

# Advanced Master's Degree

## MBA in Political Communication Management

A M D M B A P C M



## 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/pk/school-of-business/advanced-master-degree/advanced-master-degree-mba-political-communication-management](http://www.techtitute.com/pk/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.





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.



### 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"*

03

# 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.



“

*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

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

04

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

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

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.

14

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

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

06

# 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:

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

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

## 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 Political 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



# 07 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.





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.



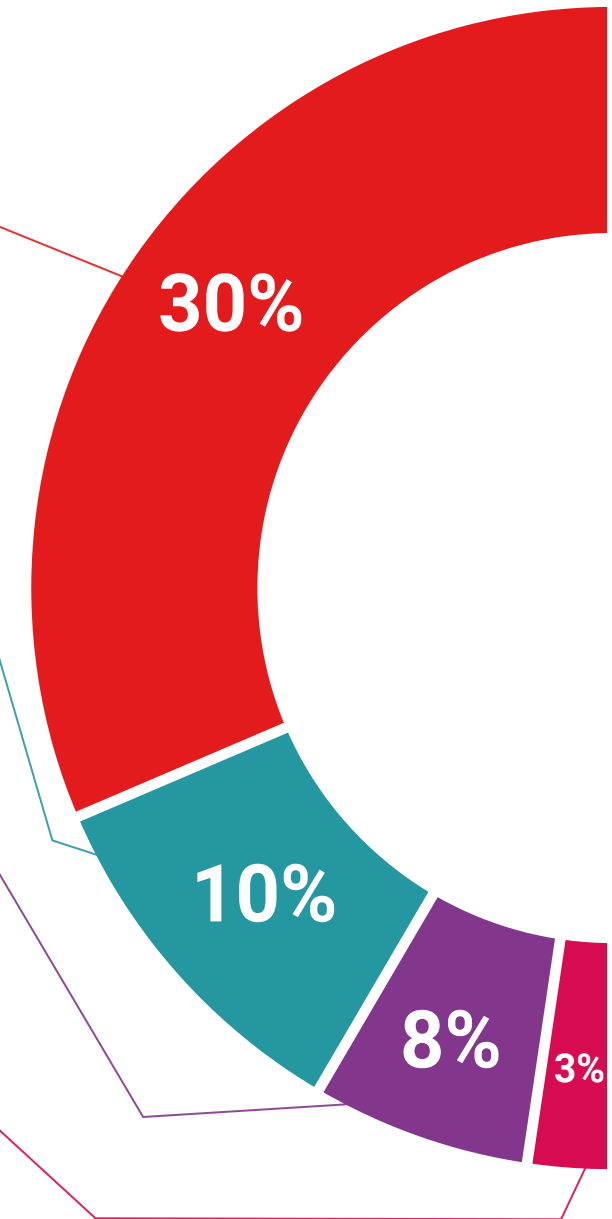
#### Management Skills Exercises

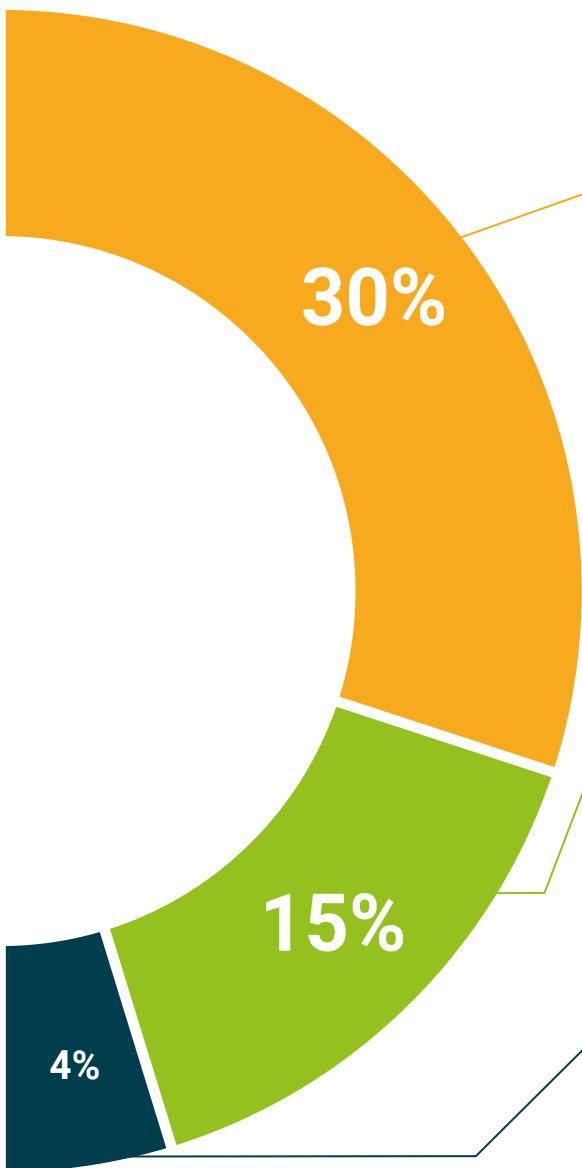
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



