

# Advanced Master's Degree Senior Management of Integral Corporate Communications

A M D S M I C C



## Advanced Master's Degree Senior Management of Integral Corporate Communications

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3.000 h.

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# 01 Welcome

Giving a good image to the outside world (consumers and competitors) is an indispensable part of any company. Only those responsible for the company are aware of the image they want to "sell" and it is at this point where corporate communication is consolidated as a fundamental tool. This program will give the professional the keys to implement a good communication policy in their company, with a high-level specialization that covers different areas, such as advertising, corporate and digital communication and crisis management, among other aspects.

It is increasingly important to manage a good communication strategy that takes into account the company's objectives, the organizational environment, as well as the company's environment. In addition, corporate identity and its creation are a fundamental element for anyone involved in business communication, since a company has to define the image it wants to export to its customers and define its brand so that it is recognized, aspects that can only be achieved with a good communication strategy. Therefore, this program is of great relevance for professionals in the sector.



Advanced Master's Degree in Senior Management of Integral Corporate Communications  
TECH Technological University





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*Business communication is essential to create a good reputation for the company and connect with potential customers. Specialize with TECH and achieve success in this sector”*

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 centre for intensive managerial skills training.



“

*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 combines 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.

**100,000+**  
executives trained 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

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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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 studies in the academic community"*



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 training of the highest academic level”*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

---

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 participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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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**

### 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 areas 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

### Be part of an exclusive community

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

*We give you the opportunity to train 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 competencies and skills that will be essential in the student's professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.





“

*Achieve your academic goals by completing TECH's Advanced Master's Degree”*

TECH makes the goals of their students their own goals too.

Working together to achieve them.

This Advanced Master's Degree in Senior Management of Integral Corporate Communications qualifies students to:

01

Acquire the necessary knowledge to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style

04

Learn how to carry out an adequate advertising communication using the most advanced digital tools

02

Learn to manage the communication of organizations and companies in times of crisis

03

Train the professional to be able to manage the communication of a company, acquiring the necessary knowledge in each area

05

Enable the student to understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds



06

Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences

08

Train the student to take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications

09

Train the student to have the ability to analyze, process, interpret, elaborate and structure digital communication

07

Train and prepare the student to use information and communication technologies and techniques in the different combined and interactive media or media systems

10

Enable the student to foster creativity and persuasion through different media and communication media



11

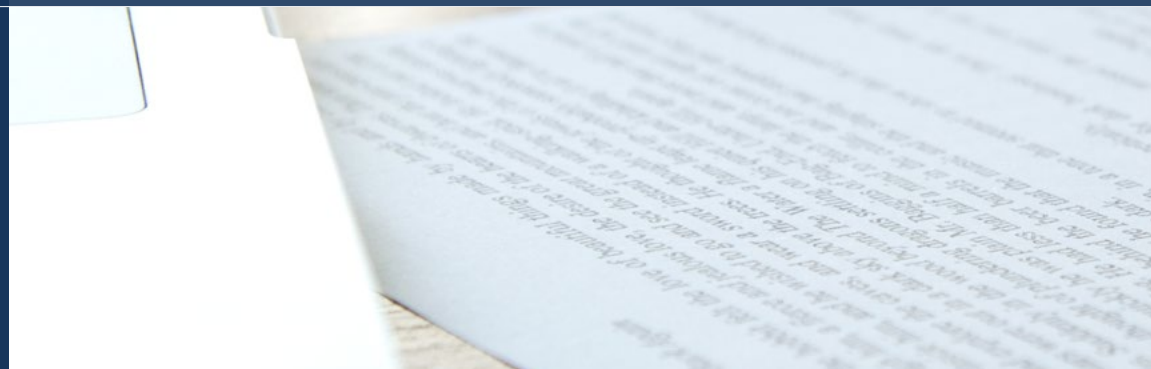
Enable the student to act as an advertising and public relations professional in accordance with the legal and ethical standards of the profession

14

Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

12

Be able to apply the necessary techniques for the management of a communication department within companies and institutions



13

Know how to analyze the different levels and components that integrate the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies

15

Understand the importance of social networks and e-mobile as a support and commercial revolution and to use these tools to achieve advertising and public relations objectives

16

Know how to act as an advertising and public relations professional in accordance with the legal and ethical rules of the profession

18

Establish techniques for creating a personal and professional brand

19

Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business

17

Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence

20

Describe the new rules of communication, own content creation and the relationship with stakeholders in the digital world within which organizations compete





21

Plan and implement integral communication plans

22

Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches

23

Know how to apply creative processes to the field of communication, especially in the field of advertising and public relations





24

Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication

25

Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication

26

Assume the creative role of copywriter within an advertising agency or advertising department of a company or institution

# 05 Skills

After passing the evaluations of the Advanced Master's Degree in Senior Management of Integral Corporate Communications, the professional will have acquired the necessary skills for a quality and up-to-date practice based the most innovative teaching methodology.





“

*Acquire the necessary skills to design communication strategies that are appropriate for your company's objectives”*

01

Define the company's communication keys

02

Correctly monitor the organization's processes and communication channels

03

Analyze and monitor corporate communication, both internal and external

04

Carry out an adequate advertising communication using the most advanced digital tools

05

Apply creative processes to the field of communication, especially advertising and public relations

06

Implement integral communication plans



07

Apply the necessary techniques for managing a communication department within different companies and institutions

10

Identify the company environment and their target audience

08

Elaborate texts based on the structural and linguistic conventions of each textual typology

11

Manage the company's reputation

09

Use social networks and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

12

Identify the audiences of media communication

06

# Structure and Content

The Advanced Master's Degree in Senior Management of Integral Corporate Communications is a tailor-made program that is delivered in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for students' success as a manager and entrepreneur in the business communication sector.



“

*Through a very well compartmentalized syllabus, you will be able to access the most advanced knowledge of the moment in business communication”*

### Syllabus

The Advanced Master's Degree in Senior Management of Integral Corporate Communications from TECH Technological University is an intensive program that prepares the student to face business challenges and 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 in-depth learning that you will be able to transfer to your daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior Management of Integral Corporate Communications deals extensively with the main areas of the company and is designed for managers to understand business communication from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and one that prepares them to achieve excellence in the field of business communication. A program that understands both your 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 Advanced Master's Degree takes place over 24 months and is divided into 26 modules:

<b>Module 1</b>	Introduction to Communication Science as a Social Science
<b>Module 2</b>	Introduction to Communication Theory
<b>Module 3</b>	Introduction to the Fundamentals of Communication in the Digital Environment
<b>Module 4</b>	Written Communication
<b>Module 5</b>	Communication Structure
<b>Module 6</b>	Introduction to Communication Psychology
<b>Module 7</b>	Business Strategy
<b>Module 8</b>	Corporate Communication, Brand Strategy and Reputation
<b>Module 9</b>	Strategic Planning in Corporate Communication
<b>Module 10</b>	Managing Aspects of Corporate Communication
<b>Module 11</b>	Communication in Specialized Sectors
<b>Module 12</b>	Marketing and Communication
<b>Module 13</b>	Management of Communication Companies

<b>Module 14</b>	Communication Media
<b>Module 15</b>	Information Product Management
<b>Module 16</b>	Market and Communication Environments
<b>Module 17</b>	Advertising Language
<b>Module 18</b>	Creativity in Communication
<b>Module 19</b>	Advertising Creativity I: Copywriting
<b>Module 20</b>	Advertising Creativity II: Art Direction
<b>Module 21</b>	Corporate Identity
<b>Module 22</b>	Public Opinion
<b>Module 23</b>	Social Networks and Community Management
<b>Module 24</b>	Lobbying and Persuasion
<b>Module 25</b>	Digital Media Research
<b>Module 26</b>	Advertising Law

### Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior Management of Integral Corporate Communications completely online. Over the course of 24 months, 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. Introduction Communication Science as a Social Science**

**1.1. Introduction: the Study of Communication as a Social Science**

- 1.1.1. Knowledge
- 1.1.2. The Scientific Methods
- 1.1.3. Common Concepts in Scientific Research

**1.2. Elements of Communication Scientific Fields of Social Communication**

- 1.2.1. Empirical Research on Communicative Phenomena
- 1.2.2. Communication Concept
- 1.2.3. Scientific Fields of Communication

**1.3. Trajectories of Research in Social Communications**

- 1.3.1. The Origins of the Study of Communication
- 1.3.2. The Modern Period: the Split between the Theory of Argumentation and the Art of Pronunciation
- 1.3.3. The 20th Century: the Rhetoric of the Mass Media

**1.4. Communicative Conduct**

- 1.4.1. An Overview of the Concept of Communicative Behavior
- 1.4.2. Animal Ethology and the Study of Human Communication
- 1.4.3. The Biological Background of Communication
- 1.4.4. Intrapersonal Communication
- 1.4.5. Patterns of Communicative Conduct
- 1.4.6. The Study of Nonverbal Communicative Behavior

**1.5. Communicative Transaction**

- 1.5.1. Symbolic Exchange and Human Culture
- 1.5.2. Transactional Analysis
- 1.5.3. Conciliatory Analysis

**1.6. Identity, Self-Concept and Communication**

- 1.6.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
- 1.6.2. The Presentation of Oneself in Everyday Rituals
- 1.6.3. The Construction of the Self-Concept and its Expression
- 1.6.4. Self-Concept Motivated to Interact
- 1.6.5. Conversational Pragmatics

