioning factors of economic news, both in the choice of subject matter and in the way they are approached
- Examine the socio-economic framework in which sport activities are found
- Assimilate the different business models associated with sport
- Recognize how the economic activity of sport has an impact on other aspects of society
- Identify relevant concepts within the main areas of knowledge of economics and business
- Define key terminology that avoids confusion for the reader, the specialist in economics and business, and to establish the guidelines to be followed by the writer when presenting the fundamental ideas
- Delve into the specialization in Economics and Business terminology, as well as the identification of the underlying and relevant areas of knowledge of the same
- Present and propose an updated glossary of Economics and Business terms that will allow to develop in an autonomous and specialized way the correct elaboration of texts

PAPEL ¿AUTORIZO O NO AUTORIZO?: LA GRAN TRAMPA DE LA LETRA PEQUEÑA EN INTERNET P.53 JOSÉ MARIA ROLLES

DOMINGO

EL MUNDO

21 DE ENERO DE 2021. AÑO XXXI. NÚMERO 11.263. PRECIO 3€

JOSÉ LUIS ESCRIBA "LA REFORMA DE LAS PENSIONES ES CLAVE PARA ACCEDER A LOS FONDOS DE LA UE" P.16 CARLOS DEGUA

"El dinero le permite vivir mejor, pero no es lo que me inspira, yo vivo para jugar a fútbol no por sus beneficios económicos, sino por el juego por el equipo y no para mí mismo" (Lionel Messi)

555.237.619€

EL CONTRATO FARAÓNICO DE MESSI QUE ARRUINA AL BARÇA

EL JUGADOR ARGENTINO FIRMÓ, EN NOVIEMBRE DE 2017, UN DOCUMENTO QUE LE OTORGA HASTA 138 MILLONES POR TEMPORADA ENTRE FIJO Y VARIABLE

EL ACUERDO INCLUYE DOS PRIMAS: UNA SÓLO POR ACEPTAR LA RENOVACIÓN (115.225.000€) Y OTRA EN CONCEPTO DE "FIDELIDAD" (77.929.956€)

PESE A LAS DECEPCIONES EN LA CHAMPIONS, QUE OFRECE LOS INCENTIVOS MÁS ALTOS, YA SE HA ASEGURADO EL 92% DEL TOTAL Y SIGUE SUMANDO

UNA INVESTIGACIÓN DE MARTÍ SABALLS Y ESTEBAN URREIZTIETA P.51

El 25 de noviembre de 2017, Lionel Andrés Messi, por un lado, y el FC Barcelona, por otro, firmaron un contrato que vinculaba al astro argentino con el club hasta el próximo 30 de junio. Los términos del acuerdo, cuya firma se retrasó varias semanas por la inquietud que el referéndum del 1 de octubre de aquel año provocó en el futbolista, han sido uno de los secretos mejor guardados del fútbol. Hasta hoy, EL MUNDO desvela, en rigurosa exclusividad, las cifras exactas del, quizá, último vínculo entre el Barça y su estrella, que incluye un contrato laboral y otro sobre los derechos de imagen.

El club que entonces presidía Josep Maria Bartomeu se comprometió a pagarle a su jugador franquicia una cifra marcante: 555.237.619 euros durante las cuatro temporadas que engloba el documento, lo que constituye el contrato más alto de la historia del deporte. Esa cantidad es la máxima que podría haber cobrada, y aunque no llegará, pues no ha logrado alguno de los objetivos deportivos necesarios, la facilidad de la mayoría de esas metas hace que, a día de hoy, y sin tener en cuenta lo que falta de temporada, se haya ganado el derecho ya a percibir 511.500.000 euros, y eso pese a las decepciones de la Champions, que ofrece los incentivos variables más altos de todo el contrato.

Lo más llamativo del texto, que consta de 30 páginas, son las dos primas que incluye: una de renovación, de 115.225.000 euros, y otra por "fidelidad" de Messi al Barça, de 77.929.956. Estas cantidades están garantizadas para el delantero en cualquier circunstancia.

