

Executive Development Program

Strategic Planning in Corporate Communication



Executive Development Program Strategic Planning in Corporate Communication

- » Modality: online
- » Duration: 4 months
- » Certificate: TECH Global University
- » Accreditation: 10 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: University graduates and professionals with proven experience in the sector

Website: www.techtute.com/us/school-of-business/executive-development-program/strategic-planning-corporate-communication

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Study Methodology

p. 24

07

Our Students' Profile

p. 34

08

Course Management

p. 38

09

Impact on Your Career

p. 42

10

Certificate

p. 46

01 Welcome

Corporate communication is one of the fundamental strategic tools for any company aiming to improve its brand, market positioning, and customer relationships. Therefore, it is crucial to update knowledge in this area to implement effective communication management that aligns with the company's objectives.

The Executive Development Program in Strategic Planning in Corporate Communication at TECH Global University is an intensive program that prepares you to face challenges and make business decisions in the field of corporate communication.



Executive Development Program in Strategic Planning in Corporate Communication
TECH Global University



“

The figure of the strict, inflexible, and authoritarian executive has become obsolete. A new profile has emerged—one that is much more in line with current trends and stands out for being technologically savvy, practicing active listening with employees, and being self-critical of their own work”

02

Why Study at TECH?

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



“

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

At TECH Global University



Innovation

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

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



The Highest Standards

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

95%

of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Learn with the best

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

Teachers representing 20 different nationalities.



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



Analysis

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



Academic Excellence

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



Economy of Scale

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

03

Why Our Program?

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

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



“

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

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



“

International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age”

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

The **Executive Development Program in Strategic Planning in Corporate Communication** will enable you to:

01

Design efficient communication strategies for organizations operating in highly competitive economic environments and diverse cultural contexts

02

Implement communication plans and actions in all areas where communication occurs, both externally and internally within the organization

03

Choose the appropriate communication channels and media, in alignment 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 issues arising from the desired, projected, and perceived identity

06

Implement various research techniques in strategic planning to set appropriate objectives and achieve them



05

Structure and Content

The Executive Development Program in Strategic Planning in Corporate Communication at TECH Global University is a tailor-made program delivered 100% online, allowing you to choose the time and place that best fits your availability, schedule, and interests.

This program develops over 4 months and aims to provide a unique and stimulating experience that lays the foundation for your success in corporate communication planning.

The content of the Executive Development Program in Strategic Planning in Corporate Communication is designed to foster the development of executive competencies that enable more rigorous decision-making in uncertain environments.

Throughout 250 hours of training, students analyze numerous practical cases through both individual and team-based work. It is, therefore, a true immersion in real business situations.



“

What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this, trust us...”

Syllabus

A plan designed for you, focused on your professional development and preparing you to achieve excellence in the field of corporate communication.

A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Executive Development Program takes place over 4 months and is divided into four modules:

Module 1	Research in Strategic Planning
Module 2	Media Analysis
Module 3	Defining the Communication Strategy
Module 4	New Trends



Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 4 months of specialization, 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, essential, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1: Research in Strategic Planning

1.1. Qualitative Research in Strategic Planning

- 1.1.1. Insight Detection
 - 1.1.1.1. Laddering Models
 - 1.1.1.2. Ethnography and Other Models
 - 1.1.1.3. Neuromarketing

- 1.1.2. Focus Groups for Strategic Planning
 - 1.1.2.1. Writing Questions
 - 1.1.2.2. Functions of Focus Group Leaders
 - 1.1.2.3. Focus Group Analysis Process
- 1.1.3. Planning Strategic Interviews
 - 1.1.3.1. Writing Strategic Questions
 - 1.1.3.2. Data Collection and Analysis

1.2. Quantitative Research in Strategic Planning

- 1.2.1. Quantitative Research Techniques
 - 1.2.1.1. SWOT Analysis
 - 1.2.1.2. Use of Psychometric Techniques

- 1.2.2. Data Analysis and Drawing Conclusions
- 1.2.3. Challenges of Research Applied to Business Communication

Module 2: Media Analysis

2.1. Strategic Use of Different Media

- 2.1.1. 360° Campaigns
- 2.1.2. New Product Launches
- 2.1.3. Social Trends
- 2.1.4. Evaluation of Effectiveness

