

# Hybrid Professional Master's Degree

## Communication and Digital Reputation Management





## Hybrid Professional Master's Degree Communication and Digital Reputation Management

Course Modality: Hybrid (Online + Internship)

Duration: 12 months.

Certificate: TECH Technological University

Teaching Hours: 1,620 hours.

Website: [www.techtute.com/pk/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-communication-digital-reputation-management](http://www.techtute.com/pk/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-communication-digital-reputation-management)

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# 01

# Introduction

Maintaining a good image in social media is essential for any company. Therefore, they must have a team to direct communications to their advantage and keep their reputation intact. In this program, students will learn about communication sciences as a starting point for the development of all the necessary skills to guarantee the success of their work. Therefore, they will have a 100% online study plan that they will be able to complete wherever and whenever they wish. Upon completion, you will have access to a practical internship in one of the most important international marketing agencies.





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*Generating digital communication with the user is essential to maintain the reputation of any company with a presence in social networks"*

The image of a brand is its letter of introduction in any digital media. To achieve this, it is necessary to maintain good communication with the user, establish the tone and voice of the brand, as well as make good use of public opinion to generate valuable content. In this way, it is essential to carry out an interdisciplinary study on the basic concepts of communication sciences as a starting point to develop the skills and abilities that a director of this area requires to achieve excellence.

Therefore, this Hybrid Professional Master's Degree will help the professional to make use of digital resources that are applied in communication. To do this, you will have a program with a 100% online mode, and then a face-to-face stay in a Marketing agency of great prestige in the sector. First of all, you will acquire the necessary knowledge to carry out adequate advertising communication, analyzing the psychosocial, cognitive, and emotional processes that are applied in the sector.

Likewise, students will be able take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications. In addition, new digital tools to maintain a good web presence, such as SEO strategies or content curation, are added. In addition, the syllabus includes the handling of brand management in the event of a crisis, providing guidance on what to do when something goes wrong. All this content has been designed following the guidelines of a distinguished group of experts, who will also be in charge of teaching the online classes.

At the end of this first part, the student will have access to the practical mode, which consists of a face-to-face stay in a prestigious agency. Here, you will be able to carry out various activities to improve your skills while learning. In this sense, you will be training to take on new responsibilities and opportunities, thanks to your learning in a controlled environment, with a series of activities that will prepare you to make the leap in your career, such as establishing the corporate identity of a brand or reviewing texts to be published on social networks.

This **Hybrid Professional Master's Degree in Communication and Digital Reputation Management** contains the most complete and up-to-date program on the market. The most important features include:

- Development of more than 100 case studies presented by experts in Communication and digital reputation
- The graphic, schematic and practical contents with which they are conceived, gather Specific information on those disciplines that are essential for professional practice
- Integral plans for systematized action in the business field
- An algorithm-based interactive learning system for decision-making in the situations students are posited
- Practical guides for the use of the main business sciences tools
- Special emphasis on the most innovative methodologies for the application of communication techniques in and Digital Reputation
- All this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection
- Furthermore, you will be able to do an internship in one of the best business centers in the world



*During three weeks, you will be able to train yourself to manage any communication crisis a brand is going through"*

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*Learn with the best in the industry, thanks to this Hybrid Professional Master's Degree that will introduce you to the strategies for brand positioning in social networks"*

In this Master's program, of a professionalizing nature and hybrid learning modality, the program is aimed at updating professionals specialized in Journalism who require qualifications at a high level. The contents are based on the latest scientific evidence and are organized in a didactic way to integrate theoretical knowledge into your daily practice and theoretical elements. In this way, the theoretical-practical elements will facilitate the updating of knowledge and will allow decision-making in complex environments.

Thanks to its multimedia content developed with the latest educational technology, they will allow the professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to prepare in real situations. This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Develop a social media plan that aligns with the company's strategic plan to strengthen its relationship with its users.*

*You will have continuous access to the syllabus and complementary materials to consult or download whenever you wish.*



# 02

## Why Study this Hybrid Professional Master's Degree?

In today's world, being an expert in Digital Communication and Reputation is a key to success because all brands must have a presence on different platforms and the Internet. This has become a global business space in which, if you are not there, you do not exist. Therefore, knowing how to apply the most effective communication methods through these new digital tools will offer advanced solutions to entrepreneurs and business people who wish to expand their business prospects or improve their image in the market. For all these reasons, TECH has developed this Hybrid Professional Master's Degree in Communication and Digital Reputation that contains an avant-garde curriculum that will allow the professional to perfect his intellectual background. It combines two teaching methods, taking into account the 100% online part for the study of the most complete syllabus and the practical part for the implementation of all the knowledge in a modern company with a team of experts in the field during 3 weeks of intensive work.







Google+

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*This program offers you the opportunity to learn with an expert team in a recognized agency or company in the area of communication for 3 weeks during an intensive day”*

### **1. Updating from the latest technology available**

Every day, there are new communication platforms and updates in advertising and marketing. The ways of doing business have changed, and the Digital Communication and Reputation expert must be at the forefront of the most effective techniques for each sector. Therefore, this program will put you in a real scenario with practical cases that will allow you to master the most specific resources.

