

# Professional Master's Degree

## Online Reputation and Communications Management





## Professional Master's Degree

### Online Reputation and Communications Management

Course Modality: **Online**

Duration: **12 months**

Certificate: **TECH Technological University**

Official N° of hours: **1,500 h.**

Website: [www.techtute.com/us/journalism-communication/professional-master-degree/master-online-reputation-communications-management](http://www.techtute.com/us/journalism-communication/professional-master-degree/master-online-reputation-communications-management)

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01

# Introduction

Online communication is essential in any business, as customers have changed their consumption habits and increasingly turn to websites and social media to find the desired product or service, but also to make their opinion known, which can pose serious reputational risks to the company. For this reason, more and more companies are opting to have communications professionals on staff to provide all their expertise to generate a positive image of the business and to successfully manage crises. Therefore, this TECH program is a high-quality educational tool for professionals in the sector, who will find the most comprehensive knowledge in these areas of work in a single program.





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*Learn how to generate effective digital communication for companies and position yourself as an expert in the sector”*

Digital communication and crisis management is a fundamental area in any business, and for this reason, companies are increasingly contributing more resources to its development. Understanding it requires the interdisciplinary study of basic concepts of Communication Sciences as a starting point for the development of all the skills required to work in this area. Therefore, this Professional Master's Degree will explore the concepts that affect the psychology of communication, an area of compulsory knowledge for any communicative approach in the professional field.

Likewise, one of the primary objectives of the program is the understanding and knowledge of the use of digital resources applied to communication: from the search for information to its dissemination. Corporate identity and its creation will also be developed in the Professional Master's Degree with a global vision of the requirements that companies may need.

Specifically, it is a comprehensive and fully analytical tour that will lead students to know the ways of creating public opinion, its flows, forms of movement and, above all, its link with power and its capacity for historical influence. In this context, knowledge of the functioning of the media in the local and global context will be one of the most current topics of the program.

All this knowledge must be complemented by good written communication skills. A skill that is based on the acquisition of tools that will provide students with the ability to provide their texts with the desired communicative efficiency.

In addition, it must be taken into account that today the Internet is the most powerful communication channel in existence and the importance of the increasingly widespread use of the so-called "social tools" on the Internet must be appreciated, since they offer companies and users new ways of communication, sales, participation and knowledge exchange. Thanks to social media, and in a fast, multidirectional and close way, companies that sell products or services can promote them, and can analyze how they are viewed by users and address the demands, questions and requests they have regarding that company.

This **Professional Master's Degree in Communications and Digital Reputation Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The use of the latest technology in e-learning software
- ♦ The intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulated learning, which makes the program completely compatible with other commitments
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Complementary resource banks that are permanently available



*Manage successfully in virtual communities and manage to provide a positive vision of your company that encourages users to consume"*

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*This program will open doors to new avenues for your professional advancement"*

The teaching staff of this program is made up of professionals from different fields related to this specialty. In this way, TECH is able to offer students the most effective way to update their knowledge, which is one of the primary objectives of the program. A multidisciplinary team of experienced professionals in different environments who will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, telepractice will be used. Therefore, with the help of an innovative interactive video system, and Learning from an Expert, the student will be able to acquire the knowledge as if they were facing the very cases being studied. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

*A Professional Master's Degree that will enable you to work in all areas of digital communication and crisis management, with the credibility of a high-level professional.*

*A unique opportunity to study while continuing to work, thanks to its 100% online format.*



# 02

# Objectives

The objective of this TECH program is to provide journalism and communication professionals with the most relevant information so that they are able to create digital strategies to publicize the company's image and, at the same time, know how to resolve any type of crisis that may arise with customers through virtual communities. This program will certainly be an indispensable basic guide for professionals in the sector.



# DIGITAL MARKETING

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*If your objective is to reorient your work capacity towards new paths of success and development, this is the program for you"*



