Executive Development Program
Communication in the Digital Environment

tech technological university

Executive Development Program
Communication in the Digital Environment

» Modality: **online**
» Duration: **16 weeks**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **Graduates and professionals with demonstrable experiencein the sector**

Website: **www.techtitute.com/pk/school-of-business/executive-development-program/executive-development-program-communication-digital-environment**

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01
Welcome

In recent decades, due to technological advances, business communication models have undergone a major transformation, even affecting the new techniques and uses of language in the relationship between senders and receivers. With the digital era, business competition is increasing. Attracting and retaining customers becomes an arduous task that requires prior specialization. Therefore, with this TECH Technological University program, the student will acquire the necessary skills to develop a communication plan in the digital field, adapted to the needs of the environment and, above all, of their company.

Executive Development Program in Communication in the Digital Environment. TECH Technological University

" *The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their 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 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

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 methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

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 Harvard Business School case studies"

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

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

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.

Objectives

TECH Technological University has designed this program with the main objective of providing students with the precise tools that will allow them to implement the most efficient communication strategies for their company, taking into account that they operate in a digital environment in which communication structures and formats have changed. Thus, it is a perfect opportunity to catch up with the main developments in this field.

You will apply the most efficient communication strategies for your organization"

Your goals are our goals.
We work together to help you achieve them.

The **Executive Development Program in Communication in the Digital Environment** will train you to:

01 Design efficient communication strategies for organizations operating in highly competitive economic and culturally diverse environments

02 Implement plans, actions and production of specific communication items in each and every one of the variants in which this occurs, both externally and internally in the organization

03 Choose the appropriate communication channels and media, in accordance with the brand and business positioning

04 Analyze public opinion as a source of information for brand positioning

05 Make the necessary strategic adjustments to correct the problems derived from the desired, projected and perceived identity

06 Implement different research techniques in strategic planning to establish appropriate objectives and carry them out

05
Structure and Content

The content of this program is provided completely online. Therefore, the student will have access to all the specific theoretical and practical training on communication in the digital environment during the 4 months from the moment enrolment. A program developed by a team of experts in the field, with the main objective of improving the training of business professionals in this field.

You will have access to multiple theoretical and practical resources, essential in improving your training in this field"

Syllabus

The Executive Development Program in Communication in the Digital Environment. At TECH Technological University has been created to provide students with the necessary skills that will allow them to move independently in a highly-skilled market.

Thus, once the professionals have successfully completed the degree, they will have acquired the keys to stand out in the field of corporate communication, based on the fundamentals of the new digital environments. To this end, the syllabus covers relevant issues such as the integral management of corporate communication, external media and corporate branding. All this following the latest market requirements and the application of the most current technologies in the field.

In this way, students will have access to innovative content, created by the best specialists in the field, and based on the latest updates on corporate communication. A program adapted to the needs of students, which is why it is offered in a 100% online format.

This program takes place over 4 months and is divided into 3 modules:

Module 1	Integral Management of Corporate Communication
Module 2	Corporate Communication and External Media
Module 3	Communication and Corporate Branding

Where, When and How is it Taught?

This Executive Development Program takes place online. Throughout the 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. Integral Management of Corporate Communication

1.1. Communication in Organizations
1.1.1. Organizations, People and Society
1.1.2. Historical Evolution of Organizational Behavior
1.1.3. Bidirectional Communication
1.1.4. Communication Barriers

1.2. Structure, Control and Challenges in Communication Management
1.2.1. Departmental Structure in Communication Management
1.2.2. Current Trends in Management Models
1.2.3. Integration of Intangibles
1.2.4. Communication Department Challenges

1.3. Integral Communication Plans
1.3.1. Audit and Diagnosis
1.3.2. Elaboration of Communication Plan
1.3.3. Measuring results: KPIs and ROI

Module 2. Corporate Communication and External Media

2.1. Effects of the Media
2.1.1. Efficiency of Commercial and Advertising Communication
2.1.2. Theories on the Effects of the Media
2.1.3. Social and Co-creation Models

2.2. Press Offices and Their Relationship with Communication Media
2.2.1. Identifying Opportunities and Information Needs
2.2.2. Management of Reports and Spokesperson Interviews
2.2.3. Virtual Press Room and e-Communication
2.2.4. Buying Advertising Space

