Postgraduate Diploma

Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management

tech *technological university*

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Postgraduate Diploma
Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management

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

Website: **www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-management-strategies-finance-marketing-communication-digitalization-event-management**

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01
Introduction

Being a complete business tool, organizing profitable and productive events requires an exhaustive mastery of the concepts of finance and marketing, within the event planning strategy. Achieving the goal without generating risks translates into a correct administration of technical, human and economic resources. For this reason, to gain in-depth knowledge of the subject and master it as a true expert, an online up-to-date program has been designed, with the most innovative methodology in today's university environment, which allows for flexibility and quality.

"*Acquire the knowledge in Finance, Marketing, Communication and Digitalization that you need to stand out in your professional environment. With this Postgraduate Diploma. Enroll now*"

The professional in the communications sector must understand the importance of events as a powerful tool for interrelation and business. Influencing, building loyalty, reaching a greater number of people, convey a message, can be possible thanks to the multiple digital tools, but it is also necessary to know how to choose the right method to do it efficiently and achieve the objectives set.

This Postgraduate Diploma in Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management, provides the professional with the knowledge required to apply to events as a business tool, within its strategic plan. Whether you work in the organizational or corporate sector, or in the individual journalism.

Fundamental topics for the production and implementation of current and future events will be developed: areas of strategy, budget planning, operating accounts, profit management, Cash Flow, taxation, return on investment, among other aspects related to the financial aspects of the event. As well as issues related to marketing management, communications and digitalization.

This program has been designed to provide flexibility and quality to the student. The contents are available 100% online, in a variety of formats, with an innovative methodology based on Relearning, which allows a fast and effective learning of all concepts as it is based on repetition. The 450 hours that make up this degree are, therefore, being fully exploited.

This **Postgraduate Diploma in Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management** 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 Communication, Marketing and Event Management

- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice

- Practical exercises where 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

Open yourself to endless possibilities in the current job market with this specialized industry, design and planning program in event management"

"Focus your creativity on productivity. Learn the most important techniques to generate a powerful database, thanks to digitalization in the event management"

With this Postgraduate Diploma, you will be able to create plans adapted to every need. You will develop financial management skills.

Enroll now and become an expert in a few months and online. In one of the most in-demand areas in the business world and with the highest number of opportunities in the entrepreneurial sector.

The program's teaching team includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive education programmed to prepare in real situations.

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

02
Objectives

The correct implementation of the event as a strategy in the communications sector requires specific skills. Mastering the budget, communication, marketing and digitalization area in the event management, focuses on the achievement of positive results. The objective of this Postgraduate Diploma is to provide the student in these areas of great importance, so that they can achieve outstanding levels of experience and a promising professional future.

Apply the most correct and innovative strategies for the event management in benefit of your company and clients"

General Objectives

- Acquire and understand knowledge that provides expertise or an opportunity to be original in the development and/or application of ideas, often in a research context
- Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams
- Develop Financial Management competences
- In-depth knowledge of current trends in event management
- Master the digitalization of the event, the most used tools today and new trends

Don't miss the opportunity to prepare yourself for a successful future. With this program, you will obtain the competencies and skills required to succeed in Event Management"

Specific Objectives

Module 1. Finance Management

- Know how to create the budget of an event, with an operating account
- Develop the Cash Flow and its importance in decisions, investments and amortizations
- Gain in-depth knowledge and value the ROI of an event from an economic prospective
- Analyze potential revenues, sources of financing and determine the Break Event

Module 2. Marketing and Communication Management Strategies

- Develop the communication plan and its importance for the event
- Master the actions and tools of advertising and marketing for events
- Evaluating new consumer behavior
- Determine the value and purpose of the brand
- Implement the Sustainable Development Goals in events
- Explore different models of internal and external analysis

Module 3. Marketing Management and Digitization of Events

- Understand the new communication technologies
- Manage segmentation, metrics and Big Data analysis
- Evaluate the benefits and difficulties of digitization in events
- Understand and apply the Benchmarking
- Manage the brand's reputation
- Master social networks and their ecosystems to benefit the development of the event

03
Course Management

A teaching team with extensive experience in event management, within the industry and communications, are at the forefront of this program. As they are currently successfully developing their professional work, they will offer the student an up-to-date and exclusive education. Supported by the most secure and avant-garde platform and study methodology implemented by TECH.