### **2. Gaining In-Depth Knowledge from the Experience of Top Specialists**

TECH is characterized by choosing the most specialized teaching staff in the current educational market. Each of its programs contains a specific format strategically designed by active professionals who pour their experiences into the study material. Therefore, by taking this Hybrid Professional Master's Degree, the professional will be acquiring the most updated skills that will allow them to offer innovative solutions in their work environment.

### **3. Entering first-class Corporate environments**

By enrolling in this program, the student will have a highly qualified environment for differentiated learning. From their access to the most intuitive and dynamic virtual study platform to the development of what they have learned in a cutting-edge business environment. In this way, you will live a unique experience that will complete the desired curricular profile.





#### 4. Combining the Best Theory with State-of-the-Art Practice

TECH offers a new learning model, 100% practical, which allows you to get to the forefront of cutting-edge procedures over 3 weeks. A practical, divergent, and effective system for the professional to put into action from the first moment all their skills and gain new experiences thanks to the relationships with experts in various fields of action.

#### 5. Expanding the Boundaries of Knowledge

This program presents various options for modern business environments to develop practical training. Thanks to TECH's commitment to offer quality education, it has established agreements not only with national but also international centers. This gives a seal of internationalization to the program that will be outlined in its curricular update.



*You will have a full practical immersion at the center of your choice"*

# 03 Objectives

This program is designed to help students strengthen their leadership skills in such a demanding environment as digital communication. In this way, you will be able to analyze and optimize different communication strategies in digital media. For all this, they will be able to create a powerful and creative message that continues with the ecosystem managed by a brand or client.



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*Learn how to manage the organizational and business communication in times of crisis thanks to this program that TECH has created for you"*



## General Objective

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- The objective of this program is to enable students to strengthen their leadership skills in the field of digital communication, developing their skills to the maximum in an environment that requires a sociable, persuasive, and understanding profile. All this is thanks to an on-site stay in a prestigious marketing company and the accompaniment and guidance of associate professionals



*In a simple and practical way, you will learn about all the activities that a communications director performs to guide and orient their work team"*





## Specific Objectives

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- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools
- ♦ Learn to manage organizational and corporate communications in times of crisis.
- ♦ 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
- ♦ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- ♦ 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
- ♦ Get to know the communications department within companies and institutions.
- ♦ Be able to apply the necessary techniques for the management of a communication department within companies and institutions
- ♦ Know how to reflect with theoretical soundness and empirical rigor on the processes by which the advertising and public relations professional helps build and express public opinion
- ♦ Describe the main research trends in social communication, as well as their different models: behaviorist, functional, constructivist, and structuralist
- ♦ Identify similarities and differences between the oral code and the written code
- ♦ Know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts
- ♦ Have the ability to analyze, process, interpret, elaborate and organize digital communication
- ♦ Encourage creativity and persuasion through different supports and different means of communication
- ♦ Be able to analyze and optimize the use of new communication channels and strategies of digital media by advertising and public relations
- ♦ Know and understand the importance of the Internet in the research work in the field of advertising and public relations

# 04 Skills

After passing all the modules of this program, the student will have developed the ability to understand the basics of social communication and its foundations in digital media. You will be able to target your advertising messages according to the vision and mission of each brand. In this way, you will be able to guarantee your client's reputation in this important sector.





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*Be a successful manager in the field of communications, developing your leadership skills thanks to this Hybrid Professional Master's Degree"*



## General Skills

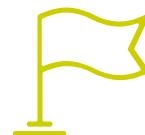
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- Apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to the field of study
- Acquire the skills that will allow them to develop successful communication projects
- Develop the capacity for critical analysis and research in the field of their profession
- Integrate knowledge and face the complexity of making judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities related to the application of their knowledge and judgments
- Know how to communicate conclusions knowledge, and supporting arguments to specialized and non-specialized audiences in a clear and unambiguous way
- Acquire teamwork skills from leadership and motivation



*You will add a list of new skills to your curriculum profile after completing this Hybrid Professional Master's Degree"*





## Specific Skills

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- ♦ Acquire the necessary skills for the professional practice of Online Communication with the knowledge of all the necessary factors to perform it with quality and confidence
- ♦ Develop a crisis management plan in organizations or companies
- ♦ Describe the characteristics and fundamentals of social communication
- ♦ Know the history and development of human social communication
- ♦ 360° communication approach using all advertising techniques and digital tools
- ♦ Develop a plan for the creation of the corporate identity
- ♦ Know how to work with public opinion indicators using data to the communicator's advantage
- ♦ Master the basic structures of communication and work in this context
- ♦ Write precise and efficient communicative texts
- ♦ Carry out *community management* in any organization
- ♦ Work with lobbyists and *Lobbies* understanding how they exert power
- ♦ Carry out research in digital media

# 05

## Educational Plan

This Hybrid Professional Master's Degree has been designed by the best experts in the sector, resulting in a complete and well-structured curriculum that will benefit the student who takes it. In this way, you will be able to learn all the concepts of the language through digital support in a real, simple, and, above all, practical way. In this way, the professional will master all the aspects that structure communication, through high-quality content, thereby enhancing their profile in this competitive environment.