2.3. Public Relations
2.3.1. PR Strategy and Practice
2.3.2. Protocol and Ceremonial Rules
2.3.3. Event Organization and Creative Management

2.4. Lobbies and Pressure Groups
2.4.1. Opinion Groups and Their Actions in Businesses and Institutions
2.4.2. Institutional Relations and Lobbying
2.4.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

Module 3. Communication and Corporate Branding

3.1. Internal Communication
3.1.1. Motivational Programs, Social Action, Participation and Training with HR
3.1.2. Internal Communication Support and Tools
3.1.3. Internal Communication Plan

3.2. Branding & Naming
3.2.1. Brand Management and Coordination in Launching of New Products
3.2.2. Brand Repositioning

3.3. Audience Forecasting and Data Sources
3.3.1. Measurement Units and Audience Profiles
3.3.2. Affinity, Sharing, Rating and GRP's
3.3.3. Current Suppliers in the Advertising Market

Methodology

This training program offers 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*"

At TECH Business School we use the Harvard case method

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

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

We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.

A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

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

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

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

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

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

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

Study Material

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

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

30%

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.

10%

8%

3%

Additional Reading

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

30%

15%

4%
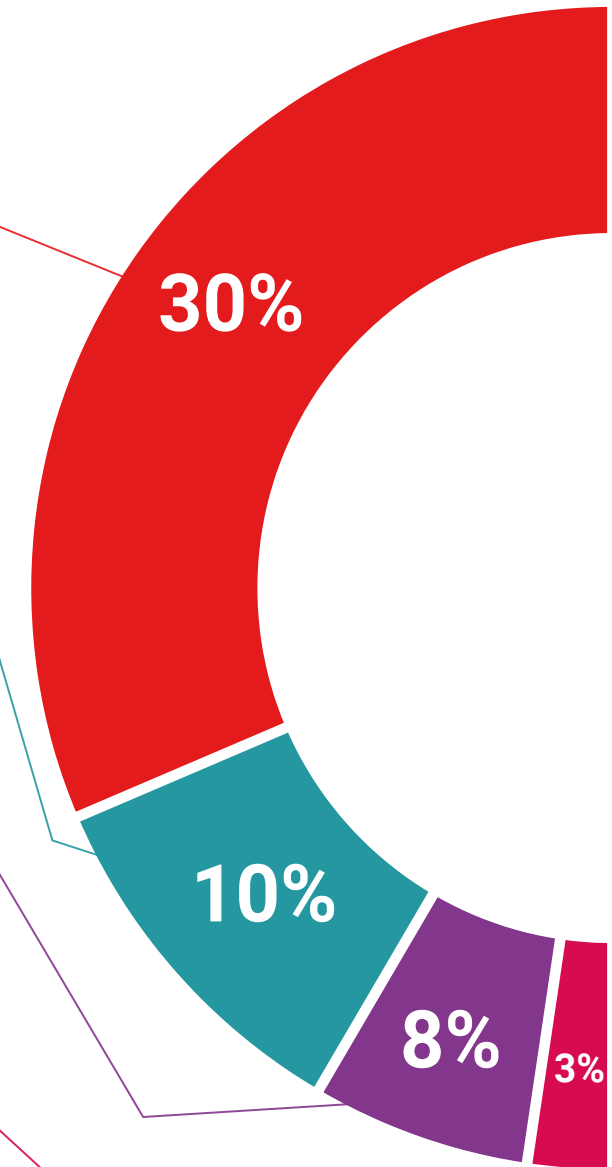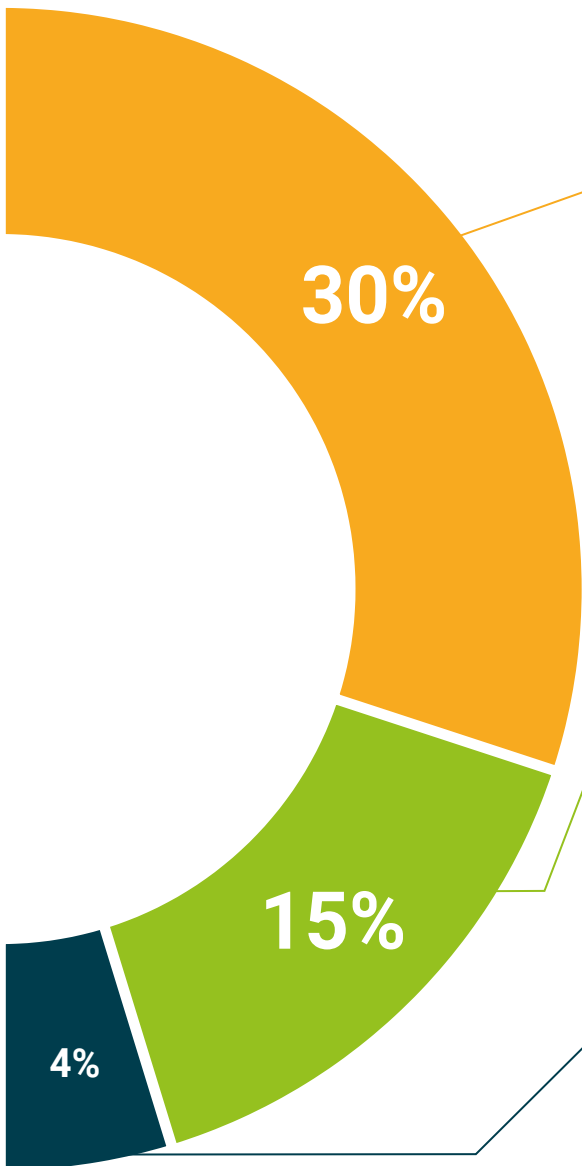
Case Studies

