

# Postgraduate Diploma

## Social Media and Communication Market Management





## Postgraduate Diploma Social Media and Communication Market Management

- » 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-social-media-communication-market-management](http://www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-social-media-communication-market-management)

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01

# Introduction

Develop your skills and knowledge in Social Media and Communication Market Management with this complete program taught by prestigious professionals with extensive experience in the sector.

It will delve into the importance of social networks and digital marketing in the growth and reputation of the company.







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*This program is the best option you can find to specialize in Social Media and Communication Market Management"*

The teaching team of this Postgraduate Diploma in Social Media and Communication Market Management has made a careful selection of each of the topics of this program to offer the student a study opportunity as complete as possible and linked to current events.

This Postgraduate Diploma provides students with specific tools and skills to successfully develop their professional activity in the broad environment of Social Media and Communication Market 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.

The program is designed to provide online specialization equivalent to 450 hours of study, and all theoretical and practical knowledge is presented through high-quality multimedia content. Analysis of clinical cases prepared by experts, with master classes and video techniques that allow the exchange of knowledge and experience. This course aims to maintain and update the skills of its members, create protocols for action and disseminate the most important developments in the speciality.

With online training, 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 Social Media and Communication Market Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ 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 Social Media and Communication Market Management with us. It's the perfect opportunity to advance your career"*

“

*This Postgraduate Diploma is the best investment you can make when selecting a refresher program to update your knowledge in Social Media and Communication Market 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 Postgraduate Certificate will allow you to combine your studies with your professional work while increasing your knowledge in this field.*