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*Delve into the most relevant theory in this field, subsequently applying it in a real work environment"*

## Module 1. Social communication theory

- 1.1. The Art of Communicating
  - 1.1.1. Introduction: The Study of Communication as a Social Science
  - 1.1.2. Knowledge
    - 1.1.2.1. Sources of Knowledge
  - 1.1.3. The Scientific Method
    - 1.1.3.1. The Deductive Method
    - 1.1.3.2. Inductive Method
    - 1.1.3.3. Hypothetical-Deductive Method
  - 1.1.4. Common Concepts in Scientific Research
    - 1.1.4.1. Dependent and Independent Variables
    - 1.1.4.2. Hypotheses
    - 1.1.4.3. Operationalization
    - 1.1.4.4. The Law or Theory of Hedging
- 1.2. Elements of Communication
  - 1.2.1. Introduction
  - 1.2.2. Elements of Communication
  - 1.2.3. Empirical Research
    - 1.2.3.1. Basic Versus Applied Research
    - 1.2.3.2. Research Paradigms
    - 1.2.3.3. Values in Research
    - 1.2.3.4. The Unit of Analysis
    - 1.2.3.5. Cross-Sectional and Longitudinal Studies
  - 1.2.4. Define Communication
- 1.3. Trends in Social Communication Research
  - 1.3.1. Introduction. Communication in the Ancient World
  - 1.3.2. Communication Theorists
    - 1.3.2.1. Greece
    - 1.3.2.2. The Sophists, Early Communication Theorists
    - 1.3.2.3. Aristotelian Rhetoric
    - 1.3.2.4. Cicero and the Canons of Rhetoric
    - 1.3.2.5. Quintilian: The Oratorical Institution
  - 1.3.3. The Modern Period: The Theory of Argumentation
    - 1.3.3.1. Anti-Reticist Humanism
    - 1.3.3.2. Communication in Baroque
    - 1.3.3.3. From the Enlightenment to Mass Society
  - 1.3.4. The 20th Century: The Rhetoric of the Mass Media
    - 1.3.4.1. Media Communication
- 1.4. Communicative Behavior
  - 1.4.1. Introduction: the Communicative Process
  - 1.4.2. Communicative Behavior
    - 1.4.2.1. Animal Ethology and the Study of Human Communication
    - 1.4.2.2. The Biological Background of Communication
    - 1.4.2.3. Intrapersonal Communication
    - 1.4.2.4. Patterns of Communicative Behavior
  - 1.4.3. The Study of Non-Verbal Communicative Behavior
    - 1.4.3.1. The Movement of the Body as a Pattern of Communicative Action
    - 1.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements M
- 1.5. The Communicative Transaction
  - 1.5.1. Introduction: The Communicative Transaction
  - 1.5.2. Transactional Analysis
    - 1.5.2.1. The Child Self
    - 1.5.2.2. The Parent Self
    - 1.5.2.3. The Adult Self
  - 1.5.3. Classification of Transactions
- 1.6. Identity, Self-Concept and Communication
  - 1.6.1. Introduction
  - 1.6.2. Identity, Self-Concept and Communication
    - 1.6.2.1. Transactional Micro-politics and Self-Concept: Interaction as Negotiation of Identities
    - 1.6.2.2. The Strategy of Negative Emotions
    - 1.6.2.3. The Strategy of Positive Emotions
    - 1.6.2.4. The Strategy to Induce Emotions in Others
    - 1.6.2.5. The Mutual Commitment Strategy
    - 1.6.2.6. The Strategy of Pity or Understanding

- 1.6.3. The Presentation of Oneself in Everyday Rituals
  - 1.6.3.1. Symbolic Interactionism
- 1.6.4. Constructivism
- 1.6.5. Self-Concept Motivated to Interact
  - 1.6.5.1. The Theory of Reasoned Action
- 1.6.6. Conversational Pragmatics
- 1.7. Communication in Groups and Organizations
  - 1.7.1. Introduction: the Communicative Process
  - 1.7.2. Communicative Behavior
    - 1.7.2.1. Animal Ethology and the Study of Human Communication
    - 1.7.2.2. The Biological Background of Communication
    - 1.7.2.3. Intrapersonal Communication
    - 1.7.2.4. Patterns of Communicative Behavior
  - 1.7.3. The Study of Non-Verbal Communicative Behavior
    - 1.7.3.1. The Movement of the Body as a Pattern of Communicative Action
    - 1.7.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements
- 1.8. Media Communication I
  - 1.8.1. Introduction
  - 1.8.2. Media Communication
  - 1.8.3. Characteristics of the Media and its Messages
    - 1.8.3.1. The Mass Media
    - 1.8.3.2. Media Functions
  - 1.8.4. The Powerful Effects of the Mass Media
    - 1.8.4.1. The Media Tell us What to Think and What not to Think
- 1.9. Media Communication II
  - 1.9.1. Introduction
  - 1.9.2. The Hypodermic Theory
  - 1.9.3. The Limited Effects of the Media
  - 1.9.4. The Uses and Gratifications of Mass Communications
    - 1.9.4.1. Theory of Uses and Gratifications
    - 1.9.4.2. Origins and Principles
    - 1.9.4.3. Objectives of the Theory of Uses and Gratifications
    - 1.9.4.4. Expectations Theory