#### 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.



**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.



08

# 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.





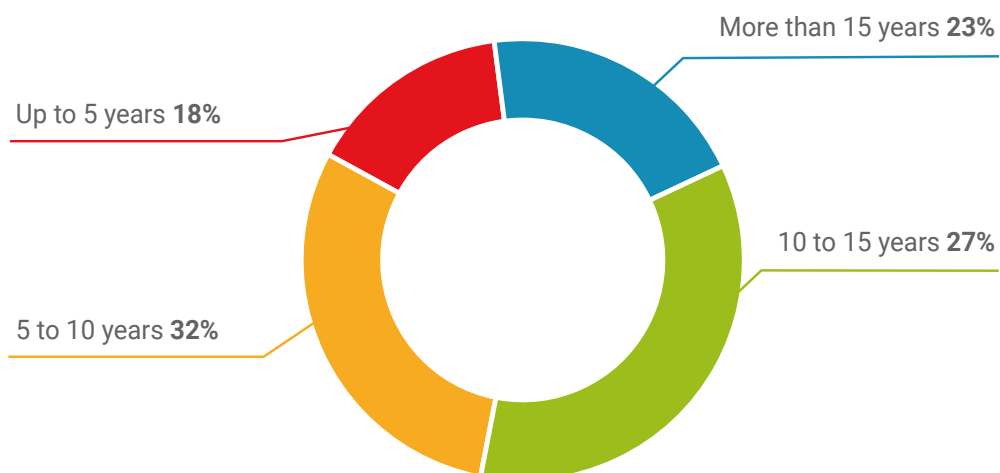
“

*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.”*

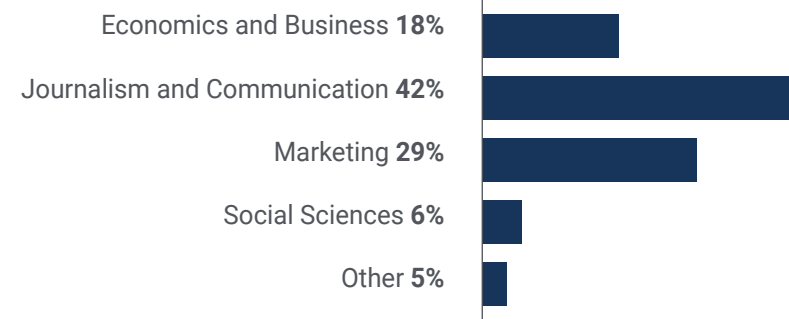
## Average Age

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

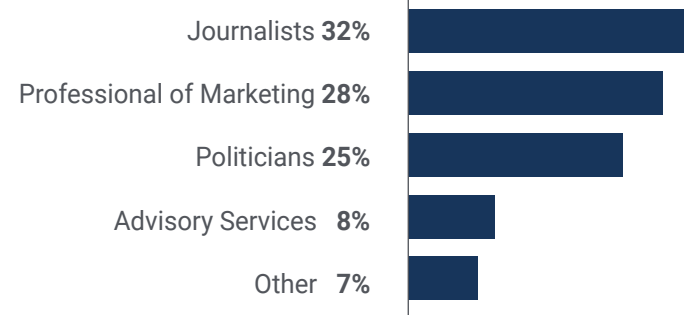
## Years of Experience



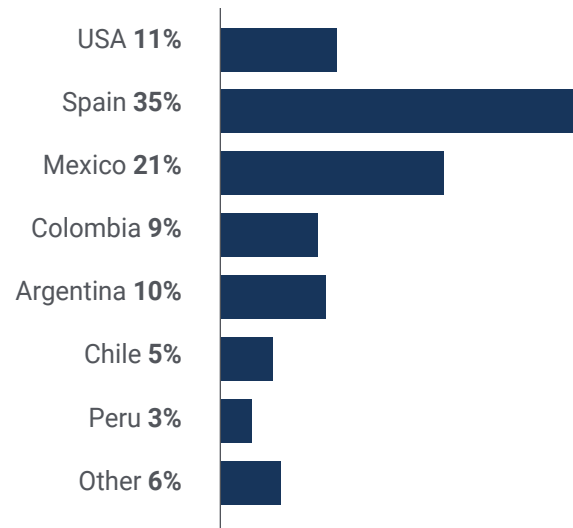
## Training



## Educational Profile



## Geographical Distribution



## 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"*

## 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.



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*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.

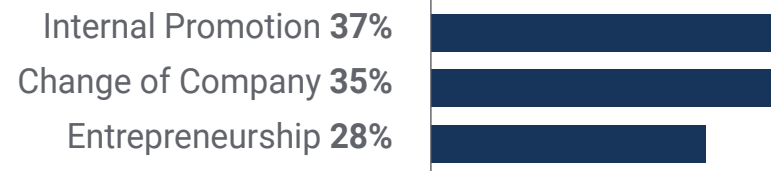
#### Generating Positive Change.

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

#### Time of Change



#### Type of change



## Salary increase

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



# 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.



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*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.

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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.

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04

### **Increased international expansion possibilities**

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





05

### **Project Development**

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

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06

### **Increased competitiveness**

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

# 12 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.



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*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 certificate 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.**



## Advanced Master's Degree in MBA in Political Communication Management

General Structure of the Syllabus

| Year           | Subject                                                       | Hours | Type |
|----------------|---------------------------------------------------------------|-------|------|