2.2. Sponsorship and Patronage

- 2.2.1. Strategies for Sponsorship, Patronage, and Social Advertising
- 2.2.2. Communication Opportunities and Tangible and Intangible Returns
- 2.2.3. Hospitality and Collaboration Actions

Module 3: Defining the Communication Strategy

3.1. Strategic Planner

- 3.1.1. Strategic Planner: Origins and Functions
- 3.1.2. The Strategic Planner in Advertising Companies, Strategic Consultancies, and Communication Firms
- 3.1.3. Stakeholder Management

3.2. Models and Schools for Planning

- 3.2.1. Models for Managing Intangibles
- 3.2.2. Intangibles and Strategic Plans
- 3.2.3. Evaluation of Intangibles
- 3.2.4. Reputation and Intangibles

3.3. Formulating the Creative Strategy

- 3.3.1. Explore Alternative Strategies
- 3.3.2. Contrabriefing or Creative Briefing
- 3.3.3. Branding and Positioning

Module 4: New Trends

4.1. Trends in Business Communication

- 4.1.1. Generation and Distribution of Corporate Content
- 4.1.2. Business Communication in Web 2.0
- 4.1.3. Implementation of Metrics in the Communication Process

06

Study Methodology

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

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



“

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

The student: the priority of all TECH programs

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

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

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

“

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



The most comprehensive study plans at the international level

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

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

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

“

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

Case Studies and Case Method

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

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

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



Relearning Methodology

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

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

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

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



A 100% online Virtual Campus with the best teaching resources

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

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

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

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



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

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

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

The university methodology top-rated by its students

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

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

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

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



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



Study Material

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

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



Practicing Skills and Abilities

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



Interactive Summaries

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

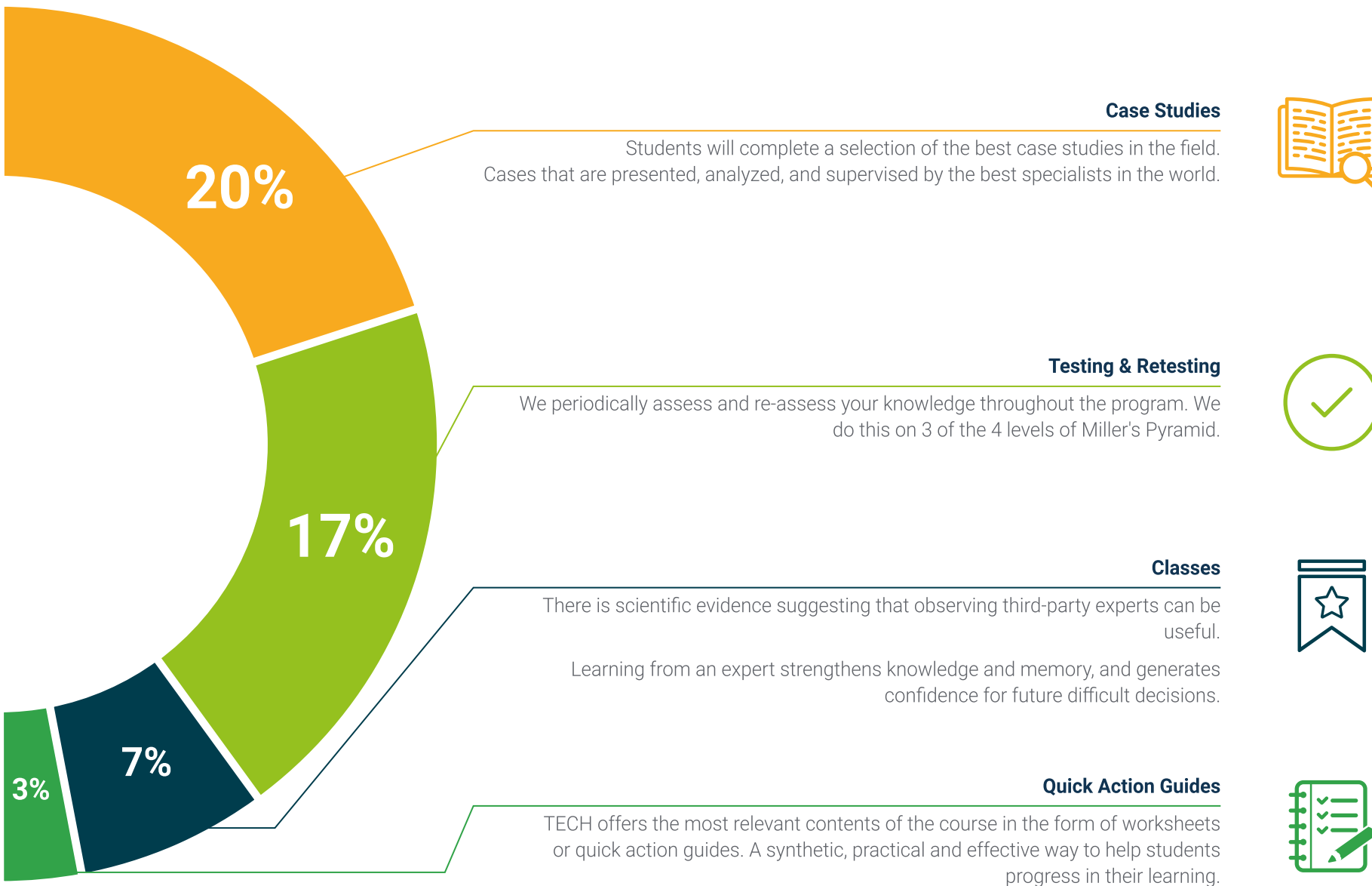
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