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.

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 multimedia content presentation training Exclusive system 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 your goals.

Our Students' Profiles

The Executive Development Program in Communication in the Digital Environment is a program aimed at communication professionals who want to update their knowledge, discover new ways of successfully carrying out their roles, and advance in their professional career. People interested in knowing the new requirements of the network and adapting to them to make their company and projects better known in an effective way.

Professionals with extensive experience, capacity to learn and in search of excellence. That is the profile of students at TECH"

Average Age

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

Years of Experience

6 to 10 years **25%**

11 to 15 years **23%**

Over 16 years **26%**

Up to 5 years **26%**

Training

Journalism and Communication **32%**

Marketing and Advertising **28%**

Business Administration and Management **21%**

Social Sciences **19%**

Academic Profile

Communication Managers **32%**

Entrepreneurs **18%**

Executives **28%**

Heads of Marketing **22%**
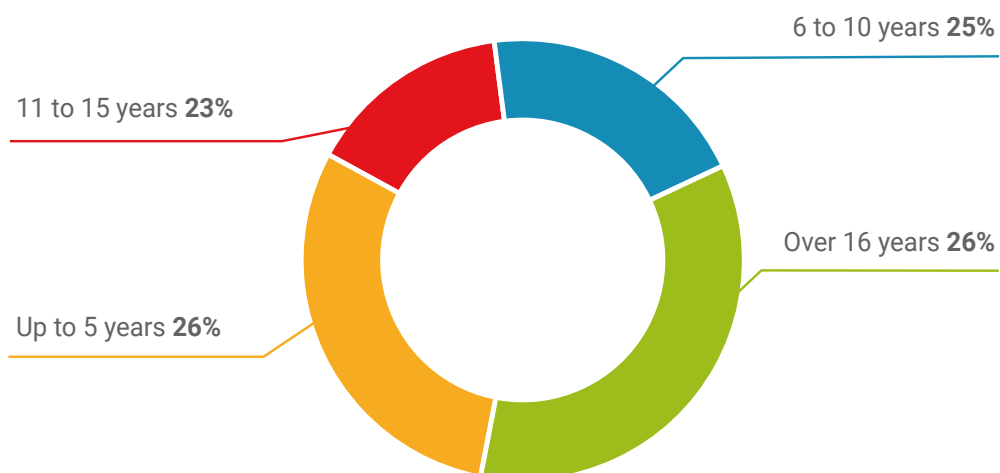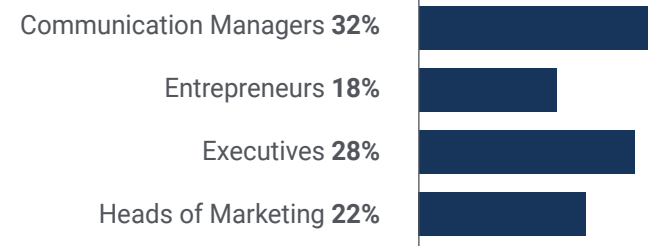
Geographical Distribution

