

Advanced Master's Degree Communication and Corporate Identity Management

A M D C C I M



Advanced Master's Degree Communication and Corporate Identity Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Accreditation: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-communication-corporate-identity-management

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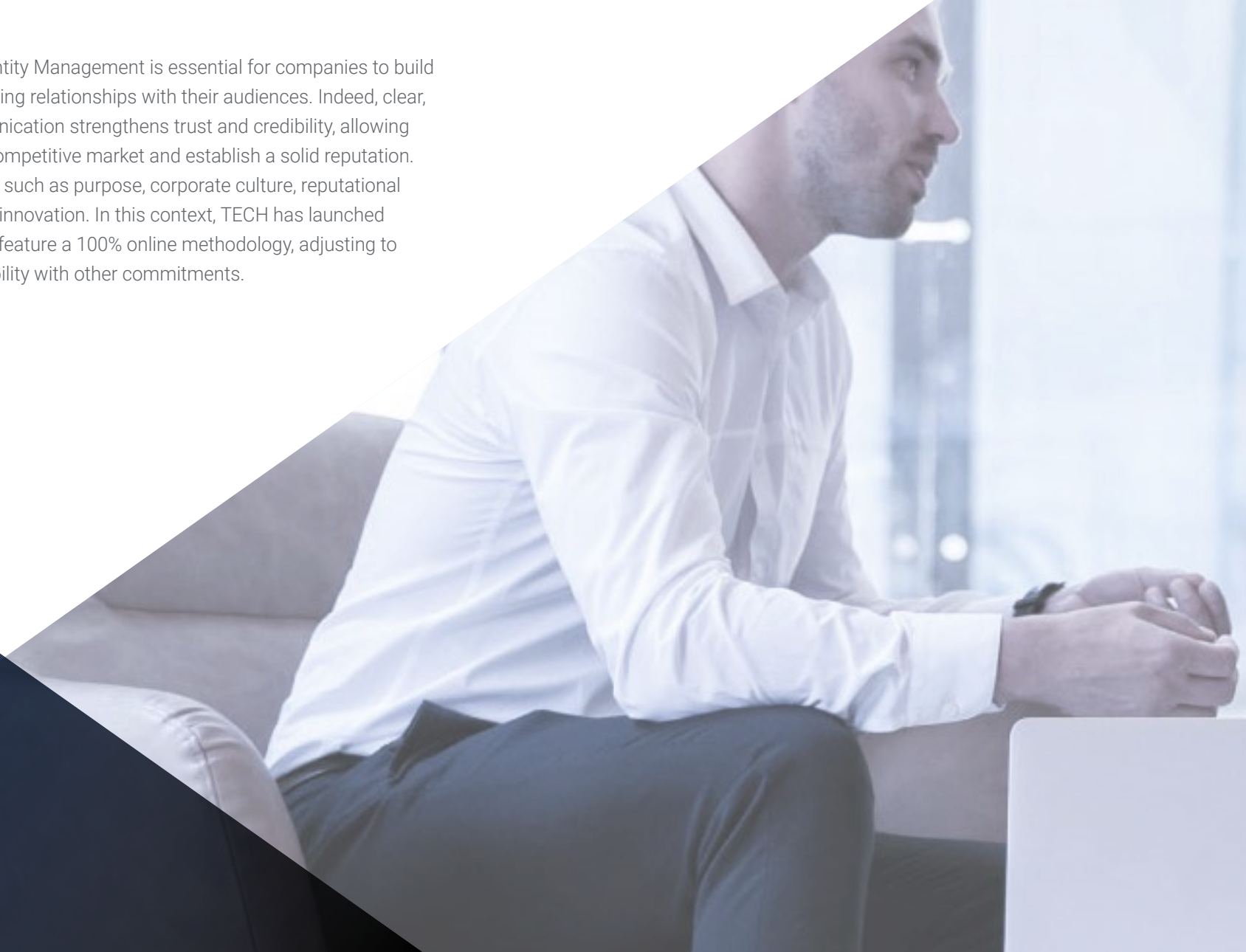
Certificate

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01

Introduction

Communication and Corporate Identity Management is essential for companies to build a solid reputation and establish lasting relationships with their audiences. Indeed, clear, consistent and transparent communication strengthens trust and credibility, allowing the organization to stand out in a competitive market and establish a solid reputation. Moreover, it is influenced by factors such as purpose, corporate culture, reputational leadership, corporate branding and innovation. In this context, TECH has launched a comprehensive program that will feature a 100% online methodology, adjusting to schedules and facilitating compatibility with other commitments.





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Through this fully online Advanced Master's Degree, you will successfully lead Communication teams and make strategic decisions that foster a coherent organizational culture”

Effective communication and a strong corporate identity are key elements to ensure the success and sustainability of organizations in a dynamic business environment. As markets globalize and consumers become more demanding, companies must carefully manage their image and interactions with their audiences. For this reason, professionals need to manage the most effective approaches to improve public perception of the brand and ensure coherent and effective communication processes with different audiences.

With this in mind, TECH presents a revolutionary Advanced Master's Degree in Communication and Corporate Identity Management. Designed by experts in this field, the academic itinerary will delve into areas ranging from the fundamentals of the communicative process in the digital environment or corporate identity to the particularities of graphic design. Thanks to this, students will develop the necessary skills to lead the communication strategy and identity management of organizations, creating a solid and coherent brand image that effectively connects with key audiences. In addition, they will be prepared to use the most advanced digital tools, manage communication in various channels and design visual strategies that reinforce brand positioning.

In addition, this program is based on a 100% online format, easily accessible from any device with an Internet connection and without predetermined schedules. Along the same lines, TECH employs its innovative Relearning method, so that the experts can deepen their knowledge of the contents without resorting to techniques that involve extra effort, such as memorization. The only thing students will require is to have an electronic device with Internet access (such as a cell phone, tablet or computer) to access the Virtual Campus and enjoy the most comprehensive teaching materials on the market. Graduates will also have the opportunity to access exclusive and complementary Masterclasses, created by a prestigious international expert in Business Management.

This **Advanced Master's Degree in Communication and Corporate Identity Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Communication and Corporate Identity Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in Communication and Corporate Identity 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



TECH will give you the opportunity to participate in unique and additional Masterclasses, designed by an internationally recognized specialist in Business Management”

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You will integrate new technologies and tools in your daily management, working in a more agile and efficient way, while you design innovative policies to improve the competitiveness of the organization”

It includes in its teaching staff professionals belonging to the field of Communication and Corporate Identity Management, who pour into this program the experience of their work, as well as recognized specialists from prestigious companies 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 learning experience designed to prepare for real-life 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 created by renowned and experienced experts.

You will gain skills in the analysis and management of corporate reputation.

Take advantage of all the benefits of the Relearning methodology, which will allow you to organize your time and study pace, adapting to your schedule.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future"

Forbes
Mejor universidad
online del mundo

Plan
de estudios
más completo

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

Profesorado
TOP
Internacional



La metodología
más eficaz

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

nº1
Mundial
Mayor universidad
online del mundo

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The official online university of the NBA

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Top-rated by its students

The main review websites have positioned TECH as the best rated university in the world by its students. These review portals, recognized for their reliability and prestige due to the rigorous verification and validation of the authenticity of each opinion, have given TECH highly favorable ratings. These ratings place TECH as the absolute international university reference.



Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

03 Syllabus

Through this curriculum, entrepreneurs will delve into the basic concepts and strategies that define human communication, the role of the media and Public Relations. They will also learn how to manage institutional communication, especially in crises, and how to develop effective communication strategies that strengthen the brand and corporate reputation. In addition, they will acquire skills to effectively manage the communication department of any organization, implementing metrics that demonstrate the positive impact of their actions on the business and stakeholders.



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You will develop key skills in the management of internal and external communication, strengthening the coherence between corporate values and public perception. With all the TECH quality guarantees!”

Module 1. Leadership, Ethics and Social Responsibility in Companies

- 1.1. Globalization and Governance
 - 1.1.1. Governance and Corporate Governance
 - 1.1.2. The Fundamentals of Corporate Governance in Companies
 - 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 1.2. Leadership
 - 1.2.1. Leadership. A Conceptual Approach
 - 1.2.2. Leadership in Companies
 - 1.2.3. The Importance of Leaders in Business Management
- 1.3. Cross Cultural Management
 - 1.3.1. Cross Cultural Management Concept
 - 1.3.2. Contributions to Knowledge of National Cultures
 - 1.3.3. Diversity Management
- 1.4. Management and Leadership Development
 - 1.4.1. Concept of Management Development
 - 1.4.2. Concept of Leadership
 - 1.4.3. Leadership Theories
 - 1.4.4. Leadership Styles
 - 1.4.5. Intelligence in Leadership
 - 1.4.6. The Challenges of Today's Leader
- 1.5. Business Ethics
 - 1.5.1. Ethics and Morals
 - 1.5.2. Business Ethics
 - 1.5.3. Leadership and Ethics in Companies
- 1.6. Sustainability
 - 1.6.1. Sustainability and Sustainable Development
 - 1.6.2. The 2030 Agenda
 - 1.6.3. Sustainable Companies
- 1.7. Corporate Social Responsibility
 - 1.7.1. International Dimensions of Corporate Social Responsibility
 - 1.7.2. Implementing Corporate Social Responsibility
 - 1.7.3. The Impact and Measurement of Corporate Social Responsibility

- 1.8. Responsible Management Systems and Tools
 - 1.8.1. CSR: Corporate Social Responsibility
 - 1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 1.8.4. CSR Tools and Standards
- 1.9. Multinationals and Human Rights
 - 1.9.1. Globalization, Multinational Corporations and Human Rights
 - 1.9.2. Multinational Corporations and International Law
 - 1.9.3. Legal Instruments for Multinationals in the Area of Human Rights
- 1.10. Legal Environment and Corporate Governance
 - 1.10.1. International Rules on Importation and Exportation
 - 1.10.2. Intellectual and Industrial Property
 - 1.10.3. International Labor Law

Module 2. Strategic Management and Executive Management

- 2.1. Organizational Analysis and Design
 - 2.1.1. Conceptual Framework
 - 2.1.2. Key Elements in Organizational Design
 - 2.1.3. Basic Organizational Models
 - 2.1.4. Organizational Design: Typology
- 2.2. Corporate Strategy
 - 2.2.1. Competitive Corporate Strategy
 - 2.2.2. Growth Strategies: Typology
 - 2.2.3. Conceptual Framework
- 2.3. Strategic Planning and Strategy Formulation
 - 2.3.1. Conceptual Framework
 - 2.3.2. Elements of Strategic Planning
 - 2.3.3. Strategic Formulation: Process of Strategic Planning
- 2.4. Strategic Thinking
 - 2.4.1. The Company as a System
 - 2.4.2. Organization Concept

- 2.5. Financial Diagnosis
 - 2.5.1. Concept of Financial Diagnosis
 - 2.5.2. Stages of Financial Diagnosis
 - 2.5.3. Assessment Methods for Financial Diagnosis
- 2.6. Planning and Strategy
 - 2.6.1. The Plan from a Strategy
 - 2.6.2. Strategic Positioning
 - 2.6.3. Strategy in Companies
- 2.7. Strategy Models and Patterns
 - 2.7.1. Conceptual Framework
 - 2.7.2. Strategic Models
 - 2.7.3. Strategic Patterns: The Five P's of Strategy
- 2.8. Competitive Strategy
 - 2.8.1. Competitive Advantage
 - 2.8.2. Choosing a Competitive Strategy
 - 2.8.3. Strategies based on the Strategic Clock Model
 - 2.8.4. Types of Strategies according to the Industrial Sector Life Cycle
- 2.9. Strategic Management
 - 2.9.1. The Concept of Strategy
 - 2.9.2. The Process of Strategic Management
 - 2.9.3. Approaches in Strategic Management
- 2.10. Strategy Implementation
 - 2.10.1. Indicator Systems and Process Approach
 - 2.10.2. Strategic Map
 - 2.10.3. Strategic Alignment
- 2.11. Executive Management
 - 2.11.1. Conceptual Framework of Executive Management
 - 2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools
- 2.12. Strategic Communication
 - 2.12.1. Interpersonal Communication
 - 2.12.2. Communication Skills and Influence
 - 2.12.3. Internal Communication
 - 2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

