Advanced Master's Degree
MBA in Political Communication Management

A M D M B A P C M

tech technological university

Advanced Master's Degree
MBA in Political Communication Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h week**
- » Schedule: **at your own pace**
- » Tests: **online**

Website: **www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-mba-political-communication-management**

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01
Welcome

Candidates and policy makers must have a great communication team, as everything they say or do must be meticulously studied. The ultimate goal is to have the support of citizens, so nothing should be left to improvisation. In this case, the figure of the director of communication is fundamental and, therefore, it is important to specialize in this field. For this, at TECH we offer you this high quality program, in which you will find the keys to develop successfully in your daily work.

Advanced Master's Degree MBA in Political Communication Management
TECH Technological University

"At present, a communication director profile has emerged that is much more in line with new trends and stands out for having technological knowledge, practicing active listening with its workers and being self-critical with its work"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000 executives prepared each year

+200 different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500 collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04
Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.

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One of our fundamental objectives is to help you develop the essential skills to strategically lead political communication campaigns"

**Thech makes the goals of their students their own goals too
Working together to achieve them**

The **Advanced Master's Degree MBA in Political Communication Management** will enable you to:

01 Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04 Create corporate strategies that mark the script a party must follow to be more competitive and achieve its own goals

02 Develop the key leadership skills that should define working professionals

03 Develop strategies to carry out decision-making in a complex and unstable environment

05 Develop essential skills for strategically leading political campaigns

06 Design innovative strategies and policies to improve management and business efficiency

08 Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

09 Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

07 Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits

10 Understand the functioning of political institutions and organizations

11 Know the objectives and tools of marketing and political communication

14 Develop the concepts of citizenship and society in order to recognize their rights and duties

12 Know how to apply marketing and communication tools according to the political product: program, party and candidate.

13 Know the stages and development of a political and electoral campaign.

15 Analyze the development of social changes

16 Study citizen participation and the concept of public opinion

18 Analyze the different concepts of democracy
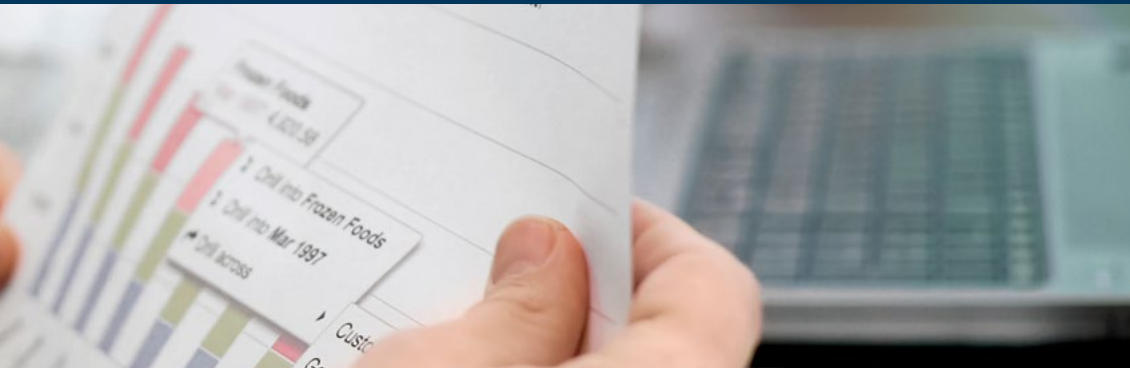
19 Analyze the current international political scenarios

17 Develop aspects of politics and ideologies

20 Describe the elaboration and development of a strategic plan

21 Review the characteristics and peculiarities of digital strategy, corporate strategy and technology strategy

22 Design and develop a marketing plan

23 Learn how communication works and is managed in organizations

24 Analyze trends in business communication

05
Skills

After passing the evaluations of the Advanced Master's Degree MBA in Political Communication Management, the professionals will have acquired the necessary skills for a praxis of quality and updated based on the most innovative didactic methodology.

Acquire the necessary skills to successfully implement political communication strategies"

At the end of this program, the professional will be able to:

01 Carry out a global management of the party, applying leadership techniques that influence the performance of the members, so that their objectives are achieved

02 Be part of and lead the party's corporate and competitive strategy

03 Resolve business conflicts and problems between workers

04 Perform proper management of equipment to improve productivity and therefore maximum benefits

05 Control the party's logistics, purchasing and provisioning processes

06 Delve into the new business models associated with information systems

08 Focus on innovation in all processes and areas of political communication

09 Leading the different projects of the party

07 Develop and lead marketing plans

10 Commit to sustainable developing the company, avoiding environmental impacts

11 Better coordinate and organize the tasks and functions of the political organization, identify processes, develop procedures and technical instructions and conduct follow-up audits

12 Establish a social media plan to apply in the digital environment

13 Apply the most dynamic techniques and tools of political coaching

14 Knowing the benefits of social marketing

15 Understand the latest trends and methodology to know more and better the electoral market

16 Elaborate an electoral program or local, municipal, regional or other government program

18 Innovate in content creation to inform the electorate by developing the political content plan

19 Learn about the main platforms for citizen interaction, as well as the most relevant tools to work on Digital Political Marketing

17 Communicate better verbally and non-verbally

**20** Understand how to perform web analytics and digital metrics

21 Analyze the electoral debate and meetings with voters

22 Determine the action plan for an election and post-election campaign

23 Analyze communication in democracies and to know what digital democracy is

24 Develop institutional communication strategies

Structure and Content

The Advanced Master's Degree MBA in Political Communication Management is a tailor-made program that is taught in 100% online format so you can choose the time and place that best suits your availability, schedules and interests. A program that takes place over 24 months and aims to be a unique and stimulating experience that lays the foundation for your success as director of political communication.