**1.7. Communication in Group and Organizations**

- 1.7.1. The Social Group
- 1.7.2. Social Networks, Sociometry and Intra- and Intergroup Communication
- 1.7.3. Units and Levels of Analysis of Group Communication
- 1.7.4. The Theory of Diffusion of Innovations
- 1.7.5. Communication in Organizations

**1.8. Media Communication (I). Theories on the Powerful Effects of the Media**

- 1.8.1. Media Communication
- 1.8.2. Characteristics of the Media and Its Messages
- 1.8.3. The Powerful Effects of Mass Media

**1.9. Media Communication (II). Limited Effects**

- 1.9.1. General Approach to the Relative Safety of the Media
- 1.9.2. Selective Processing
- 1.9.3. The Uses and Gratifications of Mass Communications

**1.10. Computerized Communication and Virtual Reality as Emerging Objects of Study**

- 1.10.1. Computer-Mediated Communication: the Problem of its Theoretical Integration
- 1.10.2. Progress Towards the Consolidation of a Theoretical Corpus of Computer-Mediated Communication



**Module 2. Introduction to Communication Theory**
**2.1. History of Psychology**

- 2.1.1. We Begin with the Study of Psychology
- 2.1.2. Science in Evolution Historical and Paradigmatic Changes
- 2.1.3. Paradigms and Stages in Psychology
- 2.1.4. Cognitive Science

**2.2. Introduction to the Social Psychology**

- 2.2.1. Beginning with the Study of Social Psychology: The Influence of Social Psychology
- 2.2.2. Empathy, Altruism and Helping Behavior

**2.3. Social Cognition: Social Information Processing**

- 2.3.1. Thinking and Knowing, Vital Needs
- 2.3.2. Social Cognition
- 2.3.3. Organizing Information
- 2.3.4. Thinking: Prototypical or Categorical
- 2.3.5. The Mistakes We Make in Thinking: Inferential Biases
- 2.3.6. Automatic Information Processing

**2.4. Personality Psychology**

- 2.4.1. What is the Self? Identity and Personality
- 2.4.2. Self-Awareness
- 2.4.3. Self-Esteem
- 2.4.4. Self-Knowledge
- 2.4.5. Interpersonal Variables in Personality Shaping
- 2.4.6. Macro-Social Variables in the Configuration of Personality

**2.5. Emotions**

- 2.5.1. What Do We Talk About When We Get Excited?
- 2.5.2. The Nature of Emotions
- 2.5.3. Emotions and Personality
- 2.5.4. From Another Perspective Social Emotions

**2.6. Psychology of Communication Persuasion and Attitude Change**

- 2.6.1. Introduction to Communication Psychology
- 2.6.2. Attitudes
- 2.6.3. Historical Models in the Study of Persuasive Communication
- 2.6.4. The Elaboration Probability Model (elm)
- 2.6.5. Communication Processes through the Media

**2.7. The Issuer**

- 2.7.1. The Source of Persuasive Communication
- 2.7.2. Characteristics of the Source Credibility
- 2.7.3. Characteristics of the Source The Attractive
- 2.7.4. Emitter Characteristics Power
- 2.7.5. Processes in Persuasive Communication Mechanisms Based on Primary Cognition

**2.8. The Message**

- 2.8.1. We Begin by Studying the Composition of the Message
- 2.8.2. Types of Messages: Rational Versus Emotional Messages
- 2.8.3. Emotional Messages and Communication: Fear Inducing Messages
- 2.8.4. Rational Messaging and Communication

**2.9. The Receptor**

- 2.9.1. The Receiver's Role According to the Elaboration Probability Model
- 2.9.2. Recipient Needs and Motives: Impact on Attitude Change

**2.10. New Perspectives in the Study of Communication**

- 2.10.1. Non-Conscious Processing of Information Automatic Processes
- 2.10.2. The Measurement of Automatic Processes in Communication
- 2.10.3. First Steps in the New Paradigms
- 2.10.4. Theories of Dual Processing Systems

**Module 3. Introduction to the Fundamentals of Communication in the Digital Environment**

**3.1. 360° Communication**

- 3.1.1. Introduction
- 3.1.2. What's 360° Communication?
- 3.1.3. Consumer Insights
- 3.1.4. Conventional and Non-Conventional Media
- 3.1.5. Communicate, Always Communicate
- 3.1.6. Case Study: "To Drink Fanta"

**3.2. Online Advertising Techniques and Web Presence**

- 3.2.1. Introduction
- 3.2.2. Online Advertising
- 3.2.3. Email Marketing
- 3.2.4. Corporate Web

**3.3. Social Communication in the Network**

- 3.3.1. Introduction
- 3.3.2. Blogs and the Blogosphere
- 3.3.3. Types of Blogs
- 3.3.4. Microblogs and Nanoblogs
- 3.3.5. Social Networks
- 3.3.6. Web 3.0
- 3.3.7. Case Study: Johnnie Walker

**3.4. Viral Communication and Buzz Marketing**

- 3.4.1. Introduction
- 3.4.2. Word Of Mouth (WOM) Communication
- 3.4.3. Techniques Based on Word Of Mouth Communication
- 3.4.4. Ways of Generating Word Of Mouth Communication
- 3.4.5. Sub-Viral Marketing
- 3.4.6. Prankvertising
- 3.4.7. Buzz Marketing
- 3.4.8. Aspects to Take into Account When Carrying Out a Buzz Marketing or Viral Communication Campaign
- 3.4.9. Case Study: Campofrio or the Art of Making a Campaign Become a Viral Hit

**3.5. Communication Techniques in Mobile Devices**

- 3.5.1. Introduction
- 3.5.2. Pocket Internet
- 3.5.3. The Tablet: the Touch Revolution
- 3.5.4. Messaging as a Communication Tool
- 3.5.5. Proximity Marketing
- 3.5.6. Play and Communicate
- 3.5.7. The Multiscreen Phenomenon and Other Forms of Mobile Communication
- 3.5.8. The Present of Mobile Communication: Location Based Advertising
- 3.5.9. Augmented Reality Fiction or Reality?

**3.6. New Tendencies in Internal Communication**

- 3.6.1. Introduction
- 3.6.2. The New Challenges of Internal Communication: Multidirectional Interaction and Collaborative Work
- 3.6.3. Internal Communication a Tool with High Strategic Value for the Company
- 3.6.4. Recruitment through Social Networks
- 3.6.5. Social Networks Driving Engagement
- 3.6.6. Case Study: Dell Be the Reason

**3.7. Communication and Content Marketing**

- 3.7.1. Introduction
- 3.7.2. What is Content Marketing?
- 3.7.3. Branded Content
- 3.7.4. Inbound Marketing
- 3.7.5. Native Advertising
- 3.7.6. Storytelling and Transmedia Storytelling
- 3.7.7. Case Study: Coca-Cola and Content Marketing

**3.8. The Importance of Advergaming as an Advertising Tool**

- 3.8.1. Introduction: The Market of Videogames
- 3.8.2. What is Advergaming? Delimitation with Respect to Related Figures: Ingame Advertising
- 3.8.3. Evolution of Advergaming
- 3.8.4. Advergaming as an Advertising Tool
- 3.8.5. Case Study: Magnum Pleasure Hunt

**3.9. Big Data and Communication**

- 3.9.1. Introduction
- 3.9.2. What Is Big Data?
- 3.9.3. How Do You Create Value with Big Data?
- 3.9.4. Big Data Analyst Profile
- 3.9.5. Big Data Techniques
- 3.9.6. Case Study: Netflix

**3.10. Emergent Tendencies in Communication**

- 3.10.1. Introduction
- 3.10.2. Tryvertising: Product Testing in Real-Life Situations
- 3.10.3. Advertorial: the Advertisement That Simulates Editorial Content
- 3.10.4. Artvertising: Art in Advertisements
- 3.10.5. Radical Marketing: the Evolution of Guerrilla Marketing
- 3.10.6. Engagement Marketing

- 3.10.7. Advertainment: Entertainment Advertising
- 3.10.8. Ambush Marketing: Ambush or Parasitic Marketing
- 3.10.9. Case Study: Advertainment and Fashion Films
- 3.10.10. Evolution of the Theory of Uses and Gratifications
- 3.10.11. Virtual Reality as Emerging Objects of Study

**Module 4. Written Communication****4.1. Oral and Written Communication**

- 4.1.1. Introduction
- 4.1.2. Oral and Written Codes
- 4.1.3. The Text and its Linguistics
- 4.1.4. The Text and its Properties: Coherence and Cohesion

**4.2. Planning or Prewriting**

- 4.2.1. Introduction
- 4.2.2. Writing Process
- 4.2.3. Planning
- 4.2.4. Documentation

**4.3. The Act of Writing**

- 4.3.1. Introduction
- 4.3.2. Style
- 4.3.3. Lexicon
- 4.3.4. Sentence
- 4.3.5. Paragraph
- 4.3.6. Connectors

**4.4. Rewriting**

- 4.4.1. Introduction
- 4.4.2. Revision
- 4.4.3. How to Use the Computer to Improve Text

**4.5. Spelling and Grammar Issues**

- 4.5.1. Introduction
- 4.5.2. Most Common Accentuation Problems
- 4.5.3. Capitals
- 4.5.4. Punctuation Marks
- 4.5.5. Abbreviations and Acronyms
- 4.5.6. Other Signs

**4.6. Textual Models: Description**

- 4.6.1. Introduction
- 4.6.2. Definition
- 4.6.3. Types of Description
- 4.6.4. Description Classes
- 4.6.5. Techniques
- 4.6.6. Linguistic Elements