- 3.1. Organizational Behavior
 - 3.1.1. Organizational Behavior. Conceptual Framework
 - 3.1.2. Main Factors of Organizational Behavior
- 3.2. People in Organizations
 - 3.2.1. Quality of Work Life and Psychological Well-Being
 - 3.2.2. Work Teams and Meeting Management
 - 3.2.3. Coaching and Team Management
 - 3.2.4. Managing Equality and Diversity
- 3.3. Strategic People Management
 - 3.3.1. Strategic Management and Human Resources
 - 3.3.2. Strategic People Management
- 3.4. Evolution of Resources. An Integrated Vision
 - 3.4.1. The Importance of HR
 - 3.4.2. A New Environment for People Management and Leadership
 - 3.4.3. Strategic HR Management
- 3.5. Selection, Group Dynamics and HR Recruitment
 - 3.5.1. Approach to Recruitment and Selection
 - 3.5.2. Recruitment
 - 3.5.3. The Selection Process
- 3.6. Human Resources Management by Competencies
 - 3.6.1. Analysis of the Potential
 - 3.6.2. Remuneration Policy
 - 3.6.3. Career/Succession Planning
- 3.7. Performance Evaluation and Performance Management
 - 3.7.1. Performance Management
 - 3.7.2. Performance Management: Objectives and Process
- 3.8. Management of Training
 - 3.8.1. Learning Theories
 - 3.8.2. Talent Detection and Retention
 - 3.8.3. Gamification and Talent Management
 - 3.8.4. Training and Professional Obsolescence

- 3.9. Talent Management
 - 3.9.1. Keys for Positive Management
 - 3.9.2. Conceptual Origin of Talent and Its Implication in the Company
 - 3.9.3. Map of Talent in the Organization
 - 3.9.4. Cost and Added Value
- 3.10. Innovation in Talent and People Management
 - 3.10.1. Strategic Talent Management Models
 - 3.10.2. Talent Identification, Training and Development
 - 3.10.3. Loyalty and Retention
 - 3.10.4. Proactivity and Innovation
- 3.11. Motivation
 - 3.11.1. The Nature of Motivation
 - 3.11.2. Expectations Theory
 - 3.11.3. Needs Theory
 - 3.11.4. Motivation and Financial Compensation
- 3.12. Employer Branding
 - 3.12.1. Employer Branding in HR
 - 3.12.2. Personal Branding for HR Professionals
- 3.13. Developing High-Performance Teams
 - 3.13.1. High-Performance Teams: Self-Managed Teams
 - 3.13.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 3.14. Management Skills Development
 - 3.14.1. What are Manager Competencies?
 - 3.14.2. Elements of Competencies
 - 3.14.3. Knowledge
 - 3.14.4. Management Skills
 - 3.14.5. Attitudes and Values in Managers
 - 3.14.6. Managerial Skills
- 3.15. Time Management
 - 3.15.1. Benefits
 - 3.15.2. What Can Be the Causes of Poor Time Management?
 - 3.15.3. Time
 - 3.15.4. Time Illusions
 - 3.15.5. Attention and Memory
 - 3.15.6. State of Mind
 - 3.15.7. Time Management
 - 3.15.8. Being Proactive
 - 3.15.9. Be Clear About the Objective
 - 3.15.10. Order
 - 3.15.11. Planning
- 3.16. Change Management
 - 3.16.1. Change Management
 - 3.16.2. Type of Change Management Processes
 - 3.16.3. Stages or Phases in the Change Management Process
- 3.17. Negotiation and Conflict Management
 - 3.17.1. Negotiation
 - 3.17.2. Conflict Management
 - 3.17.3. Crisis Management
- 3.18. Executive Communication
 - 3.18.1. Internal and External Communication in the Corporate Environment
 - 3.18.2. Communication Departments
 - 3.18.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 3.19. Human Resources Management and Occupational Risk Prevention Teams
 - 3.19.1. Management of Human Resources and Teams
 - 3.19.2. Occupational Risk Prevention
- 3.20. Productivity, Attraction, Retention and Activation of Talent
 - 3.20.1. Productivity
 - 3.20.2. Talent Attraction and Retention Levers

- 3.21. Monetary Compensation vs. Non-Cash
 - 3.21.1. Monetary Compensation vs. Non-Cash
 - 3.21.2. Wage Band Models
 - 3.21.3. Non-Cash Compensation Models
 - 3.21.4. Working Model
 - 3.21.5. Corporate Community
 - 3.21.6. Company Image
 - 3.21.7. Emotional Salary
 - 3.22. Innovation in Talent and People Management
 - 3.22.1. Innovation in Organizations
 - 3.22.2. New Challenges in the Human Resources Department
 - 3.22.3. Innovation Management
 - 3.22.4. Tools for Innovation
 - 3.23. Knowledge and Talent Management
 - 3.23.1. Knowledge and Talent Management
 - 3.23.2. Knowledge Management Implementation
 - 3.24. Transforming Human Resources in the Digital Era
 - 3.24.1. The Socioeconomic Context
 - 3.24.2. New Forms of Corporate Organization
 - 3.24.3. New Methodologies
- Module 4. Economic and Financial Management**
- 4.1. Economic Environment
 - 4.1.1. Macroeconomic Environment and the National Financial System
 - 4.1.2. Financial Institutions
 - 4.1.3. Financial Markets
 - 4.1.4. Financial Assets
 - 4.1.5. Other Financial Sector Entities
 - 4.2. Company Financing
 - 4.2.1. Sources of Financing
 - 4.2.2. Types of Financing Costs
 - 4.3. Executive Accounting
 - 4.3.1. Basic Concepts
 - 4.3.2. The Company's Assets
 - 4.3.3. The Company's Liabilities
 - 4.3.4. The Company's Net Worth
 - 4.3.5. Results Research
 - 4.4. Management Accounting to Cost Accounting
 - 4.4.1. Elements of Cost Calculation
 - 4.4.2. Expenses in General Accounting and Cost Accounting
 - 4.4.3. Costs Classification
 - 4.5. Information Systems and Business Intelligence
 - 4.5.1. Fundamentals and Classification
 - 4.5.2. Cost Allocation Phases and Methods
 - 4.5.3. Choice of Cost Center and Impact
 - 4.6. Budget and Management Control
 - 4.6.1. The Budget Model
 - 4.6.2. The Capital Budget
 - 4.6.3. The Operating Budget
 - 4.6.5. Treasury Budget
 - 4.6.6. Budget Monitoring
 - 4.7. Treasury Management
 - 4.7.1. Accounting Working Capital and Necessary Working Capital
 - 4.7.2. Calculation of Operating Cash Requirements
 - 4.7.3. Credit Management
 - 4.8. Corporate Tax Responsibility
 - 4.8.1. Basic Tax Concepts
 - 4.8.2. Corporate Income Tax
 - 4.8.3. Value Added Tax
 - 4.8.4. Other Taxes Related to Commercial Activity
 - 4.8.5. The Company as a Facilitator of the Work of the State

- 4.9. Corporate Control Systems
 - 4.9.1. Analysis of Financial Statements
 - 4.9.2. The Company's Balance Sheet
 - 4.9.3. The Profit and Loss Statement
 - 4.9.4. The Statement of Cash Flows
 - 4.9.5. Ratio Analysis
- 4.10. Financial Management
 - 4.10.1. The Company's Financial Decisions
 - 4.10.2. Financial Department
 - 4.10.3. Cash Surpluses
 - 4.10.4. Risks Associated with Financial Management
 - 4.10.5. Financial Administration Risk Management
- 4.11. Financial Planning
 - 4.11.1. Definition of Financial Planning
 - 4.11.2. Actions to Be Taken in Financial Planning
 - 4.11.3. Creation and Establishment of the Business Strategy
 - 4.11.4. The Cash Flow Table
 - 4.11.5. The Working Capital Table
- 4.12. Corporate Financial Strategy
 - 4.12.1. Corporate Strategy and Sources of Financing
 - 4.12.2. Financial Products for Corporate Financing
- 4.13. Macroeconomic Context
 - 4.13.1. Macroeconomic Context
 - 4.13.2. Relevant Economic Indicators
 - 4.13.3. Mechanisms for the Control of Macroeconomic Magnitudes
 - 4.13.4. Economic Cycles
- 4.14. Strategic Financing
 - 4.14.1. Self-Financing
 - 4.14.2. Increase in Equity
 - 4.14.3. Hybrid Resources
 - 4.14.4. Financing Through Intermediaries
- 4.15. Money and Capital Markets
 - 4.15.1. The Money Market
 - 4.15.2. The Fixed Income Market
 - 4.15.3. The Equity Market
 - 4.15.4. The Foreign Exchange Market
 - 4.15.5. The Derivatives Market
- 4.16. Financial Analysis and Planning
 - 4.16.1. Analysis of the Balance Sheet
 - 4.16.2. Analysis of the Income Statement
 - 4.16.3. Profitability Analysis
- 4.17. Analyzing and Solving Cases/Problems
 - 4.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 5. Operations and Logistics Management

- 5.1. Operations Direction and Management
 - 5.1.1. The Role of Operations
 - 5.1.2. The Impact of Operations on the Management of Companies
 - 5.1.3. Introduction to Operations Strategy
 - 5.1.4. Operations Management
- 5.2. Industrial Organization and Logistics
 - 5.2.1. Industrial Organization Department
 - 5.2.2. Logistics Department
- 5.3. Structure and Types of Production (MTS, MTO, ATO, ETO...)
 - 5.3.1. Production System
 - 5.3.2. Production Strategy
 - 5.3.3. Inventory Management System
 - 5.3.4. Production Indicators
- 5.4. Structure and Types of Procurement
 - 5.4.1. Function of Procurement
 - 5.4.2. Procurement Management
 - 5.4.3. Types of Purchases
 - 5.4.4. Efficient Purchasing Management of a Company
 - 5.4.5. Stages of the Purchase Decision Process

- 5.5. Economic Control of Purchasing
 - 5.5.1. Economic Influence of Purchases
 - 5.5.2. Cost Centers
 - 5.5.3. Budget
 - 5.5.4. Budgeting vs. Actual Expenditure
 - 5.5.5. Budgetary Control Tools
- 5.6. Warehouse Operations Control
 - 5.6.1. Inventory Control
 - 5.6.2. Location Systems
 - 5.6.3. Stock Management Techniques
 - 5.6.4. Storage Systems
- 5.7. Strategic Purchasing Management
 - 5.7.1. Business Strategy
 - 5.7.2. Strategic Planning
 - 5.7.3. Purchasing Strategies
- 5.8. Typologies of the Supply Chain (SCM)
 - 5.8.1. Supply Chain
 - 5.8.2. Benefits of Supply Chain Management
 - 5.8.3. Logistical Management in the Supply Chain
- 5.9. Supply Chain Management
 - 5.9.1. The Concept of Supply Chain Management (SCM)
 - 5.9.2. Costs and Efficiency of the Operations Chain
 - 5.9.3. Demand Patterns
 - 5.9.4. Operations Strategy and Change
- 5.10. Interactions Between the SCM and All Other Departments
 - 5.10.1. Interaction of the Supply Chain
 - 5.10.2. Interaction of the Supply Chain. Integration by Parts
 - 5.10.3. Supply Chain Integration Problems
 - 5.10.4. Supply Chain
- 5.11. Logistics Costs
 - 5.11.1. Logistics Costs
 - 5.11.2. Problems with Logistics Costs
 - 5.11.3. Optimizing Logistic Costs
- 5.12. Profitability and Efficiency of Logistics Chains: KPIs
 - 5.12.1. Logistics Chain
 - 5.12.2. Profitability and Efficiency of the Logistics Chain
 - 5.12.3. Indicators of Profitability and Efficiency of the Supply Chain
- 5.13. Process Management
 - 5.13.1. Process Management
 - 5.13.2. Process Based Focus: Business Process Mapping
 - 5.13.3. Improvements in Process Management
- 5.14. Distribution and Transportation Logistics
 - 5.14.1. Distribution in the Supply Chain
 - 5.14.2. Transportation Logistics
 - 5.14.3. Geographic Information Systems as a Support to Logistics
- 5.15. Logistics and Customers
 - 5.15.1. Demand Analysis
 - 5.15.2. Demand and Sales Forecast
 - 5.15.3. Sales and Operations Planning
 - 5.15.4. Collaborative Planning, Forecasting and Replenishment (CPFR)
- 5.16. International Logistics
 - 5.16.1. Export and Import Processes
 - 5.16.2. Customs
 - 5.16.3. Methods and Means of International Payment
 - 5.16.4. International Logistics Platforms
- 5.17. Outsourcing of Operations
 - 5.17.1. Operations Management and Outsourcing
 - 5.17.2. Outsourcing Implementation in Logistics Environments
- 5.18. Competitiveness in Operations
 - 5.18.1. Operations Management
 - 5.18.2. Operational Competitiveness
 - 5.18.3. Operations Strategy and Competitive Advantages
- 5.19. Quality Management
 - 5.19.1. Internal and External Customers
 - 5.19.2. Quality Costs
 - 5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