Our program has been designed with contextual learning in mind to acquire the necessary skills to develop professionally"

Syllabus

The Advanced Master's Degree MBA in Political Communication Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work, achieving a deep learning that will allow you to be more effective in your daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree MBA in Political Communication Management deals in depth with the main areas of the company, and is designed for managers to understand the direction of political communication from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This program takes place over 24 months and is divided into 20 modules:

Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Direction and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing, and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Society, Citizenship and Politics
Module 10	Management and Strategy of Companies and Organizations

Module 11	Strategic and Operational Marketing
Module 12	Corporate Communication
Module 13	Organizations: Crisis Management and Social Responsibility
Module 14	Marketing and Institutional Communication
Module 15	Political Marketing
Module 16	Electoral Marketing
Module 17	Leadership and Personal Communication
Module 18	Construction of the Political and Electoral Strategy
Module 19	The Electoral Campaign: Conventional Tools for Action
Module 20	The Election Campaign: Online Tools for Action

Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 24 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Leadership, Ethics, and CSR

1.1. Globalization and Governance
1.1.1. Globalization and Internationalization Trends in the Market
1.1.2. Economic Environment and Corporate Governance
1.1.3. Accountability

1.2. Leadership
1.2.1. Intercultural Environment
1.2.2. Leadership and Business Management
1.2.2. Management Roles and Responsibilities

1.3. Business ethics
1.3.1. Ethics and Integrity
1.3.2. Ethical Behavior in Companies
1.3.3. Deontology, Codes of Ethics and Codes of Conduct
1.3.4. Fraud and Corruption Prevention

1.4. Sustainability
1.4.1. Business and Sustainable Development
1.4.2. Social, Environmental, and Economic Impact
1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility
1.5.1. Corporate Social Responsibility
1.5.2. Roles and Responsibilities
1.5.3. Implementing Corporate Social Responsibilit

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design
2.1.1. Organizational Culture
2.1.2. Organisational analysis
2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy
2.2.1. Corporate-Level Strategy
2.2.2. Types of Corporate-Level Strategies
2.2.2. Determining the Corporate Strategy
2.2.3. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation
2.3.1. Strategic Thinking
2.3.2. Strategic Planning and Formulation
2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns
2.4.1. Wealth, Value, and Return on Investments
2.4.2. Corporate Strategy: Methods
2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management
2.5.1. Strategic Mission, Vision, and Values
2.5.2. The Balanced Scorecard
2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
2.5.4. Strategic Management and Reporting

2.6. Implementing and Executing Strategy
2.6.1. Implementing the Strategy: Objectives, Actions, and Impacts
2.6.2. Supervision and Strategic Alignment
2.6.3. Continuous Improvement Approach

2.7. Executive Management
2.7.1. Integrating Functional Strategies into the Global Business Strategies
2.7.2. Management Policy and Processes
2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/Problems
2.8.1. Problem Solving Methodology
2.8.2. Case Method
2.8.3. Positioning and Decision-Making.

Module 3. People and Talent Management

3.1. Organizational Behavior

3.1.1. Organizational Theory
3.1.2. Key Factors for Change in Organizations
3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management

3.2.1. Job Design, Recruitment, and Selection
3.2.2. Human Resources Strategic Plan: Design and Implementation
3.2.3. Job Analysis: Design and Selection of People
3.2.4. Training and Professional Development

3.3. Management and Leadership Development

3.3.1. Management Skills: 21st Century Skills and Abilities
3.3.2. Non-Managerial Skills
3.3.3. Map of Skills and Abilities
3.3.4. Leadership and People Management

3.4. Change Management

3.4.1. Performance Analysis
3.4.2. Strategic Approach
3.4.3. Change Management: Key Factors, Process Design and Management
3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management

3.5.1. Negotiation Objectives: Differentiating Elements
3.5.2. Effective Negotiation Techniques
3.5.3. Conflicts: Factors and Types
3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication

3.6.1. Performance Analysis
3.6.2. Leading Change. Resistance to Change
3.6.3. Managing Change Processes
3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance

3.7.1. Multicultural and Multidisciplinary Environment
3.7.2. Team and People Management
3.7.3. Coaching and People Performance
3.7.4. Executive Meetings: Planning and Time Management

3.8. Knowledge and Talent Management

3.8.1. Identifying Knowledge and Talent in Organizations
3.8.2. Corporate Knowledge and Talent Management Models
3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management

4.1. Economic Environment

4.1.1. Organizational Theory
4.1.2. Key Factors for Change in Organizations
4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting

4.2.1. International Accounting Framework
4.2.2. Introduction to the Accounting Cycle
4.2.3. Company Financial Statements
4.2.4. Analysis of Financial Statements: Decision-Making

4.3. Budget and Management Control

4.3.1. Budgetary Planning
4.3.2. Management Control: Design and Objectives
4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility

4.4.1. Corporate Tax Responsibility
4.4.2. Tax Procedure: Case-Country Approach

4.5. Corporate Control Systems

4.5.1. Types of Control
4.5.2. Regulatory Compliance
4.5.3. Internal Auditing
4.5.4. External Auditing

4.6. Financial Management

4.6.1. Introduction to Financial Management
4.6.2. Financial Management and Corporate Strategy
4.6.3. *Chief Financial Officer (CFO): Managerial Skills*

4.7. Financial Planning

4.7.1. Business Models and Financing Needs
4.7.2. Financial Analysis Tools
4.7.3. Short-Term Financial Planning
4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy

4.8.1. Corporate Financial Investments
4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context

4.9.1. Macroeconomic Analysis
4.9.2. Economic Indicators
4.9.3. Economic Cycle

4.10. Strategic Financing

4.10.1. *Banking Business: Current Environment*
4.10.2. *Risk Analysis and Management*

4.11. Money and Capital Markets

4.11.1. Fixed Income Market
4.11.2. Equity Market
4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/Problems

4.12.1. Problem Solving Methodology
4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management
5.1.1. Define the Operations Strategy
5.1.2. Supply Chain Planning and Control
5.1.3. Indicator Systems

5.2. Purchasing Management
5.2.1. Stock Management
5.2.2. Warehouse Management
5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (1)
5.3.1. Costs and Efficiency of the Operations Chain
5.3.2. Change in Demand Patterns
5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (2). Implementation
4.4.1. *Lean Manufacturing/Lean Thinking*
4.4.2. Logistics Management
4.4.3. Purchasing