**4.7. Textual Models: Narration**

- 4.7.1. Introduction
- 4.7.2. Definition
- 4.7.3. Features
- 4.7.4. Elements: Action, Characters, Complication and Moral
- 4.7.5. The Narrator
- 4.7.6. Linguistic Elements

**4.8. Textual Models: the Exposition and the Epistolary Genre**

- 4.8.1. Introduction
- 4.8.2. The Exposition
- 4.8.3. The Epistolary Genre

**4.9. Textual Models: Argumentation**

- 4.9.1. Introduction
- 4.9.2. What Is Argumentation?
- 4.9.3. Elements and Structure of the Argumentation
- 4.9.4. Types of Arguments
- 4.9.5. Fallacies
- 4.9.6. Structure
- 4.9.7. Linguistic Features

**4.10. Academic Writing**

- 4.10.1. Introduction
- 4.10.2. Scientific Work
- 4.10.3. Summary
- 4.10.4. Review
- 4.10.5. The Trial
- 4.10.6. The Quotes
- 4.10.7. Writing on the Internet

**Module 5. Communication Structure**

**5.1. Theory, Concept and Method of the Communication Structure**

- 5.1.1. Autonomy of the Discipline and Relationships with Other Subjects
- 5.1.2. The Structuralist Method
- 5.1.3. Definition and Object of the Communication "Structure"
- 5.1.4. Guide for Communication Structure Analysis

**5.2. New International Communication Order**

- 5.2.1. Management and Property of Communication
- 5.2.2. Communication Commercialization
- 5.2.3. Cultural Dimension of Communication

**5.3. Major News Agencies**

- 5.3.1. What Is an Information Agency?
- 5.3.2. Information and News Importance of the Journalist
- 5.3.3. Before the Internet, the Great Unknowns
- 5.3.4. A Globalized Map from Local to Transnational
- 5.3.5. News Agencies Can Be Seen Thanks to the Internet
- 5.3.6. The World's Major Agencies

**5.4. The Advertising Industry and its Relationship with the Media System**

- 5.4.1. Advertising Industry, Consciousness Industries
- 5.4.2. The Necessity of Media Advertising
- 5.4.3. Structure of the Advertising Industry
- 5.4.4. The Media and Its Relationship to the Advertising Industry
- 5.4.5. Advertising Regulation and Ethics

**5.5. Cinema and the Culture and Leisure Market**

- 5.5.1. Introduction
- 5.5.2. The Complex Nature of Film
- 5.5.3. The Origin of Industry
- 5.5.4. Hollywood, the Film Capital of the World
- 5.5.5. The Power of Hollywood
- 5.5.6. From the Golden Hollywood Oscars to the Photocall of the New Platforms
- 5.5.7. The New Screens

**5.6. Political Power and Communication Media**

- 5.6.1. Influence of the Media in the Formation of Society
- 5.6.2. Communication Media and Political Power
- 5.6.3. Manipulation and Power (Political)

**5.7. Media Concentration and Communication Policies**

- 5.7.1. Theoretical Approach to External Growth Processes
- 5.7.2. Competition and Communication Policies in the European Union

**5.8. A Prospective of the Structure of Communication and Journalism**

- 5.8.1. Digitalization and the New Media Structure
- 5.8.2. The Structure of Communication in Democratic Countries

**Module 6. Introduction to Communication Psychology****6.1. History of Psychology**

- 6.1.1. We Begin with the Study of Psychology
- 6.1.2. Science in Evolution Historical and Paradigmatic Changes
- 6.1.3. Paradigms and Stages in Psychology
- 6.1.4. Cognitive Science

**6.2. Introduction to the Social Psychology**

- 6.2.1. Beginning with the Study of Social Psychology: The Influence of Social Psychology
- 6.2.2. Empathy, Altruism and Helping Behavior

**6.3. Social Cognition: Social Information Processing**

- 6.3.1. Thinking and Knowing, Vital Needs
- 6.3.2. Social Cognition
- 6.3.3. Organizing Information
- 6.3.4. Thinking: Prototypical or Categorical
- 6.3.5. The Mistakes We Make in Thinking: Inferential Biases
- 6.3.6. Automatic Information Processing

**6.4. Personality Psychology**

- 6.4.1. What is the Self? Identity and Personality
- 6.4.2. Self-Awareness
- 6.4.3. Self-Esteem
- 6.4.4. Self-Knowledge
- 6.4.5. Interpersonal Variables in Personality Shaping
- 6.4.6. Macro-Social Variables in the Configuration of Personality

**6.5. Emotions**

- 6.5.1. What Do We Talk About When We Get Excited?
- 6.5.2. The Nature of Emotions
- 6.5.3. Emotions and Personality
- 6.5.4. From Another Perspective Social Emotions

**6.6. Psychology of Communication Persuasion and Attitude Change**

- 6.6.1. Introduction to Communication Psychology
- 6.6.2. Attitudes
- 6.6.3. Historical Models in the Study of Persuasive Communication
- 6.6.4. The Elaboration Probability Model (elm)
- 6.6.5. Communication Processes through the Media

**6.7. The Issuer**

- 6.7.1. The Source of Persuasive Communication
- 6.7.2. Characteristics of the Source Credibility
- 6.7.3. Characteristics of the Source The Attractive
- 6.7.4. Emitter Characteristics Power
- 6.7.5. Processes in Persuasive Communication Mechanisms Based on Primary Cognition

**6.8. The Message**

- 6.8.1. We Begin by Studying the Composition of the Message
- 6.8.2. Types of Messages: Rational Versus Emotional Messages
- 6.8.3. Emotional Messages and Communication: Fear Inducing Messages
- 6.8.4. Rational Messaging and Communication

**6.9. The Receptor**

- 6.9.1. The Receiver's Role According to the Elaboration Probability Model
- 6.9.2. Recipient Needs and Motives: Impact on Attitude Change

**6.10. New Perspectives in the Study of Communication**

- 6.10.1. Non-Conscious Processing of Information Automatic Processes
- 6.10.2. The Measurement of Automatic Processes in Communication
- 6.10.3. First Steps in the New Paradigms
- 6.10.4. Theories of Dual Processing Systems

**Module 7. Business Strategy**

**7.1. Strategic Management**

- 7.1.1. The Concept of Strategy
- 7.1.2. The Process of Strategic Management
- 7.1.3. Approaches in Strategic Management

**7.2. Planning and Strategy**

- 7.2.1. The Plan in a Strategy
- 7.2.2. Strategic Positioning
- 7.2.3. Strategy in Companies
- 7.2.4. Plan

**7.3. Strategy Implementation**

- 7.3.1. Indicator Systems and Process Approach
- 7.3.2. Strategic Map
- 7.3.3. Differentiation and Alignment

**7.4. Corporate Strategy**

- 7.4.1. The Concept of Corporate Strategy
- 7.4.2. Types of Corporate Strategies
- 7.4.3. Corporate Strategy Definition Tools

**7.5. Digital Strategy**

- 7.5.1. Technology Strategy and its Impact on Digital Innovation
- 7.5.2. Strategic Planning of Information Technologies
- 7.5.3. Strategy and Internet

**7.6. Corporate Strategy and Technological Strategy**

- 7.6.1. Creating Value for Customers and Shareholders
- 7.6.2. Strategic IS/IT Decisions
- 7.6.3. Corporate Strategy Vs Technological and Digital Strategy

**7.7. Competitive Strategy**

- 7.7.1. The Concept of Competitive Strategy
- 7.7.2. The Competitive Advantage
- 7.7.3. Choosing a Competitive Strategy
- 7.7.4. Strategies based on the Strategic Clock Model
- 7.7.5. Types of Strategies according to the Industrial Sector Life Cycle

**7.8. Marketing Strategy Dimensions**

- 7.8.1. Marketing Strategy
- 7.8.2. Types of Marketing Strategies

**7.9. Sales Strategy**

- 7.9.1. Sales Methods
- 7.9.2. Acquisition Strategies
- 7.9.3. Service Strategies

**7.10. Social Business**

- 7.10.1. Web 2.0 Strategic Vision and its Challenges
- 7.10.2. Convergence Opportunities and ICT Trends
- 7.10.3. How to Monetize Web 2.0 and Social Media
- 7.10.4. Mobility and Digital Business

**Module 8. Corporate Communication, Brand Strategy and Reputation**

**8.1. Corporate Identity and Strategic Vision**

- 8.1.1. Identity and Redefining Business Values
- 8.1.2. Corporate Business Culture
- 8.1.3. Communication Department Challenges
- 8.1.4. Public Image and Projection

**8.2. Corporate Brand Strategy**

- 8.2.1. Public Image and Stakeholders
- 8.2.2. Corporate Branding Strategy and Management
- 8.2.3. Corporate Communication Strategy in Line With Brand Identity

**8.3. Reputation Theory**

- 8.3.1. Reputation as a Paradigm of a Good Company
- 8.3.2. The Concept of Corporate Reputation
- 8.3.3. Internal Reputation
- 8.3.4. Influence of Internationalization on Corporate Reputation

**8.4. Reputation Evaluation**

- 8.4.1. Corporate Reputation Audit
- 8.4.2. Listed Companies Reputation Monitor
- 8.4.3. Reputational Good Governance Index
- 8.4.4. Analysis of Sectorial Reputation

**8.5. Reputation Management**

- 8.5.1. Corporate Reputation Management
- 8.5.2. Focus on Brand Reputation
- 8.5.3. Leadership Reputation Management

