Postgraduate Diploma
Political Marketing

tech technological university

Postgraduate Diploma
Political Marketing

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

Index

01
Introduction

The journalist's profession has diversified over the years. These professionals are now not only tied to traditional media, rather, they can also act as communication and marketing experts in entities of various types, such as politics. In this sense, this prestigious academic program of TECH Technological University is an intensive educational specialization that prepares the student to face challenges and business decisions in the field of the Political Marketing. Its main objective is to promote the student's personal and professional growth by helping them to achieve success.

" *Political Marketing has been advancing in leaps and bounds in recent years. This forces communication professionals to update their knowledge to exercise their profession with a higher success rate"*

The content of this Postgraduate Diploma in Political Marketing is designed to promote the development of professional journalism skills to enable more rigorous decision-making in uncertain environments.

Throughout this program, journalists will analyze a multitude of practical cases through individual work and team-work. It is, therefore, a real immersion in real Political Marketing situations.

This Postgraduate Diploma deals in depth with communication strategies for a good electoral campaign and is designed to train true communicators who understand the Political Marketing from a strategic, international and innovative perspective.

An academic plan with the students in mind, focused on their professional improvement and that prepares them to achieve excellence in the field of Communication and Political Marketing. A program that understands their needs and those of their business environment and offers innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will provide competencies to solve critical situations in a creative and efficient way.

Furthermore, the 100% online format of the course allows the student to manage their own studies, without the inconvenience of traveling to an academic center.

This **Postgraduate Diploma in Political Marketing** contains the most complete and up-to-date academic program on the market. The most important features of the program include:

- Case studies presented by experts in journalism and political communication
- 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
- New developments in Political Communication
- Practical exercises where a self-assessment process is carried out to improve learning
- Its special emphasis on innovative methodologies in Journalism and Political Communication
- The interactive learning system based on algorithms for decision making on the situations posed in Journalism and Political Communication
- 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

This program will allow you to improve your skills and become a professional of the Political Marketing"

"

TECH offers you the best training in Political Marketing of the current market. You only have to bring your enthusiasm to study"

Communication is the key to take a Political Organization towards success. Learn how to design successful strategies of Political Marketing with this Postgraduate Diploma that TECH puts in your hands.

Journalism professionals who work as experts in Political Marketing must know the latest formulas in order to exercise their profession.

The program includes, in its teaching staff, professionals belonging to the field of journalism and communication, who bring to this training the experience of their work, as well as recognized specialists from prestigious reference societies and 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 an immersive training program designed to train in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system developed by renowned experts in the field of Journalism and Political Marketing.

02
Objectives

This Postgraduate Diploma was created with the aim of allowing journalism professionals to enhance their skills and, as a result, obtain a job promotion. An objective that is complemented in a global manner, with the promotion of human development that lays the foundations for a more responsible and committed society, a better society. In this academic program, this objective is achieved by providing the necessary tools to face the challenge of creating a strategic planning of marketing and political communication. A goal that the students will be able to take for granted, with a high intensity and precision program.

" TECH has designed this program with a single objective: to catapult communication professionals towards success in their practice as experts in Political Marketing"

General Objectives

- Gain knowledge about the fundamentals of management, strategy, marketing and communication

- Understand the functioning of political institutions and organizations

- Get to know the objectives and tools of Marketing and Political Communication

- Gain knowledge about how to apply marketing and communication tools according to the political product: program, party and candidate

- In-depth knowledge of the stages and development of a political and electoral campaign

A unique, key, and decisive training experience to boost your professional development"

Specific Objectives

Module 1. Society, Citizenship and Politics
- Develop the concepts of citizenship and society in order to recognize their rights and duties
- Analyze social change
- Study citizen participation and the concept of public opinion
- Develop all the aspects of politics and ideologies
- Study the concepts of democracy
- Analyze the current international political scenarios

Module 2. Strategic and Operational Marketing
- Study the basics of Marketing
- Learn about Marketing Management
- Gain knowledge about the functions of Strategic Marketing
- Learn the dimensions of the Marketing strategy
- Study how the Marketing mix works
- Get to know how to carry out marketing strategies in Digital Marketing
- Learn what Inbound Marketing is and how it works

Module 3. Political Marketing
- Develop a Marketing Plan
- Gain knowledge about how to manage Marketing and Social Business groups
- Know the functioning of Social Marketing, Political Marketing and Electoral Marketing
- Define the components of the political market
- Learn how to conduct social and political research and diagnosis of the situation
- Carrying out a Political Marketing Plan
- Analyze the political organization
- Define the objectives and strategies of the Political Marketing plan and how to implement them

Module 4. Leadership and Personal Communication
- Learn about communication and leadership
- Study interpersonal communication, personal skills and influence
- Analyze what Strategic Leadership is and how it works
- Get to know the importance of public speaking
- Analyze how power is structured in the organization
- Develop aspects of the management function and CSR
- Study about emotional intelligence and Personal Branding

03
Course Management

The syllabus and contents of this academic program have been designed by a team of professionals in Journalism and Political Communication, with years of professional and teaching experience. This teaching staff, aware of the current need in the journalism and communication sector for quality training, have combine their knowledge to transfer the most complete program in the market to the student. This will allow the professional to develop their career in the Political Marketing sector with greater guarantees.