- 6.1. Technological Environment
 - 6.1.1. Technology and Globalization
 - 6.1.2. Economic Environment and Technology
 - 6.1.3. Technological Environment and Its Impact on Companies
- 6.2. Information Systems in Companies
 - 6.2.1. The Evolution of the IT Model
 - 6.2.2. Organization and IT Departments
 - 6.2.3. Information Technology and Economic Environment
- 6.3. Corporate Strategy and Technology Strategy
 - 6.3.1. Creating Value for Customers and Shareholders
 - 6.3.2. Strategic IS/IT Decisions
 - 6.3.3. Corporate Strategy vs. Technological and Digital Strategy
- 6.4. Information Systems Management
 - 6.4.1. Corporate Governance of Technology and Information Systems
 - 6.4.2. Management of Information Systems in Companies
 - 6.4.3. Expert Managers in Information Systems: Roles and Functions
- 6.5. Information Technology Strategic Planning
 - 6.5.1. Information Systems and Corporate Strategy
 - 6.5.2. Strategic Planning of Information Systems
 - 6.5.3. Phases of Information Systems Strategic Planning
- 6.6. Information Systems for Decision-Making
 - 6.6.1. Business Intelligence
 - 6.6.2. Data Warehouse
 - 6.6.3. Balanced Scorecard (BSC)
- 6.7. Exploring the Information
 - 6.7.1. SQL: Relational Databases. Basic Concepts
 - 6.7.2. Networks and Communications
 - 6.7.3. Operational System: Standardized Data Models
 - 6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
 - 6.7.5. Strategic DB Analysis and Report Composition
- 6.8. Enterprise Business Intelligence
 - 6.8.1. The World of Data
 - 6.8.2. Relevant Concepts
 - 6.8.3. Main Characteristics
 - 6.8.4. Solutions in Today's Market
 - 6.8.5. Overall Architecture of a BI Solution
 - 6.8.6. Cybersecurity in BI and Data Science
- 6.9. New Business Concept
 - 6.9.1. Why BI?
 - 6.9.2. Obtaining Information
 - 6.9.3. BI in the Different Departments of the Company
 - 6.9.4. Reasons to Invest in BI
- 6.10. BI Tools and Solutions
 - 6.10.1. How to Choose the Best Tool?
 - 6.10.2. Microsoft Power BI, MicroStrategy and Tableau
 - 6.10.3. SAP BI, SAS BI and Qlikview
 - 6.10.4. Prometheus
- 6.11. BI Project Planning and Management
 - 6.11.1. First Steps to Define a BI Project
 - 6.11.2. BI Solution for the Company
 - 6.11.3. Requirements and Objectives
- 6.12. Corporate Management Applications
 - 6.12.1. Information Systems and Corporate Management
 - 6.12.2. Applications for Corporate Management
 - 6.12.3. Enterprise Resource Planning Systems or ERP
- 6.13. Digital Transformation
 - 6.13.1. Conceptual Framework of Digital Transformation
 - 6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
 - 6.13.3. Digital Transformation in Companies
- 6.14. Technology and Trends
 - 6.14.1. Main Trends in the Field of Technology that are Changing Business Models
 - 6.14.2. Analysis of the Main Emerging Technologies

- 6.15. IT Outsourcing
 - 6.15.1. Conceptual Framework of Outsourcing
 - 6.15.2. IT Outsourcing and Its Impact on the Business
 - 6.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- 7.1. Commercial Management
 - 7.1.1. Conceptual Framework of Commercial Management
 - 7.1.2. Business Strategy and Planning
 - 7.1.3. The Role of Sales Managers
- 7.2. Marketing
 - 7.2.1. The Concept of Marketing
 - 7.2.2. The Basic Elements of Marketing
 - 7.2.3. Marketing Activities in Companies
- 7.3. Strategic Marketing Management
 - 7.3.1. The Concept of Strategic Marketing
 - 7.3.2. Concept of Strategic Marketing Planning
 - 7.3.3. Stages in the Process of Strategic Marketing Planning
- 7.4. Digital Marketing and E-Commerce
 - 7.4.1. Digital Marketing and E-Commerce Objectives
 - 7.4.2. Digital Marketing and Media Used
 - 7.4.3. E-Commerce. General Context
 - 7.4.4. Categories of E-Commerce
 - 7.4.5. Advantages and Disadvantages of E-Commerce versus Traditional Commerce
- 7.5. Managing Digital Business
 - 7.5.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
 - 7.5.2. Designing and Creating a Digital Marketing Plan
 - 7.5.3. ROI Analysis in a Digital Marketing Plan
- 7.6. Digital Marketing to Reinforce a Brand
 - 7.6.1. Online Strategies to Improve Your Brand's Reputation
 - 7.6.2. Branded Content and Storytelling
- 7.7. Digital Marketing Strategy
 - 7.7.1. Defining the Digital Marketing Strategy
 - 7.7.2. Digital Marketing Strategy Tools
- 7.8. Digital Marketing to Attract and Retain Customers
 - 7.8.1. Loyalty and Engagement Strategies through the Internet
 - 7.8.2. Visitor Relationship Management
 - 7.8.3. Hypersegmentation
- 7.9. Managing Digital Campaigns
 - 7.9.1. What Is a Digital Advertising Campaign?
 - 7.9.2. Steps in Launching an Online Marketing Campaign
 - 7.9.3. Mistakes in Digital Advertising Campaigns
- 7.10. Online Marketing Plan
 - 7.10.1. What Is an Online Marketing Plan?
 - 7.10.2. Steps in Creating an Online Marketing Plan
 - 7.10.3. Advantages of Having an Online Marketing Plan
- 7.11. Blended Marketing
 - 7.11.1. What Is Blended Marketing?
 - 7.11.2. Differences Between Online and Offline Marketing
 - 7.11.3. Aspects to Be Taken into Account in the Blended Marketing Strategy
 - 7.11.4. Features of a Blended Marketing Strategy
 - 7.11.5. Recommendations in Blended Marketing
 - 7.11.6. Benefits of Blended Marketing
- 7.12. Sales Strategy
 - 7.12.1. Sales Strategy
 - 7.12.2. Sales Methods
- 7.13. Corporate Communication
 - 7.13.1. Concept
 - 7.13.2. The Importance of Communication in the Organization
 - 7.13.3. Type of Communication in the Organization
 - 7.13.4. Functions of Communication in the Organization
 - 7.13.5. Elements of Communication
 - 7.13.6. Communication Problems
 - 7.13.7. Communication Scenarios

- 7.14. Corporate Communication Strategy
 - 7.14.1. Motivational Programs, Social Action, Participation and Training with HR
 - 7.14.2. Internal Communication Support and Tools
 - 7.14.3. Internal Communication Plan
- 7.15. Digital Communication and Reputation
 - 7.15.1. Online Reputation
 - 7.15.2. How to Measure Digital Reputation?
 - 7.15.3. Online Reputation Tools
 - 7.15.4. Online Reputation Report
 - 7.15.5. Online Branding

Module 8. Market Research, Advertising and Commercial Management

- 8.1. Market Research
 - 8.1.1. Market Research: Historical Origin
 - 8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
 - 8.1.3. Key Elements and Value Contribution of Market Research
- 8.2. Quantitative Research Methods and Techniques
 - 8.2.1. Sample Size
 - 8.2.2. Sampling
 - 8.2.3. Types of Quantitative Techniques
- 8.3. Qualitative Research Methods and Techniques
 - 8.3.1. Types of Qualitative Research
 - 8.3.2. Qualitative Research Techniques
- 8.4. Market Segmentation
 - 8.4.1. Market Segmentation Concept
 - 8.4.2. Utility and Segmentation Requirements
 - 8.4.3. Consumer Market Segmentation
 - 8.4.4. Industrial Market Segmentation
 - 8.4.5. Segmentation Strategies
 - 8.4.6. Segmentation Based on Marketing - Mix Criteria
 - 8.4.7. Market Segmentation Methodology





- 8.5. Research Project Management
 - 8.5.1. Market Research as a Process
 - 8.5.2. Planning Stages in Market Research
 - 8.5.3. Execution Stages in Marketing Research
 - 8.5.4. Managing a Research Project
- 8.6. International Market Research
 - 8.6.1. International Market Research
 - 8.6.2. International Market Research Process
 - 8.6.3. The Importance of Secondary Sources in International Market Research
- 8.7. Feasibility Studies
 - 8.7.1. Concept and Usefulness
 - 8.7.2. Outline of a Feasibility Study
 - 8.7.3. Development of a Feasibility Study
- 8.8. Publicity
 - 8.8.1. Historical Background of Advertising
 - 8.8.2. Conceptual Framework of Advertising: Principles, Briefing Concept and Positioning
 - 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
 - 8.8.4. Importance of Advertising in Business
 - 8.8.5. Advertising Trends and Challenges
- 8.9. Developing the Marketing Plan
 - 8.9.1. Marketing Plan Concept
 - 8.9.2. Situation Analysis and Diagnosis
 - 8.9.3. Strategic Marketing Decisions
 - 8.9.4. Operating Marketing Decisions
- 8.10. Promotion and Merchandising Strategies
 - 8.10.1. Integrated Marketing Communication
 - 8.10.2. Advertising Communication Plan
 - 8.10.3. Merchandising as a Communication Technique
- 8.11. Media Planning
 - 8.11.1. Origin and Evolution of Media Planning
 - 8.11.2. Media
 - 8.11.3. Media Plan

- 8.12. Fundamentals of Commercial Management
 - 8.12.1. The Role of Commercial Management
 - 8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
 - 8.12.3. Commercial Planning Systems of the Company
 - 8.12.4. Main Competitive Strategies
- 8.13. Commercial Negotiation
 - 8.13.1. Commercial Negotiation
 - 8.13.2. Psychological Issues in Negotiation
 - 8.13.3. Main Negotiation Methods
 - 8.13.4. The Negotiation Process
- 8.14. Decision-Making in Commercial Management
 - 8.14.1. Commercial Strategy and Competitive Strategy
 - 8.14.2. Decision Making Models
 - 8.14.3. Decision-Making Analytics and Tools
 - 8.14.4. Human Behavior in Decision Making
- 8.15. Sales Network Management
 - 8.15.1. Sales Management
 - 8.15.2. Networks Serving Commercial Activity
 - 8.15.3. Salesperson Recruitment and Training Policies
 - 8.15.4. Remuneration Systems for Own and External Commercial Networks
 - 8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information
- 8.16. Implementing the Commercial Function
 - 8.16.1. Recruitment of Own Sales Representatives and Sales Agents
 - 8.16.2. Controlling Commercial Activity
 - 8.16.3. The Code of Ethics of Sales Personnel
 - 8.16.4. Compliance with Legislation
 - 8.16.5. Generally Accepted Standards of Business Conduct
- 8.17. Key Account Management
 - 8.17.1. Concept of Key Account Management
 - 8.17.2. The Key Account Manager
 - 8.17.3. Key Account Management Strategy

- 8.18. Financial and Budgetary Management
 - 8.18.1. The Break-Even Point
 - 8.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan
 - 8.18.3. Financial Impact of Strategic Sales Decisions
 - 8.18.4. Cycle Management, Turnover, Profitability and Liquidity
 - 8.18.5. Income Statement

Module 9. Innovation and Project Management

- 9.1. Innovation
 - 9.1.1. Introduction to Innovation
 - 9.1.2. Innovation in the Entrepreneurial Ecosystem
 - 9.1.3. Instruments and Tools for the Business Innovation Process
- 9.2. Innovation from Strategy
 - 9.2.1. Strategic Intelligence and Innovation
 - 9.2.2. Innovation from Strategy
- 9.3. Project Management for Startups
 - 9.3.1. Startup Concept
 - 9.3.2. Lean Startup Philosophy
 - 9.3.3. Stages of Startup Development
 - 9.3.4. The Role of a Project Manager in a Startup
- 9.4. Business Model Design and Validation
 - 9.4.1. Conceptual Framework of a Business Model
 - 9.4.2. Business Model Design and Validation
- 9.5. Project Direction and Management
 - 9.5.1. Project Direction and Management: Identification of Opportunities to Develop Corporate Innovation Projects
 - 9.5.2. Main Stages or Phases in the Direction and Management of Innovation Projects
- 9.6. Change Management in Projects: Management of Training
 - 9.6.1. Concept of Change Management
 - 9.6.2. The Change Management Process
 - 9.6.3. Change Implementation

- 9.7. Project Communication Management
 - 9.7.1. Project Communications Management
 - 9.7.2. Key Concepts for Project Communications Management
 - 9.7.3. Emerging Trends
 - 9.7.4. Adaptations to Equipment
 - 9.7.5. Planning Communications Management
 - 9.7.6. Managing Communications
 - 9.7.7. Monitoring Communications
- 9.8. Traditional and Innovative Methodologies
 - 9.8.1. Innovative Methodologies
 - 9.8.2. Basic Principles of Scrum
 - 9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies
- 9.9. Creation of a Startup
 - 9.9.1. Creation of a Startup
 - 9.9.2. Organization and Culture
 - 9.9.3. Top Ten Reasons Why Startups Fail
- 9.10. Project Risk Management Planning
 - 9.10.1. Risk Planning
 - 9.10.2. Elements for Creating a Risk Management Plan
 - 9.10.3. Tools for Creating a Risk Management Plan
 - 9.10.4. Content of the Risk Management Plan