- 1.10. Media Communication III
  - 1.10.1. Introduction
  - 1.10.2. Computerized Communication and Virtual Reality
    - 1.10.2.1. Computer-mediated Communication: the Problem of its Theoretical Integration
    - 1.10.2.2. Definitions of Computed Communication
  - 1.10.3. Evolution of the Theory of Uses and Gratifications
    - 1.10.3.1. Reinforcements of Media Dependency Theory
  - 1.10.4. Virtual Reality as an Emerging Area of Study
    - 1.10.4.1. Psychological Immersion of the User
  - 1.10.5. Telepresence

## Module 2. Introduction to the Psychology of Communication

- 2.1. History of Psychology
  - 2.1.1. Introduction
  - 2.1.2. Beginning with the Study of Psychology
  - 2.1.3. Science in Evolution. Historical and Paradigmatic Changes
  - 2.1.4. Paradigms and Stages in Psychology
  - 2.1.5. Cognitive Science
- 2.2. Social Psychology
  - 2.2.1. Introduction
  - 2.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
  - 2.2.3. Empathy, Altruism and Helping Behavior
- 2.3. Social Cognition
  - 2.3.1. Introduction
  - 2.3.2. Thinking and Knowing, Vital Necessities
  - 2.3.3. Social Cognition
  - 2.3.4. Organizing Information
  - 2.3.5. Prototypical or Categorical Thinking
  - 2.3.6. The Mistakes We Make in Thinking: Inferential Biases

- 2.3.7. Automatic Information Processing
- 2.4. Personality Psychology
  - 2.4.1. Introduction
  - 2.4.2. What is the Self? Identity and Personality
  - 2.4.3. Self-awareness
  - 2.4.4. Self-esteem
  - 2.4.5. Self-knowledge
  - 2.4.6. Interpersonal Variables in Personality Shaping
  - 2.4.7. Macro-social Variables in the Configuration of Personality
  - 2.4.8. A New Perspective in the Study of Personality. Narrative Personality
- 2.5. Emotions
  - 2.5.1. Introduction
  - 2.5.2. What do we Talk about When we Get Excited?
  - 2.5.3. The Nature of Emotions
    - 2.5.3.1. Emotion as Preparation for Action
  - 2.5.4. Emotions and Personality
  - 2.5.5. From another Perspective. Social Emotions
- 2.6. Psychology of Communication. Persuasion and Attitude Change
  - 2.6.1. Introduction
  - 2.6.2. Attitudes
  - 2.6.3. Historical Models in the Study of Persuasive Communication
  - 2.6.4. The Probability of Elaboration Model
  - 2.6.5. Communication Processes through the Media
    - 2.6.5.1. A Historical Perspective
- 2.7. The Sender
  - 2.7.1. Introduction
  - 2.7.2. The Source of Persuasive Communication
  - 2.7.3. Source Characteristics. Credibility
  - 2.7.4. Source Characteristics. The Appeal
  - 2.7.5. Emitter Characteristics. The Power
  - 2.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition

- 2.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition
- 2.8. The Message
  - 2.8.1. Introduction
  - 2.8.2. We Begin by Studying the Composition of the Message
  - 2.8.3. Types of Messages: Rational vs. Emotional Messages
  - 2.8.4. Emotional Messaging and Communication: Fear Inducing Messages
- 2.9. The Receiver
  - 2.9.1. Introduction
  - 2.9.2. The Role of the Recipient according to the Elaboration Probability Model
  - 2.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
  - 2.9.4. Need for Esteem and Communication
- 2.10. New Approaches to the Study of Communication
  - 2.10.1. Introduction
  - 2.10.2. Non-conscious Processing of Information. Automatic Processes
  - 2.10.3. Measuring Automatic Processes in Communication
  - 2.10.4. First Steps in the New Paradigms
  - 2.10.5. Theories of Dual Processing Systems
    - 2.10.5.1. Main Limitations of Dual Systems Theories

### Module 3. Fundamentals of Communication in the Digital Environment

- 3.1. Web 2.0 or the Social Web
  - 3.1.1. Organization in the Age of Conversation
  - 3.1.2. Web 2.0 is all about People
  - 3.1.3. Digital Environment and New Communication Formats
- 3.2. Digital Communication and Reputation
  - 3.2.1. Online Reputation Report
  - 3.2.2. Netiquette and Good Practices on Social Media
  - 3.2.3. Branding and 2.0 Networks
- 3.3. Online Reputation Plan Design and Planning
  - 3.3.1. Overview of the Main Social Media
  - 3.3.2. Brand Reputation Plan
  - 3.3.3. General metrics, ROI, and Social CRM