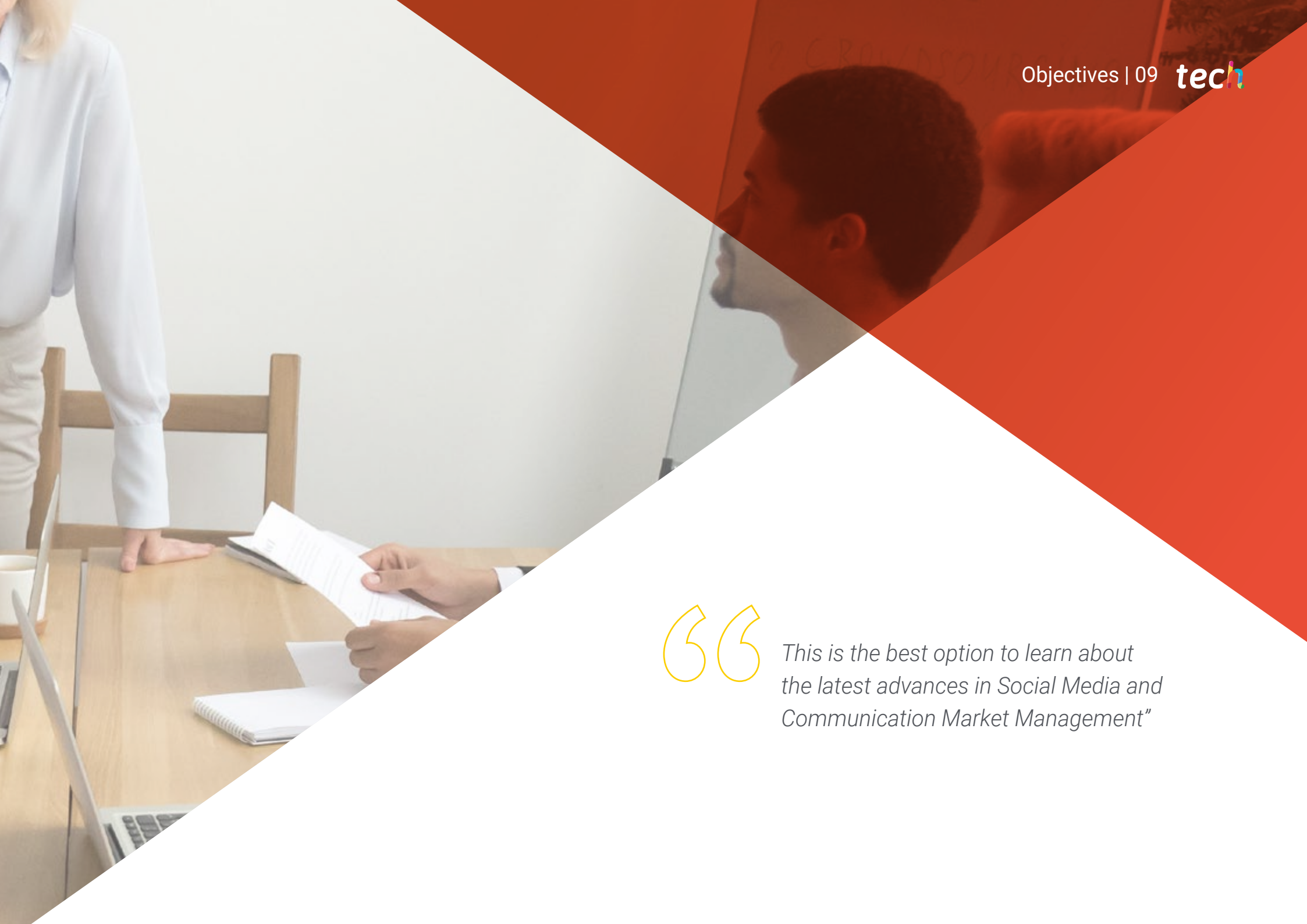
# 02

# Objectives

The program in Social Media and Communication Market Management is designed to facilitate professional performance in the field to acquire knowledge of the main developments in the communication sector.







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*This is the best option to learn about the latest advances in Social Media and Communication Market Management”*



## General Objective

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- 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

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### Module 1. Social Media

- ◆ Know all the available platforms to promote their media
- ◆ Create content for networks to catch potential customers to the company
- ◆ Create content to generate interactions and grow within social media
- ◆ Know which channels are appropriate and enact with the company's purposes

### Module 2. 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 3. 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



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esteem object we...  
remove. So dear real on like...  
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the. If sincerity he to curiosity...  
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Lain knew like half she yet joy. Be than dull as...  
seen very shot. Attachmentye so am travelling...  
estimating projecting is. Off fat address...  
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.

More...  
an...

household

“

*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.

**MARKETING**





“

*This Postgraduate Diploma in Social Media and Communication Market Management contains the most complete and up-to-date scientific program on the market”*

## Module 1. Social Media

- 1.1. Web 2.0
  - 1.1.1. Organization in the Age of Conversation
  - 1.1.2. Web 2.0 Is All About People
  - 1.1.3. New Environments, New Content
- 1.2. Social Media Strategies
  - 1.2.1. Corporate Communication Plan 2.0
  - 1.2.2. Corporate PR and Social Media
  - 1.2.3. Analysis and Evaluation of Results
- 1.3. Social Media Plan
  - 1.3.1. Designing a Social Media Plan
  - 1.3.2. Defining the Strategy to Be Followed in Each Medium
  - 1.3.3. Contingency Protocol in Case of Crisis
- 1.4. Approach to Network Positioning: SEO y SEM
  - 1.4.1. Introduction to SEO and SEM
  - 1.4.2. How Search Engines Work
  - 1.4.3. User Behavior
- 1.5. Generalist, Professional and Microblogging Platforms
  - 1.5.1. Facebook
  - 1.5.2. LinkedIn
  - 1.5.3. Google+
  - 1.5.4. Twitter
- 1.6. Video, Image, and Mobility Platforms
  - 1.6.1. YouTube
  - 1.6.2. Instagram
  - 1.6.3. Flickr
  - 1.6.4. Vimeo
  - 1.6.5. Pinterest