5.5. Logistical Processes
5.5.1. Organization and Management by Processes
5.5.2. Procurement, Production, Distribution
5.5.3. Quality, Quality Costs, and Tools
5.5.4. After-Sales Service

5.6. Logistics and Customers
5.6.1. Demand Analysis and Forecasting
5.6.2. Sales Forecasting and Planning
5.6.3. Collaborative Planning, Forecasting, and Replacement

5.7. International Logistics
5.7.1. Customs, Export and Import processes
5.7.2. Methods and Means of International Payment
5.7.3. International Logistics Platforms

5.8. Competing through Operations
5.8.1. Innovation in Operations as a Competitive Advantage in the Company
5.8.2. Emerging Technologies and Sciences
5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management
6.1.1. Business Information Systems
6.1.2. Strategic Decisions
6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy
6.2.1. Company and Industry Sector Analysis
6.2.2. Online Business Models
6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning
6.3.1. The Process of Strategic Planning
6.3.2. Formulating the IS Strategy
6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence
6.4.1. CRM and Business Intelligence
6.4.2. Business Intelligence Project Management
6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models
5.5.1. Technology-Based Business Models
5.5.2. Innovation Abilities
5.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce
6.6.1. E-Commerce Strategic Plan
6.6.2. Logistics Management and Customer Service in E-Commerce
6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies
6.7.1. Social Media Strategies
6.7.2. Optimizing Service Channels and Customer Support
6.7.3. Digital Regulation

6.8. Digital Business
6.8.1. Mobile e-Commerce
6.8.2. Design and Usability
6.8.3. E-Commerce Operations.

Module 7. Commercial Management, Marketing, and Corporate Communication

7.1. Commercial Management
7.1.1. Sales Management
7.1.2. Commercial Strategy
7.1.3. Sales and Negotiation Techniques
7.1.4. Management of Sales Teams

7.2. Marketing
7.2.1. Marketing and the Impact on the Company
7.2.2. Basic Marketing Variables
7.2.3. Marketing Plan

7.3. Strategic Marketing Management
7.3.1. Sources of Innovation
7.3.1. Current Trends in Marketing
7.3.2. Marketing Tools
7.3.3. Marketing Strategy and Communication with Customers

7. 4. Digital Marketing Strategy
7.4.1. Approach to Digital Marketing
7.4.2. Digital Marketing Tools
7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy
7.5.1. Positioning and Promotion
7.5.2. Public Relations
7.5.3. Sales and Communication Strategy

7.6. Corporate Communication
7.6.1. Internal and External Communication
7.6.2. Communication Departments
7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy
7.7.1. Corporate Communication Strategy
7.7.2. Communication Plan
7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management

8.1. Innovation
8.1.1. Macro Concept of Innovation
8.1.2. Types of Innovation
8.1.3. Continuous and Discontinuous Innovation
8.1.4. Training and Innovation

8.2. Innovation Strategy
7.2.1. Innovation and Corporate Strategy
7.2.2. Global Innovation Project: Design and Management
7.2.3. Innovation Workshops

8.3. Business Model Design and Validation
8.3.1. The Lean Startup Methodology
8.3.2. Innovative Business Initiative: Stages
8.3.3. Financing Arrangements
8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
8.3.5. Growth and Loyalty

8.4. Project Management
8.4.1. Innovation Opportunities
8.4.2. Feasibility Study and Proposal Specification
8.4.3. Project Definition and Design
8.4.4. Project Execution
8.4.5. Project Closure

Module 9. Society, Citizenship and Politics

9.1. Citizens and Society
9.1.1. Concept of Society
9.1.2. Citizen's Rights and Duties
9.1.3. Types of Citizens

9.2. Social Change
9.2.1. Concept of Social Change
9.2.2. Factors of Social Change
9.2.3. Social Change Transformation

9.3. Citizen Participation
9.3.1. Social and Citizen Participation
9.3.2. Collective Decision Making
9.3.3. Forms of Citizen Participation

9.4. Public Opinion
9.4.1. Forms of Public Opinion
9.4.2. Pressure Groups
9.4.3. Population Groups in Public Opinion

9.5. Society, Politics and Power
9.5.1. Power in Society
9.5.2. Policy Reality
9.5.3. Political Behavioral Factors

9.6. Ideologies and Political Action
9.6.1. Concept and Dimensions of Ideology
9.6.2. Ideological Groups
9.6.3. Manifestations of Ideology

9.7. Policy Dimensions
9.7.1. Political Regimes
9.7.2. Political Systems
9.7.3. Public Policy Factors

9.8. Political Systems
9.8.1. Concept and Characteristics
9.8.2. Types of Policy Systems

9.9. Democracy: Representation and Participation
9.9.1. Definition of Democracy
9.9.2. Types of Democracy
9.9.3. Levels of Citizen Participation

9.10. International Political Scenarios
9.10.1. Policy Scenarios in Europe
9.10.2. Policy Scenarios in North America
9.10.3. Policy Scenarios in Central America
9.10.4. Policy Scenarios in Latin America

Module 10. Management and Strategy of Companies and Organizations

10.1. General Management
10.1.1. The Concept of General Management
10.1.2. The General Manager's Action
10.1.3. The General Manager and its Functions
10.1.4. Transforming the Work of Management

10.2. Planning and Strategy
10.2.1. The Plan in a Strategy
10.2.2. Strategic Positioning
10.2.3. Strategy in Companies
10.2.4. Planning

10.3. Digital Strategy
10.3.1. Technology Strategy and its Impact on Digital Innovation
10.3.2. Strategic Planning of Information Technologies
10.3.3. Strategy and The Internet

10.4. Corporate Strategy and Technology Strategy
10.4.1. Creating Value for Customers and Shareholders
10.4.2. Strategic IS/IT Decisions
10.4.3. Corporate Strategy vs Technology and Digital Strategy

10.5. Strategy Implementation
10.5.1. Indicator Systems and Process Approach
10.5.2. Strategic Map
10.5.3. Differentiation and Alignment

Module 11. Strategic and Operational Marketing

11.1. Fundamentals of Marketing
11.1.1. The Concept of Marketing
11.1.2. The Basic Elements of Marketing
11.1.3. Marketing Activities in Companies