A teaching staff of excellence that will help you reach the highest in your profession"

International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.
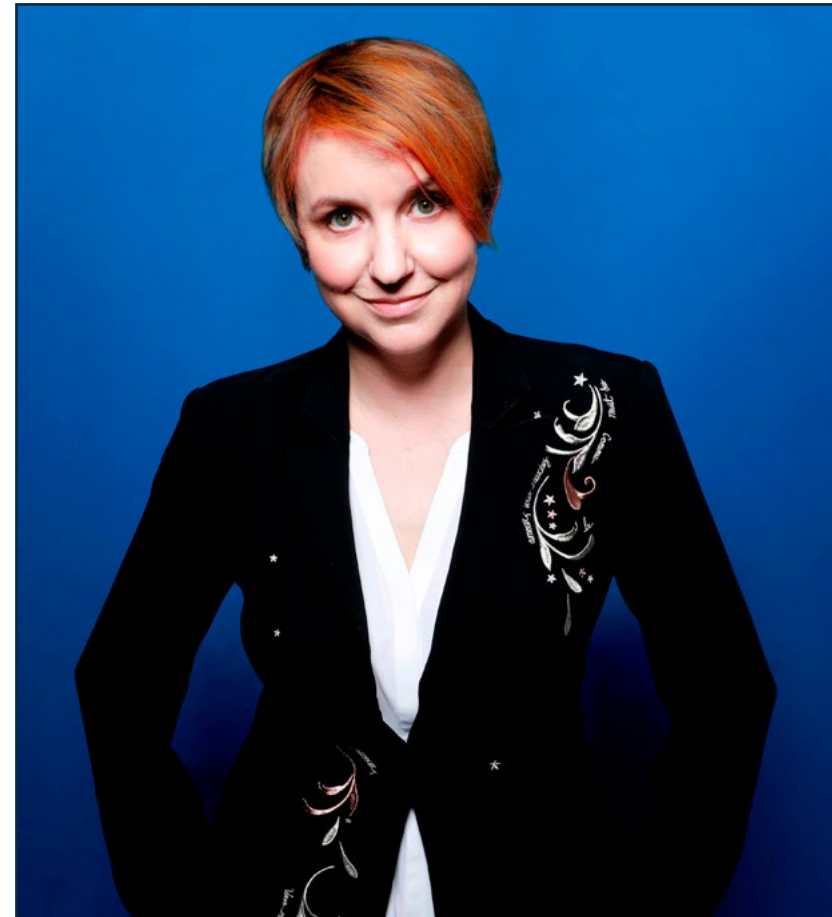
Dña. McIntoch, Jess

- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

"

Thanks to TECH, you will be able to learn with the best professionals in the world"

Management

Mr. López Rausell, Adolfo

- Director of TECH Business School
- Technical Direction in Projects and Market Studies at Investgroup
- Management at Club Innovation Club of the Valencian Community
- Degree in Economics and Business Administration, Universitat de València
- Diploma in Marketing in ESEM Business School

Professors

Ms. Eskibel, Daniel
- Psychologist and political consultant, world reference in political psychology

Ms. Morcillo, Guadalupe
- Expert in Political Communication
- Dr. in Classical Philology
- Master's Degree in Governance, Political Marketing and Strategic Communication

Mr. Landero Madroñal, Jordi
- Degree in Information Sciences
- Journalist

Ms. Sanz Campos, Ana
- Executive and political coaching and mentoring

The best professors are at TECH. Don't think twice and join our community of students"

04
Structure and Content

The entire syllabus of this Postgraduate Diploma has been designed by a team of reference professionals in the area of Political Marketing who, aware of the relevance of current training in this field as a means to delve into the area of knowledge, they have established a comprehensive syllabus designed especially to educate professionals in the art of political marketing. As a result, after completing the training, the student will be much better prepared to work in this field in a more autonomous and competent manner.

> *A deep and complete syllabus designed for the best professional: you"*

Module 1. Society, Citizenship and Politics

Module 2. Strategic and Operational Marketing

Module 3. Political Marketing

Module 4. Leadership and Personal Communication

You're just one click away from a world-class academic immersion"

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.

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.

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

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.

