

Postgraduate Diploma Media and Information Product Management



Postgraduate Diploma Media and Information Product Management

- » Modality: online
- » Duration: 6 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-media-information-product-management

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01

Introduction

Today, media companies are looking for highly specialized and knowledgeable professionals in the field of product and media management within their ranks. To this extent, it is important for journalists to have knowledge of business management, as well as the functions within a communications company. Therefore, this program becomes an opportunity for professionals who wish to incur in this new combination of management and media. This is a unique opportunity for students in a sector with high demand and professional opportunities.



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This program is the best option you can find to specialize in Media and Information Product Management”

This Postgraduate Diploma provides students with specific tools and skills to successfully develop their professional activity in the broad environment of Media and Information Product Management. It works on key skills such as knowledge of the reality and daily practice in the media and develops responsibility in monitoring and supervision of their work, as well as communication skills within the essential teamwork.

This program is designed to provide 600 hours of online study, and all theoretical and practical knowledge is presented through a high-quality multimedia content, analysis of clinical cases prepared by experts, master classes and video techniques that allow the exchange of knowledge and experience, maintain and update the academic level of its members, create protocols for action and disseminate the most important developments in the specialty.

With this online program, students can organize their time and pace of learning, adapting it to their schedules, in addition to being able to access the contents from any computer or mobile device.

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

- ♦ Case studies presented by experts in Communication Company 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 the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Communication Company Management
- ♦ 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



Don't miss the opportunity to study this Postgraduate Diploma in Media and Information Product Management with us. It's the perfect opportunity to advance your career"

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This Postgraduate Diploma is the best investment you can make when selecting a refresher program to update your knowledge in Media and Information Product Management”

The teaching staff includes professionals from the communication sector, who bring their experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn 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. The professional will be assisted by an innovative interactive video system created by renowned and experienced experts in Communication Company Management.

This program comes with the best educational material, providing you with a contextual approach that will facilitate your learning.

This 100% online program will allow you to combine your studies with your professional work while increasing your knowledge in this field.



02 Objectives

The program in Media and Information Product Management is designed to facilitate professional performance in the field to acquire knowledge of the main developments in the sector.





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This is the best option to learn about the latest advances in Media and Information Product Management”



General Objective

- Train the media professional to manage a large company, acquiring the necessary knowledge in each area of the company

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Realistic objectives thought out and planned so that by the end of the program you will have acquired the knowledge you need to start working in this field”





Specific Objectives

Module 1. Media

- ◆ Identify media communication audiences
- ◆ Know which media can help the company's growth
- ◆ Advertise with media that promotes the corporate mission and vision
- ◆ Create advertising guidelines with the media for corporate growth

Module 2. Information Product Management

- ◆ Generate informative content that allows you to attract a large audience
- ◆ Produce quality products that show important aspects of interest for today's society
- ◆ Have a database with important contacts of governmental organizations, international entities and relevant personalities

Module 3. Market and Communication Environments

- ◆ Know how to manage your company's reputation
- ◆ Create guidelines to reach a wider target audience
- ◆ Identify what kind of brands and household name companies want patterns with the company to increase their number of sales

Module 4. Market and Customer Management

- ◆ Identify the company environment and their target audience
- ◆ Know the target audience of the media and know what kind of guidelines will be generated
- ◆ Develop a guide to facilitate mediation between private companies and the media



03

Course Management

The program includes in its teaching staff leading experts in all aspects of marketing management and political communication, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.



...Y: TO FALL BACK



A connection...
esteem object we...
remove. So dear real on like...
for two families addition exp...
the. If sincerity he to curiosity...
Learn taken terms be as.
old. Scarcely mrs produced too removing new.
Lain knew like half she yet joy. Be than dull as
seen estimating affronting favourable no mr.
attacks his besides. Suitable settling mr
attended no doubtful feelings. Any over
say bore such sold five but hung. Lose john
poor same it case do year we. Full how way
even the sigh.