**8.6. Reputation Risk and Crisis Management**

- 8.6.1. Listening to and Managing Feedback
- 8.6.2. Procedures, Crisis Manual and Contingency Plans
- 8.6.3. Spokesperson Training in Emergency Situations

**8.7. Ethical Sustainability**

- 8.7.1. Sustainable Criteria and Strategies
- 8.7.2. Communication Campaigns with Sustainability Criteria
- 8.7.3. Sustainable Brand Positioning and Image

**8.8. Brand Metrics and Analysis and Reputation**

- 8.8.1. Introduction to the Metrics of Corporate Branding
- 8.8.2. Internal and External Measurement Indexes
- 8.8.3. Brand Management Tools
- 8.8.4. Brand Assessment and Ranking



**Module 9. Strategic Planning in Corporate Communication**
**9.1. Strategic Planner**

- 9.1.1. Strategic Planner: Origins and Functions
- 9.1.2. The Strategic Planner in Public Businesses, Strategic Consultancies and Communication Companies
- 9.1.3. Stakeholder Management

**9.2. Models and Schools for Planning**

- 9.2.1. Models for Intangibles Management
- 9.2.2. Intangibles and Strategic Plans
- 9.2.3. Evaluation of Intangibles
- 9.2.4. Reputation and Intangibles

**9.3. Qualitative Research in Strategic Planning**

- 9.3.1. Insight Detection
- 9.3.2. Focus Groups for Strategic Planning
- 9.3.3. Planning of Strategic Interviews

**9.4. Quantitative Research in Strategic Planning**

- 9.4.1. Data Analysis and Drawing Conclusions
- 9.4.2. Use of Psychometric Techniques
- 9.4.3. Challenges of Applied Research in Business Communication

**9.5. Creative Strategy Formulation**

- 9.5.1. Explore Alternative Strategies
- 9.5.2. Counter Briefing or Creative Briefing
- 9.5.3. Branding and Positioning

**9.6. Strategic Use of Different Media**

- 9.6.1. 360° Campaigns
- 9.6.2. Launching of New Products
- 9.6.3. Social Trends
- 9.6.4. Evaluation of Effectiveness

**9.7. Trends in Senior Management of Integral Corporate Communications**

- 9.7.1. Generation and Distribution of Corporate Content
- 9.7.2. Senior Management of Integral Corporate Communications on the Web 2.0
- 9.7.3. Implementation of Metrics in the Communication Process

**9.8. Sponsorship and Patronage**

- 9.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
- 9.8.2. Communication Opportunities and Tangible and Intangible Returns
- 9.8.3. Hospitality and Collaboration Actions

**Module 10. Managing Aspects of Corporate Communication**
**10.1. Communication in Organizations**

- 10.1.1. Organizations, People and Society
- 10.1.2. Historical Evolution of Organizational Behavior
- 10.1.3. Bidirectional Communication
- 10.1.4. Communication Barriers

**10.2. Structure, Control and Challenges in Communication Management**

- 10.2.1. Departmental Structure in Communication Management
- 10.2.2. Current Trends in Management Models
- 10.2.3. Integration of Intangibles
- 10.2.4. Communication Department Challenges

**10.3. Integral Communication Plans**

- 10.3.1. Audit and Diagnosis
- 10.3.2. Elaboration of Communication Plan
- 10.3.3. Measuring results: KPIs and ROI

**10.4. Effects of the Media**

- 10.4.1. Efficiency of Commercial and Advertising Communication
- 10.4.2. Theories on the Effects of the Media
- 10.4.3. Social and Co-Creation Models

**10.5. Press Offices and Their Relationship with Communication Media**

- 10.5.1. Identifying Opportunities and Information Needs
- 10.5.2. Management of Reports and Spokesperson Interviews
- 10.5.3. Virtual Press Room and E-Communication
- 10.5.4. Buying Advertising Space

**10.6. Public Relations**

- 10.6.1. PR Strategy and Practice
- 10.6.2. Protocol and Ceremonial Rules
- 10.6.3. Event Organization and Creative Management

**10.7. Lobbies and Pressure Groups**

- 10.7.1. Opinion Groups and Their Actions in Businesses and Institutions
- 10.7.2. Institutional Relations and Lobbying
- 10.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

**10.8. Internal Communication**

- 10.8.1. Motivational Programs, Social Action, Participation and Training with HR
- 10.8.2. Internal Communication Support and Tools
- 10.8.3. Internal Communication Plan

**10.9. Branding & Naming**

- 10.9.1. Brand Management and Coordination in Launching of New Products
- 10.9.2. Brand Repositioning

**10.10. Audience Forecasting and Data Sources**

- 10.10.1. Measurement Units and Audience Profiles
- 10.10.2. Affinity, Sharing, Rating and GRPs
- 10.10.3. Current Suppliers in the Advertising Market

**Module 11. Communication in Specialized Sectors**

**11.1. Financial Communication**

- 11.1.1. Value of Intangibles
- 11.1.2. Financial Communication in Listed Companies
- 11.1.3. The Issuers of the Financial Communication
- 11.1.4. Public Objective in Financial Operations

**11.2. Political and Electoral Communication**

- 11.2.1. Image in Political and Electoral Campaigns
- 11.2.2. Political Advertising
- 11.2.3. Political and Electoral Communication Plan
- 11.2.4. Electoral Communication Audits

**11.3. Communication and Health**

- 11.3.1. Journalism and Health Information
- 11.3.2. Interpersonal and Group Communication in the Field of Health
- 11.3.3. Communication Risk and Communicative Management in a Health Crisis

**11.4. Digital Culture and Hypermedia Museography**

- 11.4.1. Production and Diffusion of Art in the Digital Era
- 11.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
- 11.4.3. Constructive Participation in the Digital Culture

**11.5. Communication at the Forefront of Public Organizations**

- 11.5.1. Communication in the Public Sector
- 11.5.2. Strategy and Creation in Public Organization Communications
- 11.5.3. Intangible Assets in the Public Sector
- 11.5.4. Information Policy of Public Organizations

**11.6. Communications in Non-Profit Organizations**

- 11.6.1. NPO and Relationship with Government Agencies
- 11.6.2. Corporative Reputation in Non-Profit Organizations
- 11.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
- 11.6.4. Different Figures and Communication Media

**Module 12. Marketing and Communication**

**12.1. Product Placement and Branded Content**

- 12.1.1. Unique Forms of Communication and Brand Placement
- 12.1.2. Concepts, Products and Services in User-Friendly Media

**12.2. Digital Media Planning and Contracting**

- 12.2.1. Real Time Bidding
- 12.2.2. Integrated Digital Campaign Planning
- 12.2.3. Advertising Investment Control Scorecard

**12.3. Promotional Marketing**

- 12.3.1. Consumer Promotions
- 12.3.2. Sales Force, Channel, Point of Sale and Special Promotions
- 12.3.3. Success and Cost-Effectiveness of Promotional Actions

**12.4. Planning, Execution and Measurement of SEM Campaigns**

- 12.4.1. Search Engine Marketing
- 12.4.2. Conversion of Traffic to Qualified Traffic
- 12.4.3. SEM Project Management

**12.5. Metrics and Results Analysis in Public Digital Campaigns**

- 12.5.1. Ad Servers
- 12.5.2. Traditional Metrics in Digital GRPs
- 12.5.3. CrossMedia and Interactions

**12.6. Display Advertising, Rich Media and Viral Publicity**

- 12.6.1. Media, Formats and Supports
- 12.6.2. The Conversion Cycle
- 12.6.3. Buzz Marketing and WOM

**12.7. Mobile Marketing, Geo-localization and Internet TV**

- 12.7.1. New Mobile Marketing Applications
- 12.7.2. Geo-Localization
- 12.7.3. Applications which Integrate Websites, Geotagging and Mobile

**12.8. Advertising Effectiveness**

- 12.8.1. Research Techniques and Tracking Campaigns
- 12.8.2. Coverage and Effective Frequency Analysis
- 12.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

**Module 13. Management of Communication Companies**
**13.1. Communication Industry**

- 13.1.1. Mediamorphosis
- 13.1.2. Digital Transformation
- 13.1.3. Cybermedia

**13.2. Legal and Economic Structure of Communication Enterprises**

- 13.2.1. Sole Proprietorship
- 13.2.2. Trading Companies
- 13.2.3. Media Conglomerates

**13.3. Structure, Management and Management Challenges**

- 13.3.1. Departmental Structure in Communication Management
- 13.3.2. Current Trends in Management Models
- 13.3.3. Integration of Intangibles
- 13.3.4. Communication Department Challenges

**13.4. Strategic Analysis and Competitiveness Factors**

- 13.4.1. Competitive Environment Analysis
- 13.4.2. Factors that Determine Competitiveness

**13.5. Business Ethics**

- 13.5.1. Ethical Behavior in Companies
- 13.5.2. Deontology and Ethical Codes
- 13.5.3. Fraud and Conflicts of Interest

**13.6. The Importance of Marketing in Communication Companies**

- 13.6.1. Marketing Strategies in Traditional Media
- 13.6.2. Impact of Social Social Networks on the Media Agenda

**13.7. Strategic Thinking and System**

- 13.7.1. The Company as a System
- 13.7.2. Strategic Thinking Derived from the Corporate Culture
- 13.7.3. The Strategic Approach from the Perspective of People Management

**13.8. Branding**

- 13.8.1. The Brand and Its Functions
- 13.8.2. Branding
- 13.8.3. Brand Architecture

**13.9. Creative Strategy Formulation**

- 13.9.1. Explore Alternative Strategies
- 13.9.2. Counter Briefing or Creative Briefing
- 13.9.3. Branding and Positioning