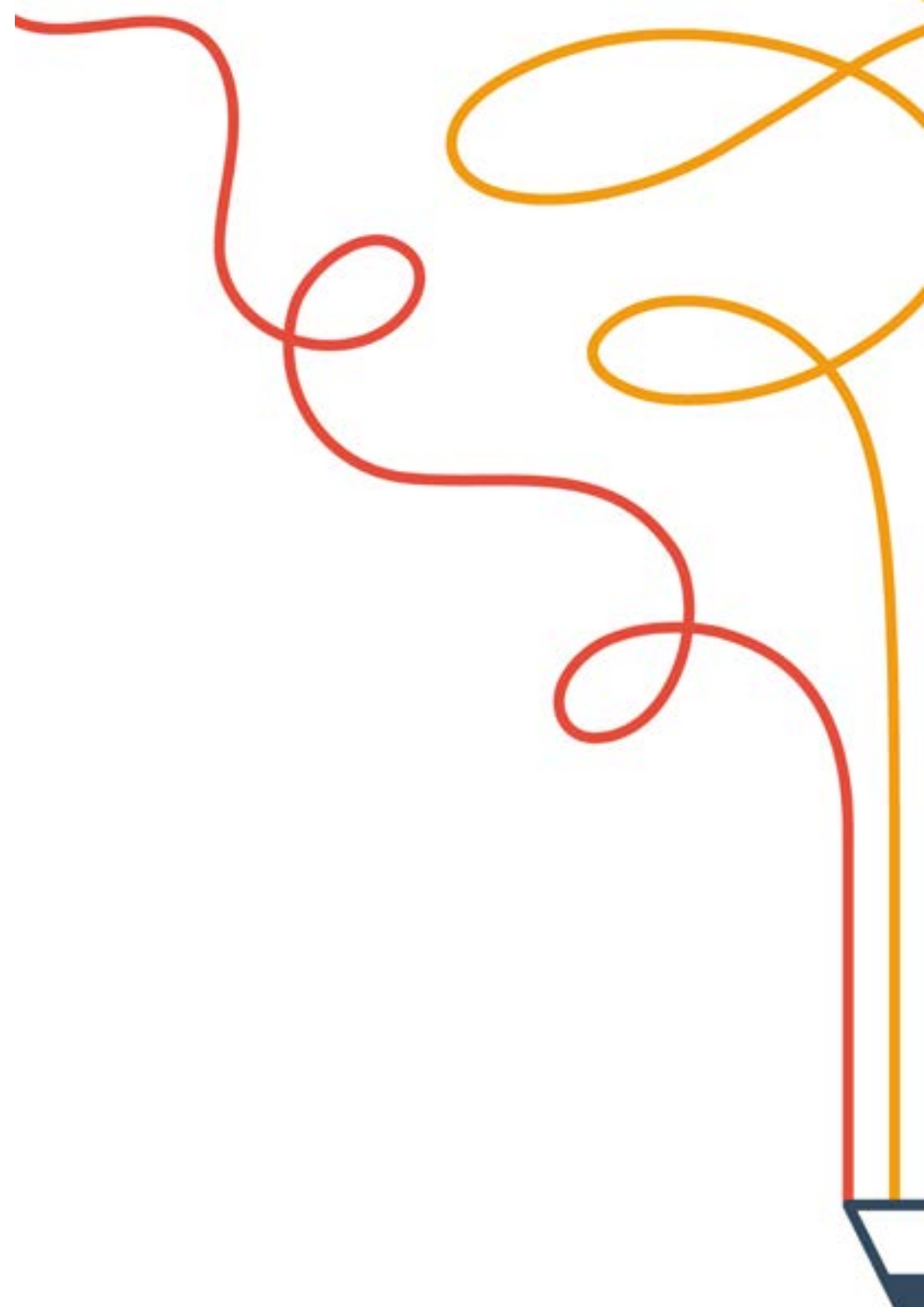
### General Objectives

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- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools
- ♦ Learn to manage organizational and corporate communications in times of crisis



*A path to achieve training and professional growth that will propel you towards a greater level of competitiveness in the employment market"*





## Specific Objectives

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### Module 1. Social Communication Theory

- ♦ Enable the student to understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Prepare the student to identify the methods and problems of the different branches of research in the field of Communication Sciences
- ♦ Prepare the student to be able to integrate the knowledge and skills acquired in the program, developing a sufficiently complex and specialized study in one of the specific fields of advertising and public relations

### Module 2. Introduction to the Psychology of Communication

- ♦ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Prepare the student to identify and analyze the psychosocial, cognitive and emotional processes of advertising and public relations communication

### **Module 3. Fundamentals of Communication in the Digital Environment**

- ♦ Use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- ♦ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ♦ Have the ability to analyze, process, interpret, elaborate and organize digital communication
- ♦ Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

### **Module 4. Corporate Identity**

- ♦ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Encourage creativity and persuasion through different supports and different means of communication
- ♦ Understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Prepare the student to learn the significant and appropriate tools for the study of advertising and public relations
- ♦ Know the communications department within companies and institutions
- ♦ Be able to apply the necessary techniques for the management of a communications department within companies and institutions
- ♦ Know how to organize events in the private and public sphere following protocol guidelines

### **Module 5. Public Opinion**

- ♦ Recognize the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Know how to reflect, with theoretical soundness and empirical rigor, on the processes by which the advertising and public relations professional helps to build and express public opinion
- ♦ Identify multiple expressions, phenomena and processes of public opinion
- ♦ Know how to relate advertising and public relations in a coherent manner with other social and human sciences

### **Module 6. Structure of the Communication**

- ♦ Recognize the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Enable the student to adequately contextualize the media systems and in particular the global communication structure
- ♦ Describe the main research trends in social communication, as well as their different models: behaviorist, functional, constructivist, and structuralist
- ♦ Know how to define the framework of action of the large media groups and their concentration processes

### **Module 7. Written Communication**

- ♦ Know how to express oneself fluently and effectively in oral and written communication, taking advantage of the most appropriate linguistic and literary resources

- ♦ Identify similarities and differences between the oral code and the written code
- ♦ Know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts
- ♦ Recognize the different phases of the writing process
- ♦ Know how to discriminate the main structural and linguistic properties of the different textual models
- ♦ Know how to write texts based on the structural and linguistic conventions of each textual typology, as well as respecting the basic textual properties and linguistic correctness

### **Module 8. Social Media and Community Management**

- ♦ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations in its application to specific cases
- ♦ Have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ♦ Understand the importance of social media and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

### **Module 9. Lobbying and Persuasion**

- ♦ Be able to relate advertising and public relations coherently with other social and human sciences
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Recognize the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations

### **Module 10. Research in Digital Media**

- ♦ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ♦ Have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ♦ Know how to apply advertising communication research techniques
- ♦ Organize research and communication work in digital media
- ♦ Master the strategies and tools for Internet research, knowing the different formats, supports and data storage sites in the service of advertising and public relations
- ♦ Know and understand the importance of the Internet in the research work in the field of advertising and public relations



# 03 Skills

This program in Online Reputation and Communications Management has been created as a high-level educational tool for journalism and communication professionals. The intensive program will enable the student to work in this field with the qualification of a specialist, achieving the results proposed by the company and ensuring that the public image of the company acquires the desired relevance. Undoubtedly, this program will be an invaluable working tool for professionals.





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*The Professional Master's Degree in Online Reputation and Communications Management will provide you with the essential personal and professional skills to play an appropriate role in any professional situation in this field of intervention"*