- 3.3.4. Online Crisis and Reputational SEO
- 3.4. General, Professional, and Microblogging Platforms
  - 3.4.1. Facebook.
  - 3.4.2. LinkedIn
  - 3.4.3. Google+
  - 3.4.4. Twitter
- 3.5. Video, Image, and Mobility Platforms
  - 3.5.1. YouTube
  - 3.5.2. Instagram
  - 3.5.3. Flickr
  - 3.5.4. Vimeo
  - 3.5.5. Pinterest
- 3.6. Content Strategy and Storytelling
  - 3.6.1. Corporate **Blogg**ing
  - 3.6.2. Content Marketing Strategy
  - 3.6.3. Creating a Content Plan
  - 3.6.4. Content Curation Strategy
- 3.7. Social Media Strategies
  - 3.7.1. Corporate PR and Social Media
  - 3.7.2. Defining the Strategy to Be Followed in Each Medium
  - 3.7.3. Analysis and Evaluation of Results
- 3.8. Community Administration
  - 3.8.1. Roles, Tasks and Responsibilities of the Community Administration
  - 3.8.2. Social Media Manager
  - 3.8.3. Social Media Strategist
- 3.9. Social Media Plan
  - 3.9.1. Designing a Social Media Plan
  - 3.9.2. Schedule, Budget, Expectations and Follow-up
  - 3.9.3. Contingency Protocol in Case of Crisis
- 3.10. Online Monitoring Tools
  - 3.10.1. Management Tools and Desktop Applications
  - 3.10.2. Monitoring and Research Tools

## Module 4. Corporate Identity

- 4.1. The Importance of Image in Businesses
  - 4.1.1. What is Corporate Image?
  - 4.1.2. Differences between Corporate Identity and Corporate Image
  - 4.1.3. Where can the Corporate Image be Manifested?
  - 4.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?
- 4.2. Research Techniques in Corporate Image
  - 4.2.1. Introduction
  - 4.2.2. The study of the Company's Image
  - 4.2.3. Corporate Image Research Techniques
  - 4.2.4. Qualitative Image Study Techniques
  - 4.2.5. Types of Quantitative Techniques
- 4.3. Image Audit and Strategy
  - 4.3.1. What is Image Audit?
  - 4.3.2. Guidelines
  - 4.3.3. Audit Methodology
  - 4.3.4. Strategic Planning
- 4.4. Corporate Culture
  - 4.4.1. What is Corporate Culture?
  - 4.4.2. Factors Involved in Corporate Culture
  - 4.4.3. Functions of Corporate Culture
  - 4.4.4. Types of Corporate Culture
- 4.5. Corporate Social Responsibility and Corporate Reputation
  - 4.5.1. CSR: Concept and Application of the Company
  - 4.5.2. Guidelines for Integrating CSR into Businesses
  - 4.5.3. CSR Communication
  - 4.5.4. Corporate Reputation
- 4.6. Corporate Visual Identity and Naming
  - 4.6.1. Corporate Visual Identity Strategies
  - 4.6.2. Basic Elements
  - 4.6.3. Basic Principles
  - 4.6.4. Preparation of the Manual
  - 4.6.5. Naming

- 4.7. Brand Image and Positioning
  - 4.7.1. The Origins of Trademarks
  - 4.7.2. What is a Brand?
  - 4.7.3. The Need to Build a Brand
  - 4.7.4. Brand Image and Positioning
  - 4.7.5. The Value of Brands
- 4.8. Image Management through Crisis Communication
  - 4.8.1. Strategic Communication Plan
  - 4.8.2. When it All Goes Wrong: Crisis Communication
  - 4.8.3. Cases
- 4.9. The Influence of Promotions on Corporate Image
  - 4.9.1. The New Advertising Industry Landscape
  - 4.9.2. The Marketing Promotion
  - 4.9.3. Features
  - 4.9.4. Dangers
  - 4.9.5. Promotional Types and Techniques
- 4.10. Distribution and Image of the Point of Sale
  - 4.10.1. The Main Players in Commercial Distribution
  - 4.10.2. The Image of Retail Distribution Companies through Positioning
  - 4.10.3. Through its Name and Logo

## Module 5. Public Opinion

- 5.1. The Concept of Public Opinion
  - 5.1.1. Introduction
  - 5.1.2. Definition
  - 5.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
  - 5.1.4. Phases in the Growth of Public Opinion as a Discipline
  - 5.1.5. The 20th Century
- 5.2. Theoretical Framework of Public Opinion
  - 5.2.1. Introduction
  - 5.2.2. Views on Public Opinion in the 20th Century
  - 5.2.3. Twentieth Century Authors
  - 5.2.4. Walter Lippmann: The Biased Public Opinion
  - 5.2.5. Jürgen Habermas: the Political-Value Perspective
  - 5.2.6. Niklas Luhmann: Public Opinion as a Communicative Form
- 5.3. Social Psychology and Public Opinion
  - 5.3.1. Introduction
  - 5.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
  - 5.3.3. The Name
  - 5.3.4. Conformism
- 5.4. Media Influence Models
  - 5.4.1. Introduction
  - 5.4.2. Media Influence Models
  - 5.4.3. Types of Media Effects
  - 5.4.4. Research on Media Effects
  - 5.4.5. The Power of the Media
- 5.5. Public Opinion and Political Communication
  - 5.5.1. Introduction
  - 5.5.2. Electoral Political Communication. Propaganda
  - 5.5.3. Government Political Communication
- 5.6. Public Opinion and Elections
  - 5.6.1. Introduction
  - 5.6.2. Do Election Campaigns Influence Public Opinion?
  - 5.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
  - 5.6.4. Bandwagon and Underdog Effects
- 5.7. Government and Public Opinion
  - 5.7.1. Introduction
  - 5.7.2. Representatives and their Constituents
  - 5.7.3. Political Parties and Public Opinion
  - 5.7.4. Public Policies as an Expression of the Government's Action
- 5.8. The Political Intermediation of the Press
  - 5.8.1. Introduction
  - 5.8.2. Journalists as Political Intermediaries
  - 5.8.3. Dysfunctions of Journalistic Intermediation
  - 5.8.4. Reliance on Journalists as Intermediaries
- 5.9. Public Sphere and Emerging Models of Democracy