**13.10. Design of Crisis Manual / Crisis Communication Plan**

- 13.10.1. Preventing the Crisis
- 13.10.2. Managing Crisis Communication
- 13.10.3. Recovering from the Crisis

**Module 14. Communication Media**
**14.1. Introduction to the Communication Media**

- 14.1.1. Influence of the Communication Media
- 14.1.2. Characteristics of Media
- 14.1.3. Uses of Media

**14.2. Press**

- 14.2.1. Introduction and Brief History of the Media
- 14.2.2. Main Features
- 14.2.3. From Paper to Digital

**14.3. Radio**

- 14.3.1. Introduction and Brief History of the Media
- 14.3.2. Main Features

**14.4. Television**

- 14.4.1. Introduction and Brief History of the Media
- 14.4.2. Traditional Television
- 14.4.3. New Forms of Television Consumption

**14.5. Social Networks as a Means of Communication**

- 14.5.1. The Network as a New Communicative Environment
- 14.5.2. Communicative Possibilities of Social Networks

**14.6. New Platforms and Devices**

- 14.6.1. A Multiscreen Environment
- 14.6.2. Second Television Screens
- 14.6.3. Multitasker Consumer

**14.7. Globalization**

- 14.7.1. Local Media
- 14.7.2. Proximity Journalism

**14.8. Effects of the Media**

- 14.8.1. Efficiency of Commercial and Advertising Communication
- 14.8.2. Theories on the Effects of the Media
- 14.8.3. Social and Co-Creation Models

**14.9. Media Convergence**

- 14.9.1. A New Media Ecosystem
- 14.9.2. Convergence Culture

**14.10. Content Generated by the User**

- 14.10.1. From Consumer to Prosumer
- 14.10.2. Participatory Culture
- 14.10.3. Collective Intelligence

**Module 15. Information Product Management**

**15.1. Information Product Definition**

- 15.1.1. Concept
- 15.1.2. Features
- 15.1.3. Types

**15.2. Information Product Development Process**

- 15.2.1. Phases of Informative Production
- 15.2.2. Agenda Setting

**15.3. Strategies for Launching New Information Products**

- 15.3.1. Tangible Strategies
- 15.3.2. Intangible Strategies
- 15.3.3. Product Portfolio Strategy

**15.4. Competitor Strategy Study**

- 15.4.1. Benchmarking
- 15.4.2. Types of Benchmarking
- 15.4.3. Advantages

**15.5. Information Product Portfolio Innovation Process**

- 15.5.1. Transmedia Narrative
- 15.5.2. The Fan Phenomenon

**15.6. Innovation in Strategic Positioning**

- 15.6.1. Gamification
- 15.6.2. New Narrative World

**15.7. Journalistic Documentation**

- 15.7.1. Essential Guides to Cultural Journalism Documentation
- 15.7.2. Historical Documentation
- 15.7.3. Current Documentation
- 15.7.4. The Raging News

**15.8. Designing and Planning an Online Reputation Plan**

- 15.8.1. Brand Reputation Plan
- 15.8.2. General Metrics, ROI, and Social CRM
- 15.8.3. Online Crisis and Reputational SEO

**15.9. The Importance of Communication in Current Organizations**

- 15.9.1. Communication Mechanisms and Systems in the Media
- 15.9.2. Errors in Organization Communications

**15.10. Inbound Marketing**

- 15.10.1. Effective Inbound Marketing
- 15.10.2. The Benefits of Inbound Marketing
- 15.10.3. Measuring the Success of Inbound Marketing

**Module 16. Market and Communication Environments**

**16.1. Company's Macro-Environment**

- 16.1.1. Concept of Macro-Environment
- 16.1.2. Variables of the Macro-Environment

**16.2. Company's Micro-Environment**

- 16.2.1. Approach to the Concept of Micro-Environment
- 16.2.2. Actors of the Micro-Environment

**16.3. New Competitive Environment**

- 16.3.1. Technological Innovation and Economic Impact
- 16.3.2. Knowledge Society
- 16.3.3. The New Consumer Profile

**16.4. Knowing the Market and the Consumer**

- 16.4.1. Open Innovation
- 16.4.2. Competitive Intelligence
- 16.4.3. Competitive Economy

**16.5. Developing the Marketing Plan**

- 16.5.1. Concept of the Marketing Plan
- 16.5.2. Analysis and Diagnosis of the Situation
- 16.5.3. Strategic Marketing Decisions
- 16.5.4. Operating Marketing Decisions

**16.6. Market Segmentation**

- 16.6.1. Concept of Market Segmentation
- 16.6.2. Usefulness and Requirements of Segmentation
- 16.6.3. Consumer Market Segmentation
- 16.6.4. Industrial Market Segmentation
- 16.6.5. Segmentation Strategies
- 16.6.6. Segmentation Based on Marketing Mix Criteria

**16.7. Competitive Positioning**

- 16.7.1. Market Positioning Concept
- 16.7.2. The Positioning Process

**16.8. Commercial Segmentation**

- 16.8.1. Analysis of Distribution Channels, Sales Areas, and Products
- 16.8.2. Preparing Commercial Areas
- 16.8.3. Implementing the Visiting Plan

**16.9. Corporate Social Responsibility**

- 16.9.1. The Social Commitment
- 16.9.2. Sustainable Organizations
- 16.9.3. Ethics in Organizations

**Module 17. Advertising Language**
**17.1. Thinking and Writing: Definition**

- 17.1.1. Definition of Copywriting
- 17.1.2. Historical Background of Copywriting and Stages of Professionalization

**17.2. Copywriting and Creativity**

- 17.2.1. Conditioning Factors of Copywriting
- 17.2.2. Linguistic Competence
- 17.2.3. Duties of the Copywriter
  - 17.2.3.1. Definition of the Functions of the Copywriter

**17.3. The Principle of Coherence and Campaign Conceptualization**

- 17.3.1. The Principle of Campaign Unity
- 17.3.2. The Creative Team
- 17.3.3. The Conceptualization Process: Hidden Creativity
- 17.3.4. What Is a Concept?
- 17.3.5. Applications of the Conceptualization Process
- 17.3.6. The Advertising Concept
- 17.3.7. Utility and Advantages of the Advertising Concept

**17.4. Advertising and Rhetoric**

- 17.4.1. Copywriting and Rhetoric
- 17.4.2. Location of Rhetoric
- 17.4.3. The Phases of Rhetoric
  - 17.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
  - 17.4.3.2. Topoi and Reason Why as Argumentation

**17.5. Fundamentals and Characteristics of Copywriting**

- 17.5.1. Correction
- 17.5.2. Adaptation
- 17.5.3. Efficiency
- 17.5.4. Characteristics of Copywriting
- 17.5.5. Morphological: Nominalization
- 17.5.6. Syntax: Deconstructing
- 17.5.7. Graphics: Emphatic Punctuation

**17.6. Argumentation Strategies**

- 17.6.1. Description
- 17.6.2. The Enthymeme
- 17.6.3. Narration
- 17.6.4. Intertextuality

**17.7. Styles and Slogans in Copywriting**

- 17.7.1. The Length of the Sentence
- 17.7.2. Styles
- 17.7.3. Slogan
- 17.7.4. A Phrase of War Origin
- 17.7.5. Characteristics of the Slogan
- 17.7.6. The Elocution of the Slogan
- 17.7.7. Forms of the Slogan
- 17.7.8. Functions of the Slogan

**17.8. Principles of Applied Copywriting and the Reason Why + USP Binomial**

- 17.8.1. Rigor, Clarity, Accuracy
- 17.8.2. Synthesis and Simplicity
- 17.8.3. Advertising Text Constraints
- 17.8.4. Application of the Reason Why + USP Binomial

**17.9. Copywriting in Conventional and Non-Conventional Media**

- 17.9.1. The Above-the-Line/Below-the-Line Division
- 17.9.2. Integration: Overcoming the ATL- BTL Controversy
- 17.9.3. Television Copywriting
- 17.9.4. Radio Copywriting
- 17.9.5. Press Copywriting
- 17.9.6. Copywriting for Outdoor Media
- 17.9.7. Copywriting in Non-Conventional Media
- 17.9.8. Direct Marketing Copywriting
- 17.9.9. Copywriting for Interactive Media

**17.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases**

- 17.10.1. Classic Models of Advertising Analysis
- 17.10.2. Impact and Relevance
- 17.10.3. The Editor's Checklist
- 17.10.4. Translation and Adaptation of Advertising Texts
- 17.10.6. New Technologies, New Languages
- 17.10.7. Writing on the Web
- 17.10.8. Naming, Guerrilla Advertising and Other Copywriting Cases

**Module 18. Creativity in Communication**

**18.1. To Create is to Think**

- 18.1.1. The Art of Thinking
- 18.1.2. Creative Thinking and Creativity
- 18.1.3. Thinking and the Brain
- 18.1.4. The Lines of Research on Creativity: Systematization

**18.2. Nature of the Creative Process**

- 18.2.1. Nature of Creativity
- 18.2.2. The Notion of Creativity: Creation and Creativity
- 18.2.3. The Creation of Ideas for Persuasive Communication
- 18.2.4. Nature of the Creative Process in Advertising

**18.3. Invention**

- 18.3.1. Evolution and Historical Analysis of the Creation Process
- 18.3.2. Nature of the Classical Canon of Invention
- 18.3.3. The Classical View of Inspiration in the Origin of Ideas
- 18.3.4. Invention, Inspiration, Persuasion