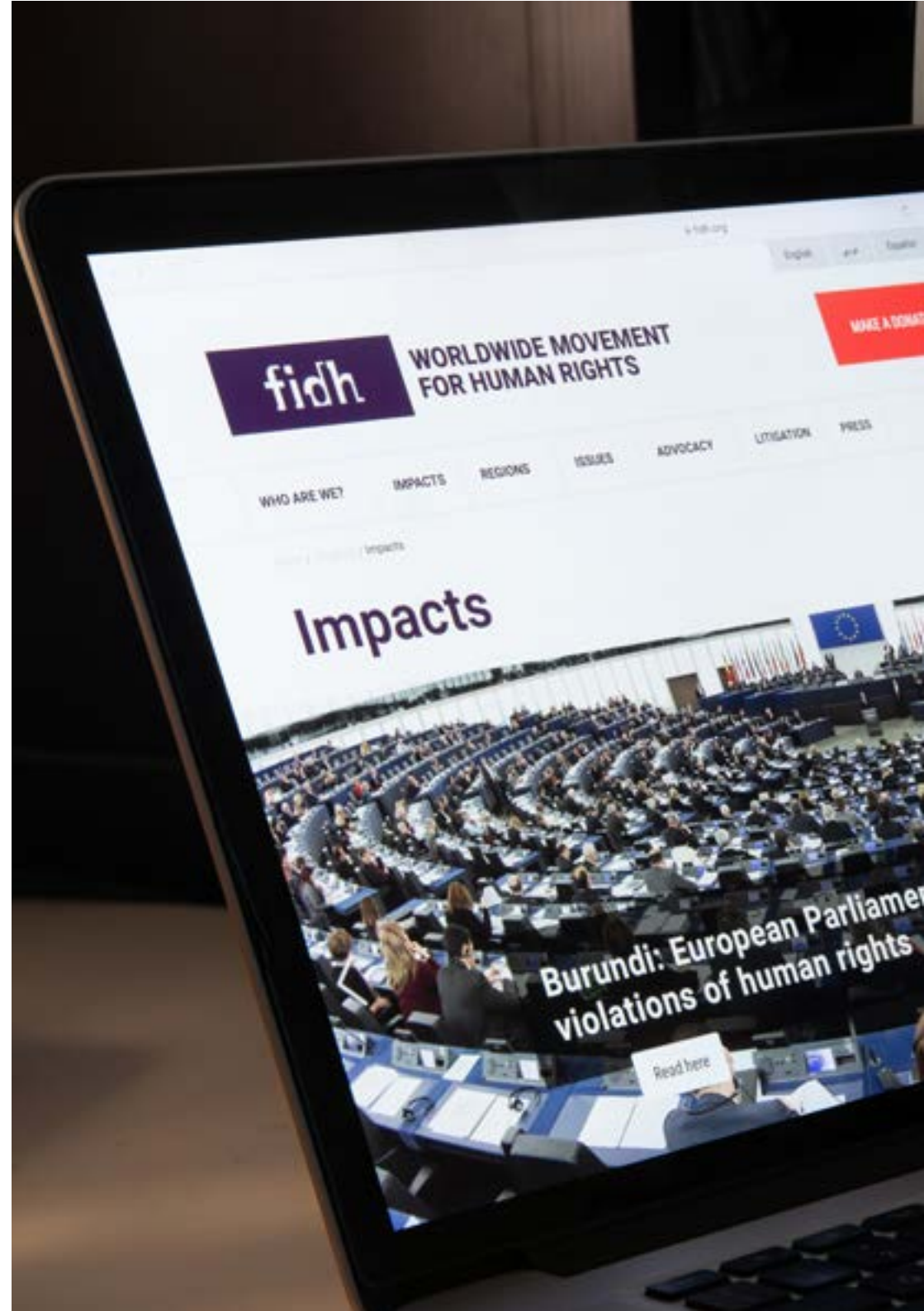


## General Skills

- ♦ Acquire the necessary skills for the professional practice of Online Communication with the knowledge of all the necessary factors to perform it with quality and solvency
- ♦ Develop a crisis management plan in organizations or companies



*Enroll in the best program  
in Online Reputation and  
Communications Management in  
the current university panorama"*







## Specific Skills

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- ♦ Describe the characteristics and fundamentals of social communication
- ♦ Know the history and development of human social communication
- ♦ 360° communication approach using all advertising techniques and digital tools
- ♦ Develop a plan for the creation of the corporate identity
- ♦ Know how to work with public opinion indicators using data to the communicator's advantage
- ♦ Master the basic structures of communication and work in this context
- ♦ Write precise and efficient communicative texts
- ♦ Carry out community management in any organization
- ♦ Work with lobbyists and lobbies by understanding their power flows
- ♦ Carry out research in digital media

# 04

# Structure and Content

The contents of this Professional Master's Degree have been developed by different experts with a clear purpose: to ensure that our students acquire each and every one of the skills they need to become true experts in Online Reputation and Communications Management. A complete and well-structured program will take you to the highest standards of quality and success. And all this, thanks to a 100% online format through which students can self-manage their study time.







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*A comprehensive teaching program,  
structured in well-developed teaching units,  
oriented towards learning that is compatible  
with your personal and professional life”*

## Module 1. Social Communication Theory

- 1.1. The Art of Communicating
  - 1.1.1. Introduction: The Study of Communication as a Social Science
  - 1.1.2. Knowledge
    - 1.1.2.1. Sources of Knowledge
  - 1.1.3. The Scientific Method
    - 1.1.3.1. The Deductive Method
    - 1.1.3.2. Inductive Method
    - 1.1.3.3. Hypothetical-Deductive Method
  - 1.1.4. Common Concepts in Scientific Research
    - 1.1.4.1. Dependent and Independent Variables
    - 1.1.4.2. Hypotheses
    - 1.1.4.3. Operationalization
    - 1.1.4.4. The Law or Theory of Hedging
- 1.2. Elements of Communication
  - 1.2.1. Introduction
  - 1.2.2. Elements of Communication
  - 1.2.3. Empirical Research
    - 1.2.3.1. Basic Research vs. Applied Research
    - 1.2.3.2. Research Paradigms
    - 1.2.3.3. Values in Research
    - 1.2.3.4. The Unit of Analysis
    - 1.2.3.5. Cross-Sectional and Longitudinal Studies
  - 1.2.4. Define Communication
- 1.3. Trends in Social Communication Research
  - 1.3.1. Introduction. Communication in the Ancient World
  - 1.3.2. Communication Theorists
    - 1.3.2.1. Greece
    - 1.3.2.2. The Sophists, Early Communication Theorists
    - 1.3.2.3. Aristotelian Rhetoric
    - 1.3.2.4. Cicero and the Canons of Rhetoric
    - 1.3.2.5. Quintilian: The Oratorical Institution