"During the learning process you will be accompanied by an expert and professionally active teaching staff. This guarantees that the program will be carried out with quality and safety"

Management

Mr. Gil Tomas, Tommy

- Founder and CEO of Atelier MICE
- Project Management Advisor for the UNESCO World Conference on Higher Education
- Development Director of Creativialab S.L
- Director Barcelona Congréso Médic S.L
- Professional Master's Degree in Marketing Management
- Professional Master's Degree in Pharmaceutical Marketing from ISM- ESIC
- Diploma in Tax Law by ESINE

Professors

Mr. Perelló Sobrepere, Marc

- Corporate Communications and Marketing Manager
- Director of Digital and Strategy Area at Creativialab SL
- Head of the Communications and Marketing Area at Abantia Group
- Head of the Communications and Marketing Area at Managing Incompetence
- Marketing and Communication professor for university postgraduate studies
- Author and co-author of articles for magazines specialized in Communication
- PhD in Communication Sciences from the University Ramon Llull
- Degree in Journalism from CEU Abat Oliba University
- Degree in Advertising and Public Relations from CEU Abat Oliba University
- Master's Degree in Humanities and Social Sciences at CEU Abat Oliba University

04
Structure and Content

Developing financial management skills and understanding the structure of communication and its tools in the event environment is an important part of the syllabus presented in 3 modules, with a variety of formats and multimedia resources that make the study process dynamic. A better understanding is possible through the online methodology, based on Relearning, which makes this program unique.

Gaining in-depth knowledge and value the ROI of an event from an economic perspective, is part of the content of this program"

Module 1. Finance Management

Module 2. Marketing and Communication Management Strategies

2.5.   Global Communication Challenges
    2.5.1.   International Marketing Theories
    2.5.2.   Cross-Cultural Marketing y Its Application
    2.5.3.   Moving Brands and Messages to Other Countries
2.6.   Advertising and Marketing
    2.6.1.   Traditional and Digital Advertising
    2.6.2.   Creativity: Art or Science
    2.6.3.   Event Actions and Tools
2.7.   Analysis Models
    2.7.1.   Internal Analysis: SWOT and CAME
    2.7.2.   Strategic Analysis: Boston and Ansoff
    2.7.3.   External Analysis: Porter's 5 Forces and PESTEL
2.8.   Media Relations
    2.8.1.   Press Conferences, Press Releases and Other Tools
    2.8.2.   Spokesperson Training
    2.8.3.   Crisis Communication
2.9.   Agency Relationships
    2.9.1.   Competitions, Contracts and Other Practices
    2.9.2.   Project Management and Implementation
    2.9.3.   Project Measurement and Results
2.10.   The Communication Plan
    2.10.1.   The Communication Plan
    2.10.2.   Development of the Tactical Part of the Communication Plan
    2.10.3.   Implementation and Follow-Up of the Communication Plan

Module 3. Marketing Management and Digitization of Events

3.1.   Event Digitization
    3.1.1.   New Communication Technologies
    3.1.2.   Digital Events
    3.1.3.   Big Data. Metrics and Analytics
3.2.   Digital Segmentation
    3.2.1.   New Audiences and Types of Users
    3.2.2.   New Segmentation Variables
    3.2.3.   The Buyer and Their Development
3.3.   Digitization of Information
    3.3.1.   Thinking and Communicating Digitally
    3.3.2.   New Knowledge ManagementModels
    3.3.3.   Fake News and Other Enemies of Digitalization
3.4.   Digital Reputation Management
    3.4.1.   Personal Brand
    3.4.2.   Social Listening
    3.4.3.   Inbound Marketing
3.5.   DigitalBranding
    3.5.1.   Branding
    3.5.2.   EventBranding
    3.5.3.   Actions to Be Taken Based on the Income Statement
3.6.   The Benchmarking Process
    3.6.1.   Purpose of the Event
    3.6.2.   Competitive Analysis
    3.6.3.   Benchmarking of Results
3.7.   Event Campaigns
    3.7.1.   Brainstorming
    3.7.2.   Internal and External Part of the Campaign
    3.7.3.   Campaign Implementation and Follow-Up

You will be a point of reference in your work environment, achieving your goals much sooner than you imagined. Enroll now and live the experience 100% online and in 6 months"

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.