Module 10. Executive Management

- 10.1. *General Management*
 - 10.1.1. The Concept of General Management
 - 10.1.2. The General Manager's Action
 - 10.1.3. The CEO and Their Responsibilities
 - 10.1.4. Transforming the Work of Management
- 10.2. Manager Functions: Organizational Culture and Approaches
 - 10.2.1. Manager Functions: Organizational Culture and Approaches

- 10.3. Operations Management
 - 10.3.1. The Importance of Management
 - 10.3.2. Value Chain
 - 10.3.3. Quality Management
- 10.4. Public Speaking and Spokesperson Education
 - 10.4.1. Interpersonal Communication
 - 10.4.2. Communication Skills and Influence
 - 10.4.3. Communication Barriers
- 10.5. Personal and Organizational Communications Tools
 - 10.5.1. Interpersonal Communication
 - 10.5.2. Interpersonal Communication Tools
 - 10.5.3. Communication in the Organization
 - 10.5.4. Tools in the Organization
- 10.6. Communication in Crisis Situations
 - 10.6.1. Crisis
 - 10.6.2. Phases of the Crisis
 - 10.6.3. Messages: Contents and Moments
- 10.7. Preparation of a Crisis Plan
 - 10.7.1. Analysis of Possible Problems
 - 10.7.2. Planning
 - 10.7.3. Adequacy of Personnel
- 10.8. Emotional Intelligence
 - 10.8.1. Emotional Intelligence and Communication
 - 10.8.2. Assertiveness, Empathy and Active Listening
 - 10.8.3. Self-Esteem and Emotional Communication
- 10.9. Personal Branding
 - 10.9.1. Strategies for Personal Brand Development
 - 10.9.2. Personal Branding Laws
 - 10.9.3. Tools for Creating Personal Brands
- 10.10. Leadership and Team Management
 - 10.10.1. Leadership and Leadership Styles
 - 10.10.2. Leader Capabilities and Challenges
 - 10.10.3. Managing Change Processes
 - 10.10.4. Managing Multicultural Teams

Module 11. Structure of Communication

- 11.1. Theory, Concept and Method of the Communication Structure
 - 11.1.1. Introduction
 - 11.1.2. Autonomy of the Discipline and Relationships with other Subjects
 - 11.1.3. The Structuralist Method
 - 11.1.4. Definition and Purpose of the Communication Structure
 - 11.1.5. Guide to the Analysis of Communication Structure
- 11.2. New International Communication Order
 - 11.2.1. Introduction
 - 11.2.2. State Control: Monopolies
 - 11.2.3. Communication Marketing
 - 11.2.4. Cultural Dimension of Communication
- 11.3. Major Information Agencies
 - 11.3.1. Introduction
 - 11.3.2. What Is an Information Agency?
 - 11.3.3. News and Information
 - 11.3.4. Before the Internet
 - 11.3.5. News Agencies Can Be Seen Thanks to the Internet
 - 11.3.6. The World's Major Agencies
- 11.4. The Advertising Industry and its Relationship with the Media System
 - 11.4.1. Introduction
 - 11.4.2. Advertising Industry
 - 11.4.3. The Need of Advertising for the Media
 - 11.4.4. La Structure of the Advertising Industry
 - 11.4.5. The Media and its Relationship with the Advertising Industry
 - 11.4.6. Advertising Regulations and Ethics
- 11.5. Cinema and the Culture and Leisure Market
 - 11.5.1. Introduction
 - 11.5.2. The Complex Nature of Cinema
 - 11.5.3. The Origin of the Industry
 - 11.5.4. Hollywood, the Film Capital of the World

- 11.6. Political Power and the Media
 - 11.6.1. Introduction
 - 11.6.2. Influence of the Media in the Formation of Society
 - 11.6.3. Media and Political Power
- 11.7. Media Concentration and Communication Policies
 - 11.7.1. Introduction
 - 11.7.2. Media Concentration
 - 11.7.3. Communication Policies
- 11.8. Communication Structure in Latin America
 - 11.8.1. Introduction
 - 11.8.2. Communication Structure in Latin America
 - 11.8.3. New Trends
- 11.9. Media System in Latin America and the Digitization of Journalism
 - 11.9.1. Introduction
 - 11.9.2. Historical Approach
 - 11.9.3. Bipolarity of the Latin American Media System
 - 11.9.4. U.S. Hispanic Media
- 11.10. Digitalization and the Future of Journalism
 - 11.10.1. Introduction
 - 11.10.2. Digitalization and the New Media Structure
 - 11.10.3. The Structure of Communication in Democratic Countries

Module 12. Social Communication Theory

- 12.1. The Art of Communicating
 - 12.1.1. Introduction: The Study of Communication as a Social Science
 - 12.1.2. Knowledge
 - 12.1.2.1. Sources of Knowledge
 - 12.1.3. The Scientific Method
 - 12.1.3.1. The Deductive Method
 - 12.1.3.2. Inductive Method
 - 12.1.3.3. Hypothetical-Deductive Method

- 12.1.4. Common Concepts in Scientific Research
 - 12.1.4.1. Dependent and Independent Variables
 - 12.1.4.2. Hypotheses
 - 12.1.4.3. Operationalization
 - 12.1.4.4. The Law or Theory of Hedging
- 12.2. Elements of Communication
 - 12.2.1. Introduction
 - 12.2.2. Elements of Communication
 - 12.2.3. Empirical Research
 - 12.2.3.1. Basic Versus Applied Research
 - 12.2.3.2. Research Paradigms
 - 12.2.3.3. Values in Research
 - 12.2.3.4. The Unit of Analysis
 - 12.2.3.5. Cross-Sectional and Longitudinal Studies
 - 12.2.4. Define Communication
- 12.3. Trends in Social Communication Research
 - 12.3.1. Introduction. Communication in the Ancient World
 - 12.3.2. Communication Theorists
 - 12.3.2.1. Greece
 - 12.3.2.2. The Sophists, Early Communication Theorists
 - 12.3.2.3. Aristotelian Rhetoric
 - 12.3.2.4. Cicero and the Canons of Rhetoric
 - 12.3.2.5. Quintilian: The Oratorical Institution
 - 12.3.3. The Modern Period: The Theory of Argumentation
 - 12.3.3.1. Anti-Retoricist Humanism
 - 12.3.3.2. Communication in Baroque
 - 12.3.3.3. From the Enlightenment to Mass Society
 - 12.3.4. The 20th Century: The Rhetoric of the Mass Media
 - 12.3.4.1. Media Communication
- 12.4. Communicative Behavior
 - 12.4.1. Introduction: The Communicative Process
 - 12.4.2. Communicative Behavior
 - 12.4.2.1. Animal Ethology and the Study of Human Communication
 - 12.4.2.2. The Biological Background of Communication
 - 12.4.2.3. Intrapersonal Communication
 - 12.4.2.4. Patterns of Communicative Behavior
 - 12.4.3. The Study of Non-Verbal Communicative Behavior
 - 12.4.3.1. The Movement of the Body as a Pattern of Communicative Action
 - 12.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements
- 12.5. The Communicative Transaction
 - 12.5.1. Introduction: The Communicative Transaction
 - 12.5.2. Transactional Analysis
 - 12.5.2.1. The I-Child
 - 12.5.2.2. The I-Parent
 - 12.5.2.3. The I-Adult
 - 12.5.3. Classification of Transactions
- 12.6. Identity, Self-Concept and Communication
 - 12.6.1. Introduction
 - 12.6.2. Identity, Self-Concept and Communication
 - 12.6.2.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
 - 12.6.2.2. The Strategy of Negative Emotions
 - 12.6.2.3. The Strategy of Positive Emotions
 - 12.6.2.4. The Strategy to Induce Emotions in Others
 - 12.6.2.5. The Mutual Commitment Strategy
 - 12.6.2.6. The Strategy of Pity or Understanding
 - 12.6.3. The Presentation of Oneself in Everyday Rituals
 - 12.6.3.1. Symbolic Interactionism
 - 12.6.4. Constructivism
 - 12.6.5. Self-Concept Motivated to Interact
 - 12.6.5.1. The Theory of Reasoned Action
 - 12.6.6. Conversational Pragmatics

- 12.7. Communication in Groups and Organizations
 - 12.7.1. Introduction: The Communicative Process
 - 12.7.2. Communicative Behavior
 - 12.7.2.1. Animal Ethology and the Study of Human Communication
 - 12.7.2.2. The Biological Background of Communication
 - 12.7.2.3. Intrapersonal Communication
 - 12.7.2.4. Patterns of Communicative Behavior
 - 12.7.3. The Study of Non-Verbal Communicative Behavior
 - 12.7.3.1. The Movement of the Body as a Pattern of Communicative Action
 - 12.7.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements
- 12.8. Media Communication I
 - 12.8.1. Introduction
 - 12.8.2. Media Communication
 - 12.8.3. Characteristics of the Media and its Messages
 - 12.8.3.1. The Mass Media
 - 12.8.3.2. Media Functions
 - 12.8.4. The Powerful Effects of the Mass Media
 - 12.8.4.1. The Media Tell us What to Think and What not to Think
- 12.9. Media Communication II
 - 12.9.1. Introduction
 - 12.9.2. The Hypodermic Theory
 - 12.9.3. The Limited Effects of the Media
 - 12.9.4. The Uses and Gratifications of Mass Communications
 - 12.9.4.1. Theory of Uses and Gratifications
 - 12.9.4.2. Origins and Principles
 - 12.9.4.3. Objectives of the Theory of Uses and Gratifications
 - 12.9.4.4. Expectations Theory
- 12.10. Media Communication III
 - 12.10.1. Introduction
 - 12.10.2. Computerized Communication and Virtual Reality
 - 12.10.2.1. Computer-Assisted Communication: The Problem of Its Theoretical Integration
 - 12.10.2.2. Definitions of Computerized Communication

- 12.10.3. Evolution of the Theory of Uses and Gratifications
 - 12.10.3.1. Reinforcements of Media Dependency Theory
- 12.10.4. Virtual Reality as an Emerging Object of Study
 - 12.10.4.1. Psychological Immersion of the User
- 12.10.5. Telepresence

Module 13. Technology and Information and Knowledge Management

- 13.1. New Communication Tendencies
 - 13.1.1. Introduction to Computer Science
 - 13.1.2. What Is a Computer?
 - 13.1.2.1. Elements of a Computer
 - 13.1.3. The Files
 - 13.1.3.1. File Compression
 - 13.1.4. Representation and Information Measurement
 - 13.1.5. Distance Learning
 - 13.1.6. Basic Rules of Online Communication
 - 13.1.7. How to Download Information from the Internet?
 - 13.1.7.1. Saving an Image
 - 13.1.8. The Forums as a Place of Interaction
- 13.2. The Design and Use of Virtual Classrooms for Distance Learning
 - 13.2.1. Introduction
 - 13.2.2. Distance Learning
 - 13.2.2.1. Features
 - 13.2.2.2. Advantages of Distance Educational
 - 13.2.2.3. Distance Education Generations
 - 13.2.3. Virtual Classrooms in Distance Learning
 - 13.2.3.1. The Design of Virtual Classrooms for Distance Learning
 - 13.2.4. Virtual Worlds and Distance Education
 - 13.2.4.1. Second Life

- 13.3. Plan and Organization Techniques
 - 13.3.1. Introduction
 - 13.3.2. Knowledge Maps
 - 13.3.2.1. Functional Criteria
 - 13.3.2.2. Classification of Knowledge Maps
 - 13.3.2.3. Concept and Definition of the Knowledge Map
 - 13.3.2.4. Mapping or Application of Knowledge
 - 13.3.3. Construction of Knowledge Maps
 - 13.3.4. Types of Knowledge Maps
 - 13.3.5. Knowledge Maps with their Own Name
 - 13.3.5.1. Concept Maps
 - 13.3.5.2. Mind Maps
 - 13.3.5.3. Yellow Pages
- 13.4. Collaborative Work Environments: Tools and Applications in the Cloud
 - 13.4.1. Introduction
 - 13.4.2. *Benchmarking*
 - 13.4.2.1. Concepts
 - 13.4.3. Benchmark and Benchmarking
 - 13.4.4. Types and Phases of Benchmarking. Approaches and Approximations to Benchmarking
 - 13.4.5. Benchmarking Costs and Benefits
 - 13.4.6. The Xerox Case Study
 - 13.4.7. Institutional Reports
- 13.5. Online Communication and Communication Online for Learning
 - 13.5.1. Introduction
 - 13.5.2. Online Communication
 - 13.5.2.1. What Is Communication and How Is It Performed?
 - 13.5.2.2. What Is Online Communication?
 - 13.5.2.3. Communication Online for Learning
 - 13.5.2.4. Communication Online for Learning and the Distance Learner
 - 13.5.3. Free Online Communication Tools
 - 13.5.3.1. E-mail
 - 13.5.3.2. Instant Messaging Tools
 - 13.5.3.3. Google Talk
 - 13.5.3.4. Pidgin
 - 13.5.3.5. Facebook Messenger
 - 13.5.3.6. WhatsApp
- 13.6. Knowledge Management
 - 13.6.1. Introduction to Knowledge Management
 - 13.6.2. FADO Matrices
 - 13.6.3. What is Communication and How is it Performed?
 - 13.6.4. Definition
 - 13.6.4.1. Steps to Construct a Cause-Effect Diagram
- 13.7. Data Processing Tools. Spreadsheets
 - 13.7.1. Introduction to Calculation Sheets
 - 13.7.2. Origins
 - 13.7.3. Cells
 - 13.7.4. Basic Arithmetic Operations in Spreadsheets
 - 13.7.4.1. The Four Basic Operations
 - 13.7.5. Operations with Constants
 - 13.7.6. Operations with Variables. Advantages
 - 13.7.7. Relativity
- 13.8. Digital Presentation Tools
 - 13.8.1. Introduction
 - 13.8.2. How to Prepare Effective Academic Presentations
 - 13.8.2.1. Planning and Outlining the Presentation
 - 13.8.3. Production
 - 13.8.4. SlideShare
 - 13.8.4.1. Main Characteristics and Functional Criteria
 - 13.8.4.2. How to Use SlideShare?