- 1.3.3. The Modern Period: The Theory of Argumentation
  - 1.3.3.1. Anti-Reticorist Humanism
  - 1.3.3.2. Communication in Baroque
  - 1.3.3.3. From the Enlightenment to Mass Society
- 1.3.4. The 20th Century: The Rhetoric of the Mass Media
  - 1.3.4.1. Media Communication
- 1.4. Communicative Behavior
  - 1.4.1. Introduction: The Communicative Process
  - 1.4.2. Communicative Behavior
    - 1.4.2.1. Animal Ethology and the Study of Human Communication
    - 1.4.2.2. The Biological Background of Communication
    - 1.4.2.3. Intrapersonal Communication
    - 1.4.2.4. Patterns of Communicative Behavior
  - 1.4.3. The Study of Nonverbal Communicative Behavior
    - 1.4.3.1. The Movement of the Body as a Pattern of Communicative Action
    - 1.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements
- 1.5. The Communicative Transaction
  - 1.5.1. Introduction: The Communicative Transaction
  - 1.5.2. Transactional Analysis
    - 1.5.2.1. The Child Self
    - 1.5.2.2. The Parent Self
    - 1.5.2.3. The Adult Self
  - 1.5.3. Classification of Transactions
- 1.6. Identity, Self-Concept and Communication
  - 1.6.1. Introduction
  - 1.6.2. Identity, Self-Concept and Communication
    - 1.6.2.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
    - 1.6.2.2. The Strategy of Negative Emotions
    - 1.6.2.3. The Strategy of Positive Emotions
    - 1.6.2.4. The Strategy to Induce Emotions in Others
    - 1.6.2.5. The Mutual Commitment Strategy
    - 1.6.2.6. The Strategy of Pity or Understanding
- 1.6.3. The Presentation of Oneself in Everyday Rituals
  - 1.6.3.1. Symbolic Interactionism
- 1.6.4. Constructivism
- 1.6.5. Self-Concept Motivated to Interact
  - 1.6.5.1. The Theory of Reasoned Action
- 1.6.6. Conversational Pragmatics
- 1.7. Communication in Groups and Organizations
  - 1.7.1. Introduction: the Communicative Process
  - 1.7.2. Communicative Behavior
    - 1.7.2.1. Animal Ethology and the Study of Human Communication
    - 1.7.2.2. The Biological Background of Communication
    - 1.7.2.3. Intrapersonal Communication
    - 1.7.2.4. Patterns of Communicative Behavior
  - 1.7.3. The Study of Non-Verbal Communicative Behavior
    - 1.7.3.1. The Movement of the Body as a Pattern of Communicative Action
    - 1.7.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements
- 1.8. Media Communication I
  - 1.8.1. Introduction
  - 1.8.2. Media Communication
  - 1.8.3. Characteristics of the Media and its Messages
    - 1.8.3.1. The Mass Media
    - 1.8.3.2. Media Functions
  - 1.8.4. The Powerful Effects of the Mass Media
    - 1.8.4.1. The Media Tell us What to Think and What not to Think
- 1.9. Media Communication II
  - 1.9.1. Introduction
  - 1.9.2. The Hypodermic Theory
  - 1.9.3. The Limited Effects of the Media
  - 1.9.4. The Uses and Gratifications of Mass Communications
    - 1.9.4.1. Theory of Uses and Gratifications
    - 1.9.4.2. Origins and Principles
    - 1.9.4.3. Objectives of the Theory of Uses and Gratifications
    - 1.9.4.4. Expectations Theory

- 1.10. Media Communication III
  - 1.10.1. Introduction
  - 1.10.2. Computerized Communication and Virtual Reality
    - 1.10.2.1. Computer-Mediated Communication: the Problem of its Theoretical Integration
    - 1.10.2.2. Definitions of Computed Communication
  - 1.10.3. Evolution of the Theory of Uses and Gratifications
    - 1.10.3.1. Reinforcements of Media Dependency Theory
  - 1.10.4. Virtual Reality as an Emerging Object of Study
    - 1.10.4.1. Psychological Immersion of the User
  - 1.10.5. Telepresence

## Module 2. Introduction to the Psychology of Communication

- 2.1. History of Psychology
  - 2.1.1. Introduction
  - 2.1.2. We Begin with the Study of Psychology
  - 2.1.3. Science in Evolution. Historical and Paradigmatic Changes
  - 2.1.4. Paradigms and Stages in Psychology
  - 2.1.5. Cognitive Science
- 2.2. Social Psychology
  - 2.2.1. Introduction
  - 2.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
  - 2.2.3. Empathy, Altruism and Helping Behavior
- 2.3. Social Cognition
  - 2.3.1. Introduction
  - 2.3.2. Thinking and Knowing, Vital Necessities
  - 2.3.3. Social Cognition
  - 2.3.4. Organizing Information
  - 2.3.5. Prototypical or Categorical Thinking
  - 2.3.6. The Mistakes We Make in Thinking: Inferential Biases
  - 2.3.7. Automatic Information Processing
- 2.4. Personality Psychology
  - 2.4.1. Introduction
  - 2.4.2. What is the Self? Identity and Personality
  - 2.4.3. Self-awareness
  - 2.4.4. Self-esteem
  - 2.4.5. Self-knowledge
  - 2.4.6. Interpersonal Variables in Personality Shaping
  - 2.4.7. Macro-social Variables in the Configuration of Personality
  - 2.4.8. A New Perspective in the Study of Personality. Narrative Personality
- 2.5. Emotions
  - 2.5.1. Introduction
  - 2.5.2. What do we Talk about When we Get Excited?
  - 2.5.3. The Nature of Emotions
    - 2.5.3.1. Emotion as Preparation for Action
  - 2.5.4. Emotions and Personality
  - 2.5.5. From another Perspective. Social Emotions
- 2.6. Psychology of Communication. Persuasion and Attitude Change
  - 2.6.1. Introduction
  - 2.6.2. Attitudes
  - 2.6.3. Historical Models in the Study of Persuasive Communication
  - 2.6.4. The Probability of Elaboration Model
  - 2.6.5. Communication Processes through the Media
    - 2.6.5.1. A Historical Perspective
- 2.7. The Sender
  - 2.7.1. Introduction
  - 2.7.2. The Source of Persuasive Communication
  - 2.7.3. Source Characteristics. Credibility
  - 2.7.4. Source Characteristics. The Appeal
  - 2.7.5. Emitter Characteristics. The Power
  - 2.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
  - 2.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition





- 2.8. The Message
  - 2.8.1. Introduction
  - 2.8.2. We Begin by Studying the Composition of the Message
  - 2.8.3. Types of Messages: Rational vs. Emotional Messages
  - 2.8.4. Emotional Messaging and Communication: Fear Inducing Messages
- 2.9. The Receiver
  - 2.9.1. Introduction
  - 2.9.2. The Role of the Recipient according to the Elaboration Probability Model
  - 2.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
  - 2.9.4. Need for Esteem and Communication
- 2.10. New Approaches to the Study of Communication
  - 2.10.1. Introduction
  - 2.10.2. Non-conscious Processing of Information. Automatic Processes
  - 2.10.3. Measuring Automatic Processes in Communication
  - 2.10.4. First Steps in the New Paradigms
  - 2.10.5. Theories of Dual Processing Systems
    - 2.10.5.1. Main Limitations of Dual Systems Theories

### Module 3. Fundamentals of Communication in the Digital Environment

- 3.1. Web 2.0 or the Social Web
  - 3.1.1. Organization in the Age of Conversation
  - 3.1.2. Web 2.0 Is All About People
  - 3.1.3. Digital Environment and New Communication Formats
- 3.2. Digital Communication and Reputation
  - 3.2.1. Online Reputation Report
  - 3.2.2. Netiquette and Good Practices on Social Media
  - 3.2.3. Branding and 2.0 Networks
- 3.3. Online Reputation Plan Design and Planning
  - 3.3.1. Overview of the Main Social Media
  - 3.3.2. Brand Reputation Plan
  - 3.3.3. General metrics, ROI, and Social CRM
  - 3.3.4. Online Crisis and Reputational SEO