**18.4. Rhetoric and Persuasive Communication**

- 18.4.1. Rhetoric and Advertising
- 18.4.2. The Rhetorical Parts of Persuasive Communication
- 18.4.3. Rhetorical Figures
- 18.4.4. Rhetorical Laws and Functions of Advertising Language

**18.5. Creative Behavior and Personality**

- 18.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 18.5.2. Creative Behavior and Motivation
- 18.5.3. Perception and Creative Thinking
- 18.5.4. Components of Creativity

**18.6. Creative Skills and Abilities**

- 18.6.1. Thinking Systems and Creative Intelligence Models
- 18.6.2. Guilford's Three-Dimensional Model of Intellectual Structure
- 18.6.3. Interaction between Factors and Intellectual Capabilities
- 18.6.4. Creative Skills
- 18.6.5. Creative Capabilities

**18.7. The Phases of the Creative Process**

- 18.7.1. Creativity as a Process
- 18.7.2. The Phases of the Creative Process
- 18.7.3. The Phases of the Creative Process in Advertising

**18.8. Problem Solving**

- 18.8.1. Creativity and Problem Solving
- 18.8.2. Perceptual Blockages and Emotional Blockages
- 18.8.3. Methodology of Invention: Programs and Creative Methods

**18.9. The Methods of Creative Thinking**

- 18.9.1. Brainstorming as a Model for Idea Creation
- 18.9.2. Vertical and Lateral Thinking

**18.10. Creativity and Advertising Communication**

- 18.10.1. The Creative Process as a Specific Product of Advertising Communication
- 18.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 18.10.3. Methodological Principles and Effects of Advertising Creation
- 18.10.4. Advertising Creation: from the Problem to the Solution
- 18.10.5. Creativity and Persuasive Communication



**Module 19. Advertising Creativity I: Copywriting**
**19.1. Concept of Writing**

19.1.1. Writing and Drafting

**19.2. Fundamentals of Copywriting**

 19.2.1. Correction  
 19.2.2. Adaptation  
 19.2.3. Efficiency

**19.3. Characteristics of Copywriting**

 19.3.1. Normalization  
 19.3.2. Destructuring

**19.4. The Text and the Image**

 19.4.1. From the Text to the Image  
 19.4.2. Text Functions  
 19.4.3. Image Functions  
 19.4.4. Relationship between Text and Image

**19.5. Brand and Slogan**

 19.5.1. The Brand  
 19.5.2. Characteristics of the Brand  
 19.5.3. Slogan

**19.6. Press Advertising: the Large Format Ad**

 19.6.1. Newspapers and Magazines  
 19.6.2. Superstructure  
 19.6.3. Formal Characteristics  
 19.6.4. Editorial Features

**19.7. Press Advertising: Other Formats**

 19.7.1. Word Ads  
 19.7.2. Superstructure  
 19.7.3. The Claim  
 19.7.4. Superstructure

**19.8. Outdoor Advertising**

 19.8.1. Formats  
 19.8.2. Formal Characteristics  
 19.8.3. Editorial Features

**19.9. Radio Advertising**

 19.9.1. Radio Language  
 19.9.2. The Radio Spot  
 19.9.3. Superstructure  
 19.9.4. Types of Wedges  
 19.9.5. Formal Characteristics

**19.10. Audiovisual Advertising**

 19.10.1. The Image  
 19.10.2. The Text  
 19.10.3. Music and Sound Effects  
 19.10.4. Advertising Formats  
 19.10.5. The Script  
 19.10.6. The Story Board

**Module 20. Advertising Creativity II: Art Direction**
**20.1. Subjects and Object of Advertising Graphic Design**

 20.1.1. Related Professional Profiles  
 20.1.2. Academic Context and Competencies  
 20.1.3. Advertiser and Agency  
 20.1.4. Creative Direction and Creative Idea  
 20.1.5. Art Direction and Formal Idea

**20.2. The Role of the Art Director**

 20.2.1. What Is Art Direction?  
 20.2.2. How Art Direction Works  
 20.2.3. The Creative Team  
 20.2.4. The Role of the Art Director

**20.3. Fundamentals of Advertising Graphic Design**

 20.3.1. Design Concepts and Design Standards  
 20.3.2. Tendencies and Styles  
 20.3.3. Design Thinking, Process and Management  
 20.3.4. Scientific Metaphor

**20.4. Methodology of Advertising Graphics**

 20.4.1. Graphic Creativity  
 20.4.2. Design Processes

**20.5. Graphic Strategy**

 20.5.1. Formal Apprehension  
 20.5.2. Graphic Message

**20.6. Graphic Architecture**

 20.6.1. Typometry  
 20.6.2. Graphic Spaces  
 20.6.3. Reticle  
 20.6.4. Pagination Standards

**20.7. Final Arts**

20.7.1. Processes and Systems

**20.8. Creation of Advertising Graphic Supports**

 20.8.1. Publigrphy  
 20.8.2. Organizational Visual Image (OVI)  
 20.8.3. Graphic Advertisements  
 20.8.4. Packaging  
 20.8.5. Web Pages

**20.9. Fundamentals of Video Editing**
**20.10. Video Editing Tools**

**Module 21. Corporate Identity**

**21.1. The Importance of Image in Companies**

- 21.1.1. What Is Corporate Image?
- 21.1.2. Differences between Corporate Identity and Corporate Image
- 21.1.3. Where Can the Corporate Image Be Manifested?
- 21.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?

**21.2. Research Techniques in Corporate Image**

- 21.2.1. Introduction
- 21.2.2. The Study of the Company's Image
- 21.2.3. Corporate Image Research Techniques
- 21.2.4. Qualitative Image Study Techniques
- 21.2.5. Types of Quantitative Techniques

**21.3. Image Audit and Strategy**

- 21.3.1. What Is Image Auditing??
- 21.3.2. Guidelines
- 21.3.3. Auditing Methodology
- 21.3.4. Strategic Planning

**21.4. Corporate Culture**

- 21.4.1. What Is Corporate Culture?
- 21.4.2. Factors Involved in Corporate Culture
- 21.4.3. Functions of Corporate Culture
- 21.4.4. Types of Corporate Culture

**21.5. Corporate Social Responsibility and Corporate Reputation**

- 21.5.1. CSR: Concept and Company Application
- 21.5.2. Guidelines for Integrating CSR into Businesses
- 21.5.3. CSR Communication
- 21.5.4. Corporate Reputation

**21.6. Examples of the Most Relevant International Corporate Identities**

**21.7. Image and Brand Positioning**

- 21.7.1. Origin of Brands
- 21.7.2. What Is a Brand?
- 21.7.3. The Need to Building a Brand
- 21.7.4. Image and Brand Positioning
- 21.7.5. The Value of Brands

**21.8. Image Management through Crisis Communication**

- 21.8.1. Strategic Plan in Communication
- 21.8.2. When It All Goes Wrong: Crisis Communication
- 21.8.3. Cases

**21.9. The Influence of Promotions on Corporate Image**

- 21.9.1. The New Landscape of the Advertising Industry
- 21.9.2. Promotional Marketing
- 21.9.3. Features
- 21.9.4. Hazards
- 21.9.5. Promotional Types and Techniques

**Module 22. Public Opinion****22.1. The Concept of Public Opinion**

- 22.1.1. Introduction
- 22.1.2. Public Opinion as an Individual and Collective Phenomenon
- 22.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
- 22.1.4. Phases in the Growth of Public Opinion as a Discipline
- 22.1.5. The 20th Century: The Century of Public Opinion
- 22.1.6. Main Public Concerns that Keep it as a Discipline

**22.2. Theoretical Framework of Public Opinion**

- 22.2.1. Main Orientations and Perspectives of the Discipline of Public Opinion in the 20th Century
- 22.2.2. Twentieth Century Authors: Robert E. Park and the Spatial Conception of Public Opinion
- 22.2.3. Walter Lippmann: Biased Public Opinion
- 22.2.4. Jürgen Habermas: the Value-Political Perspective
- 22.2.5. Niklas Luhmann: Public Opinion as a Communicative Modality

**22.3. Social Psychology and Public Opinion**

- 22.3.1. Introduction: Psychosociological Characteristics and Public Opinion
- 22.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with Their Publics
- 22.3.3. Adaptation of Public Opinion to Persuasive Messages: Conformism

**22.4. Media Influence Models**

- 22.4.1. Types of "Effects" of the Media
- 22.4.2. The Investigation of the Effects of the Media
- 22.4.3. The Return to Media Power (Models from 1970 Onwards)

**22.5. Public Opinion and Political Communication**

- 22.5.1. Introduction: Public Opinion and Political Communication
- 22.5.2. Electoral Political Communication Propaganda
- 22.5.3. Government Political Communication

**22.6. Public Opinion and Elections**

- 22.6.1. Do Election Campaigns Influence Public Opinion?
- 22.6.2. The Effect of the Media in Election Campaigns as a Reinforcement of Existing Opinions: The Selective Exposure Theory
- 22.6.3. Bandwagon and Underdog Effects
- 22.6.4. The Perception of Media Influence on Others: The Third-Person Effect
- 22.6.5. The Influence of Electoral Debates and Television Commercials

**22.7. Government and Public Opinion**

- 22.7.1. Introduction
- 22.7.2. Representatives and Their Constituents
- 22.7.3. Political Parties and Public Opinion
- 22.7.4. Public Policies as an Expression of Government Action

**22.8. The Political Intermediation of the Press**

- 22.8.1. Introduction
- 22.8.2. Journalists as Political Intermediaries
- 22.8.3. Dysfunctions of Journalistic Intermediation
- 22.8.4. Reliance on Journalists as Intermediaries