- 5.9.1. Introduction
- 5.9.2. The Public Sphere in the Information Society
- 5.9.3. The Public Sphere in the Information Society
- 5.9.4. Emerging Models of Democracy
- 5.10. Methods and Techniques for Public Opinion Research
  - 5.10.1. Introduction
  - 5.10.2. Opinion Polls
  - 5.10.3. Types of Surveys
  - 5.10.4. Analysis

## Module 6. Structure of the Communication

- 6.1. Theory, Concept and Method of the Communication Structure
  - 6.1.1. Introduction
  - 6.1.2. Autonomy of the Discipline and Relationships with other Subjects
  - 6.1.3. The Structuralist Method
  - 6.1.4. Definition and Purpose of the Communication Structure
  - 6.1.5. Guide to the Analysis of Communication Structure
- 6.2. New International Communication Order
  - 6.2.1. Introduction
  - 6.2.2. State Control: Monopolies
  - 6.2.3. Communication Marketing
  - 6.2.4. Cultural Dimension of Communication
- 6.3. Major Information Agencies
  - 6.3.1. Introduction
  - 6.3.2. What is an Information Agency?
  - 6.3.3. News and Information
  - 6.3.4. Before the Internet
  - 6.3.5. News Agencies Can Be Seen Thanks to the Internet
  - 6.3.6. The World's Major Agencies
- 6.4. The Advertising Industry and its Relationship with the Media System
  - 6.4.1. Introduction
  - 6.4.2. Advertising Industry
  - 6.4.3. The Need of Advertising for the Media

- 6.4.4. La Structure of the Advertising Industry
- 6.4.5. The Media and its Relationship with the Advertising Industry
- 6.4.6. Advertising Regulations and Ethics
- 6.5. Cinema and the Culture and Leisure Market
  - 6.5.1. Introduction
  - 6.5.2. The Complex Nature of Cinema
  - 6.5.3. The Origin of the Industry
  - 6.5.4. Hollywood, the Film Capital of the World
- 6.6. Political Power and the Media
  - 6.6.1. Introduction
  - 6.6.2. Influence of the Media in the Formation of Society
  - 6.6.3. Media and Political Power
- 6.7. Media Concentration and Communication Policies
  - 6.7.1. Introduction
  - 6.7.2. Media Concentration
  - 6.7.3. Communication Policies
- 6.8. Communication Structure in Latin America
  - 6.8.1. Introduction
  - 6.8.2. Communication Structure in Latin America
  - 6.8.3. New Trends
- 6.9. Media System in Latin America and the Digitization of Journalism
  - 6.9.1. Introduction
  - 6.9.2. Historical Approach
  - 6.9.3. Bipolarity of the Latin American Media System
  - 6.9.4. U.S. Hispanic Media
- 6.10. Digitalization and the Future of Journalism
  - 6.10.1. Introduction
  - 6.10.2. Digitalization and the New Media Structure
  - 6.10.3. The Structure of Communication in Democratic Countries