¿CÓMO HA RECOMPENSADO EN ESTOS AÑOS EL JUGADOR ARGENTINO AL CLUB?

P.69 FRANCISCO GARCÍA

EL DÍA QUE MESSI CONFISCÓ EL BARÇA P.70 JAVIER BUSTOS

UN ACUERDO HECHO DE RODILLAS P.87 CRISTÓBAL SUÁREZ

UN HOMBRE NUNCA PUEDE SER UN DIOS P.70 IVARRO DEAZ-GUERRA

QUARY.-RETRIBUCIÓ

4.1. S'estableixen els següents conceptes retributius:

4.1.1. En concepte de salari, fitxa, primes per partits guanyats, dietes, compensació per viatges privats, plus d'antiguitat, i per qualsevol altre concepte salarial que li pugui correspondre, a excepció dels conceptes, primes o bonificacions que expressament es detallen en altres apartats d'aquest contracte, el JUGADOR percebrà cada temporada de vigència d'aquest contracte, la quantitat de SEIXANTA-UN MILIONS TRES-CENTS VINT-I-VUIT MIL CINQUENTA VINT EUROS (61.320.520 €)

4.1.2. En el cas que el JUGADOR jugui un mínim del 60% dels partits oficials disputats pel Primer Equip de Futbol del FC BARCELONA en la respectiva temporada, i sempre que hagi disputat un mínim de deu (10) partits, el JUGADOR rebrà un import addicional de UN MILLO SÈS-CENTS CINQUANEA-GIS MIL TRENTA-QUATRE EUROS (1.656.034.-€). A efectes del càmpus de partits jugats, i per a tot el contracte:

- Tenen la consideració de partits oficials, tots els partits de competició disputats pel Primer Equip al Campionat Nacional de Lliga, UEFA Champions League (o UEFA Europa League) i la Copa del Rei i, cas de classificació al Futbol, els partits de Supercopa d'Espanya, Supercopa d'Europa i Mundial de Clubs. Queden exclosos, en tot cas, els partits de la Copa Catalunya.
- S'entendran com partits jugats aquells en que el JUGADOR jugui un mínim de quaranta-cinc (45) minuts del temps reglamentari (incident previuques i temps afegit); en cas que el JUGADOR s'hagués de retirar del terreny de joc per lesió, es comptarà com a partit jugat, independentment del temps que hagi jugat.

EL PP SE ENCOMIENDA AL 'EFECTO AYUSO' PARA FRENAR A VOX EN CATALUÑA

La posibilidad de 'sorpasso' siembra la alarma en Génova. La líder madrileña hace campaña en Barcelona y Abuscal carga contra ellos: "El PP abandonó a los catalanes"

P.88 IÑAKI ELLAURRIA

CARTA DEL DIRECTOR FRANCISCO ROSELL **Illo y el capitán del Prestige** P.82

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Promoción válida para nuevas contrataciones entre el 1 de enero y el 31 de febrero de 2021.

CRONICA

El buzo Santiago nos explica los secretos de la ascidia, un 'tesoro' submarino con el que PharmaMar prepara su antiviral P.28 PABLO REZO

EL BICHO PESCADO EN IBIZA QUE QUIEREN USAR PARA FRENAR EL COVID

DEL 'PACIENTE CERO' ALEMÁN QUE LLEGÓ A LA GOMERA AL TSUNAMI DE LA TERCERA OLA

DEL 'PACIENTE CERO' ALEMÁN QUE LLEGÓ A LA GOMERA AL TSUNAMI DE LA TERCERA OLA



Specific Objectives

Module 1. Economic Journalism

- ♦ Provide the basic notions of specialized journalism and Economic Journalism
- ♦ Understand the need for journalistic specialization as a tool to differentiate journalism in a context of “infoxication.”
- ♦ Develop fundamental concepts for the understanding of Economic Journalism
- ♦ Know the historical perspective to understand the current situation and visualize the future perspective of Economic Journalism