- 3.4. General, Professional, and Microblogging Platforms
  - 3.4.1. Facebook
  - 3.4.2. LinkedIn
  - 3.4.3. Google+
  - 3.4.4. Twitter
- 3.5. Video, Image, and Mobility Platforms
  - 3.5.1. YouTube
  - 3.5.2. Instagram
  - 3.5.3. Flickr
  - 3.5.4. Vimeo
  - 3.5.5. Pinterest
- 3.6. Content Strategy and Storytelling
  - 3.6.1. Corporate Blogging
  - 3.6.2. Content Marketing Strategy
  - 3.6.3. Creating a Content Plan
  - 3.6.4. Content Curation Strategy
- 3.7. Social Media Strategies
  - 3.7.1. Corporate PR and Social Media
  - 3.7.2. Defining the Strategy to Be Followed in Each Medium
  - 3.7.3. Analysis and Evaluation of Results
- 3.8. Community Administration
  - 3.8.1. Roles, Tasks and Responsibilities of the Community Administration
  - 3.8.2. Social Media Manager
  - 3.8.3. Social Media Strategist
- 3.9. Social Media Plan
  - 3.9.1. Designing a Social Media Plan
  - 3.9.2. Schedule, Budget, Expectations and Follow-up
  - 3.9.3. Contingency Protocol in Case of Crisis
- 3.10. Online Monitoring Tools
  - 3.10.1. Management Tools and Desktop Applications
  - 3.10.2. Monitoring and Research Tools

## Module 4. Corporate Identity

- 4.1. The Importance of Image in Businesses
  - 4.1.1. What is Corporate Image?
  - 4.1.2. Differences between Corporate Identity and Corporate Image
  - 4.1.3. Where can the Corporate Image be Manifested?
  - 4.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 4.2. Research Techniques in Corporate Image
  - 4.2.1. Introduction
  - 4.2.2. The study of the Company's Image
  - 4.2.3. Corporate Image Research Techniques
  - 4.2.4. Qualitative Image Study Techniques
  - 4.2.5. Types of Quantitative Techniques
- 4.3. Image Audit and Strategy
  - 4.3.1. What is Image Audit?
  - 4.3.2. Guidelines
  - 4.3.3. Audit Methodology
  - 4.3.4. Strategic Planning
- 4.4. Corporate Culture
  - 4.4.1. What is Corporate Culture?
  - 4.4.2. Factors Involved in Corporate Culture
  - 4.4.3. Functions of Corporate Culture
  - 4.4.4. Types of Corporate Culture
- 4.5. Corporate Social Responsibility and Corporate Reputation
  - 4.5.1. CSR: Concept and Application of the Company
  - 4.5.2. Guidelines for Integrating CSR into Businesses
  - 4.5.3. CSR Communication
  - 4.5.4. Corporate Reputation
- 4.6. Corporate Visual Identity and Naming
  - 4.6.1. Corporate Visual Identity Strategies
  - 4.6.2. Basic Elements
  - 4.6.3. Basic Principles
  - 4.6.4. Preparation of the Manual
  - 4.6.5. The Naming

- 4.7. Brand Image and Positioning
  - 4.7.1. The Origins of Trademarks
  - 4.7.2. What is a Brand?
  - 4.7.3. The Need to Build a Brand
  - 4.7.4. Brand Image and Positioning
  - 4.7.5. The Value of Brands
- 4.8. Image Management through Crisis Communication
  - 4.8.1. Strategic Communication Plan
  - 4.8.2. When it All Goes Wrong: Crisis Communication
  - 4.8.3. Cases
- 4.9. The Influence of Promotions on Corporate Image
  - 4.9.1. The New Advertising Industry Landscape
  - 4.9.2. The Marketing Promotion
  - 4.9.3. Features
  - 4.9.4. Dangers
  - 4.9.5. Promotional Types and Techniques
- 4.10. Distribution and Image of the Point of Sale
  - 4.10.1. The Main Players in Commercial Distribution
  - 4.10.2. The Image of Retail Distribution Companies through Positioning
  - 4.10.3. Through its Name and Logo

## Module 5. Public opinion

- 5.1. The Concept of Public Opinion
  - 5.1.1. Introduction
  - 5.1.2. Definition
  - 5.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
  - 5.1.4. Phases in the Growth of Public Opinion as a Discipline
  - 5.1.5. The 20th Century
- 5.2. Theoretical Framework of Public Opinion
  - 5.2.1. Introduction
  - 5.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century
  - 5.2.3. Twentieth Century Authors
  - 5.2.4. Walter Lippmann: Biased Public Opinion
  - 5.2.5. Jürgen Habermas: the Political-Value Perspective
  - 5.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 5.3. Social Psychology and Public Opinion
  - 5.3.1. Introduction
  - 5.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
  - 5.3.3. The Name
  - 5.3.4. Conformism
- 5.4. Media Influence Models
  - 5.4.1. Introduction
  - 5.4.2. Media Influence Models
  - 5.4.3. Types of Media Effects
  - 5.4.4. Research on Media Effects
  - 5.4.5. The Power of the Media
- 5.5. Public Opinion and Political Communication
  - 5.5.1. Introduction
  - 5.5.2. Electoral Political Communication. Propaganda
  - 5.5.3. Government Political Communication
- 5.6. Public Opinion and Elections
  - 5.6.1. Introduction
  - 5.6.2. Do Election Campaigns Influence Public Opinion?
  - 5.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
  - 5.6.4. The Bandwagon and Underdog Effects
- 5.7. Government and Public Opinion
  - 5.7.1. Introduction
  - 5.7.2. Representatives and their Constituents
  - 5.7.3. Political Parties and Public Opinion
  - 5.7.4. Public Policies as an Expression of the Government's Action
- 5.8. The Political Intermediation of the Press
  - 5.8.1. Introduction
  - 5.8.2. Journalists as Political Intermediaries
  - 5.8.3. Dysfunctions of Journalistic Intermediation
  - 5.8.4. Reliance on Journalists as Intermediaries

- 5.9. Public Sphere and Emerging Models of Democracy
  - 5.9.1. Introduction
  - 5.9.2. The Public Sphere in the Information Society
  - 5.9.3. The Public Sphere in the Information Society
  - 5.9.4. Emerging Models of Democracy
- 5.10. Methods and Techniques for Public Opinion Research
  - 5.10.1. Introduction
  - 5.10.2. Opinion Polls
  - 5.10.3. Types of Surveys
  - 5.10.4. Analysis