## Module 7. Written Communication

- 7.1. History of Communication.
  - 7.1.1. Introduction

- 7.1.2. Communication in Antiquity
- 7.1.3. The Revolution of Communication
- 7.1.4. Current Communication
- 7.2. Oral and Written Communication
  - 7.2.1. Introduction
  - 7.2.2. The Text and its Linguistics
  - 7.2.3. The Text and its Properties: Coherence and Cohesion
    - 7.2.3.1. Coherence
    - 7.2.3.2. Cohesion
    - 7.2.3.3. Recurrence
- 7.3. Planning or Prewriting
  - 7.3.1. Introduction
  - 7.3.2. Writing Processes
  - 7.3.3. Planning
  - 7.3.4. Documentation
- 7.4. The Act of Writing
  - 7.4.1. Introduction
  - 7.4.2. Style
  - 7.4.3. Lexicon
  - 7.4.4. Sentence
  - 7.4.5. Paragraph
- 7.5. Rewriting
  - 7.5.1. Introduction
  - 7.5.2. The Review
  - 7.5.3. How to Use the Computer to Improve the Text?
    - 7.5.3.1. Dictionary
    - 7.5.3.2. Search/Change
    - 7.5.3.3. Synonyms
    - 7.5.3.4. Paragraph
    - 7.5.3.5. Shades
    - 7.5.3.6. Cut and Paste
    - 7.5.3.7. Change Control, Commenting and Version Comparison
- 7.6. Spelling and Grammar Issues
  - 7.6.1. Introduction
  - 7.6.2. Most Common Accentuation Problems
  - 7.6.3. Capitalization
  - 7.6.4. Punctuation Marks
  - 7.6.5. Abbreviations and Acronyms
  - 7.6.6. Other Signs
  - 7.6.7. Some Problems
- 7.7. Textual Models: the Description
  - 7.7.1. Introduction
  - 7.7.2. Definition
  - 7.7.3. Types of Description
  - 7.7.4. Description Types
  - 7.7.5. Techniques
  - 7.7.6. Linguistic Elements
- 7.8. Textual Models: Narration
  - 7.8.1. Introduction
  - 7.8.2. Definition
  - 7.8.3. Features
  - 7.8.4. Components
  - 7.8.5. The Narrator
  - 7.8.6. Linguistic Elements
- 7.9. Textual Models: the Exposition and the Epistolary Genre
  - 7.9.1. Introduction
  - 7.9.2. The Exposition
  - 7.9.3. The Epistolary Genre
  - 7.9.4. Components
- 7.10. Textual Models: Argumentation
  - 7.10.1. Introduction
  - 7.10.2. Definition
  - 7.10.3. Elements and Structure of Argumentation

- 7.10.4. Types of Arguments
- 7.10.5. Fallacies
- 7.10.6. Structure
- 7.10.7. Linguistic Features
- 7.11. Academic Writing
  - 7.11.1. Introduction
  - 7.11.2. Scientific Work
  - 7.11.3. Summary
  - 7.11.4. The Review
  - 7.11.5. The Trial
  - 7.11.6. Appointments
  - 7.11.7. Writing on the Internet

## Module 8. Social Media and Community Management

- 8.1. Introduction and Typology of Social Media
  - 8.1.1. Social Media Against Traditional Media
  - 8.1.2. What is a Social Network?
  - 8.1.3. Evolution of Social Networks on the Internet?
  - 8.1.4. Social Media Today
  - 8.1.5. Features of Social Media on the Internet
  - 8.1.6. Social Media Typology
- 8.2. Functions of the Community Manager
  - 8.2.1. The Figure of the Community Manager and their Role in the Company
  - 8.2.2. A Guide to the Community Manager
  - 8.2.3. The Profile of the Community Manager
- 8.3. Social Media within the Structure of the Business
  - 8.3.1. The Importance of Social Media in the Company
  - 8.3.2. The Different Profiles that Work in Social Media
  - 8.3.3. How to Choose the Best Structure for Social Media Management
  - 8.3.4. Customer Care on Social Media
  - 8.3.5. Relationship of the Social Media Team with Other Departments in the Company
- 8.4. Introduction to Digital Marketing
  - 8.4.1. The Internet: Making Marketing Infinite
  - 8.4.2. Objectives of Marketing on the Internet
  - 8.4.3. Key Concepts on the Internet
  - 8.4.4. Operative Marketing on the Web
  - 8.4.5. Search Engine Positioning
  - 8.4.6. Social Media
  - 8.4.7. Community Manager
  - 8.4.8. E-Commerce
- 8.5. Social Media Strategic Plan and Social Media Plan
  - 8.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
  - 8.5.2. Previous Analysis
  - 8.5.3. Objectives
  - 8.5.4. Strategy
  - 8.5.5. Actions
  - 8.5.6. Budget
  - 8.5.7. Schedules
  - 8.5.8. Contingency Plan
- 8.6. Online Reputation
- 8.7. Main Social Media Outlets I
  - 8.7.1. Facebook: Increase the Presence of Our Brand
    - 8.7.1.1. Introduction: What is Facebook and How Can it Help Us?
    - 8.7.1.2. Main Elements in the Professional Field
    - 8.7.1.3. Content Promotion
    - 8.7.1.4. Analytics
  - 8.7.2. Twitter: 140 Characters to Achieve the Objectives
    - 8.7.2.1. Introduction: What is Twitter and How Can it Help Us?
    - 8.7.2.2. Main Elements
    - 8.7.2.3. Content Promotion
    - 8.7.2.4. Analytics
  - 8.7.3. LinkedIn. The Professional Social Network for Excellence
    - 8.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
    - 8.7.3.2. Main Elements
    - 8.7.3.3. Content Promotion

- 8.8. Main Social Media Outlets II
  - 8.8.1. YouTube: The Second Most Important Search Engine on the Internet
  - 8.8.2. Main Elements
  - 8.8.3. Advertising
  - 8.8.4. YouTube Analytics
  - 8.8.5. Success Stories
  - 8.8.6. Instagram and Pinterest. The Power of Image
  - 8.8.7. Instagram
  - 8.8.8. Success Stories
  - 8.8.9. Pinterest
- 8.9. Blogs and Personal Branding
  - 8.9.1. Definition
  - 8.9.2. Typology
- 8.10. Tools for the Community Manager
  - 8.10.1. Monitoring and Programming. Hootsuite
  - 8.10.2. Specific Tools for Each Social Network
  - 8.10.3. Active Listening Tools
  - 8.10.4. URL Shortening Tools
  - 8.10.5. Tools for the Generation of Content