Module 2. Economic Journalism in a Local Newspaper

- ♦ Differentiate between objective news and conditioned information
- ♦ Show some of the informative routines (and vices) in economic news
- ♦ Analyze to what extent the quantification of economic language has influenced local journalism
- ♦ Bring the student closer to a reality about the economic journalist that is very different from the vision that can be shown in movies, series and other works of fiction
- ♦ Provide the student with the tools to form his own criteria about the economic news that appear in the local media
- ♦ Underline the translation of macroeconomics to microeconomics through local journalism

Module 3. Journalism, Economics and Sport

- ♦ Analyze the different ways of structuring sports companies and how they become major players in a macroeconomic business
- ♦ Examine the media importance of sport and its social repercussions
- ♦ Consider and reflect on the major economic impacts generated by certain sporting events
- ♦ Study the new sports journalism and the importance of social networks in it

Module 4. Concepts and Terminology of Economics and Business

- ♦ Understand and identify the terminology of general economics, macroeconomics and microeconomics, in order to contextualize the current economic situation and its influence on society and companies
- ♦ Present organizations and companies through their terminology, as well as the main relationships with their environment and other organizations
- ♦ Identify the role of Finance, financial markets and the stock market in today's economy, their relevance in society and in companies
- ♦ Define, through its terminology, accounting as a key instrument in management, taxation, presentation of financial statements and determination of corporate profitability

03

Course Management

The program in Economic Journalism is taught by professionals in the sector, with extensive experience in journalism, teaching, who will try to give students you 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.



“

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 (Federación Nacional de Cofradías de Pescadores)
- ♦ 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

Mr. Figuereo Benítez, Juan Carlos

- ♦ Specialized journalism in Institutional and Political Communication
- ♦ Period Editorial Department, at GN10 DIGITAL NEWS
- ♦ Degree in Journalism from the University of Sevilla
- ♦ Master's Degree in Institutional and Political Communication, at the University of Seville

Dr. Sánchez-Gey, Nuria

- ♦ Project Director and Head of Communications at the Foundation José Manuel Lara
- ♦ Journalist, News Editor and News Reporter for Informativos Telecinco
- ♦ Professor of the Degree in Communication and the Degree in Digital Communication at the University Center San Isidoro
- ♦ Professor in the Master's Degree in Sports Journalism, Faculty of Communication, University of Seville
- ♦ Professor at the Andalusian School of Reporters
- ♦ Interuniversity Doctorate in Communication from the Faculty of Communication of the University of Seville, in the line of Journalism
- ♦ Degree in Communication Journalism, from the Faculty of Information Sciences of the University of Seville
- ♦ Diploma of Advanced Studies from the University of Seville
- ♦ International stay in Communication at the University of Lagos, Portugal

Mr. Mateo Martín, Ignacio

- ♦ ATOS Application Development
- ♦ Founder of the digital magazine La Paradinha
- ♦ Editor in ABC de Sevilla in the Economy section and in the Andalusia section.
- ♦ Editor at Europa Press Andalucía
- ♦ Editor at El press office of the Environment and Water Agency of Andalusia.
- ♦ Editor at Estadio Deportivo
- ♦ Degree in Journalism from the University of Seville.
- ♦ Senior Technician in Web Applications Development at IES Mirasierra
- ♦ Official Master's Degree in International Relations from the Pablo de Olavide University in conjunction with the International University of Andalusia

Ms. Pérez Sigüenza, Marta

- ♦ Supply Chain Operations at Airbus Crisa
- ♦ Composite Materials Procurement at Airbus
- ♦ Purchasing Specialist at Tramas+
- ♦ Professor at the University Pablo de Olavide
- ♦ PhD in Strategic Management and business internationally from the University of Seville.
- ♦ Double degree in Business and Law from the University Pablo de Olavide
- ♦ MBA from the University of Malaga
- ♦ Master's Degree in Biological Medicine and Aging from the University of Alcalá, Spain