11.2. Marketing Management
11.2.1. The Concept of Marketing Management
11.2.2. New Trends in Marketing
11.2.3. A New Marketplace: Consumer and Business Capabilities
11.2.4. Holistic MK Orientation
11.2.5. Update on the 4 Ps of Marketing
11.2.6. Marketing Management Tasks

11.3. The Function of Strategic Marketing
11.3.1. The Concept of Marketing Strategic
11.3.2. Concept of Strategic Marketing Planning
11.3.3. Stages of the Strategic Marketing Planning Process

11.4. Marketing Strategy Dimensions
11.4.1. Marketing Strategies
11.4.2. Types of Marketing Strategies

11.5. Marketing Mix
11.5.1. Marketing Mix Concept
11.5.2. Product Strategies
11.5.3. Pricing Strategies
11.5.4. Distribution Strategies
11.5.5. Communication Strategies

11.6. Marketing Digital
11.6.1. Digital Marketing Concept
11.6.2. Digital Marketing Strategies

11.7. Inbound Marketing
11.7.1. Effective Inbound Marketing
11.7.2. The Benefits of Inbound Marketing
11.7.3. Measuring the Success of Inbound Marketing

11.8. Developing the Marketing Plan
11.8.1. Marketing Plan Concept
11.8.2. Situation Analysis and Diagnosis
11.8.3. Strategic Marketing Decisions
11.8.4. Operational Marketing Decisions

11.9. Managing Marketing Groups
11.9.1. Marketing Groups
11.9.2. The Creation of Marketing Groups
11.9.3. Guidelines for Managing a Marketing Group
11.9.4. The Future of Marketing Groups

11.10. Social Business
11.10.1. Web 2.0 Strategic Vision and its Challenges
11.10.2. Convergence Opportunities and ICT Trends
11.10.3. How to Monetize Web 2.0 and Social Media

Module 12. Corporate Communication

12.1. Communication in Organizations
12.1.1. Organizations, People and Society
12.1.2. Historical Evolution of Organizational Behavior
12.1.3. Bidirectional Communication

12.2. Trends in Business Communication
12.2.1. Generation and Distribution of Corporate Content
12.2.2. Business Communication on the Web 2.0
12.2.3. Implementation of Metrics in the Communication Process

12.3. Advertising Communication
12.3.1. Integrated Marketing Communication
12.3.2. Advertising Communication Plan
12.3.3. Merchandising as a Communication Technique

12.4. Media Effects
12.4.1. Efficiency of Commercial and Advertising Communication
12.4.2. Theories on the Effects of the Media
12.4.3. Social and Co-creation Models

12.5. Online Agencies, Media, and Channels
12.5.1. Integral, Creative and Online Agencies
12.5.2. Traditional and New Media
12.5.3. Online Channels
12.5.4. Other Digital Players

12.6. Communication in Crisis Situations
12.6.1. Definition and Types of Crisis
12.6.2. Phases of the Crisis
12.6.3. Messages: Contents and Moments

12.7. Digital Communication and Reputation
12.7.1. Online Reputation Report
12.7.2. Netiquette and Good Practices on Social Media
12.7.3. Branding and Networking 2.0

12.8. Internal Communication
12.8.1. Motivational Programs, Social Action, Participation and Training with HR
12.8.2. Internal Communication Support and Tools
12.8.3. Internal Communication Plan

12.9. Branding
12.9.1. The Brand and its Functions
12.9.2. Branding
12.9.3. Brand Architecture

12.10. Integral Communication Plans
12.10.1. Audit and Diagnosis
12.10.2. Elaboration of Communication Plan
12.10.3. Measuring results: KPIs and ROI

Module 13. Organizations: Crisis Management and Social Responsibility

13.1. Organisational Design
13.1.1. Concept of Organizational Design
13.1.2. Organizational Structure
13.1.3. Types of Organizational Designs

13.2. Organizational Structure
13.2.1. Main Coordination Mechanisms
13.2.2. Departments and Organization Charts
13.2.3. Authority and Responsibility
13.2.4. Empowerment

13.3 Corporate Social Responsibility
13.3.1. Social Commitment
13.3.2. Sustainable Organizations
13.3.3. Business Ethics

13.4. Social Responsibility in Organizations
13.4.1. CSR Management in Organizations
13.4.2. CSR Towards Employees
13.4.3. Sustainable Action

13.5. Reputation Management
13.5.1. Corporative Reputation Management
13.5.2. Focus on Brand Reputation
13.5.3. Leadership Reputation Management

13.6. Reputation Risk and Crisis Management
13.6.1. Listening to and Managing Feedback
13.6.2. Procedures, Crisis Manual and Contingency Plans
13.6.3. Spokesperson Training in Emergency Situations

13.7. Conflicts in Organizations
13.7.1. Interpersonal Conflicts
13.7.2. Conflict Conditions
13.7.3. Consequences of Conflicts

13.8. Lobbies and Pressure Groups
13.8.1. Opinion Groups and Their Actions in Businesses and Institutions
13.8.2. Institutional Relations and Lobbying
13.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

13.9. Negotiation
13.9.1. Intercultural Negotiation
13.9.2. Negotiation Focuses
13.9.3. Effective Negotiation Techniques
13.9.4. Restructuring.