- 13.9. Online Information Sources
 - 13.9.1. Introduction
 - 13.9.2. Traditional Media
 - 13.9.2.1. Radio
 - 13.9.2.2. Press
 - 13.9.2.3. Television
 - 13.9.3. Blog
 - 13.9.4. YouTube
 - 13.9.5. Social Networks
 - 13.9.5.1. Facebook
 - 13.9.5.2. Twitter
 - 13.9.5.3. Instagram
 - 13.9.5.4. Snapchat
 - 13.9.6. Search Engine Advertising
 - 13.9.7. Newsletters
- 13.10. Saturation of Information
 - 13.10.1. Introduction
 - 13.10.2. Saturation of Information
 - 13.10.2.1. Information in Today's World
 - 13.10.2.2. Press
 - 13.10.2.3. Television
 - 13.10.2.4. Radio
 - 13.10.3. Manipulating Information

Module 14. Fundamentals of Communication in the Digital Environment

- 14.1. Web 2.0 or the Social Web
 - 14.1.1. Organization in the Age of Conversation
 - 14.1.2. Web 2.0 Is All About People
 - 14.1.3. Digital Environment and New Communication Formats
- 14.2. Digital Communication and Reputation
 - 14.2.1. Online Reputation Report
 - 14.2.2. Etiquette and Best Practices in Social Networking
 - 14.2.3. Branding and 2.0 Networks

- 14.3. Online Reputation Plan Design and Planning
 - 14.3.1. Overview of the Main Social Media
 - 14.3.2. Brand Reputation Plan
 - 14.3.3. General Metrics, ROI, and Social CRM
 - 14.3.4. Online Crisis and Reputational SEO
- 14.4. General, Professional and *Microblogging* Platforms
 - 14.4.1. Facebook
 - 14.4.2. LinkedIn
 - 14.4.3. Google+
 - 14.4.4. Twitter
- 14.5. Video, Image and Mobility Platforms
 - 14.5.1. YouTube
 - 14.5.2. Instagram
 - 14.5.3. Flickr
 - 14.5.4. Vimeo
 - 14.5.5. Pinterest
- 14.6. Content and Storytelling Strategy
 - 14.6.1. Corporate Blogging
 - 14.6.2. Content Marketing Strategy
 - 14.6.3. Creating a Content Plan
 - 14.6.4. Content Curation Strategy
- 14.7. Social Media Strategies
 - 14.7.1. Corporate PR and Social Media
 - 14.7.2. Defining the Strategy to be Applied in Each Medium
 - 14.7.3. Analysis and Evaluation of Results
- 14.8. Community Administration
 - 14.8.1. Roles, Tasks and Responsibilities of the Community Administration
 - 14.8.2. Social Media Manager
 - 14.8.3. Social Media Strategist
- 14.9. Social Media Plan
 - 14.9.1. Designing a Social Media Plan
 - 14.9.2. Schedule, Budget, Expectations and Follow-up
 - 14.9.3. Contingency Protocol in Case of Crisis

- 14.10. Online Monitoring Tools
 - 14.10.1. Management Tools and Desktop Applications
 - 14.10.2. Monitoring and Research Tools

Module 15. Written Communication

- 15.1. History of Communication
 - 15.1.1. Introduction
 - 15.1.2. Communication in Antiquity
 - 15.1.3. The Revolution of Communication
 - 15.1.4. Current Communication
- 15.2. Oral and Written Communication
 - 15.2.1. Introduction
 - 15.2.2. The Text and Its Linguistics
 - 15.2.3. The Text and Its Properties: Coherence and Cohesion
 - 15.2.3.1. Coherence
 - 15.2.3.2. Cohesion
 - 15.2.3.3. Recurrence
- 15.3. Planning or Prewriting
 - 15.3.1. Introduction
 - 15.3.2. Writing Processes
 - 15.3.3. Planning
 - 15.3.4. Documentation
- 15.4. The Act of Writing
 - 15.4.1. Introduction
 - 15.4.2. Style
 - 15.4.3. Lexicon
 - 15.4.4. Sentence
 - 15.4.5. Paragraph
- 15.5. Rewriting
 - 15.5.1. Introduction
 - 15.5.2. The Review
 - 15.5.3. How to Use the Computer to Improve the Text
 - 15.5.3.1. Dictionary
 - 15.5.3.2. Search/Change
 - 15.5.3.3. Synonyms
 - 15.5.3.4. Paragraph
 - 15.5.3.5. Shades
 - 15.5.3.6. Cut and Paste
 - 15.5.3.7. Change Control, Commenting and Version Comparison
- 15.6. Spelling and Grammar Issues
 - 15.6.1. Introduction
 - 15.6.2. Most Common Accentuation Problems
 - 15.6.3. Capitalization
 - 15.6.4. Punctuation Marks
 - 15.6.5. Abbreviations and Acronyms
 - 15.6.6. Other Signs
 - 15.6.7. Some Problems
- 15.7. Textual Models: Description
 - 15.7.1. Introduction
 - 15.7.2. Definition
 - 15.7.3. Types of Description
 - 15.7.4. Description Types
 - 15.7.5. Techniques
 - 15.7.6. Linguistic Elements
- 15.8. Textual Models: Narration
 - 15.8.1. Introduction
 - 15.8.2. Definition
 - 15.8.3. Features
 - 15.8.4. Components
 - 15.8.5. The Narrator
 - 15.8.6. Linguistic Elements
- 15.9. Textual Models: The Exposition and the Epistolary Genre
 - 15.9.1. Introduction
 - 15.9.2. The Exposition
 - 15.9.3. The Epistolary Genre
 - 15.9.4. Components

- 15.10. Textual Models: The Argumentation
 - 15.10.1. Introduction
 - 15.10.2. Definition
 - 15.10.3. Elements and Structure of Argumentation
 - 15.10.4. Types of Arguments
 - 15.10.5. Fallacies
 - 15.10.6. Structure
 - 15.10.7. Linguistic Features
- 15.11. Academic Writing
 - 15.11.1. Introduction
 - 15.11.2. Scientific Work
 - 15.11.3. Summary
 - 15.11.4. The Review
 - 15.11.5. The Trial
 - 15.11.6. Appointments
 - 15.11.7. Writing on the Internet

Module 16. Television Communication

- 16.1. The Message on Television
 - 16.1.1. Introduction
 - 16.1.2. The Message on Television
 - 16.1.3. TV as the Union of Dynamic Image and Audio
- 16.2. History and Evolution of the Television Media
 - 16.2.1. Introduction
 - 16.2.2. Origin of the Television Medium
 - 16.2.3. History and Evolution in the World of Television Media
- 16.3. Television Genres and Formats
 - 16.3.1. Introduction
 - 16.3.2. Television Genres
 - 16.3.3. Format on Television
- 16.4. The Script on Television
 - 16.4.1. Introduction
 - 16.4.2. Types of Scripts
 - 16.4.3. Role of the Script in Television
- 16.5. Television Programming
 - 16.5.1. Introduction
 - 16.5.2. History
 - 16.5.3. Block Programming
 - 16.5.4. Cross Programming
 - 16.5.5. Counterprogramming
- 16.6. Language and Narration in Television
 - 16.6.1. Introduction
 - 16.6.2. Language in Television
 - 16.6.3. Television Narration
- 16.7. Speech and Expression Techniques
 - 16.7.1. Introduction
 - 16.7.2. Speech Techniques
 - 16.7.3. Expression Techniques
- 16.8. Creativity in Television
 - 16.8.1. Introduction
 - 16.8.2. Creativity in Television
 - 16.8.3. The Future of Television
- 16.9. Production
 - 16.9.1. Introduction
 - 16.9.2. Television Production
 - 16.9.3. Pre-Production
 - 16.9.4. Production and Recording
 - 16.9.5. Post-Production
- 16.10. Digital Technology and Techniques in Television
 - 16.10.1. Introduction
 - 16.10.2. The Role of Technology in Television
 - 16.10.3. Digital Techniques in Television

Module 17. Broadcast Communication

- 17.1. History of Broadcasting
 - 17.1.1. Introduction
 - 17.1.2. Origins
 - 17.1.3. Orson Welles and "The War of the Worlds"
 - 17.1.4. Radio in the World
 - 17.1.5. The New Radio
- 17.2. Current Overview of Radio in Latin America
 - 17.2.1. Introduction
 - 17.2.2. Radio History in Latin America
 - 17.2.3. Present
- 17.3. Radio Language
 - 17.3.1. Introduction
 - 17.3.2. Characteristics of Radio Communication
 - 17.3.3. Elements that Make Up the Radio Language
 - 17.3.4. Characteristics of the Construction of Radiophonic Texts
 - 17.3.5. Characteristics of Radiophonic Text Writing
 - 17.3.6. Glossary of Terms Used in Radiophonic Language
- 17.4. The Radio Script. Creativity and Expression
 - 17.4.1. Introduction
 - 17.4.2. Radio Script
 - 17.4.3. Basic Principles in the Development of a Script
- 17.5. Broadcast Production, Realization and Voice-Over in Broadcasting
 - 17.5.1. Introduction
 - 17.5.2. Production and Realization
 - 17.5.3. Radio Voice-Over
 - 17.5.4. Peculiarities of Radio Voice-Over
 - 17.5.5. Practical Breathing and Voice-Over Exercises
- 17.6. Improvisation in Broadcasting
 - 17.6.1. Introduction
 - 17.6.2. Peculiarities of the Radio Media
 - 17.6.3. What is Improvisation?
 - 17.6.4. How is Improvisation Carried Out?
 - 17.6.5. Sports Information in Radio. Characteristics and Language
 - 17.6.6. Lexical Recommendations
- 17.7. Radio Genres
 - 17.7.1. Introduction
 - 17.7.2. Radio Genres
 - 17.7.2.1. The News
 - 17.7.2.2. The Chronicle
 - 17.7.2.3. The Report
 - 17.7.2.4. The Interview
 - 17.7.3. The Round Table and the Debate
- 17.8. Radio Audience Research
 - 17.8.1. Introduction
 - 17.8.2. Radio Research and Advertising Investment
 - 17.8.3. Main Research Methods
 - 17.8.4. General Media Study
 - 17.8.5. Summary of the General Media Study
 - 17.8.6. Traditional Radio vs. Online Radio
- 17.9. Digital Sound
 - 17.9.1. Introduction
 - 17.9.2. Basic Concepts about Digital Sound
 - 17.9.3. History of Sound Recording
 - 17.9.4. Main Digital Sound Formats
 - 17.9.5. Digital Sound Editing Audacity
- 17.10. New Radio Operator
 - 17.10.1. Introduction
 - 17.10.2. New Radio Operator
 - 17.10.3. The Formal Organization of Broadcasters
 - 17.10.4. The Task of the Editor
 - 17.10.5. The Content Gathering
 - 17.10.6. Immediacy or Quality?