Mr. García Latorre, Andrés

- ♦ Publisher / editor / coordinator of the newspaper the voice de Cádiz
- ♦ Editor at El Correo de Andalucía
- ♦ Editor and Broadcaster at Cadena SER
- ♦ Postgraduate Diploma in community management from the National University of Remote Education
- ♦ Degree in Journalism from the University of Seville

“

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

04

Structure and Content

The syllabus of this Postgraduate Diploma has been developed with a clear purpose: to ensure that our 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.



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“

Structured in complete didactic units, oriented to an efficient and fast learning, this program is totally compatible with your personal and professional life"

Module 1. Economic Journalism

- 1.1. Current Panorama of Economic Journalism
 - 1.1.1. Structural Conditions
 - 1.1.2. Work Routines
 - 1.1.3. Technological Environment
- 1.2. Important Concepts of Economic Journalism
 - 1.2.1. What is Specialized Journalism?
 - 1.2.2. Branches of Specialized Journalism
 - 1.2.3. Economic Journalism
- 1.3. Origin of Journalistic Specialization. Economic Journalism
 - 1.3.1. Media Saturation of Generalist Information
 - 1.3.2. Readership Crisis of the Written Press
 - 1.3.3. Fragmentation of the Mass Audience
- 1.4. Emergence of Specialized Publications
 - 1.4.1. Historical Perspective
 - 1.4.2. Main Titles
 - 1.4.3. Incorporation of Specialists Into Generalist Newsrooms
- 1.5. New Functions of the Traditional Media
 - 1.5.1. Quality Information
 - 1.5.2. Reference Media
 - 1.5.3. Slow Journalism
- 1.6. Capacity of Journalistic Information to Transmit Specialized Knowledge
- 1.7. Levels of Specialization in the Economic Press
 - 1.7.1. Economic Journalism in Generalist Publications
 - 1.7.2. Specialized Press
 - 1.7.3. Economic Journalism in Radio and Television
- 1.8. The Practice of Economic Journalism
 - 1.8.1. Main Journalistic Genres
 - 1.8.2. Reference Publications in Economic Journalism in the world
 - 1.8.3. Reference Publications in Economic Journalism in Spain

- 1.9. Communication Difficulties Between Journalists and Specialists. Change of Roles in the Relationship with Information Sources
 - 1.9.1. Typology of Information Sources
 - 1.9.2. Primary Sources for Economic Journalism
 - 1.9.3. The Relationship with the Communication Offices
- 1.10. Future Prospects of Economic Journalism
 - 1.10.1. The Information Market
 - 1.10.2. The Need for Specialization
 - 1.10.3. Job Opportunities

Module 2. Economic Journalism in a Local Newspaper

- 2.1. Economics in a Local Environment
 - 2.1.1. What Economic Information is of Interest in a Local Newspaper?
 - 2.1.2. The Problem of Interest: Being Accurate and Being Accessible
 - 2.1.3. What is the Weight of Economic Information in a Local Newspaper?
- 2.2. The Economic Journalist in a Local Media
 - 2.2.1. Who is in Charge of Preparing Economic Information?
 - 2.2.2. The Advantages of the Local Journalist in the Field of Economics
 - 2.2.3. Threats to Local Journalists
- 2.3. Local Journalism in Crises
 - 2.3.1. What do we Consider a Crisis and How does it Condition the Information?
 - 2.3.2. The 2008 Economic Crisis
 - 2.3.3. COVID-19 and Dissemination
- 2.4. Local Events and the Economy
 - 2.4.1. The Economy to Measure the Success of an Event
 - 2.4.2. Carnival of Cadiz as an Example of Festival Economics
 - 2.4.3. La Motorada, When the Economy Surpasses the Event
- 2.5. Labor Conflicts and Media Repercussions in the Economic Press
 - 2.5.1. Labor Mobilizations
 - 2.5.2. Layoffs
 - 2.5.3. The Position of the Journalist
- 2.6. Relationship of the Journalist with the Companies
 - 2.6.1. Advertisers and 'Counter-Advertisers'.
 - 2.6.2. The Interest of the Company Versus the Reader's Interest
 - 2.6.3. The Cabinets are Once Again Conditioning