07

Our Students' Profile

The Executive Development Program in Strategic Planning in Corporate Communication is a program aimed at professionals in the field of communication who wish to update their knowledge, discover new ways to manage information and communication within companies, and advance their professional careers.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program, which is undoubtedly a plus for anyone wishing to develop in an international environment.



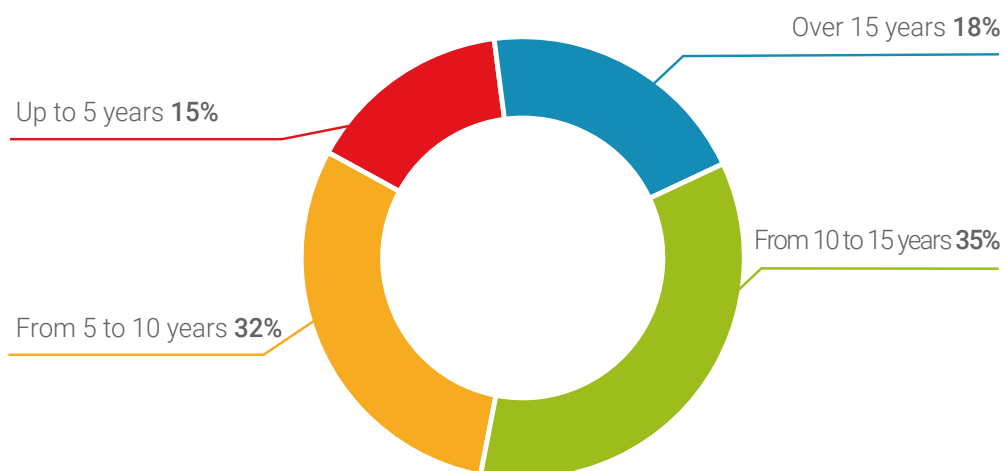
“

If you have experience in the communication sector, and are looking for an interesting career boost while continuing to work, then this is the program for you”