Module 18. Creativity in Communication

- 18.1. To Create is to Think
 - 18.1.1. The Art of Thinking
 - 18.1.2. Creative Thinking and Creativity
 - 18.1.3. Thought and Brain
 - 18.1.4. The Lines of Research on Creativity: Systematization
- 18.2. Nature of the Creative Process
 - 18.2.1. Nature of Creativity
 - 18.2.2. The Notion of Creativity: Creation and Creativity
 - 18.2.3. The Creation of Ideas for Persuasive Communication
 - 18.2.4. Nature of the Creative Process in Advertising
- 18.3. The Invention
 - 18.3.1. Evolution and Historical Analysis of the Creation Process
 - 18.3.2. Nature of the Classical Canon of the Invention
 - 18.3.3. The Classical View of Inspiration in the Origin of Ideas
 - 18.3.4. Invention, Inspiration, Persuasion
- 18.4. Rhetoric and Persuasive Communication
 - 18.4.1. Rhetoric and Advertising
 - 18.4.2. The Rhetorical Parts of Persuasive Communication
 - 18.4.3. Rhetorical Figures
 - 18.4.4. Rhetorical Laws and Functions of Advertising Language
- 18.5. Creative Behavior and Personality
 - 18.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
 - 18.5.2. Creative Behavior and Motivation
 - 18.5.3. Perception and Creative Thinking
 - 18.5.4. Elements of Creativity
- 18.6. Creative Skills and Abilities
 - 18.6.1. Thinking Systems and Models of Creative Intelligence
 - 18.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
 - 18.6.3. Interaction Between Factors and Intellectual Capabilities
 - 18.6.4. Creative Skills
 - 18.6.5. Creative Capabilities
- 18.7. The Phases of the Creative Process
 - 18.7.1. Creativity as a Process
 - 18.7.2. The Phases of the Creative Process
 - 18.7.3. The Phases of the Creative Process in Advertising

- 18.8. Troubleshooting
 - 18.8.1. Creativity and Problem Solving
 - 18.8.2. Perceptual Blocks and Emotional Blocks
 - 18.8.3. Invention Methodology: Programs and Creative Methods
- 18.9. The Methods of Creative Thinking
 - 18.9.1. The Brainstorming as a Model for the Creation of Ideas
 - 18.9.2. Vertical Thinking and Lateral Thinking
 - 18.9.3. Invention Methodology: Programs and Creative Methods
- 18.10. Creativity and Advertising Communication
 - 18.10.1. The Creative Process as a Specific Product of Advertising Communication
 - 18.10.2. Nature of the Creative Process in Advertising: Creativity and Process of Advertising Creation
 - 18.10.3. Methodological Principles and Effects of Advertising Creation
 - 18.10.4. Advertising Creation: From Problem to Solution
 - 18.10.5. Creativity and Persuasive Communication

Module 19. Corporate Identity

- 19.1. The Importance of Image in Businesses
 - 19.1.1. What is Corporate Image?
 - 19.1.2. Differences between Corporate Identity and Corporate Image
 - 19.1.3. Where Can the Corporate Image Be Manifested?
 - 19.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?
- 19.2. Research Techniques in Corporate Image
 - 19.2.1. Introduction
 - 19.2.2. The Study of the Company's Image
 - 19.2.3. Corporate Image Research Techniques
 - 19.2.4. Qualitative Image Study Techniques
 - 19.2.5. Types of Quantitative Techniques
- 19.3. Image Audit and Strategy
 - 19.3.1. What Is Image Auditing?
 - 19.3.2. Guidelines
 - 19.3.3. Audit Methodology
 - 19.3.4. Strategic Planning
- 19.4. Corporate Culture
 - 19.4.1. What Is Corporate Culture?
 - 19.4.2. Factors Involved in Corporate Culture
 - 19.4.3. Functions of Corporate Culture

- 19.4.4. Types of Corporate Culture
- 19.5. Corporate Social Responsibility and Corporate Reputation
 - 19.5.1. CSR: Concept and Application of the Company
 - 19.5.2. Guidelines for Integrating CSR into Businesses
 - 19.5.3. CSR Communication
 - 19.5.4. Corporate Reputation
- 19.6. Corporate Visual Identity and Naming
 - 19.6.1. Corporate Visual Identity Strategies
 - 19.6.2. Basic Elements
 - 19.6.3. Basic Principles
 - 19.6.4. Preparation of the Manual
 - 19.6.5. The Naming
- 19.7. Brand Image and Positioning
 - 19.7.1. The Origins of Trademarks
 - 19.7.2. What Is a Brand?
 - 19.7.3. The Need to Build a Brand
 - 19.7.4. Brand Image and Positioning
 - 19.7.5. The Value of Brands
- 19.8. Image Management through Crisis Communication
 - 19.8.1. Strategic Communication Plan
 - 19.8.2. When It All Goes Wrong: Crisis Communication
 - 19.8.3. Cases
- 19.9. The Influence of Promotions on Corporate Image
 - 19.9.1. The New Advertising Industry Landscape
 - 19.9.2. The Marketing Promotion
 - 19.9.3. Features
 - 19.9.4. Dangers
 - 19.9.5. Promotional Types and Techniques
- 19.10. Distribution and Image of the Point of Sale
 - 19.10.1. The Main Players in Commercial Distribution
 - 19.10.2. The Image of Retail Distribution Companies through Positioning
 - 19.10.3. Through Its Name and Logo

Module 20. The Fundamentals of Graphic Design

- 20.1. Introduction to Design
 - 20.1.1. Design Concepts: Art and Design
 - 20.1.2. Fields of Application of the Design
 - 20.1.3. Design and Ecology: Ecodesign
 - 20.1.4. Activist Design
- 20.2. Design and Configuration
 - 20.2.1. The Design Process
 - 20.2.2. The Idea of Progress
 - 20.2.3. The Dichotomy between Need and Desire
- 20.3. Introduction to Adobe Lightroom I
 - 20.3.1. Interface Walkthrough: Catalog and Preferences
 - 20.3.2. Program Structure and Visualization
 - 20.3.3. Structure of the Library
 - 20.3.4. File Import
- 20.4. Introduction to Adobe Lightroom II
 - 20.4.1. Fast Development, Keywords and Metadata
 - 20.4.2. Simple Collections
 - 20.4.3. Intelligent Collections
 - 20.4.4. Practice
- 20.5. Library in Adobe Lightroom
 - 20.5.1. Classification and Structuring Methods
 - 20.5.2. Stacks, Virtual Copies, Files Not Found
 - 20.5.3. Watermark and Logos
 - 20.5.4. Exporting
- 20.6. Revealing in Adobe Lightroom I
 - 20.6.1. Developed Module
 - 20.6.2. Lens Correction and Cropping
 - 20.6.3. The Histogram
 - 20.6.4. Calibration and Profiling
- 20.7. Presets
 - 20.7.1. What Are They?
 - 20.7.2. How Are They Used?
 - 20.7.3. What Kind of Pre-Established Settings are Saved in Lightroom Presets?
 - 20.7.4. Search Resources
- 20.8. Tone in Adobe Lightroom
 - 20.8.1. Tone Curve
 - 20.8.2. HSL

- 20.8.3. Split Tones
- 20.8.4. Practice
- 20.9. Revealing in Adobe Lightroom II
 - 20.9.1. Masks
 - 20.9.2. Development with Brush
 - 20.9.3. Focus and Noise Reduction
 - 20.9.4. Vignetting
 - 20.9.5. Red Eye and Blemish Removal
- 20.10. Revealing in Adobe Lightroom III
 - 20.10.1. Transforming an Image
 - 20.10.2. Creation of Panoramic Photographs
 - 20.10.3. HDR, What Is It? How Do We Create it?
 - 20.10.4. Synchronize Settings

Module 21. Organization Management

- 21.1. Strategic Management
 - 21.1.1. Organizational Design
 - 21.1.2. Strategic Position of the Business
 - 21.1.3. Competitive and Corporate Strategies
- 21.2. Corporate Finance
 - 21.2.1. Financial Policy and Growth
 - 21.2.2. Company Valuation Methods
 - 21.2.3. Capital Structure and Financial Leverage
 - 21.2.4. Finance for the Global Communications Officer
- 21.3. Strategic Leadership for Intangible Asset Economy
 - 21.3.1. Cultural Alignment Strategies
 - 21.3.2. Corporate and Differentiating Leadership
 - 21.3.3. Change and Transformation Agent
- 21.4. Economic Situation
 - 21.4.1. The Fundamentals of the Global Economy
 - 21.4.2. The Globalization of Companies and Financial Markets
 - 21.4.3. Entrepreneurship and New Markets

- 21.5. Innovation and Digital Transformation
 - 21.5.1. Management and Strategic Innovation
 - 21.5.2. Creative Thinking and Design Thinking
 - 21.5.3. *Open Innovation*
 - 21.5.4. *Sharing Economy*
- 21.6. International Context
 - 21.6.1. Geopolitics
 - 21.6.2. Divisive Markets and Types of Change
 - 21.6.3. Hedging with Currency Exchange Contracts
 - 21.6.4. Foreign Investments and Exportation Financing

Module 22. Managerial Skills

- 22.1. Public Speaking and Spokesperson Education
 - 22.1.1. Interpersonal Communication
 - 22.1.2. Communication Skills and Influence
 - 22.1.3. Communication Barriers
- 22.2. Communication and Leadership
 - 22.2.1. Leadership and Leadership Styles
 - 22.2.2. Motivation
 - 22.2.3. Skills and Abilities of the Leader 2.0
- 22.3. Personal Branding
 - 22.3.1. Strategies for Personal Brand Development
 - 22.3.2. Personal Branding Laws
 - 22.3.3. Tools for Creating Personal Brands
- 22.4. Team Management
 - 22.4.1. Work Teams and Management Meetings
 - 22.4.2. Managing Change Processes
 - 22.4.3. Managing Multicultural Teams
 - 22.4.4. Coaching
- 22.5. Negotiation and Conflict Resolution
 - 22.5.1. Effective Negotiation Techniques
 - 22.5.2. Interpersonal Conflicts
 - 22.5.3. Intercultural Negotiation

- 22.6. Emotional Intelligence
 - 22.6.1. Emotional Intelligence and Communication
 - 22.6.2. Assertiveness, Empathy and Active Listening
 - 22.6.3. Self-Esteem and Emotional Language
- 22.7. Relational Capital: Coworking
 - 22.7.1. Managing Human Capital
 - 22.7.2. Performance Analysis
 - 22.7.3. Managing Equality and Diversity
 - 22.7.4. Innovation in People Management
- 22.8. Time Management
 - 22.8.1. Planning, Organization and Control
 - 22.8.2. The Methodology of Time Management
 - 22.8.3. Action Plans
 - 22.8.4. Tools for Efficient Time Management

Module 23. Managerial Aspects of Corporate Communication

- 23.1. Communication in Organizations
 - 23.1.1. Organizations, People and Society
 - 23.1.2. Historical Evolution of Organizational Behavior
 - 23.1.3. Bidirectional Communication
 - 23.1.4. Communication Barriers
- 23.2. Structure, Control and Challenges in Communication Management
 - 23.2.1. Departmental Structure in Communication Management
 - 23.2.2. Current Trends in Management Models
 - 23.2.3. Integration of Intangibles
 - 23.2.4. Communication Department Challenges
- 23.3. Integral Communication Plans
 - 23.3.1. Audit and Diagnosis
 - 23.3.2. Elaboration of Communication Plan
 - 23.3.3. Measurement of the Results: KPIs and ROI
- 23.4. Effects of the Media
 - 23.4.1. Efficiency of Commercial and Advertising Communication
 - 23.4.2. Theories on the Effects of the Media
 - 23.4.3. Social and Co-Creation Models

- 23.5. Press Offices and Their Relationship with Communication Media
 - 23.5.1. Identifying Opportunities and Information Needs
 - 23.5.2. Management of Reports and Interviews with Spokespersons
 - 23.5.3. Virtual Press Room and e-Communication
 - 23.5.4. Buying Advertising Space
- 23.6. Public Relations
 - 23.6.1. PR Strategy and Practice
 - 23.6.2. Protocol and Ceremonial Rules
 - 23.6.3. Event Organization and Creative Management
- 23.7. Lobbies and Pressure Groups
 - 23.7.1. Opinion Groups and Their Actions in Businesses and Institutions
 - 23.7.2. Institutional Relations and Lobbying
 - 23.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 23.8. Internal Communication
 - 23.8.1. Motivational Programs, Social Action, Participation and Training with HR
 - 23.8.2. Internal Communication Support and Tools
 - 23.8.3. Internal Communication Plan
- 23.9. Branding & Naming
 - 23.9.1. Brand Management and Coordination in Launching of New Products
 - 23.9.2. Brand Repositioning
- 23.10. Audience Forecasting and Data Sources
 - 23.10.1. Measurement Units and Audience Profiles
 - 23.10.2. Affinity, Sharing, Rating and and GrP's
 - 23.10.3. Current Suppliers in the Advertising Market

Module 24. Communication in Specialized Sectors

- 24.1. Financial Communication
 - 24.1.1. Value of Intangibles
 - 24.1.2. Financial Communication in Listed Companies
 - 24.1.3. The Issuers of the Financial Communication
 - 24.1.4. Public Objective in Financial Operations
- 24.2. Political and Electoral Communication
 - 24.2.1. Image in Political and Electoral Campaigns
 - 24.2.2. Political Advertising
 - 24.2.3. Political and Electoral Communication Plan
 - 24.2.4. Electoral Communication Audits