13.10. Corporate Brand Strategy
13.10.1. Public Image and Stakeholders
13.10.2. Corporate Branding Strategy and Management
13.10.3. Corporate Communication Strategy in Line with Brand Identity

Module 14. Marketing and Institutional Communication

14.1. Political Action in Institutions
14.1.1. Concept of Institution
14.1.2. Types of Institutions and Social Groups
14.1.3. Institutional Actions

14.2. Institutional Marketing
14.2.1. Institutional Markets: Citizens and Entities
14.2.2. Institutional Offering
14.2.3. Citizen Satisfaction

14.3. Marketing Plans in Institutions
14.3.1. Institutional Environment Analysis
14.3.2. Objectives of the Institution
14.3.3. Strategic and Operational Actions

14.4. Public Communication
14.4.1. Political Communication Agents
14.4.2. Formal Means of Communication: Press and Institutions
14.4.3. Informal Means of Communication: Networks and Opinion Takers

14.5. Institutional Communication Strategies
14.5.1. Institutional Information Contents
14.5.2. Institutional Communication Objectives
14.5.3. Main Communication Strategies

14.6. Institutional Policy Agenda Planning
14.6.1. Development of the Institutional Agenda
14.6.2. Design of Institutional Campaigns
14.6.3. Target Groups of the Campaigns

14.7. Government communication: Open Government
14.7.1. Open Government Concept
14.7.2. Media
14.7.3. Types of Messages

14.8. Political Communication in Democracies
14.8.1. Demand for Information in Democratic Societies
14.8.2. Institutions as Sources of Information
14.8.3. The Media

14.9 Digital Democracy
14.9.1. Digital Democracy Concept
14.9.2. Social Dialogue on the Internet
14.9.3. Elements of Use on the Internet

14.10 Social Responsibility in Institutions
14.10.1. Human Rights and Social Responsibility
14.10.2. Climate Change and Social Responsibility
14.10.3. Institutional Ethics

Module 15. Political Marketing

15.1. Marketing Social
15.1.1. Marketing Social
15.1.2. Socially Responsible Marketing
15.1.3. Social Cause Marketing

15.2. Introduction to Political and Electoral Marketing
15.2.1. Political Marketing
15.2.2. Election Marketing
15.2.3. Political Market Components

15.3. Citizens
15.3.1. Social Organizations
15.3.2. Organizations and Parties
15.3.3. Affiliates and Supporters

15.4. Social and Political Research
15.4.1. Contents of Social and Political Research
15.4.2. Social Research Techniques
15.4.3. Social and Political Research Results

15.5. Social and Political Situation Diagnosis
15.5.1. Social and Political Demand Analysis
15.5.2. Analysis of Political Offers
15.5.3. Social and Political Expectations

15.6. Political Marketing Plan
15.6.1. Introduction
15.6.2. Advantages of the Political Marketing Plan
15.6.3. Stages of the Political Marketing Plan

15.7. Analysis of the Political Organization
15.7.1. Internal Analysis of the Political Organization
15.7.2. Analysis Political Competition
15.7.3. Social and Political Environment Analysis
15.7.4. SWOT Political Organization

15.8. Political Marketing Plan Objectives and Strategies
15.8.1. Definition of Objectives
15.8.2. Determination of Strategies

15.9. Political Strategy Action Plan
15.9.1. Contents of the Action Plan
15.9.2. Share Measurement Criteria
15.9.3. Monitoring Indicators

15.10. Implementation of the Politica Marketing Plan
15.10.1. Tasks of the Steering Committees
15.10.2. Execution of the Action Plan
15.10.3. Plan Contingencies: Contingencies

Module 16. Electoral Marketing

16.1. Electoral Market Components
16.1.1. Introduction to the Electoral Market
16.1.2. Electoral Roll
16.1.3. The Electoral Offer: Parties and Coalitions

16.2. Electoral Behavior
16.2.1. Introduction
16.2.2. Voting Trends
16.2.3. Voting Motivations

16.3. Electoral Market Research
16.3.1. Research Contents
16.3.2. Qualitative Techniques
16.3.3. Qualitative Techniques

16.4. Voting Intention Studies
16.4.1. Pre-Election Studies
16.4.2. Exit Polls
16.4.3. Vote Estimates

16.5. Electoral Situation Diagnosis
16.5.1. Analysis of the Electoral Demand
16.5.2. Match Offer Analysis
16.5.3. Candidate Offer Analysis

16.6. Electoral Campaign Plan
16.6.1. Introduction
16.6.2. Stages of the Electoral Campaign
16.6.3. Election Campaign Deadlines

16.7. Electoral Product
16.7.1. Electoral Program
16.7.2. Candidates
16.7.3. Political Marks

16.8. Electoral Campaign Organization
16.8.1. Electoral Campaign Committee
16.8.2. Work Teams

16.9. Electoral Actions in Campaign Plan
16.9.1. Personal Actions
16.9.2. Virtual Actions
16.9.3. Electoral Publicity Actions
16.9.4. Follow-Up of Electoral Actions

16.10. The Electoral Result
16.10.1. Post-Electoral Analysis
16.10.2. Interpretation of Electoral Results
16.10.3. Political and Electoral Consequences of the Result

Module 17. Leadership and Personal Communication

17.1. Communication and Leadership.
17.1.1. Leadership and Leadership Styles
17.1.2. Motivation
17.1.3. Skills and Abilities of the Leader 2.0

17.2. Interpersonal Communication
17.2.1. Body Language
17.2.2. Assertive Communication
17.2.3. Interviews

17.3. Personal and Influential Skills
17.3.1. Impact and Influence
17.3.2. Stress Mastery
17.3.3. Time Management

17.4. Strategic Leadership
17.4.1. Leadership Models
17.4.2. Coaching
17.4.3. Mentoring
17.4.4. Transformational Leadership

17.5. Public Speaking and Spokesperson Training
17.5.1. Interpersonal Communication
17.5.2. Communication Skills and Influence
17.5.3. Barriers to Personal Communication

17.6. Power in the Organization
17.6.1. Power within Organizations
17.6.2. Structural Power Sources
17.6.3. Political Tactics

17.7. The Managerial Role and CSR
17.7.1. Strategic Vision and Corporate Social Responsibility
17.7.2. Systems and Models for Implementing CSR
17.7.3. Organization of CSR Roles and Responsibilities

17.8. Emotional Intelligence
17.8.1. Emotional Intelligence and Communication
17.8.2. Assertiveness, Empathy, and Active Listening
17.8.3. Self-Esteem and Emotional Language

17.9. Psychological Profile of the Candidate
17.9.1. Psychology of Leadership
17.9.2. Politicians' Personality Typology
17.9.3. Expectations About the Ideal Candidate

17.10. Personal Branding
17.10.1. Strategies for Personal Brand Development
17.10.2. Personal Branding Laws
17.10.3. Tools for Creating Personal Brands

Module 18. Construction of the Political and Electoral Strategy

18.1. Electoral Systems
18.1.1. Regulatory Framework
18.1.2. Electoral Regulations

18.2. Data Science and Big Data
18.2.1. Business Intelligence
18.2.2. Methodology and Analysis of Large Volumes of Data
18.2.3. Data Extraction, Processing, and Loading.