- 2.7. Large Companies and their Reflection in the Economic Press Section
 - 2.7.1. What Makes a Company Big?
 - 2.7.2. Navantia, Historical of the Sector
 - 2.7.3. Airbus, the Hope
 - 2.8. Economic Interlocutors in Local Journalism
 - 2.8.1. Businessmen
 - 2.8.2. Labor Unions
 - 2.8.3. Politicians
 - 2.9. Unemployment. Information. Propaganda
 - 2.9.1. Figures and Stories in the Local Press
 - 2.9.2. The Importance of Context
 - 2.9.3. Information versus Propaganda
 - 2.10. Economics in a Newspaper Outside the Newspaper
 - 2.10.1. Supplements as an Alternative
 - 2.10.2. Events
 - 2.10.3. Being in a Newspaper Without Appearing
- Module 3. Journalism, Economics and Sport**
- 3.1. Professional Sports, Amateur Sports and e-Sports. A Macroeconomic Business
 - 3.1.1. Professional Sport, a Macroeconomic Business. Transfers and Commissions
 - 3.1.2. The Media Interest in Amateur Sports: The Case of Women's Soccer
 - 3.1.3. The E-Sports Phenomenon
 - 3.2. Different Models of Sports Societies. Sports Empires
 - 3.2.1. Sports Societies. The Value of the Member
 - 3.2.2. Sports Corporations. The New Investors, the Social Notoriety
 - 3.2.3. North American Franchises (NBA, MLB, NFL and NHL) and Sports "Empires" (Red Bull, City Football Group, Pozzo, Duchatelet, etc.
 - 3.3. Sport as Mass Spectacle and Socialization. Sport in the Business Press I
 - 3.3.1. Sports Already Ignore Borders: NBA, American Soccer (Superbowl)
 - 3.3.1.1. Breaking of Schedules: Early Morning Monitoring (America) Opens a New Door
 - 3.3.2. The "Stadium-Museum Phenomenon.
 - 3.3.3. COVID-19 Cools Down the Sports Industry
 - 3.4. Idolatry Sells. The Sport in the Economic Press II
 - 3.4.1. Referents for Permeable Consumers: Children, Adolescents and Young People
 - 3.4.2. Heroes Without Borders: Globalization Expands the Attraction of Admirers
 - 3.4.3. The Stars, Fundamental Poles in the Sale of Television Rights
 - 3.5. Sport as a Pillar of Television Audiences. The Sport in the Economic Press III
 - 3.5.1. The Power of the Live Broadcast, the Emotion and the Enthusiastic Masses
 - 3.5.2. A Key Lure to Implement Pay-Per-View Platforms
 - 3.5.3. Farewell to the Carousel. Strange Schedules for the Local Fan
 - 3.6. Sponsors: 'Quid pro quo'
 - 3.6.1. Bookmakers, that Necessary Evil for Clubs
 - 3.6.2. The Moral Conflict between Bookmakers and the Media
 - 3.6.3. Local Sponsors, Basic for the Survival of Amateur Sports. The Moral Commitment of the Local Journalist
 - 3.7. The Major Sports Impacts in the Global Economy and in the Business Press
 - 3.7.1. Olympic Games and World Cups as Economic Turbines. The Case of Barcelona 92
 - 3.7.2. The Champions League as a Source of Wealth and Tourist Enhancement
 - 3.7.3. The Bosman and Simutenkov Laws. Tax Havens and Peculiarities in Taxation
 - 3.8. Media Monitoring Shapes the New Formats. Economic Profitability and Press
 - 3.8.1. Champions League, European League, Copa Libertadores, European Super League?
 - 3.8.2. The Adaptation of Sports in Search of Economic Profitability. The Davis Cup Reinvented
 - 3.8.3. The Nations League and the Farewell to National Teams' Friendly Matches
 - 3.9. The 'Clickbait' turns the focus to seek profitability
 - 3.9.1. When Sport Ceases to be Sport in the Media
 - 3.9.2. The Danger of Overexposure in Social Networks
 - 3.9.3. The Commercial Potential of the 'Human' Side of the Idol
 - 3.10. The Stylistic Reinvention of Sports Journalism to Capture Audiences. Repercussion in the Economic Press
 - 3.10.1. The Resurgent Receiver: Playing at being 'journalists'
 - 3.10.2. Former Sportsmen and Women as Focus Points to Attract Audiences
 - 3.10.3. The New Sports Language of the Digital Format