## Module 6. Structure of the Communication

- 6.1. Theory, Concept and Method of the Communication Structure
  - 6.1.1. Introduction
  - 6.1.2. Autonomy of the Discipline and Relationships with other Subjects
  - 6.1.3. The Structuralist Method
  - 6.1.4. Definition and Purpose of the Communication Structure
  - 6.1.5. Guide to the Analysis of Communication Structure
- 6.2. New International Communication Order
  - 6.2.1. Introduction
  - 6.2.2. State Control: Monopolies
  - 6.2.3. Communication Marketing
  - 6.2.4. Cultural Dimension of Communication
- 6.3. Major Information Agencies
  - 6.3.1. Introduction
  - 6.3.2. What is an Information Agency?
  - 6.3.3. News and Information
  - 6.3.4. Before the Internet
  - 6.3.5. News Agencies can be seen Thanks to the Internet
  - 6.3.6. The World's Major Agencies
- 6.4. The Advertising Industry and its Relationship with the Media System
  - 6.4.1. Introduction
  - 6.4.2. Advertising Industry
  - 6.4.3. The Need of Advertising for the Media

- 6.4.4. La Structure of the Advertising Industry
- 6.4.5. The Media and its Relationship with the Advertising Industry
- 6.5. Cinema and the Culture and Leisure Market
  - 6.5.1. Introduction
  - 6.5.2. The Complex Nature of Cinema
  - 6.5.3. The Origin of the Industry
  - 6.5.4. Hollywood, the Film Capital of the World
- 6.6. Political Power and the Media
  - 6.6.1. Introduction
  - 6.6.2. Influence of the Media in the Formation of Society
  - 6.6.3. Media and Political Power
- 6.7. Media Concentration and Communication Policies
  - 6.7.1. Introduction
  - 6.7.2. Media Concentration
  - 6.7.3. Communication Policies
- 6.8. Communication Structure in Latin America
  - 6.8.1. Introduction
  - 6.8.2. Communication Structure in Latin America
  - 6.8.3. New Trends
- 6.9. Media System in Latin America and the Digitization of Journalism
  - 6.9.1. Introduction
  - 6.9.2. Historical Approach
  - 6.9.3. Bipolarity of the Latin American Media System
  - 6.9.4. U.S. Hispanic Media
- 6.10. Digitalization and the Future of Journalism
  - 6.10.1. Introduction
  - 6.10.2. Digitalization and the New Media Structure
  - 6.10.3. The Structure of Communication in Democratic Countries

**Module 7. Written Communication**

- 7.1. History of Communication
  - 7.1.1. Introduction
  - 7.1.2. Communication in Antiquity
  - 7.1.3. The Revolution of Communication
  - 7.1.4. Current Communication
- 7.2. Oral and Written Communication
  - 7.2.1. Introduction
  - 7.2.2. The Text and its Linguistics
  - 7.2.3. The Text and its Properties: Coherence and Cohesion
    - 7.2.3.1. Coherence
    - 7.2.3.2. Cohesion
    - 7.2.3.3. Recurrence
- 7.3. Planning or Prewriting
  - 7.3.1. Introduction
  - 7.3.2. Writing Processes
  - 7.3.3. Planning
  - 7.3.4. Documentation
- 7.4. The Act of Writing
  - 7.4.1. Introduction
  - 7.4.2. Style
  - 7.4.3. Lexicon
  - 7.4.4. Sentence
  - 7.4.5. Paragraph
- 7.5. Rewriting
  - 7.5.1. Introduction
  - 7.5.2. The Review
  - 7.5.3. How to Use the Computer to Improve the Text
    - 7.5.3.1. Dictionary
    - 7.5.3.2. Search/Change
    - 7.5.3.3. Synonyms
    - 7.5.3.4. Paragraph
    - 7.5.3.5. Shades
    - 7.5.3.6. Cut and Paste
    - 7.5.3.7. Change Control, Commenting and Version Comparison
- 7.6. Spelling and Grammar Issues
  - 7.6.1. Introduction
  - 7.6.2. Most Common Accentuation Problems
  - 7.6.3. Capitalization
  - 7.6.4. Punctuation Marks
  - 7.6.5. Abbreviations and Acronyms
  - 7.6.6. Other Signs
  - 7.6.7. Some Problems
- 7.7. Textual Models: the Description
  - 7.7.1. Introduction
  - 7.7.2. Definition
  - 7.7.3. Types of Description
  - 7.7.4. Description Types
  - 7.7.5. Techniques
  - 7.7.6. Linguistic Elements
- 7.8. Textual Models: Narration
  - 7.8.1. Introduction
  - 7.8.2. Definition
  - 7.8.3. Features
  - 7.8.4. Components
  - 7.8.5. The Narrator
  - 7.8.6. Linguistic Elements
- 7.9. Textual Models: the Exposition and the Epistolary Genre
  - 7.9.1. Introduction
  - 7.9.2. The Exposition
  - 7.9.3. The Epistolary Genre
  - 7.9.4. Components

- 7.10. Textual Models: Argumentation
  - 7.10.1. Introduction
  - 7.10.2. Definition
  - 7.10.3. Elements and Structure of Argumentation
  - 7.10.4. Types of Arguments
  - 7.10.5. Fallacies
  - 7.10.6. Structure
  - 7.10.7. Linguistic Features
- 7.11. Academic Writing
  - 7.11.1. Introduction
  - 7.11.2. Scientific Work
  - 7.11.3. Summary
  - 7.11.4. The Review
  - 7.11.5. The Trial
  - 7.11.6. Appointments
  - 7.11.7. Writing on the Internet

## Module 8. Social Media Community Management

- 8.1. Introduction and Typology of Social Media
  - 8.1.1. Social Media Against Traditional Media
  - 8.1.2. What is a Social Network?
  - 8.1.3. Evolution of Social Networks on the Internet?
  - 8.1.4. Social Media Today
  - 8.1.5. Features of Social Media on the Internet
  - 8.1.6. Social Media Typology
- 8.2. Functions of the Community Manager
  - 8.2.1. The Figure of the Community Manager and their Function in the Company
  - 8.2.2. Community Manager Guide
  - 8.2.3. The Profile of the Community Manager