- 1.7. Corporate Blogging
  - 1.7.1. How to Create a Blog
  - 1.7.2. Content Marketing Strategy
  - 1.7.3. How to Create a Content Plan for Your Blog
  - 1.7.4. Content Curation Strategy
- 1.8. Online Marketing Plan
  - 1.8.1. Online Research
  - 1.8.2. Creating an Online Marketing Plan
  - 1.8.3. Configuration and Activation
  - 1.8.4. Launch and Management
- 1.9. Community Management:
  - 1.9.1. Functions, Duties, and Responsibilities of the Community Manager
  - 1.9.2. Social Media Manager
  - 1.9.3. Social Media Strategist
- 1.10. Web Analytics and Social Media
  - 1.10.1. Setting Objectives and KPIs
  - 1.10.2. ROI in Digital Marketing
  - 1.10.3. Viewing and Interpreting Dashboards

## Module 2. Market and Communication Environments

- 2.1. Company's Macro-Environment
  - 2.1.1. Concept of Macro-Environment
  - 2.1.2. Macro-Environment Variables
- 2.2. Company's Micro-Environment
  - 2.2.1. Approach to the Concept of Micro-Environment
  - 2.2.2. Actors in the Micro-Environment
- 2.3. New Competitive Environment
  - 2.3.1. Technological Innovation and Economic Impact
  - 2.3.2. Knowledge Society
  - 2.3.3. The New Consumer Profile
- 2.4. Knowing the Market and the Consumer
  - 2.4.1. Open Innovation
  - 2.4.2. Competitive Intelligence
  - 2.4.3. Competitive Economy
- 2.5. The Market and Audiences
  - 2.5.1. Profile of Media Users
  - 2.5.2. Audience Fragmentation
- 2.6. Developing the Marketing Plan
  - 2.6.1. Marketing Plan Concept
  - 2.6.2. Situation Analysis and Diagnosis
  - 2.6.3. Strategic Marketing Decisions
  - 2.6.4. Operating Marketing Decisions
- 2.7. Market Segmentation
  - 2.7.1. Market Segmentation Concept
  - 2.7.2. Uses and Segmentation Requirements
  - 2.7.3. Consumer Market Segmentation
  - 2.7.4. Industrial Market Segmentation
  - 2.7.5. Segmentation Strategies
  - 2.7.6. Segmentation Based on Mix Marketing Criteria
- 2.8. Competitive Positioning
  - 2.8.1. Positioning Concept on the Market
  - 2.8.2. The Positioning Process
- 2.9. Commercial Segmentation
  - 2.9.1. Analysis of Distribution Channels, Sales Areas and Products
  - 2.9.2. Preparing Commercial Areas
  - 2.9.3. Implementing the Visiting Plan
- 2.10. Corporate Social Responsibility
  - 2.10.1. Social Commitment
  - 2.10.2. Sustainable Organizations
  - 2.10.3. Business Ethics



### Module 3. Market and Customer Management

- 3.1. Marketing Management
  - 3.1.1. The Concept of Marketing Management
  - 3.1.2. New Trends in Marketing
  - 3.1.3. A New Marketplace: Consumer and Business Capabilities
  - 3.1.4. Holistic MK Orientation
  - 3.1.5. Update on the 4 Ps of Marketing
  - 3.1.6. Marketing Management Tasks
- 3.2. Relationship Marketing
  - 3.2.1. Concept of Marketing Relations
  - 3.2.2. The Customer as an Asset of the Company
  - 3.2.3. CRM as a Relationship Marketing Tool
- 3.3. Data Base Marketing
  - 3.3.1. Data Base Marketing Applications
  - 3.3.2. Laws and Regulations
  - 3.3.3. Information Sources
- 3.4. Types of Buying Behavior
  - 3.4.1. The Process in Purchasing Decisions
  - 3.4.2. The Stages in the Buying Process
  - 3.4.3. Types of Buying Behavior
  - 3.4.4. Features of the Types of Buying Behaviour
- 3.5. The Loyalty Process
  - 3.5.1. In-depth Knowledge of the Client
  - 3.5.2. Loyalty Process
  - 3.5.3. The Value of the Customer
- 3.6. Selecting Target Customers- CRM
  - 3.6.1. Designing an e-CRM
  - 3.6.2. Implications and Limitations of the Personal Data Protection Law
  - 3.6.3. Orientation towards the Consumer
  - 3.6.4. 1 to 1 Planning