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%
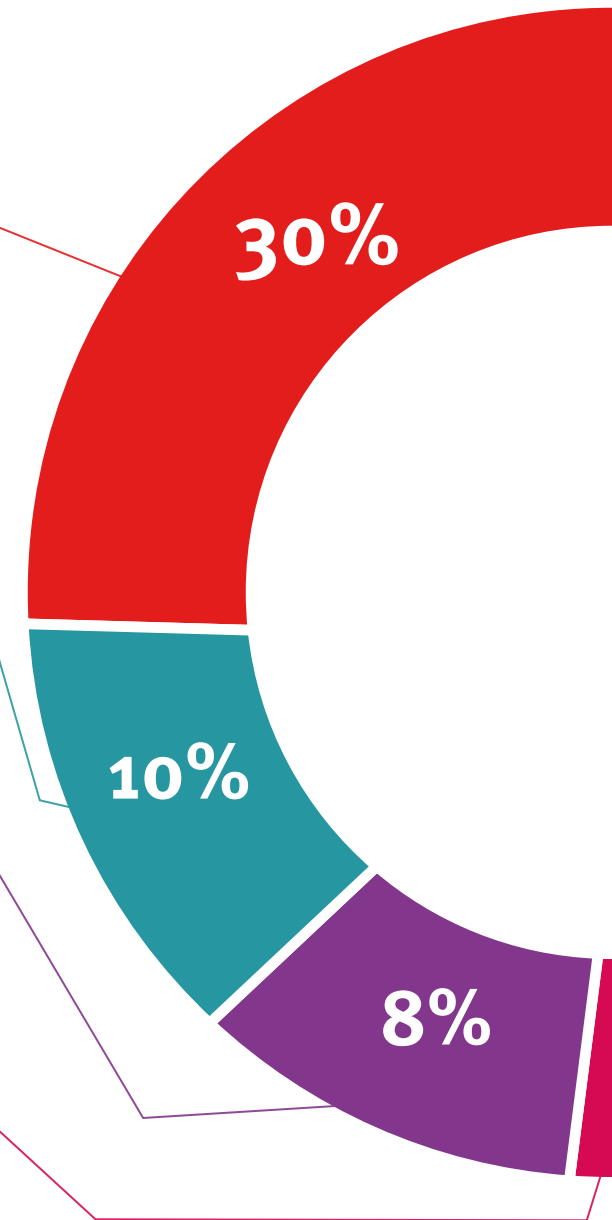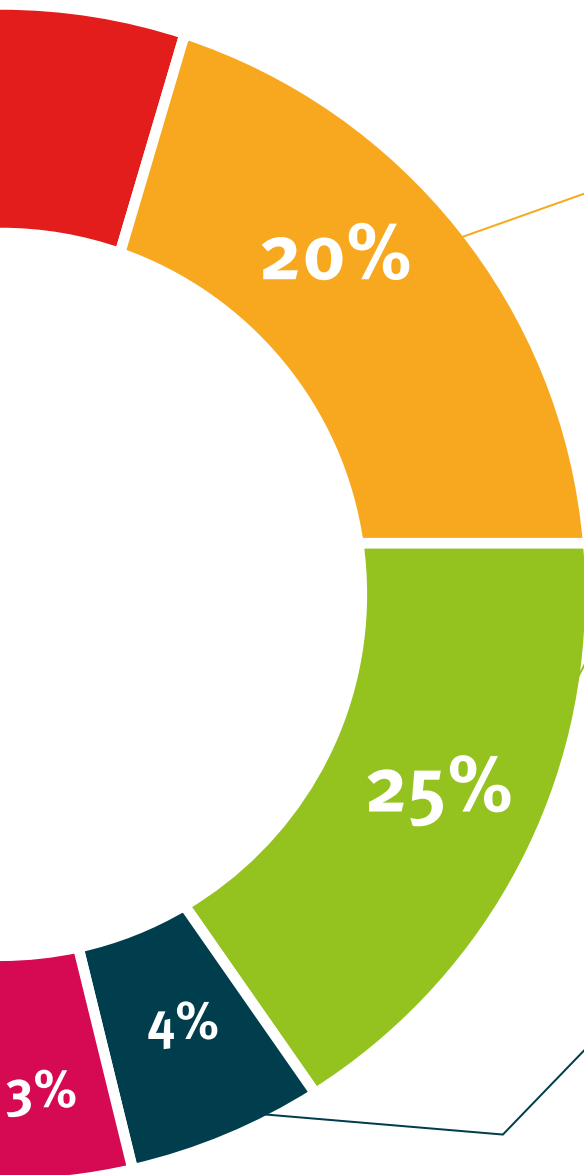
Case Studies

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 Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management 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 Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management** 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 certificate 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 Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in
Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management

This is a qualification awarded by this University, equivalent to 450 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 certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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