- 8.3. Social Media within the Structure of the Business
  - 8.3.1. The Importance of Social Media in the Company
  - 8.3.2. The Different Profiles that Work in Social Media
  - 8.3.3. How to Choose the Best Structure for Social Media Management
  - 8.3.4. Customer Care on Social Media
  - 8.3.5. Relationship of the Social Media Team with Other Departments in the Company
- 8.4. Introduction to Digital Marketing
  - 8.4.1. The Internet: Making Marketing Infinite
  - 8.4.2. Objectives of Marketing on the Internet
  - 8.4.3. Key Concepts on the Internet
  - 8.4.4. Operative Marketing on the Web
  - 8.4.5. Search Engine Positioning
  - 8.4.6. Social Media
  - 8.4.7. Community Manager
  - 8.4.8. e-Commerce
- 8.5. Social Media Strategic Plan and Social Media Plan
  - 8.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
  - 8.5.2. Previous Analysis
  - 8.5.3. Objectives
  - 8.5.4. Strategy
  - 8.5.5. Actions
  - 8.5.6. Budget
  - 8.5.7. Schedules
  - 8.5.8. Contingency Plan
- 8.6. Online Reputation
- 8.7. Main Social Media Outlets I
  - 8.7.1. Facebook: Increase the Presence of Our Brand
    - 8.7.1.1. Introduction: What is Facebook and How Can it Help Us?
    - 8.7.1.2. Main Elements in the Professional Field
    - 8.7.1.3. Content Promotion
    - 8.7.1.4. Analytics
  - 8.7.2. Twitter: 140 Characters to Achieve the Objectives
    - 8.7.2.1. Introduction: What is Twitter and How Can it Help Us?
    - 8.7.2.2. Main Elements
    - 8.7.2.3. Content Promotion
    - 8.7.2.4. Analytics
  - 8.7.3. LinkedIn. The Professional Social Network for Excellence
    - 8.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
    - 8.7.3.2. Main Elements
    - 8.7.3.3. Content Promotion
- 8.8. Main Social Media Outlets II
  - 8.8.1. YouTube: The Second Most Important Search Engine on the Internet
  - 8.8.2. Main Elements
  - 8.8.3. Advertising
  - 8.8.4. YouTube Analytics
  - 8.8.5. Success Stories
  - 8.8.6. Instagram and Pinterest. The Power of Image
  - 8.8.7. Instagram
  - 8.8.8. Success Stories
  - 8.8.9. Pinterest
- 8.9. Blogs and Personal Branding
  - 8.9.1. Definition
  - 8.9.2. Typology
- 8.10. Tools for the Community Manager
  - 8.10.1. Monitoring and Programming. Hootsuite
  - 8.10.2. Specific Tools for Each Social Network
  - 8.10.3. Active Listening Tools
  - 8.10.4. URL Shortening Tools
  - 8.10.5. Tools for the Generation of Content

## Module 9. Lobbying and Persuasion

- 9.1. Introduction to Lobbying
  - 9.1.1. What is Lobbying?
  - 9.1.2. Origins of Lobbying
  - 9.1.3. Public Affairs Strategies
- 9.2. The Lobbyist
  - 9.2.1. A Day in the Life of a Professional Lobbyist
  - 9.2.2. Lobbying, Vocation or Training
  - 9.2.3. Ten Qualities of a Good Lobbyist
- 9.3. The Basics of Lobbying
  - 9.3.1. Mobilization in Digital Environments
  - 9.3.2. Clients
  - 9.3.3. Lobbying and Internationalization
- 9.4. Lobbying in Small Businesses
  - 9.4.1. Association
  - 9.4.2. Approach
  - 9.4.3. Anticipation
  - 9.4.4. Activation
  - 9.4.5. Access
  - 9.4.6. Assessment
- 9.5. Study Cases
  - 9.5.1. Case Studies The ForoPPP Case
  - 9.5.2. A Success Story: Introduction to Hybrid Technology
  - 9.5.3. "Varicella and Public Health" Case
- 9.6. Lobbying Strategies
  - 9.6.1. The Butterfly Effect
  - 9.6.2. Light and Stenographers
- 9.7. Lobbying in The Media
  - 9.7.1. Lobbying on the Internet and Social Media
  - 9.7.2. Most Popular Social Media Used by Lobbyists
  - 9.7.3. Lobbies in Conventional Media

- 9.8. Types of Groups
  - 9.8.1. Opinion Groups
  - 9.8.2. Stakeholders
  - 9.8.3. Power Groups
- 9.9. Types of Lobbying
  - 9.9.1. According to their Organizational Aspect
  - 9.9.2. According to their Legal Nature
  - 9.9.3. According to their Goals, Objectives and Interests
- 9.10. Positive and Negative Aspects of Lobbying
  - 9.10.1. Positive Aspects
  - 9.10.2. Negative Aspects
  - 9.10.3. Lobbyists' Vision

## Module 10. Research in Digital Media

- 10.1. The Scientific Method and its Techniques
  - 10.1.1. Introduction
  - 10.1.2. The Scientific Method and its Techniques
  - 10.1.3. Scientific Method and Methodological Techniques
  - 10.1.4. Research Design and Phases
  - 10.1.5. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
  - 10.1.6. Research Approaches and Perspectives
- 10.2. Methodology I
  - 10.2.1. Introduction
  - 10.2.2. Measurable Aspects: Quantitative Method
  - 10.2.3. Quantitative Techniques
  - 10.2.4. Types of Surveys
  - 10.2.5. Questionnaire Preparation and Presentation of Results
- 10.3. II Methodology
  - 10.3.1. Introduction
  - 10.3.2. Measurable Aspects: Qualitative Method
  - 10.3.3. Qualitative Techniques
  - 10.3.4. Individual Interviews and their Typology

- 10.3.5. The Group Interview and its Variables: Discussion Groups or Focus Groups
- 10.3.6. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
- 10.3.7. Participatory – Action Research
- 10.4. III Methodology
  - 10.4.1. Introduction
  - 10.4.2. Revealing Communicative Behaviors and Interactions: Observation and its Variants
  - 10.4.3. Observation as a Scientific Method
  - 10.4.4. The Procedure: Planning Systematic Observation
  - 10.4.5. Different Types of Observation
  - 10.4.6. Online Observation: Virtual Ethnography
- 10.5. IV Methodology
  - 10.5.1. Introduction
  - 10.5.2. Uncovering the Content of Messages: Content and Discourse Analysis
  - 10.5.3. Introduction to Quantitative Content Analysis
  - 10.5.4. Sample Selection and Category Design
  - 10.5.5. Data Processing
  - 10.5.6. Critical Discourse Analysis
  - 10.5.7. Other Techniques for the Analysis of Media Texts
- 10.6. Techniques for Collecting Digital Data
  - 10.6.1. Introduction
  - 10.6.2. Knowing the Reactions: Experimenting in Communication
  - 10.6.3. Introduction to Experiments
  - 10.6.4. What is an Experiment in Communication
  - 10.6.5. Experimentation and its Types
  - 10.6.6. The Practical Design of the Experiment
- 10.7. Techniques for Organizing Digital Data
  - 10.7.1. Introduction
  - 10.7.2. Digital Information
  - 10.7.3. Problems and Methodological Proposals
  - 10.7.4. Online Press: Characteristics and Approach to its Analysis
- 10.8. Participatory Instrumental Services
  - 10.8.1. Introduction
  - 10.8.2. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
  - 10.8.3. Internet as an Object of Study
  - 10.8.4. Criteria for Evaluating the Quality and Reliability of Content on the Internet
- 10.9. Internet Quality as a Source: Validation and Confirmation Strategies
  - 10.9.1. Introduction
  - 10.9.2. Research on the Internet and Digital Platforms
  - 10.9.3. Searching and Browsing in the Online Environment
  - 10.9.4. Approach to Research on Digital Formats: Blogs
  - 10.9.5. Approach to Social Network Research Methods
  - 10.9.6. Hyperlink Research
- 10.10. Diffusion of Research Activity
  - 10.10.1. Introduction
  - 10.10.2. Research Trends in Communication
  - 10.10.3. Introduction to the Contemporary Environment of Research in Communication
  - 10.10.4. The Readaptation of the Classic Objects of Communication Research
  - 10.10.5. The Emergence of Classical Research Objects
  - 10.10.6. Towards Interdisciplinarity and Methodological Hybridization