18.3. Political Coaching
18.3.1. Coaching Concept
18.3.2. Political Coaching Methodologies
18.3.3. Advantages of Political Coaching

18.4. Political Innovation
18.4.1. Benefits of Innovation
18.4.2. Sources of Idea Generation
18.4.3. Innovative Ideas and Supports

18.5. Voter Behavior
18.5.1. Political Information Processing
18.5.2. Message Evaluation
18.5.3. Voting Decision Models
18.5.4. Voting Decision Times

18.6. Voter Segmentation
18.6.1. Voter Characteristics
18.6.2. Mobilized Voters: Loyal and Volatile
18.6.3. Targeting y Microtargeting

18.7. Political Branding
18.7.1. Political Brand Building
18.7.2. Importance of the Political Brand
18.7.3. Political Brand and Candidate Brand

18.8. Political Leadership
18.8.1. Definition
18.8.2. Leadership Styles in Politics
18.8.3. Candidate Positioning

18.9. Political Messages
18.9.1. Creative Process in Electoral Campaigns
18.9.2. Central Message: Positioning of the Organization
18.9.3. Tactical Messages: Positives and Negatives.

18.10. Content and Storytelling Strategies
18.10.1. Corporate *Blogging*
18.10.2. Content Marketing Strategy
18.10.3. Creating a Content Plan
18.10.4. Content Curation Strategy

Module 19. The Electoral Campaign: Conventional Tools for Action

19.1. Electoral Communication
19.1.1. Image in Electoral Campaigns
19.1.2. Political Advertising
19.1.3. Electoral Communication Plan
19.1.4. Electoral Communication Audits

19.2. Communication Cabinets
19.2.1. Identifying Opportunities and Information Needs
19.2.2. Management of Reports and Interviews with Spokespersons
19.2.3. Virtual Press Room and e-Communication
19.2.4. Buying Advertising Space

19.3. Public Relations
19.3.1. PR Strategy and Practice
19.3.2. Protocol and Ceremonial Rules
19.3.3. Event Organization and Creative Management

19.4. The Political Discourse
19.4.1. Narrative Structure
19.4.2. Narration Based on NLP.
19.4.3. Political Oratory

19.5. Electoral Debates
19.5.1. Preparation: Themes, Interventions and Replies
19.5.2. Candidate Image
19.5.3. Verbal and Non-Verbal Communication

19.6. Meetings with Voters
19.6.1. Central Campaign Meeting
19.6.2. Sectoral Events
19.6.3. Segmented Meetings

19.7. Electoral Advertising: 360° Campaigns
19.7.1. Claim Central and Complementary Campaign
19.7.2. Election Photos and Videos
19.7.3. Media Outlets

19.8. Campaign Logistics
19.8.1. Organization of Events
19.8.2. Physical Distribution of Content
19.8.3. Human Resources in Electoral Logistics

19.9. Electoral Propaganda and Merchandising
19.9.1. Institutional Announcements
19.9.2. Election Canvassing
19.9.3. Gift Material

19.10. Campaign Fundraising and Fund Management
19.10.1. Arguments for Collection
19.10.2. Collection Activities
19.10.3. Crowdfunding Platforms
19.10.4. Ethical Management of Funds

Module 20. The Election Campaign: Online Tools for Action

20.1. Social Media Platforms
20.1.1. General, Professional, and Microblogging Platforms
20.1.2. Video, Image, and Mobility Platforms

20.2. Social Media Strategies
20.2.1. Corporate PR and Social Media
20.2.2. Defining the Strategy to Be Followed in Each Medium
20.2.3. Analysis and Evaluation of Results

20.3. Social Web
20.3.1. Organization in the Age of Conversation
20.3.2. Web 2.0 Is All About People
20.3.3. Digital Environment and New Communication Formats

20.4. Developing e-Mail Campaigns
20.4.1. Lists of Subscribers, Leads, and Customers
20.4.2. E-Mail Marketing Tools and Resources
20.4.3. Online Writing for E-Mail Marketing Campaigns

20.5. Mobile Marketing
20.5.1. New Consumption and Mobility Habits
20.5.2. The SoLoMo Model
20.5.3. The 4Ps of the Marketing Mix in Mobility

20.6. Trends in Mobile Marketing
20.6.1. Mobile Publishing
20.6.2. Advergaming and Gamification
20.6.3. Mobile Geolocalization
20.6.4. Augmented Reality

20.7. Counter-Communication: Fake News
20.7.1. Targets of Fake News in Campaigns
20.7.2. Creation of Fake News
20.7.3. Spreading of Fake News
20.7.4. Fake News Legislation

20.8. Inbound Political Marketing
20.8.1. How Inbound Political Marketing Works
20.8.2. Attraction of Traffic to Political Brand
20.8.3. Content Marketing
20.8.4. Conversion of Leads to Voters or Electors

20.9. Web Analysis
20.9.1. The Fundamentals of Web Analytics
20.9.2. Classic Media vs Digital Media
20.9.3. The Web Analyst's Basic Methodology

20.10. Digital Metrics
20.10.1. Basic Metrics.
20.10.2. Ratios
20.10.3. Setting Objectives and KPIs

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

"

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"
At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