Module 4. Concepts and Terminology of Economics and Business

- 4.1. General Economics for Economic Journalists I
 - 4.1.1. Macroeconomics
 - 4.1.2. Microeconomics
 - 4.1.3. International Economy
- 4.2. Economics and Market Structure. General Economics for Economic Journalists II
 - 4.2.1. Buyers and Demand
 - 4.2.2. Sellers and Supply
 - 4.2.3. Networks and Other Structures
- 4.3. Organizations, Companies and Corporations. Sources of Information in Business Journalism I
 - 4.3.1. Organization as an Entity
 - 4.3.2. Company, Brand and Environment
 - 4.3.3. Legal Forms of Companies
- 4.4. Other Organizational Structures as Sources of Information for the Economic Journalist II
 - 4.4.1. Business Groups
 - 4.4.2. Foundations
 - 4.4.3. Value Chains
- 4.5. Business and Strategy. Key Concepts in Economic Journalism I
 - 4.5.1. Planning and Strategy
 - 4.5.2. Generic and Traditional Strategies
 - 4.5.3. New Company Strategies
- 4.6. Markets and Finances. Key Concepts in Economic Journalism II
 - 4.6.1. Stock Market and Quotations
 - 4.6.2. Fundamental and Technical Analysis
 - 4.6.3. Futures, Options and Other Financial Derivatives
 - 4.6.4. International Finance Markets
- 4.7. Financial Management I
 - 4.7.1. Sources of Financing
 - 4.7.2. Corporate Financial Structure
 - 4.7.3. Financability, Solvency and Liquidity
 - 4.7.4. Collections and Payments





- 4.8. Accounting and Business: Financial Accounting and Informative Data II
 - 4.8.1. General Accounting Plan
 - 4.8.2. Accounting Structure
 - 4.8.3. Statement of Accounts
- 4.9. Accounting and Business: Internal Accounting and the Economic News III
 - 4.9.1. Internal Accounting
 - 4.9.2. Value Calculation
 - 4.9.3. Inventory Management
 - 4.9.4. Cost Structures
 - 4.9.5. Break-Even Analysis
- 4.10. Key Terminology for Economic Journalists
 - 4.10.1. Introduction
 - 4.10.2. Frequent Confusion
 - 4.10.3. Glossary of Terms

“

This program, with the best technology in the online teaching market, will allow you to learn in a fluent and efficient way”

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

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

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

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



Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

Certificate

This Postgraduate Diploma in Economic Journalism 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 Economics Journalism** 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 Economics Journalism**

Official N° of Hours: **600 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.