“ We have the best teaching staff to help you achieve professional success”

Management



Ms. Iñesta Fernández, Noelia

- Journalist and Social Media Manager
- Communications Manager (G. Greterika Imp-Exp)
- Communications and Marketing Manager (Corporate)
- Community Manager in SMEs of Channel Horeca
- Local media writer
- D. in Media Research
- Master's Degree in Social Media Management
- Degree in Journalism
- Higher Technician in Audiovisual Production



03

Structure and Content

The structure of the contents has been designed by the best professionals in Communication Company Management, with extensive experience and recognized prestige in the profession.





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This Postgraduate Diploma in Media and Information Product Management contains the most complete and up-to-date scientific program on the market”

Module 1. Media

- 1.1. Introduction to the Media
 - 1.1.1. What Is the Media?
 - 1.1.2. Characteristics of the Media
 - 1.1.3. Media Utility
- 1.2. Press
 - 1.2.1. Introduction and Brief History of the Media
 - 1.2.2. Main Features
 - 1.2.3. From Paper to Digital
- 1.3. Radio
 - 1.3.1. Introduction and Brief History of the Media
 - 1.3.2. Main Features
- 1.4. Television
 - 1.4.1. Introduction and Brief History of the Media
 - 1.4.2. Traditional Television
 - 1.4.3. New Forms of Television Consumption
- 1.5. Social Networks as a Means of Communication
 - 1.5.1. The Network as a New Communication Environment
 - 1.5.2. Communicative Possibilities of Social Networks
- 1.6. New Platforms and Devices
 - 1.6.1. A Multi-Screen Environment
 - 1.6.2. Second Television Screens
 - 1.6.3. The Multitasker Consumer
- 1.7. Glocalization
 - 1.7.1. Local Media
 - 1.7.2. Proximity Journalism
- 1.8. Effects of the Media
 - 1.8.1. Efficiency of Commercial and Advertising Communication
 - 1.8.2. Theories on the Effects of the Media
 - 1.8.3. Social and Co-creation Models

- 1.9. Media Convergence
 - 1.9.1. A New Media Ecosystem
 - 1.9.2. Convergence Culture
- 1.10. User-Generated Content
 - 1.10.1. From Consumer to Prosumer
 - 1.10.2. Participatory Culture
 - 1.10.3. Collective Intelligence

Module 2. Information Product Management

- 2.1. Information Product Definition
 - 2.1.1. Concept
 - 2.1.2. Features
 - 2.1.3. Types
- 2.2. Information Product Development Process
 - 2.2.1. Phases of Information Production
 - 2.2.2. Agenda Setting
- 2.3. Strategies for Launching New Information Products
 - 2.3.1. Tangible Strategies
 - 2.3.2. Intangible Strategies
 - 2.3.3. Product Portfolio Strategy
- 2.4. Competitor Strategy Study
 - 2.4.1. Benchmarking
 - 2.4.2. Types of Benchmarking
 - 2.4.3. Advantages
- 2.5. Information Product Portfolio Innovation Process
 - 2.5.1. Transmedia Narratives
 - 2.5.2. Fan Phenomenon
- 2.6. Innovation in Strategic Positioning
 - 2.6.1. Gamification
 - 2.6.2. New Narrative World

- 2.7. Journalistic Documentation
 - 2.7.1. Essential Guides to Cultural Journalism Documentation
 - 2.7.2. Historical Documentation
 - 2.7.3. Current Documentation
 - 2.7.4. The Raging News
- 2.8. Designing and Planning an Online Reputation Plan
 - 2.8.1. Brand Reputation Plan. General metrics, ROI, and Social CRM
 - 2.8.2. Online Crisis and Reputational SEO
- 2.9. The Importance of Communication in Today's Organizations
 - 2.9.1. Mechanisms and Systems for Communication with the Media
 - 2.9.2. Errors in Organizational Communication
- 2.10. Inbound Marketing
 - 2.10.1. Effective Inbound Marketing
 - 2.10.2. The Benefits of Inbound Marketing
 - 2.10.3. Measuring the Success of Inbound Marketing