| 1 <sup>o</sup> | Leadership, Ethics, and CSR                                   | 150   | CO   |
| 1 <sup>o</sup> | Strategic Direction and Executive Management                  | 150   | CO   |
| 1 <sup>o</sup> | People and Talent Management                                  | 150   | CO   |
| 1 <sup>o</sup> | Economic and Financial Management                             | 150   | CO   |
| 1 <sup>o</sup> | Operations and Logistics Management                           | 150   | CO   |
| 1 <sup>o</sup> | Information Systems Management                                | 150   | CO   |
| 1 <sup>o</sup> | Commercial Management, Marketing, and Corporate Communication | 150   | CO   |
| 1 <sup>o</sup> | Innovation and Project Management                             | 150   | CO   |
| 1 <sup>o</sup> | Society, Citizenship and Politics                             | 150   | CO   |
| 1 <sup>o</sup> | Management and Strategy of Companies and Organizations        | 150   | CO   |

| Year           | Subject                                                    | Hours | Type |
|----------------|------------------------------------------------------------|-------|------|
| 2 <sup>o</sup> | Strategic and Operational Marketing                        | 150   | CO   |
| 2 <sup>o</sup> | Corporate Communication                                    | 150   | CO   |
| 2 <sup>o</sup> | Organizations: Crisis Management and Social Responsibility | 150   | CO   |
| 2 <sup>o</sup> | Marketing and Institutional Communication                  | 150   | CO   |
| 2 <sup>o</sup> | Political Marketing                                        | 150   | CO   |
| 2 <sup>o</sup> | Electoral Marketing                                        | 150   | CO   |
| 2 <sup>o</sup> | Leadership and Personal Communication                      | 150   | CO   |
| 2 <sup>o</sup> | Construction of the Political and Electoral Strategy       | 150   | CO   |
| 2 <sup>o</sup> | The Electoral Campaign: Conventional Tools for Action      | 150   | CO   |
| 2 <sup>o</sup> | The Election Campaign: Online Tools for Action             | 150   | CO   |



Tere Guevara Navaro  
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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