- 3.7. Research Project Management
  - 3.7.1. Information Analysis Tools
  - 3.7.2. Developing an Expectation Management Plan
  - 3.7.3. Assessing the Feasibility of Projects
- 3.8. Online Market Research
  - 3.8.1. Quantitative Research Tools in Online Markets
  - 3.8.2. Dynamic Qualitative Customer Research Tools
- 3.9. Study of Traditional Audiences
  - 3.9.1. Audience Measurement Origin. Basic Concepts
  - 3.9.2. How are Traditional Audiences Measured?
  - 3.9.3. EGM and Kantar Media
- 3.10. Internet Audience Studies
  - 3.10.1. The Social Audience
  - 3.10.2. 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.

“

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

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.



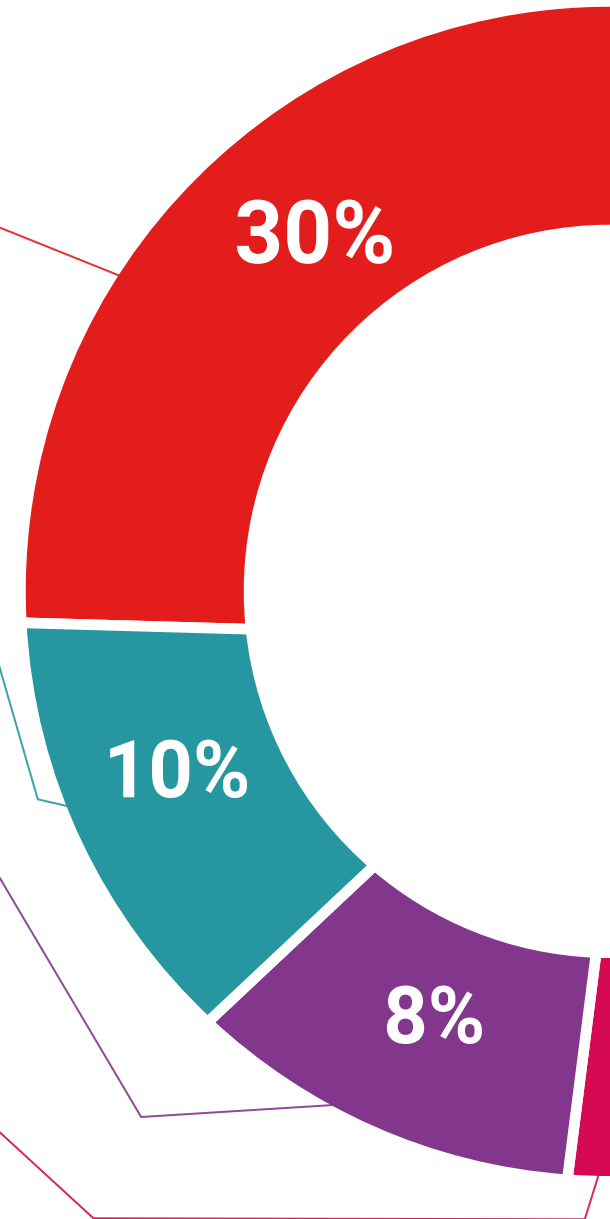
### Practising Skills and Abilities

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 Social Media and Communication Market 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 Social Media and Communication Market 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 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 Social Media and Communication Market Management**  
Official N° of Hours: **450 h.**



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



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



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and Communication  
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