USA **26%**

Spain **42%**

Mexico **21%**

Colombia **11%**
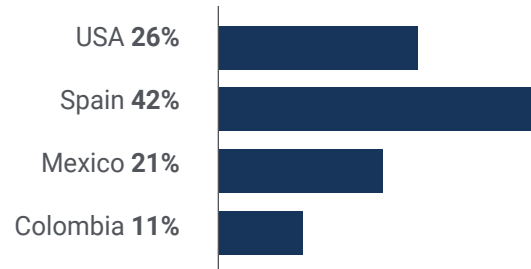
Gisela Mendoza

Head of Corporate Communication

"With advances in new technologies, communication processes haven't stopped changing. That's why I was looking for a program that would allow me to specialize in such an important sector for my business: communication in the digital environment. Luckily, I found this Executive Development Program and I'm very happy that I have taken it. It has provided me with the tools that I needed to be more efficient in my daily work"

Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.

We have the best teaching staff to offer you a quality training program"

Management

Mr. Larrosa Guirao, Salvador

- Specialist professor in finance with vast experience in this field and in teaching

Professors

Ms. Gomis Noriega, Silvia
- Professor of Innovation
- Professional with extensive experience and background in teaching

Impact on Your Career

Completing this program will bring students notable competitive advantages which will will be essential for their professional growth. Thus, students will delve into the knowledge of communication in the digital environment, a must for any company today, and will be able to develop the specific skills to implement the most appropriate strategies, taking into account the target audience.

Are you looking for professional improvement, but you don't know which steps to take? The first step is to enrol in this program"

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

The Executive Development Program in Communication in the Digital Environment at TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of corporate communication. The main objective is to promote personal and professional growth. Helping students achieve success.

A specific qualification for those who are looking for professional excellence.

Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.

It's time for change. Sign up for this program and take the first step to achieve your goal.

When the change occurs

| During the program **11%** | During the first year **63%** | After 2 years **26%** |

Type of change

Internal Promotion **47%**
Change of Company **45%**
Entrepreneurship **8%**
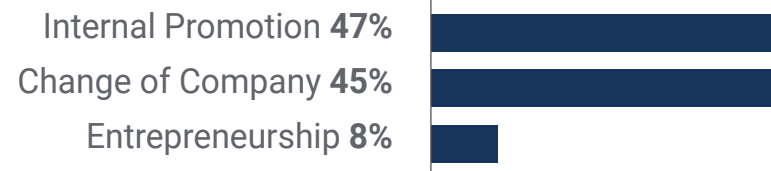
Salary increase

This program represents a salary increase of more than **25%** for our students.

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

10
Benefits for Your Company

The Executive Development Program in Communication in the Digital Environment will become a key element in the curriculum of business professionals, given that, thanks to this course, they will be able to demonstrate their specialist knowledge in a currently highly-demanded field. In addition, thanks to this program, they will be able to apply new communication strategies in their companies, essential to make their brand and its values known.

The executive will bring to the company new communication strategies that are more up-to-date and adapted to digital environments"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building Agents of Change

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

04

Increased International Expansion Possibilities

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

05

Project Development

The manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased Competitiveness

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

11
Certificate

The Executive Development Program in Communication in the Digital Environment guarantees you, in addition to the most rigorous and updated training, access to a Executive Development Program issued by TECH Technological University.

" *Successfully complete this training and receive your university degree without travel or laborious paperwork"*

This **Executive Development Program in Communication in the Digital Environment** contains the most complete and updated program on the market.

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

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Executive Development Program, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Development Program in Communication in the Digital Environment**

Official Nº of Hours: **250 h.**

tech technological university

Awards the following

CERTIFICATE
to

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

COACHING AND TEAM MANAGEMENT

in

Communication in the Digital Environment

This is a qualification awarded by this University, equivalent to 250 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates

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

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» Schedule: **at your own pace**

» Exams: **online**

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