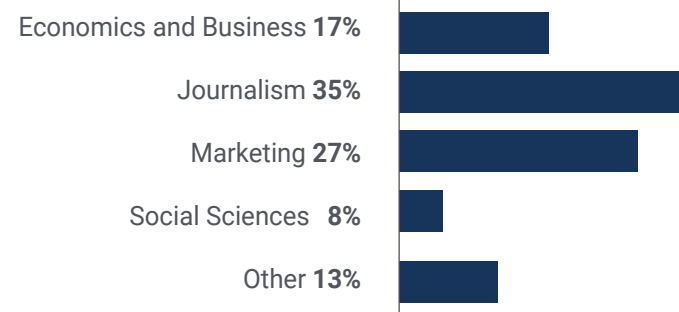
Average Age

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

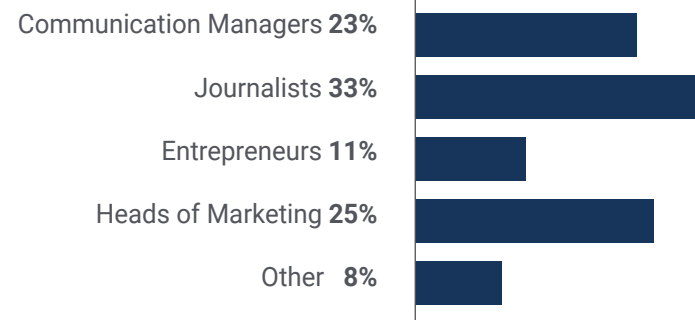
Years of Experience



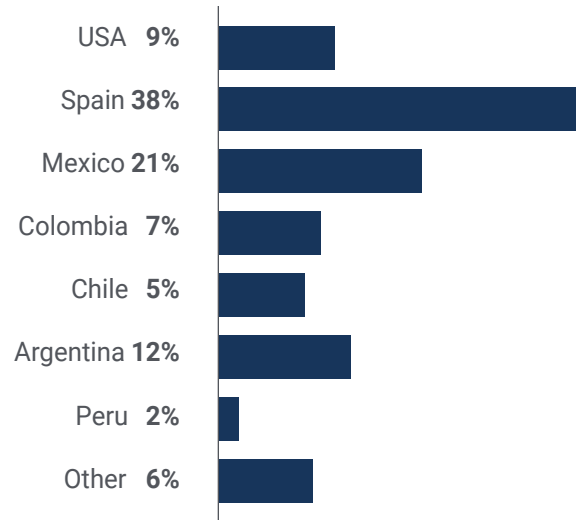
Training



Academic Profile



Geographical Distribution



Ramón Vela

Marketing Director

"The combination of academic content and the expertise of the faculty makes the Executive Development Program in Strategic Planning in Corporate Communication a key tool for evolving both professionally and personally. I was pleasantly surprised by the quality and professionalism of all the faculty members"

08

Course Management

In our university we have professionals specialized in each area of knowledge, who bring 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.



“

Our teaching team, experts in Corporate Communication Management, will help you achieve success in your profession”

Management



Mr. Larrosa Guirao, Salvador

- ♦ A specialist professor in finance with extensive experience in this field and in teaching

Professors

Ms. Gomis Noriega, Silvia

- ♦ Professor of Innovation
- ♦ She is an expert with extensive experience in the field and in teaching



09

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, for this, we offer you the highest level academic program which will add to your skills and, therefore, you will be able to make a leap in your professional career.



“

This program at TECH will allow you to acquire the necessary skills to successfully advance in your profession”

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

The Executive Development Program in Strategic Planning in Corporate Communication at TECH is an intensive program that prepares you to face the challenges and decisions in both offline and online corporate and business communication. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

Generating Positive Change.

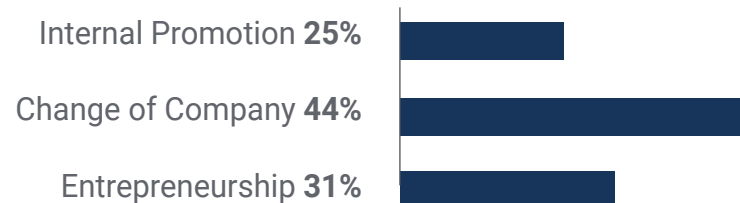
An internal promotion is one of the best options to improve your career, so don't hesitate any longer and take this training to achieve greater success in your company.

Achieve a positive change in your career thanks to the completion of this specialist program.

Professional change for our students



Exchange Rate



Salary increase

This program represents a salary increase of more than **25,22%** for our students.



10 Certificate

The Executive Development Program in Strategic Planning in Corporate Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Development Program issued by TECH Global University.



“

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

This private qualification will allow you to obtain a diploma for the **Executive Development Program in Strategic Planning in Corporate Communication** endorsed by TECH Global University, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Development Program in Strategic Planning in Corporate Communication**

Modality: **online**

Duration: **4 months**

Accreditation: **10 ECTS**





Executive Development Program

Strategic Planning
in Corporate
Communication

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- » Accreditation: **10 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Development Program

Strategic Planning in
Corporate Communication