- 24.3. Communication and Health
 - 24.3.1. Journalism and Health Information
 - 24.3.2. Interpersonal and Group Communication in the Field of Health
 - 24.3.3. Communication Risk and Communicative Management in a Health Crisis
- 24.4. Digital Culture and Hypermedia Museography
 - 24.4.1. Production and Diffusion of Art in the Digital Era
 - 24.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
 - 24.4.3. Constructive Participation in the Digital Culture
- 24.5. Communication at the Forefront of Public Organizations
 - 24.5.1. Communication in the Public Sector
 - 24.5.2. Strategy and Creation in Public Organization Communications
 - 24.5.3. Intangible Assets in the Public Sector
 - 24.5.4. Information Policy of Public Organizations
- 24.6. Communications in Non-Profit Organizations
 - 24.6.1. NPO and Relationship with Government Agencies
 - 24.6.2. Corporative Reputation in Non-Profit Organizations
 - 24.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
 - 24.6.4. Different Figures and Communication Media

Module 25. Marketing and Communication

- 25.1. Product Placement and Branded Content
 - 25.1.1. Unique Forms of Communication and Brand Placement
 - 25.1.2. Concepts, Products and Services in User-Friendly Media
- 25.2. Digital Media Planning and Contracting
 - 25.2.1. Real Time Bidding
 - 25.2.2. Integrated Digital Campaign Planning
 - 25.2.3. Advertising Investment Control Scorecard
- 25.3. Promotional Marketing
 - 25.3.1. Consumer Promotions
 - 25.3.2. Sales Force, Channel, Point of Sale and Special Promotions
 - 25.3.3. Success and Cost-Effectiveness of Promotional Actions

- 25.4. Planning, Execution and Measurement of SEM Campaigns
 - 25.4.1. Search Engine Marketing
 - 25.4.2. Conversion of Traffic to Qualified Traffic
 - 25.4.3. SEM Project Management
- 25.5. Metrics and Results Analysis in Public Digital Campaigns
 - 25.5.1. Ad Servers
 - 25.5.2. Traditional Metrics and Digital GrPs
 - 25.5.3. Crossmedia and Interactions
- 25.6. Display Advertising, Rich Media and Viral Publicity
 - 25.6.1. Media, Formats and Supports
 - 25.6.2. Conversion Funnel
 - 25.6.3. Buzz Marketing and WOM
- 25.7. Mobile Marketing, Geo-Localization and Internet TV
 - 25.7.1. New Mobile Marketing Applications
 - 25.7.2. Geo-Localization
 - 25.7.3. Applications which Integrate Websites, Geotagging and Mobile
- 25.8. Advertising Effectiveness
 - 25.8.1. Research Techniques and Tracking Campaigns
 - 25.8.2. Coverage and Effective Frequency Analysis
 - 25.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

Module 26. Customer Relationship Management

- 26.1. CRM and Relational Marketing
 - 26.1.1. Business Philosophy or Strategic Orientation
 - 26.1.2. Customer Identification and Differentiation
 - 26.1.3. The Company and Its Stakeholders
 - 26.1.4. Clienting
- 26.2. Database Marketing and Customer Relationship Management
 - 26.2.1. Database Marketing Applications
 - 26.2.2. Information Sources, Storage, and Processing

- 26.3. Consumer Psychology and Behavior
 - 26.3.1. The Study of Consumer Behavior
 - 26.3.2. Internal and External Consumer Factors
 - 26.3.3. Consumer Decision Process
 - 26.3.4. Consumerism, Society, Marketing, and Ethics
- 26.4. Consumer Centric Marketing
 - 26.4.1. Segmentation
 - 26.4.2. Profitability Analysis
 - 26.4.3. Customer Loyalty Strategies
- 26.5. CRM Management Techniques
 - 26.5.1. Direct Marketing
 - 26.5.2. Multichannel Integration
 - 26.5.3. Viral Marketing
- 26.6. Advantages and Risks of Implementing CRM
 - 26.6.1. CRM, Sales and Costs
 - 26.6.2. Customer Satisfaction and Loyalty
 - 26.6.3. Technology Implementation
 - 26.6.4. Strategic and Management Errors

Module 27. Communication Strategy in the Digital World

- 27.1. Web 2.0 or the Social Web
 - 27.1.1. Organization in the Age of Conversation
 - 27.1.2. Web 2.0 Is All about People
 - 27.1.3. Digital Environment and New Communication Formats
- 27.2. Digital Communication and Reputation
 - 27.2.1. Online Reputation Report
 - 27.2.2. Netiquette and Good Practices on Social Media
 - 27.2.3. Branding and Networking 2.0
- 27.3. Designing and Planning an Online Reputation Plan
 - 27.3.1. Brand Reputation Plan
 - 27.3.2. General Metrics, ROI, and Social CRM
 - 27.3.3. Online Crisis and Reputational SEO
- 27.4. General, Professional, and *Microblogging* Platforms
 - 27.4.1. Facebook
 - 27.4.2. LinkedIn
 - 27.4.3. Twitter
- 27.5. Video, Image, and Mobility Platforms
 - 27.5.1. YouTube
 - 27.5.2. Instagram
 - 27.5.3. Flickr
 - 27.5.4. Vimeo
 - 27.5.5. Pinterest
- 27.6. Content and Storytelling Strategy
 - 27.6.1. Corporate Blogging
 - 27.6.2. Content Marketing Strategy
 - 27.6.3. Creating a Content Plan
 - 27.6.4. Content Curation Strategy
- 27.7. Social Media Strategies
 - 27.7.1. Corporate PR and Social Media
 - 27.7.2. Defining the Strategy to Be Followed in Each Medium
 - 27.7.3. Analysis and Evaluation of Results
- 27.8. *Community Management*
 - 27.8.1. Functions, Duties, and Responsibilities of the Community Manager
 - 27.8.2. *Social Media Manager*
 - 27.8.3. *Social Media Strategist*
- 27.9. *Social Media Plan*
 - 27.9.1. Designing a Social Media Plan
 - 27.9.2. Schedule, Budget, Expectations and Follow-up
 - 27.9.3. Contingency Protocol in Case of Crisis
- 27.10. Online Monitoring Tools
 - 27.10.1. Management Tools and Desktop Applications
 - 27.10.2. Monitoring and Research Tools

04

Teaching Objectives

Through a comprehensive approach, the program will seek to develop leadership skills, boost the capacity to manage human and financial resources, and optimize institutional and corporate communication. In addition, it will focus on entrepreneurs being able to design and execute innovative strategies that strengthen the brand image, improve operational efficiency and contribute to the growth and sustainability of the company. In this sense, they will be able to apply the latest trends in digital communication, reputation management and strategic marketing, in order to consolidate a coherent and differentiating corporate identity.





“

Bet on TECH! You will manage the economic and financial plan of your organization, executing effective Marketing strategies to position and promote the corporate image”



General Objectives

- ♦ Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- ♦ Develop the key leadership skills that should define working professionals
- ♦ Differentiate the skills required to manage business activities strategically
- ♦ Work more effectively, agilely and aligned with today's new technologies and tools
- ♦ Design innovative strategies and policies to improve management and business efficiency
- ♦ Define the best way to manage the company's Human Resources, achieving better performance
- ♦ Be able to manage the company's economic and financial plan
- ♦ Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately
- ♦ Carry out the marketing strategy that allows to make the product known to potential clients and to generate an adequate image of the company
- ♦ Be able to develop all the phases of a business idea: Design, Feasibility Plan, Execution, Follow-up
- ♦ Understand the basic concepts and theoretical models of human communication, its elements and characteristics
- ♦ Properly contextualize media systems and in particular, the global communication structure
- ♦ Know the fields of Advertising and Public Relations and their processes and organizational structures
- ♦ Be able to analyze, process, interpret, elaborate and structure digital communication
- ♦ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations
- ♦ Know the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Know how to develop appropriate verbal and written communication to transmit ideas and decisions presented with clarity and rigor
- ♦ Manage institutional communication in all circumstances, even in periods of crisis, in which the message is aligned with the interests of the different stakeholders
- ♦ Analyze the elements which make up the advertising message: Graphic elements, audiovisual elements and musical and sound elements
- ♦ Use informative and communicative technologies and techniques, in the different media or combined and interactive media systems
- ♦ Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence
- ♦ Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- ♦ Establish complex communication strategies to achieve a link with all audiences
- ♦ Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches
- ♦ Describe the essential elements of corporate communication management
- ♦ Explore the characteristics of communication in specific sectors



Specific Objectives

Module 1. Leadership, Ethics and Social Responsibility in Companies

- ♦ Develop ethical leadership skills that integrate corporate social responsibility principles in decision making
- ♦ Train in the implementation of social responsibility policies that generate a positive impact on the community and the environment

Module 2. Strategic Management and Executive Management

- ♦ Delve into the formulation and execution of effective business strategies
- ♦ Obtain skills in the management of management teams to improve organizational performance

Module 3. People and Talent Management

- ♦ Delve into the effective management of human talent, focusing on the attraction, development and retention of key employees
- ♦ Be able to create and manage high-performance teams aligned with organizational objectives

Module 4. Economic and Financial Management

- ♦ Manage innovative tools for making strategic financial decisions that optimize resources and ensure the company's profitability
- ♦ Train in the preparation and management of budgets, financial reports and project feasibility analysis

Module 5. Operations and Logistics Management

- ♦ Develop skills in the planning, coordination and control of logistics operations within the supply chain
- ♦ Optimize operational processes and reduce costs associated with business logistics

Module 6. Information Systems Management

- ♦ Optimize information systems management to improve organizational efficiency
- ♦ Develop skills to make decisions on the implementation of information systems aligned to business objectives

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- ♦ Train in the creation and execution of commercial and marketing strategies that align the business offer with market demands
- ♦ Develop skills in corporate communication management to strengthen brand image

Module 8. Market Research, Advertising and Commercial Management

- ♦ Master the use of tools and methodologies to conduct market research to identify business opportunities
- ♦ Manage effective advertising campaigns and make strategic decisions in commercial management

Module 9. Innovation and Project Management

- ♦ Develop the ability to manage innovative projects that add value and differentiate the company in the market
- ♦ Develop skills in the planning, execution and control of projects with a focus on innovation and sustainability

Module 10. Executive Management

- ♦ Obtain skills to lead management teams in dynamic and globalized business environments
- ♦ Train to make strategic decisions that optimize resources and improve organizational performance

Module 11. Structure of Communication

- ♦ Have a comprehensive understanding of the key components and processes in communication
- ♦ Analyze how messages are constructed and managed within various social and organizational contexts

Module 12. Social Communication Theory

- ♦ Develop a solid understanding of the theories underlying social communication
- ♦ Explore their applications in society and how they affect the dynamics of interaction and the mass media

Module 13. Technology and Information and Knowledge Management

- ♦ Train in the use of advanced technologies to manage information and knowledge in the communication environment
- ♦ Improve efficiency in the distribution of content and access to information in organizations

Module 14. Fundamentals of Communication in the Digital Environment

- ♦ Provide a comprehensive vision of the fundamental principles of digital communication
- ♦ Obtain skills to manage online communication strategies and adapt to the characteristics of the digital environment

Module 15. Written Communication

- ♦ Develop skills in the creation of effective written texts for different communication purposes
- ♦ Delve into the clarity, coherence and appropriateness of the content to the target audience and the medium

Module 16. Television Communication

- ♦ Provide the necessary tools for the creation, production and management of television content
- ♦ Analyze the structure of audiovisual messages and their impact on the audience

Module 17. Broadcast Communication

- ♦ Train in the techniques and strategies of radio communication
- ♦ Acquire skills to create, produce and manage radio programs that adapt to the interests of the audience and the demands of the medium

Module 18. Creativity in Communication

- ♦ Encourage creativity applied to communication processes
- ♦ Delve into the generation of innovative ideas and the creation of impactful campaigns and contents that effectively connect with the public

Module 19. Corporate Identity

- ♦ Develop the skills necessary to create and manage an organization's corporate identity
- ♦ Ensure that all visual, communicational and strategic elements are aligned with the company's values and objectives

Module 20. The Fundamentals of Graphic Design

- ♦ Train in the basic principles of graphic design applied to visual communication
- ♦ Obtain skills to create graphic materials that are effective in the transmission of messages and the construction of a brand's visual identity

Module 21. Organization Management

- ◆ Address organizational leadership practices, providing management tools and techniques
- ◆ Effectively lead teams and projects within a complex organizational context

Module 22. Managerial Skills

- ◆ Develop key management skills, such as decision making, team management, negotiation and conflict resolution
- ◆ Efficiently manage work teams in a professional environment

Module 23. Managerial Aspects of Corporate Communication

- ◆ Train in the key aspects of corporate communication, providing tools to manage the internal and external communication of the organization
- ◆ Create communication strategies aligned with business objectives

Module 24. Communication in Specialized Sectors

- ◆ Provide knowledge and skills to manage communication in specialized sectors such as Health, Technology, Education or Politics
- ◆ Adapt messages and communication strategies to the specific needs of each sector

Module 25. Marketing and Communication

- ◆ Develop skills in the integration of marketing and communication
- ◆ Create strategies using effective communication techniques to increase the reach and effectiveness of marketing campaigns

Module 26. Customer Relationship Management

- ◆ Train in the use of customer relationship management systems to improve customer interactions and customer service
- ◆ Optimize customer loyalty and retention through effective information management

Module 27. Communication Strategy in the Digital World

- ◆ Develop communication strategies adapted to the digital environment, including the use of social media, content marketing and data analysis
- ◆ Improve the visibility and reach of the brand, and to generate meaningful interaction with the audience



Practical exercises based on real cases and videos in detail elaborated by the teachers themselves will be the key to your success in this university program”

05

Career Opportunities

Professionals will be able to work as corporate communication directors, brand managers, reputation consultants or Marketing and Public Relations managers, both in multinational companies and SMEs. In addition, they will acquire the necessary skills to lead communication teams, manage image crises, develop digital strategies and position brands globally. They will also be able to boost the corporate identity and visibility of their organizations, ensuring their growth and sustainability in an increasingly competitive market.