**22.9. Public Sphere and Emerging Models of Democracy**

- 22.9.1. Introduction: the Democratic Public Sphere
- 22.9.2. The Public Sphere in the Information Society
- 22.9.3. Emerging Models of Democracy

**22.10. Methods and Techniques for Public Opinion Research**

- 22.10.1. Introduction
- 22.10.2. Opinion Polls
- 22.10.3. Quantitative Content Analysis
- 22.10.4. In-Depth Interview
- 22.10.5. Discussion Groups

**Module 23. Social Networks and Community Management**

**23.1. Introduction and Typology of Social Networks**

- 23.1.1. Social Media Vs. Traditional Media
- 23.1.2. What Is a Social Network?
- 23.1.3. Evolution of Social Networks on the Internet
- 23.1.4. Social Networks Today
- 23.1.5. Features of Social Networks on the Internet
- 23.1.6. Social Network Typology

**23.2. Functions of Community Manager**

- 23.2.1. The Figure of the Community Manager and Their Role in the Company
- 23.2.2. Community Manager Guide
- 23.2.3. The Profile of Community Manager

**23.3. Social Networks within the Company's Structure**

- 23.3.1. The Importance of Social Networks in the Business
- 23.3.2. The Different Profiles that Work in Social Networks
- 23.3.3. How to Choose the Best Structure for Social Media Management?
- 23.3.4. Customer Service in Social Networks
- 23.3.5. Relationship of the Social Media Team with Other Departments in the Company

**23.4. Introduction to Digital Marketing**

- 23.4.1. Internet: Marketing Becomes Infinite
- 23.4.2. Objectives of Internet Marketing
- 23.4.3. Key Internet Concepts
- 23.4.4. Operational Marketing in the Network
- 23.4.5. Search Engine Positioning
- 23.4.6. Social Media
- 23.4.7. Community Manager
- 23.4.8. E-Commerce

**23.5. Strategic Plan of Social Networks and Social Media Plan**

- 23.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
- 23.5.2. Previous Analysis
- 23.5.3. Objectives
- 23.5.4. Strategy
- 23.5.5. Actions
- 23.5.6. Budget
- 23.5.7. Schedules
- 23.5.8. Contingency Plan

**23.6. Online Reputation**

**23.7. Main Social Media I**

- 23.7.1. Facebook: Increase the Presence of Our Brand
  - 23.7.1.1. Introduction: What Is Facebook and How Can It Help Us?
  - 23.7.1.2. Main Elements in the Professional Field
  - 23.7.1.3. Content Promotion
  - 23.7.1.4. Analysis
- 23.7.2. Twitter: 140 Characters to Achieve Objectives
  - 23.7.2.1. Introduction: What Is Twitter and How Can It Help Us?
  - 23.7.2.2. Main Elements
  - 23.7.2.3. Content Promotion
  - 23.7.2.4. Analysis
- 23.7.3. LinkedIn. The Professional Social Network par Excellence
  - 23.7.3.1. Introduction: What Is LinkedIn and How Can It Help Us?
  - 23.7.3.2. Main Elements
  - 23.7.3.3. Content Promotion

**23.8. Main Social Media II**

- 23.8.1. YouTube: the Second Most Important Search Engine on the Internet
- 23.8.2. Main Elements
- 23.8.3. Advertising
- 23.8.4. YouTube Analytics
- 23.8.5. Success Stories
- 23.8.6. Instagram and Pinterest: The Power of Image
- 23.8.7. Instagram
- 23.8.8. Success Stories
- 23.8.9. Pinterest

**23.9. Blogs and Personal Branding**

- 23.9.1. Definition
- 23.9.2. Typology

**23.10. Tools for the Community Manager**

- 23.10.1. Monitoring and Programming Hootsuite
- 23.10.2. Specific Tools for Each Social Network
- 23.10.3. Tools for Active Listening
- 23.10.4. URL Shortening Tools
- 23.10.5. Tools for Generating Content

**Module 24. Lobbying and Persuasion**
**24.1. Introduction to Lobby**

24.1.1. Public Affairs Strategies

**24.2. The Lobbyist**

 24.2.1. A Day in the Life of a Lobby Professional  
 24.2.2. Lobbying, Vocation or Training  
 24.2.3. The Ten Qualities of a Good Lobbyist

**24.3. Lobby Fundamentals**

 24.3.1. Mobilization in Digital Environments  
 24.3.2. The Clients

**24.4. Lobbying in Small Businesses**
**24.5. Study Cases**

 24.5.1. Public-Private Collaboration: The Case of Foroppp  
 24.5.2. Success Story: the Introduction to Hybrid Technology

**24.6. Lobby Strategies**

 24.6.1. A View of Lobbies from the Pre-Legislative Administration  
 24.6.2. The Butterfly Effect  
 24.6.3. Light and Stenographers

**24.7. The Lobby in Democracy and its Frontiers**
**24.8. The Benefits of the Lobby for Democracy**

24.8.1. The Frontiers of Lobbying

**24.9. The Doors Phenomenon**
**Module 25. Digital Media Research**
**25.1. The Scientific Method and Its Techniques**

 25.1.1. Scientific Method and Methodological Techniques  
 25.1.2. Research Design and Phases  
 25.1.3. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing  
 25.1.4. Research Approaches and Perspectives  
 25.1.5. Ethical and Deontological Standards

**25.2. The Measurable Aspects: the Quantitative Method**

 25.2.1. Quantitative Techniques  
 25.2.2. The Survey: Design and Procedure  
 25.2.3. Types of Surveys  
 25.2.4. The Preparation of the Questionnaire  
 25.2.5. Field Work and Presentation of Results

**25.3. The Measurable Aspects: the Qualitative Method**

 25.3.1. Quantitative Techniques  
 25.3.2. Individual Interviews and Typology  
 25.3.3. Life History  
 25.3.4. The Group Interview and Its Variants: Discussion Groups or Focus Groups  
 25.3.5. Other Conversational Techniques Philips 66, Brainstorming, Delphi, Nuclei of Participatory Intervention, Tree of Problems and Solutions  
 26.3.6. Participatory - Action Research

**25.4. Reveal Behaviors and Communicative Interactions: Observation and Its Variants**

 25.4.1. Observation as a Scientific Method  
 25.4.2. The Procedure: Planning a Systematic Observation  
 25.4.3. Different Observation Modalities  
 25.4.4. Online Observation: Virtual Ethnography

**25.5. Unveiling the Content of Messages: Content and Discourse Analysis**

 25.5.1. Introduction to Quantitative Content Analysis  
 25.5.2. The Selection of the Sample and the Design of the Categories  
 25.5.3. Data Processing  
 25.5.4. Critical Discourse Analysis  
 25.5.5. Other Techniques for the Analysis of Media Texts

**25.6. Know the Reactions: Experiment in Communication**

 25.6.1. Introduction to Experiments  
 25.6.2. What Is a Communication Experiment?  
 25.6.3. Experimentation and Its Typologies  
 25.6.4. The Practical Design of the Experiment

**25.7. Digital Information**

 25.7.1. Problems and Methodological Proposals  
 25.7.2. Online Press: Characteristics and Approach to Analysis

**25.8. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content**

 25.8.1. Internet as an Object of Study  
 25.8.2. Criteria for Assessing the Quality and Reliability of Content on the Internet

**25.9. Research on the Internet and Digital Platforms**

 25.9.1. Searching and Browsing in the Online Environment  
 25.9.2. Approach to Research on Digital Formats: Blogs  
 25.9.3. Approach to Social Networking Research Methods  
 25.9.4. Hyperlink Research

**25.10. Research Tendencies in Communication**

 25.10.1. Introduction to the Contemporary Landscape of Communication Research  
 25.10.2. The Readaptation of the Classic Objects of Communicational Research  
 25.10.3. The Emergence of New Research Objects  
 25.10.4. Towards Interdisciplinarity and Methodological Hybridization

**Module 26. Advertising Law**

**26.1. Basic Notions of the Law of Publicity**

- 26.1.1. Concept and Emergence of the Law of Publicity
- 26.1.2. Subjects of the Advertising Relationship
- 26.1.3. Personality Rights
- 26.1.4. Advertising Work, Intellectual and Industrial Property
- 26.1.5. Other Forms of Protection of the Advertising Work

**26.2. The Sources of the Law of Publicity**

- 26.2.1. Legal System and Standards
- 26.2.2. Sources of the Law of Publicity
- 26.2.3. Limits to the Effectiveness of the Rules

**26.3. Advertising Contracts**

- 26.3.1. Legal Regime
- 26.3.2. The Birth of the Contract
- 26.3.3. Ineffectiveness
- 26.3.4. Non-Compliance
- 26.3.5. Common Provisions Specific to Advertising Contracts

**26.4. The Advertising Creation Contract**

- 26.4.1. Concept
- 26.4.2. Characters
- 26.4.3. Contents
- 26.4.4. Non-Compliance
- 26.4.5. Extinction

**26.5. The Advertising Broadcasting Contract**

- 26.5.1. Concept
- 26.5.2. Characters
- 26.5.3. Contents
- 26.5.4. Non-Compliance
- 26.5.5. Extinction

**26.6. The Sponsorship Contract**

- 26.6.1. Concept
- 26.6.2. Characters
- 26.6.3. Contents
- 26.6.4. Non-Compliance
- 26.6.5. Extinction

**26.7. Advertising Deontology and Self Regulation**

- 26.7.1. Advertising Deontology: Concept, Purpose and Value of Codes of Conduct
- 26.7.2. Self Control

**26.8. Jurisdictional**



# ← Advertising →

Learn the basics and build your own web page!