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

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.



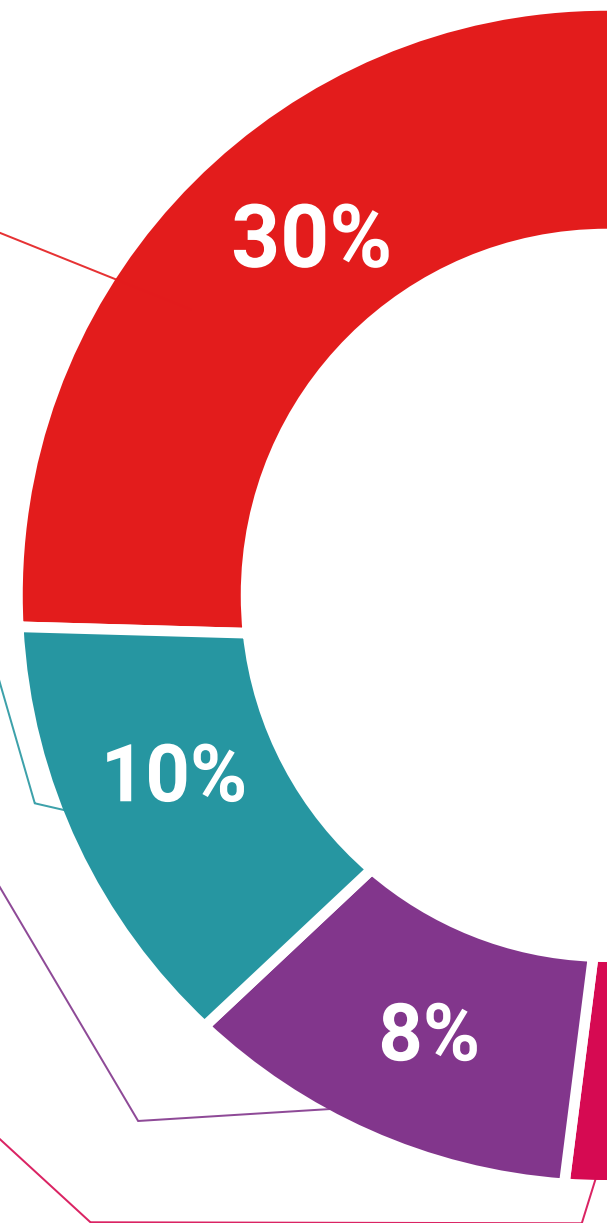
### Practising Skills and Abilities

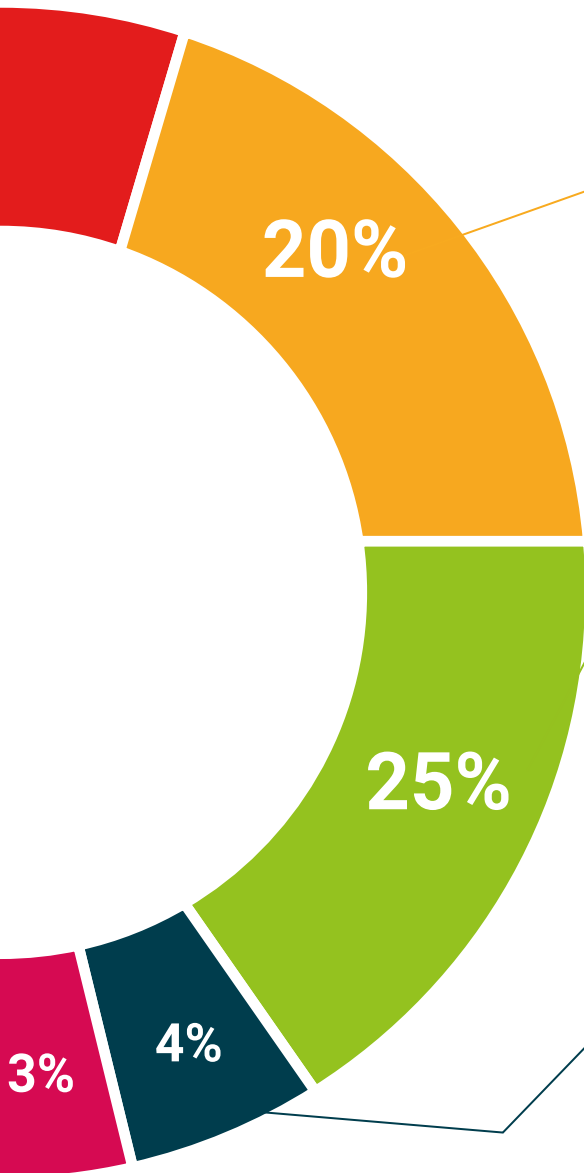
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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

The Professional Master's Degree in Online Reputation and Communications Management guarantees students, in addition to the most rigorous and updated education, access to a Professional Master's Degree issued by TECH Technological University.



“

*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This **Professional Master's Degree in Online Reputation and Communications 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 **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and will meet the requirements commonly demanded by labor exchanges, competitive examinations and career evaluation committees.

Title: **Professional Master's Degree in Online Reputation and Communications Management**

Official N° of hours: **1,500 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 languages  
virtual classroom



## Professional Master's Degree

Online Reputation  
and Communications  
Management

Course Modality: Online

Duration: 12 months

Certificate: TECH Technological University

Official N° of Hours: 1,500 h.



# Professional Master's Degree

## Online Reputation and Communications Management