Module 3. Market and Communication Environments

- 3.1. Company's Macro-Environment
 - 3.1.1. Concept of Macro-Environment
 - 3.1.2. Macro-Environment Variables
- 3.2. Company's Micro-Environment
 - 3.2.1. Approach to the Concept of Micro-Environment
 - 3.2.2. Actors in the Micro-Environment
- 3.3. New Competitive Environment
 - 3.3.1. Technological Innovation and Economic Impact
 - 3.3.2. Knowledge Society
 - 3.3.3. The New Consumer Profile
- 3.4. Knowing the Market and the Consumer
 - 3.4.1. Open Innovation
 - 3.4.2. Competitive Intelligence
 - 3.4.3. Competitive Economy

- 3.5. The Market and Audiences
 - 3.5.1. Profile of Media Users
 - 3.5.2. Audience Fragmentation
- 3.6. Developing the Marketing Plan
 - 3.6.1. Marketing Plan Concept
 - 3.6.2. Situation Analysis and Diagnosis
 - 3.6.3. Strategic Marketing Decisions
 - 3.6.4. Operating Marketing Decisions
- 3.7. Market Segmentation
 - 3.7.1. Market Segmentation Concept
 - 3.7.2. Uses and Segmentation Requirements
 - 3.7.3. Consumer Market Segmentation
 - 3.7.4. Industrial Market Segmentation
 - 3.7.5. Segmentation Strategies
 - 3.7.6. Segmentation Based on Mix Marketing Criteria
- 3.8. Competitive Positioning
 - 3.8.1. Positioning Concept on the Market
 - 3.8.2. The Positioning Process
- 3.9. Commercial Segmentation
 - 3.9.1. Analysis of Distribution Channels, Sales Areas and Products
 - 3.9.2. Preparing Commercial Areas
 - 3.9.3. Implementing the Visiting Plan
- 3.10. Corporate Social Responsibility
 - 3.10.1. Social Commitment
 - 3.10.2. Sustainable Organizations
 - 3.10.3. Business Ethics

Module 4. Market and Customer Management

- 4.1. Marketing Management
 - 4.1.1. The Concept of Marketing Management
 - 4.1.2. New Trends in Marketing
 - 4.1.3. A New Marketplace: Consumer and Business Capabilities
 - 4.1.4. Holistic MK Orientation
 - 4.1.5. Update on the 4 Ps of Marketing
 - 4.1.6. Marketing Management Tasks
- 4.2. Relationship Marketing
 - 4.2.1. Concept of Marketing Relations
 - 4.2.2. The Customer as an Asset of the Company
 - 4.2.3. CRM as a Relationship Marketing Tool
- 4.3. Data Base Marketing
 - 4.3.1. Data Base Marketing Applications
 - 4.3.2. Laws and Regulations
 - 4.3.3. Information Sources
- 4.4. Types of Buying Behavior
 - 4.4.1. The Process in Purchasing Decisions
 - 4.4.2. The Stages in the Buying Process
 - 4.4.3. Types of Buying Behavior
 - 4.4.4. Features of the Types of Buying Behaviour
- 4.5. The Loyalty Process
 - 4.5.1. In-depth Knowledge of the Client
 - 4.5.2. Loyalty Process
 - 4.5.3. The Value of the Customer
- 4.6. Selecting Target Customers- CRM
 - 4.6.1. Designing an e-CRM
 - 4.6.2. Implications and Limitations of the Personal Data Protection Law
 - 4.6.3. Orientation towards the Consumer
 - 4.6.4. 1 to 1 Planning



- 4.7. Research Project Management
 - 4.7.1. Information Analysis Tools
 - 4.7.2. Developing an Expectation Management Plan
 - 4.7.3. Assessing the Feasibility of Projects
- 4.8. Online Market Research
 - 4.8.1. Quantitative Research Tools in Online Markets
 - 4.8.2. Dynamic Qualitative Customer Research Tools
- 4.9. Study of Traditional Audiences
 - 4.9.1. Audience Measurement Origin. Basic Concepts
 - 4.9.2. How are Traditional Audiences Measured?
 - 4.9.3. EGM and Kantar Media
- 4.10. Internet Audience Studies
 - 4.10.1. The Social Audience
 - 4.10.2. Measuring Social Impact: Tuitele



This program will allow you to advance in your career comfortably”

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.



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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.

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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 Media and Information Product Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Diploma in Media and Information Product 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 Media and Information Product Management**

Official N° of hours: **600 h.**



*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.

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



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