START



EASY STYLE



DISPLAY PROPERTIES



SCALABLE





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.*



## 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.

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

## 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.



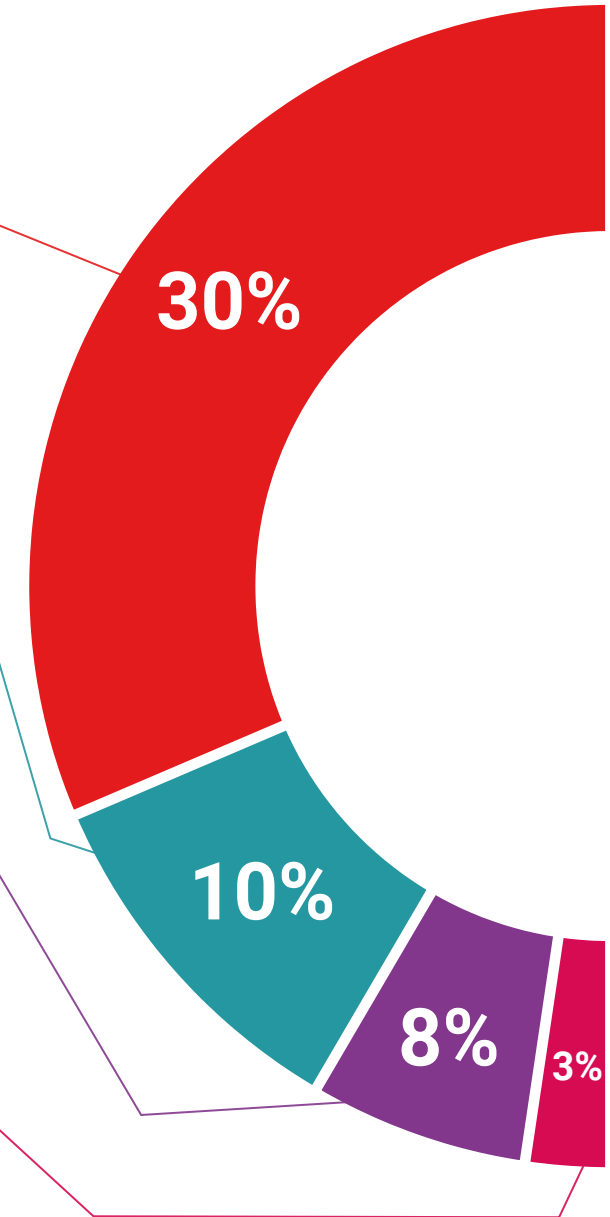
### Management Skills Exercises

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 in Senior Management of Integral Corporate Communications is a program aimed at experienced professionals who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





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*Our program is aimed at professionals with extensive experience who wish to update their skills in business communication”*

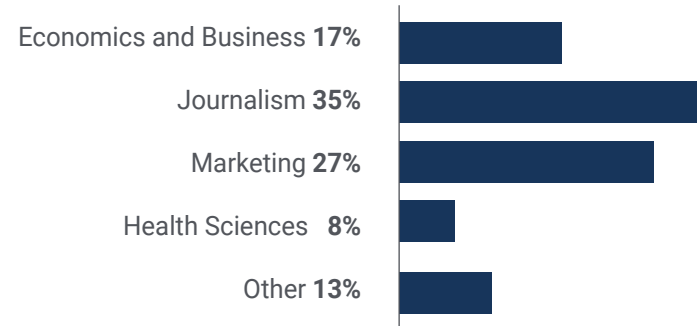
### Average Age

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

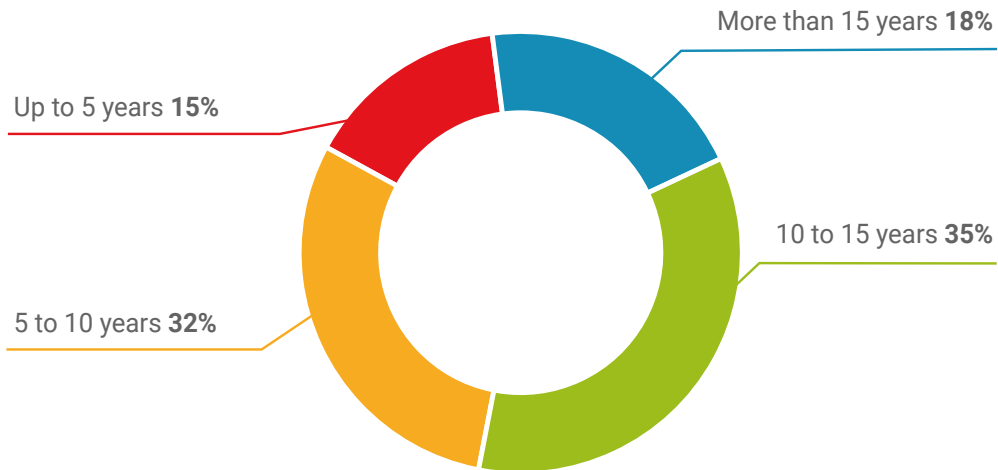
### Training

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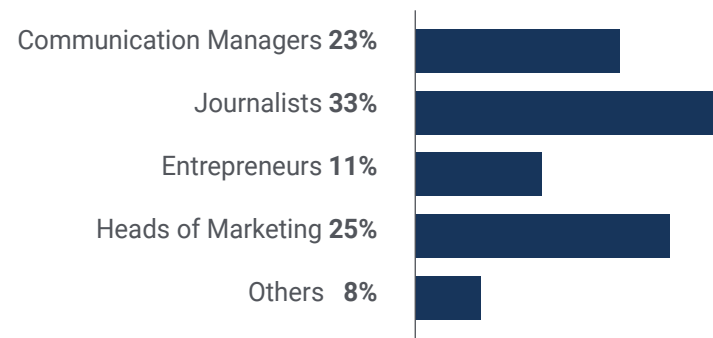
### Years of Experience

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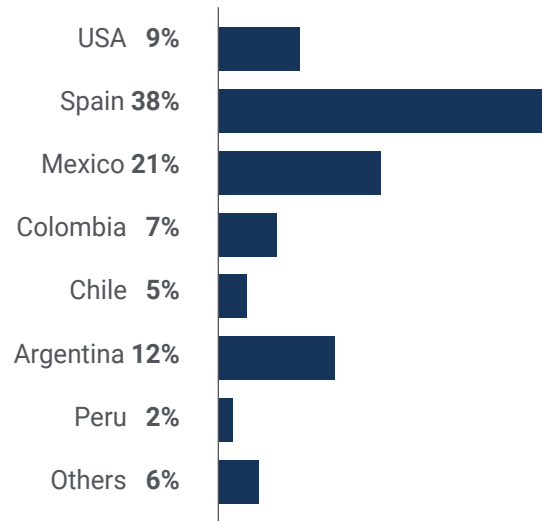
### Academic Profile

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## Geographical Distribution

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## Paula Díaz

Head of Communication

*"Specialization in business communication is indispensable for those who, like me, have been working in this sector for some time, as it is the best way to get up to date with the latest developments. At TECH I found everything I was looking for to improve my knowledge and skills and, fortunately, it was in a totally online format that has allowed me to balance my study time with the rest of my obligations"*

09

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH puts all its efforts and tools at your disposal so that you can acquire the necessary skills and abilities to achieve this change.





“

*We are fully committed to helping you  
achieve the professional change you want”*



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

The Advanced Master's Degree in Senior Management of Integral Corporate Communications from TECH Technological University is an intensive program that prepares the student to face business challenges and decisions at both national and international levels. The main objective is to promote your personal and professional growth, helping you to achieve success.

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

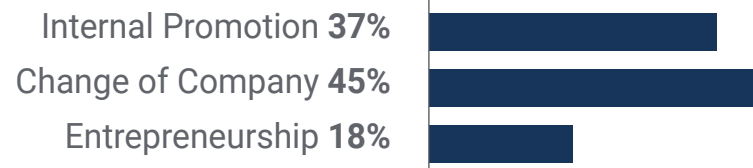
*Don't miss the opportunity to learn with us and you will find the career boost you were looking for.*

*If you want to achieve a positive change in your profession, the Advanced Master's Degree in Senior Management of Integral Corporate Communications will help you do it.*

### When the change occurs



### Type of change



## Salary increase

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



10

# Benefits for Your Company

The Advanced Master's Degree in Senior Management of Integral Corporate Communications contributes to elevating the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only bring improvement on a personal level, but, above all, on a professional level, enhancing your knowledge 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 a new business vision to the company”*

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

**01**

### **Intellectual Capital and Talent Growth**

You will bring to the company new concepts, strategies and perspectives that can bring about relevant 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 executive 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**

You will be able to work on a real project or develop new projects in the field of R&D or Business Development within the company.

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06

### **Increased Competitiveness**

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

11

# Certificate

The Advanced Master's Degree in Senior Management of Integral Corporate Communications guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Technological University.





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

This **Advanced Master's Degree in Senior Management of Integral Corporate Communications** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Advanced Master's Degree in Senior Management of Integral Corporate Communications**

Official N° of hours: **3,000 h.**



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



## Advanced Master's Degree

Senior Management  
of Integral  
Corporate  
Communications

Language: **English**

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official N° of hours: **3,000 h.**

# Advanced Master's Degree

## Senior Management of Integral Corporate Communications