“

The Advanced Master's Degree will open up a wide range of career opportunities for entrepreneurs, enabling them to take on key roles in the strategic management of communication and identity in large organizations”

Graduate Profile

Graduates will be a highly qualified professional to lead strategic communication and corporate identity management in any type of organization. As a result, they will possess advanced skills in leadership, team management and strategic decision making. They will also be able to design and implement communication policies that strengthen the brand and corporate reputation, manage image crises and develop innovative marketing and public relations strategies. In addition, they will have a complete mastery of digital tools and emerging technologies, allowing them to manage communication in an increasingly digitized environment.

With a comprehensive and global vision, the graduate will be prepared to face the challenges of the market and contribute to the growth and sustainability of organizations at national and international level.

- **Strategic Leadership:** Lead multidisciplinary teams and manage communication in a strategic manner, oriented to corporate objectives, including the ability to inspire and guide your team towards organizational success
- **Corporate Reputation Management:** Design and execute strategies that strengthen the company's image and reputation, both in day-to-day situations and in crisis contexts, ensuring alignment with stakeholders
- **Multichannel Communication:** Manage and coordinate communication across various platforms and channels, adapting to new technologies and digital tools, to ensure an effective and coherent flow of information
- **Innovation and Strategic Adaptation:** Implement innovative policies and strategies that improve operational efficiency and business competitiveness, as well as the ability to adapt to changes in the globalized business environment



After completing the Advanced Master's Degree, you will be able to apply your knowledge and skills in the following positions:

1. **Director of Corporate Communications:** Responsible for designing and executing internal and external communication strategies to ensure consistency between the company's image and its public perception.
2. **Brand Manager:** Responsible for defining and managing the company's brand strategy, ensuring its positioning in the market, and creating campaigns that reinforce its identity and values to consumers.
3. **Corporate Reputation Consultant:** Professional who advises companies on the management of their image and reputation, designing action plans to maintain or improve their perception in the market and in front of stakeholders.
4. **Public Relations Manager:** Responsible for establishing and maintaining strategic relationships with the media, customers, investors and other key audiences, promoting a positive image of the company.
5. **Digital Marketing Manager:** Responsible for developing and implementing Digital Marketing strategies that include the use of social networks, SEO, SEM and other online channels to strengthen the brand's presence.
6. **Institutional Communication Manager:** Manager of internal and external communication in government or corporate institutions, ensuring that messages are clear, consistent and aligned with the interests of the organization.
7. **Community Manager:** In charge of managing the company's digital presence in social networks, creating content and establishing relationships with followers to strengthen the corporate image in the digital environment.
8. **Corporate Marketing Manager:** Responsible for planning and executing Marketing campaigns, overseeing promotional and communication actions to position the company as a leader in its sector.
9. **Strategic Communication Consultant:** Advises companies on the implementation of communication strategies to improve the connection with their key audiences, using traditional and digital channels.
10. **Crisis Communication Manager:** Specialist in managing communication during crisis situations, ensuring that corporate messages are appropriate and help mitigate negative effects.



You will be able to contribute significantly to the generation of knowledge and innovation in your field of expertise, as well as to the training of new leaders in business communication”

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

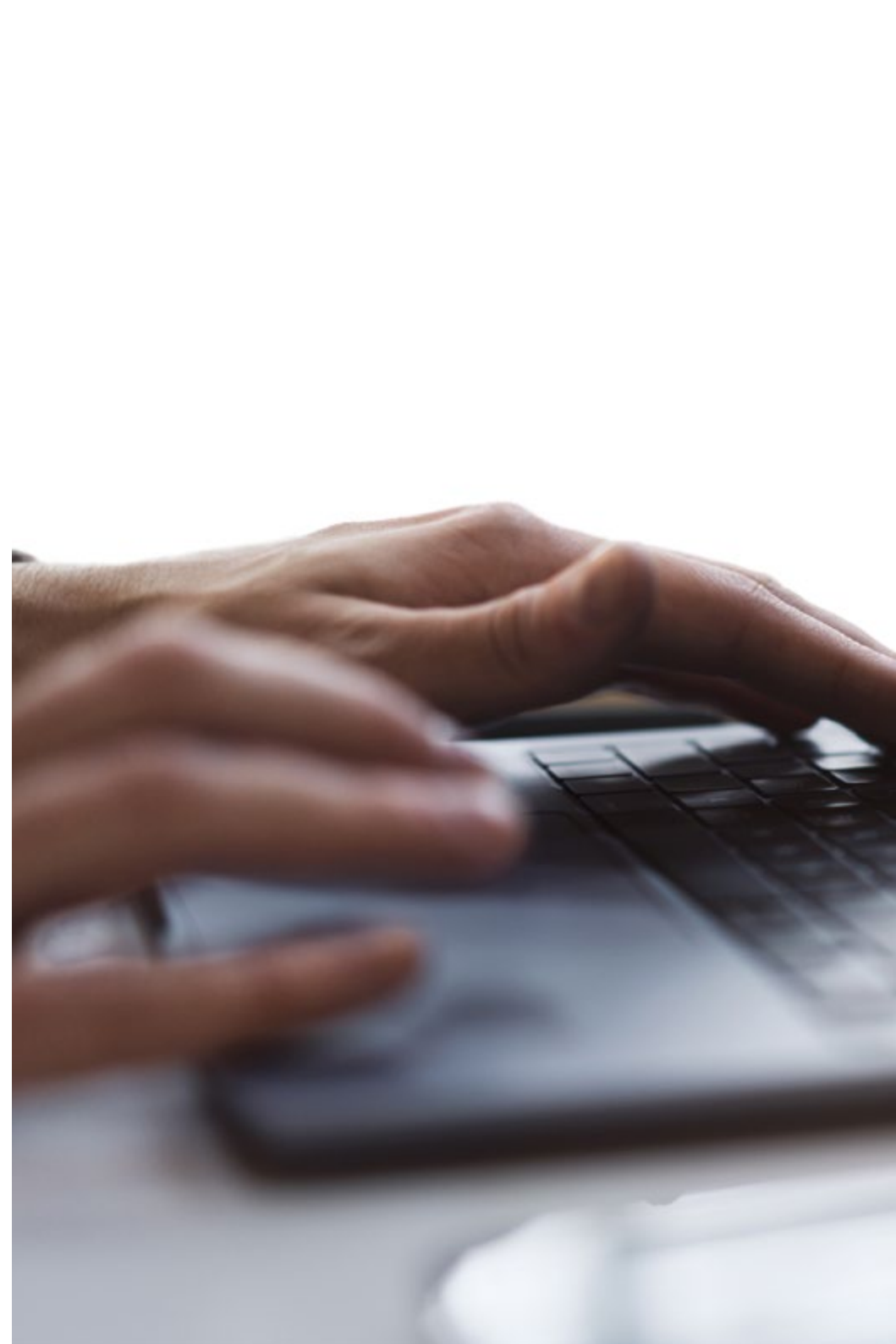
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Global Score review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

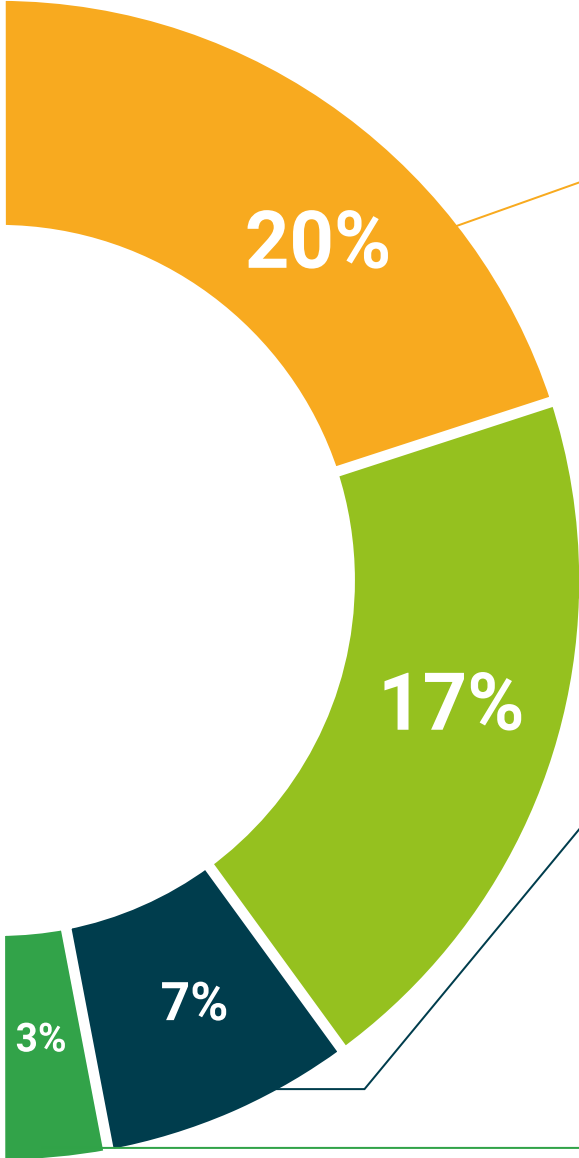
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



07

Teaching Staff

The teaching staff of this Advanced Master's Degree in Communication and Corporate Identity Management is made up of a select group of internationally renowned professionals with extensive experience in the field of business management, communication and corporate identity. Furthermore, these experts not only have a deep theoretical knowledge, but also a vast practical experience in leading global companies, which will allow them to offer graduates an updated and applicable vision of the trends and challenges of the market.





“

The teachers' approach will provide you with a comprehensive training, combining strategic, technical and human aspects, and ensuring that you acquire the tools to face business challenges.”

International Guest Director

Eric Nyquist is a leading international sports professional who has built an impressive career, noted for his strategic leadership and ability to drive change and innovation in world-class sports organizations.

In fact, he has held senior roles such as Director of Communications and Impact at NASCAR, based in Florida, USA. With many years of experience behind him, Eric Nyquist has also held several leadership positions, including Senior Vice President of Strategic Development and General Manager of Business Affairs, managing more than a dozen disciplines ranging from strategic development to entertainment marketing.

Nyquist has also made a significant mark on Chicago's top sports franchises. As Executive Vice President of the Chicago Bulls and Chicago White Sox franchises, he has demonstrated his ability to drive business and strategic success in the world of professional sports..

Finally, it is worth noting that he began his career in sports while working in New York as a senior strategic analyst for Roger Goodell in the National Football League (NFL) and, prior to that, as a Legal Intern with the United States Football Federation.



Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



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

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within **Fortune 50** companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and **value proposition** through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

“

A unique, crucial and decisive learning experience to boost your professional development"

International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

“

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate for innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers and the digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders alike**. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization demands supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Graduate of the University of Leeds
- ♦ Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ IMD Executive Digital Transformation Course

“

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige”

International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field”

International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion environment. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All of this linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness,, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accessories. His tactics have also focused on the retail environment and consumer needs and behavior. In this role, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

Furthermore, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. In turn, he has been in charge of creating effective calendars for buying and selling campaigns.

He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).



Mr. La Sala, Andrea

- ♦ Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce&Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A.
- ♦ Market Analyst at Fastweb
- ♦ Degree in Business and Economics from the University of Eastern Piedmont

“

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Because of this, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Director of Business Intelligence at Capgemini
- ♦ Senior Analyst at Nordea
- ♦ Senior Business Intelligence Consultant at SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-Commerce at the University of Copenhagen
- ♦ Bachelor's and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and **trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

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International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa



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Management



Dr. González Fernández, Sara

- ♦ Specialist in Institutional and Corporate Communication in several companies
- ♦ Audiovisual Editor at Castilla la Mancha Media
- ♦ Editor in the Territorial Centre of TVE Andalucía
- ♦ Editor at Radio Nacional de España
- ♦ Editor at Diario JAÉN
- ♦ Doctorate in Communication from the University of Seville
- ♦ Master's Degree in Scriptwriting, Narrative and Audiovisual Creativity from the University of Seville
- ♦ Bachelor's Degree in Journalism from the University of Seville
- ♦ Member of Seville Press Association and the Federation of Spanish Journalists' Associations



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