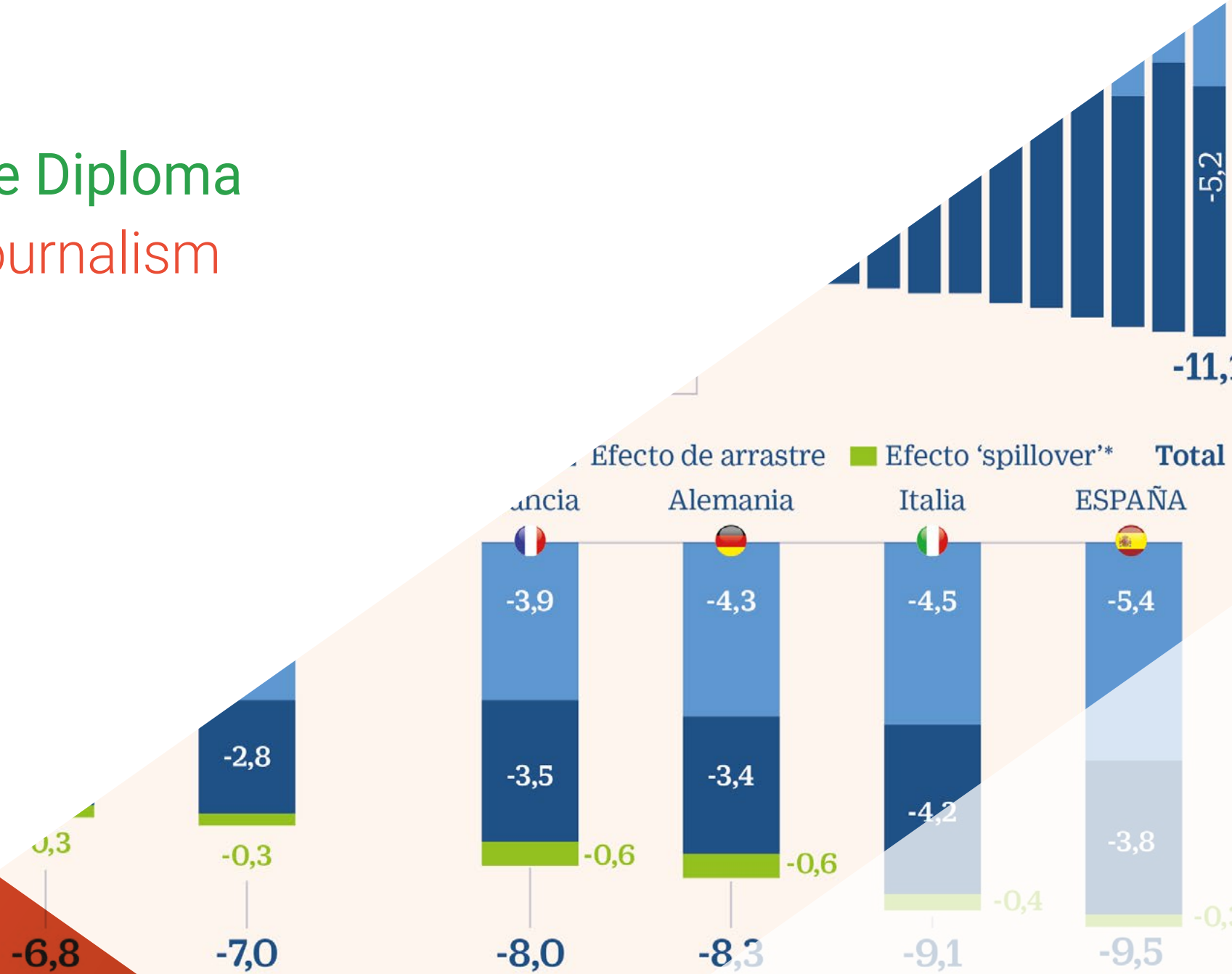
future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development language
classroom



Postgraduate Diploma Economic Journalism

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

Postgraduate Diploma Economic Journalism



añadido anual de las distintas regiones de cada país** En %
 puntos indica un 'shock' similar entre territorios del mismo país y su dispersión, un