This program prepares you to face business challenges in uncertain environments and achieve business success.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%
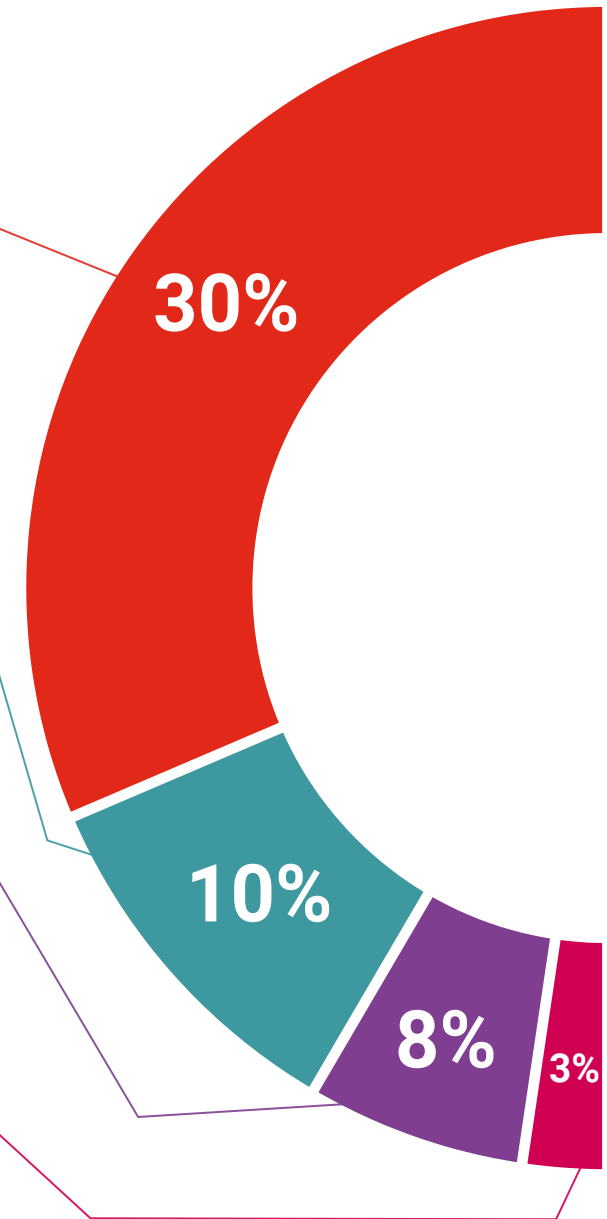
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Our Students' Profiles

Our Advanced Master's Degree MBA in Political Communication Management is a program aimed at experienced professionals, who want to update their knowledge and advance their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you."

Average Age

Between **35** and **45** years old

Years of Experience

More than 15 years **23%**

Up to 5 years **18%**

10 to 15 years **27%**

5 to 10 years **32%**

Training

Economics and Business **18%**

Journalism and Communication **42%**

Marketing **29%**

Social Sciences **6%**

Other **5%**

Educational Profile

Journalists **32%**

Professional of Marketing **28%**

Politicians **25%**

Advisory Services **8%**

Other **7%**
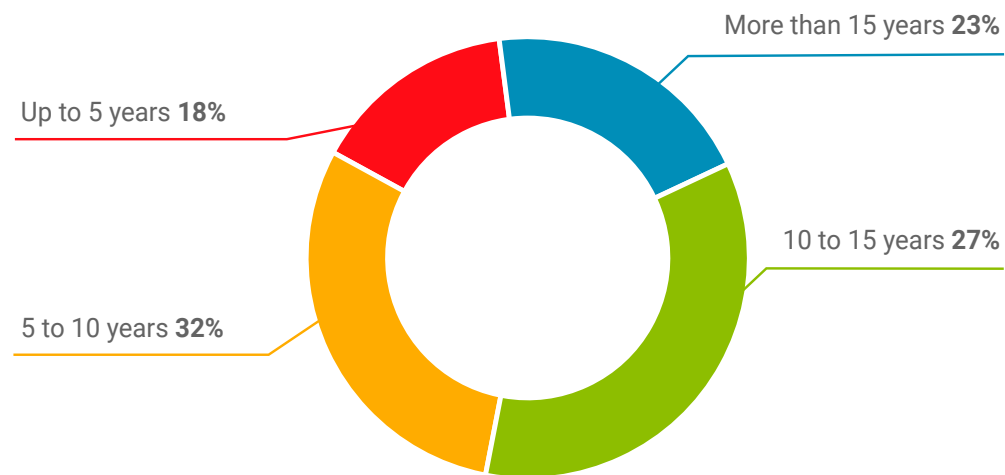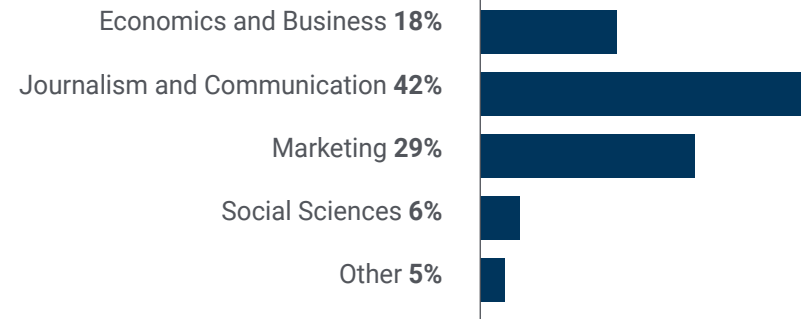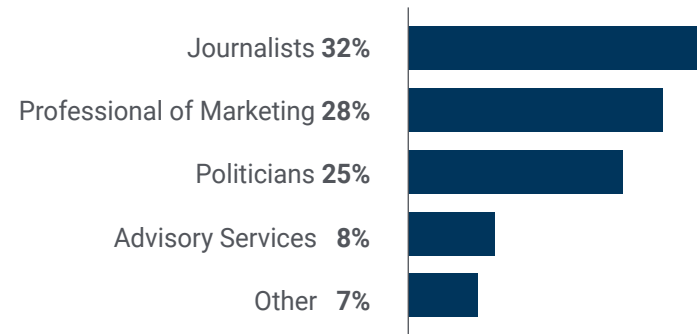
Geographical Distribution