20%

25%

4%

3%
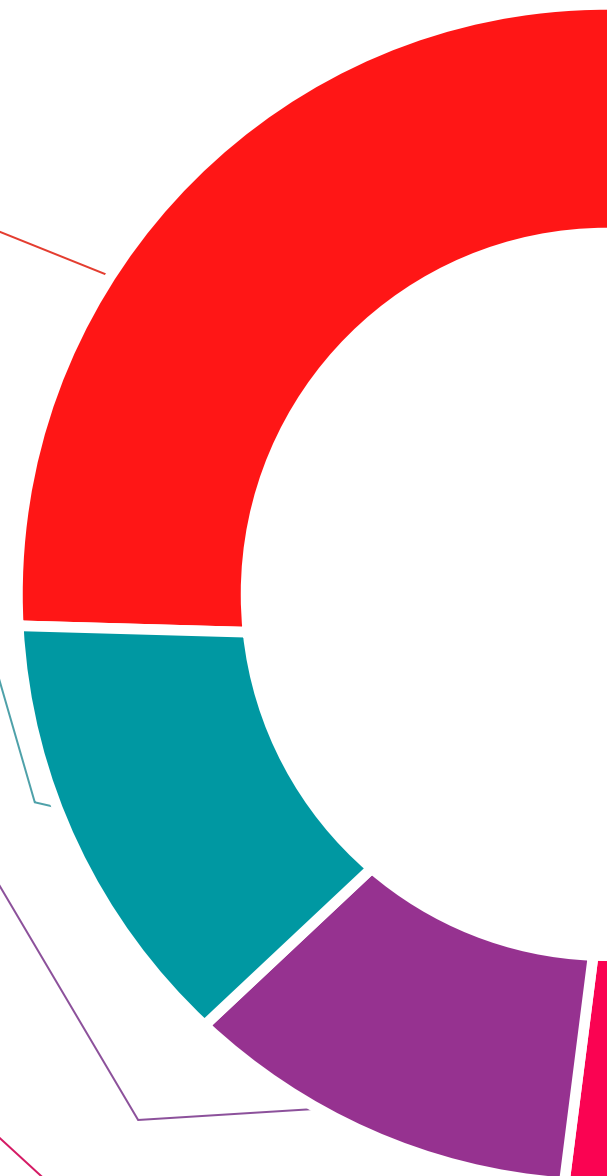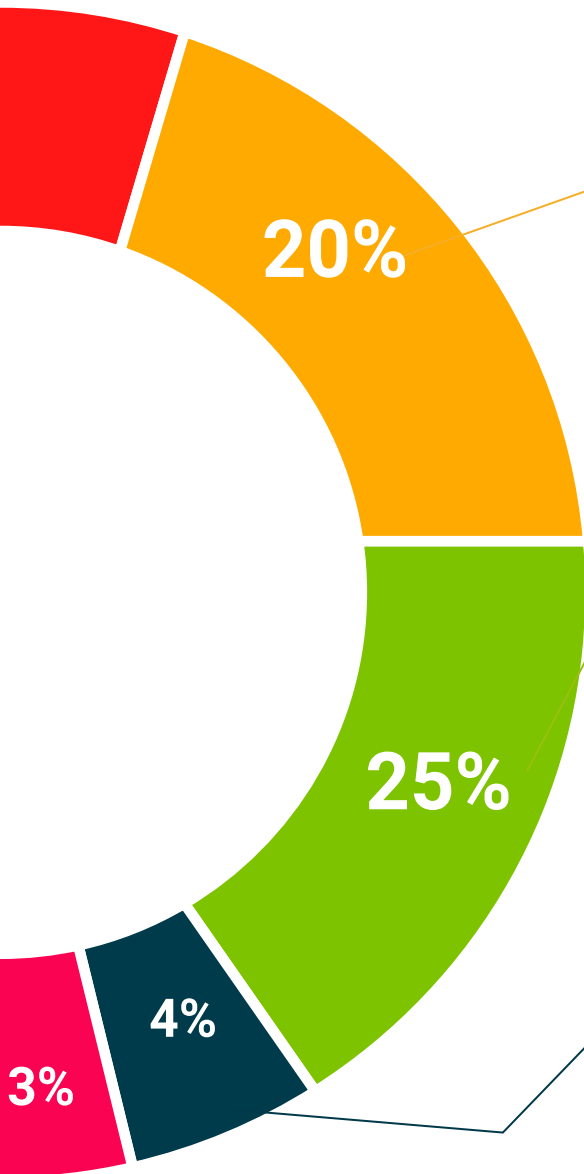
Case Studies

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.

Certificate

The Postgraduate Diploma in the Political Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma qualification 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 Political Marketing** 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 Political Marketing**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA
to

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

POSTGRADUATE DIPLOMA
in

Political Marketing

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

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

tech technological university

Postgraduate Diploma
Political Marketing

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

Postgraduate Diploma
Political Marketing