USA **11%**

Spain **35%**

Mexico **21%**

Colombia **9%**

Argentina **10%**

Chile **5%**

Peru **3%**

Other **6%**
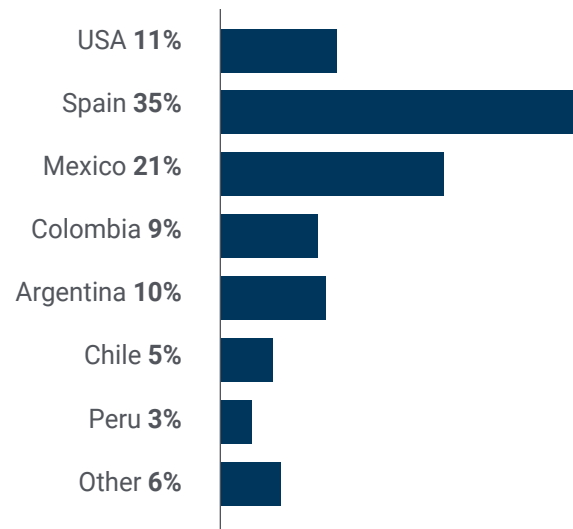
Beatriz Álvarez

Communication director of a political party

"A high-level program for professionals who wish to develop their skills in political communication, as it shows tools that are very useful for professional development. It is certainly a unique opportunity that all political campaigners should consider"

09

Course Management

The program includes in its teaching staff experts of reference in everything related to the direction of political communication, who pour into this program the experience of their years of work. In addition, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the grand master in an interdisciplinary way, making it, therefore, a unique and highly nourishing experience at an academic level for the student.

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

International Guest Director

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

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

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

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

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

Dña. McIntoch, Jess

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

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

Management

Mr. López Rausell, Adolfo
- Director of TECH Business School
- Technical Direction in Projects and Market Studies at Investgroup
- Management at Club Innovation Club of the Valencian Community
- Degree in Economics and Business Administration from the University of Valencia
- Diploma in Marketing in ESEM Business School

Professors

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

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

Mr. Landero Madroñal, Jordi
- Degree in Information Sciences

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

10

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.

tech

At TECH we direct all our efforts to help you achieve the professional change you deserve"

If you want to achieve a positive change in your profession, the Advanced Master's Degree MBA in Political Communication Management will help you achieve it.

Are you ready to take the leap?
Excellent professional development awaits you

The Advanced Master's Degree MBA in Political Communication Management of TECH Technological University is an intensive program that prepares you to face challenges and communication decisions both nationally and internationally. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Generating Positive Change.

Don't miss the opportunity to train with us and you will find the career boost you were looking for.

Time of Change

During the program	During the first year	After 2 years
31%	**43%**	**26%**

Type of change

Internal Promotion **37%**

Change of Company **35%**

Entrepreneurship **28%**
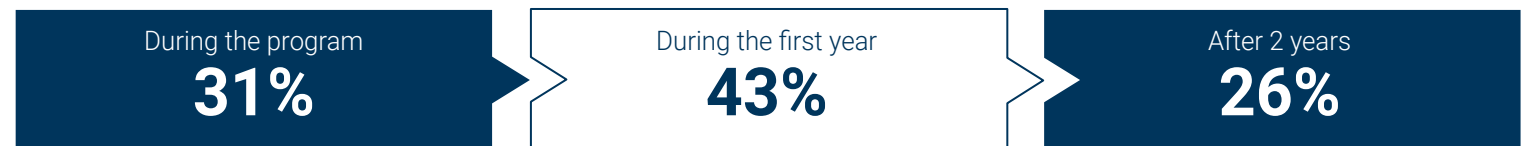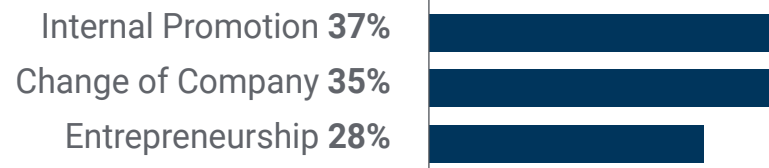
Salary increase

This program represents a salary increase of more than **25.22%** for our students.

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

11
Benefits for Your Company

The Advanced Master's Degree MBA in Political Communication Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.

After completing this Advanced Master's Degree you will bring to the company a new business vision"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

Project Development

05

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

Increased competitiveness

06

This program will equip students with the skills to take on new challenges and drive the organization forward.

Certificate

This Advanced Master's Degree MBA in Political Communication Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Advanced Master's Degree issued by TECH Technological University.

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

This **Advanced Master's Degree in MBA in Political Communication Management**contains the most complete and up-to-date academic program on the market.

After the student has passed the evaluations, they will receive their corresponding **certificate** issued by **TECH Technological University by tracked delivery.**

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

Title: **Advanced Master's Degree in MBA in Political Communication Management**

No. of Official Hours: **3.000 h.**

tech technological university

Awards the following

DIPLOMA

to

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

ADVANCED MASTER'S DEGREE

in

MBA in Political Communication Management

This is a qualification awarded by this University, equivalent to 3,000 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in MBA in Political Communication Management

General Structure of the Syllabus

Year	Subject	Hours	Type	Year	Subject	Hours	Type
1º	Leadership, Ethics, and CSR	150	CO	2º	Strategic and Operational Marketing	150	CO
1º	Strategic Direction and Executive Management	150	CO	2º	Corporate Communication	150	CO
1º	People and Talent Management	150	CO	2º	Organizations: Crisis Management and Social Responsibility	150	CO
1º	Economic and Financial Management	150	CO				
1º	Operations and Logistics Management	150	CO	2º	Marketing and Institutional Communication	150	CO
1º	Information Systems Management	150	CO	2º	Political Marketing	150	CO
1º	Commercial Management, Marketing, and Corporate Communication	150	CO	2º	Electoral Marketing	150	CO
				2º	Leadership and Personal Communication	150	CO
1º	Innovation and Project Management	150	CO	2º	Construction of the Political and Electoral Strategy	150	CO
1º	Society, Citizenship and Politics	150	CO	2º	The Electoral Campaign: Conventional Tools for Action	150	CO
1º	Management and Strategy of Companies and Organizations	150	CO	2º	The Election Campaign: Online Tools for Action	150	CO

Tere Guevara Navarro
Dean

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

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Advanced Master's Degree
MBA in Political Communication Management

» Modality: **online**

» Duration: **2 years**

» Certificate: **TECH Technological University**

» Dedication: **16h week**

» Schedule: **at your own pace**

» Tests:**online**

Advanced Master's Degree
MBA in Political Communication Management

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