## Module 9. Lobbying and Persuasion

- 9.1. Introduction to Lobbying
  - 9.1.1. What is a Lobby?
  - 9.1.2. Origins of the Lobby
  - 9.1.3. Public Affairs Strategies
- 9.2. The Lobbyist
  - 9.2.1. A Day in the Life of a Lobbyist
  - 9.2.2. Lobbying, Vocation or Training
  - 9.2.3. Ten Qualities of a Good Lobbyist
- 9.3. The Basics of Lobbying
  - 9.3.1. Mobilization in Digital Environments
  - 9.3.2. Clients
  - 9.3.3. Lobbying and Internationalization

- 9.4. Lobbying in Small Businesses
  - 9.4.1. Association
  - 9.4.2. Approach
  - 9.4.3. Anticipation
  - 9.4.4. Activation
  - 9.4.5. Access
  - 9.4.6. Assessment
- 9.5. Study Cases
  - 9.5.1. Public-Private Collaboration: The Case of PPP Forum
  - 9.5.2. A Success Story: Introduction to Hybrid Technology
  - 9.5.3. "Varicella and Public Health" Case
- 9.6. Lobbying Strategies
  - 9.6.1. A Pre-Legislative Administration's View of Lobbies
  - 9.6.2. The Butterfly Effect
  - 9.6.3. Light and Stenographers
- 9.7. Lobbying in The Media
  - 9.7.1. Lobbying on the Internet and Social Media
  - 9.7.2. Most Popular Social Media Used by Lobbyists
  - 9.7.3. Lobbies in Conventional Media
- 9.8. Types of Groups
  - 9.8.1. Opinion Groups
  - 9.8.2. Stakeholders
  - 9.8.3. Power Groups
- 9.9. Types of Lobbying
  - 9.9.1. According to their Organizational Aspect
  - 9.9.2. According to their Legal Nature
  - 9.9.3. According to their Goals, Objectives and Interests
- 9.10. Positive and Negative Aspects of Lobbying
  - 9.10.1. Positive Aspects
  - 9.10.2. Negative Aspects
  - 9.10.3. Lobbyists' Vision



## Module 10. Research in Digital Media

- 10.1. The Scientific Method and its Techniques
  - 10.1.1. Introduction
  - 10.1.2. The Scientific Method and its Techniques
  - 10.1.3. Scientific Method and Methodological Techniques
  - 10.1.4. Research Design and Phases
  - 10.1.5. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
  - 10.1.6. Research Approaches and Perspectives
  - 10.1.7. Ethical and Deontological Rules
- 10.2. Methodology I
  - 10.2.1. Introduction
  - 10.2.2. Measurable Aspects: Quantitative Method
  - 10.2.3. Quantitative Techniques
  - 10.2.4. Types of Surveys
  - 10.2.5. Questionnaire Preparation and Presentation of Results
- 10.3. II Methodology
  - 10.3.1. Introduction
  - 10.3.2. Measurable Aspects: Qualitative Method
  - 10.3.3. Qualitative Techniques
  - 10.3.4. Individual Interviews and their Typology
  - 10.3.5. The Group Interview and its Variables: Discussion Groups or Focus Groups
  - 10.3.6. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
  - 10.3.7. Participatory – Action Research
- 10.4. III Methodology
  - 10.4.1. Introduction
  - 10.4.2. Revealing Communicative Behaviors and Interactions: Observation and its Variants
  - 10.4.3. Observation as a Scientific Method

- 10.4.4. The Procedure: Planning Systematic Observation
- 10.4.5. Different Types of Observation
- 10.4.6. Online Observation: Virtual Ethnography
- 10.5. IV Methodology
  - 10.5.1. Introduction
  - 10.5.2. Uncovering the Content of Messages: Content and Discourse Analysis
  - 10.5.3. Introduction to Quantitative Content Analysis
  - 10.5.4. Sample Selection and Category Design
  - 10.5.5. Data Processing
  - 10.5.6. Critical Discourse Analysis
  - 10.5.7. Other Techniques for the Analysis of Media Texts
- 10.6. Techniques for Collecting Digital Data
  - 10.6.1. Introduction
  - 10.6.2. Knowing the Reactions: Experimenting in Communication
  - 10.6.3. Introduction to Experiments
  - 10.6.4. What is an Experiment in Communication?
  - 10.6.5. Experimentation and its Types
  - 10.6.6. The Practical Design of the Experiment
- 10.7. Techniques for Organizing Digital Data
  - 10.7.1. Introduction
  - 10.7.2. Digital Information
  - 10.7.3. Problems and Methodological Proposals
  - 10.7.4. Online Press: Characteristics and Approach to its Analysis
- 10.8. Participatory Instrumental Services
  - 10.8.1. Introduction
  - 10.8.2. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
  - 10.8.3. Internet as an Object of Study
  - 10.8.4. Criteria for Evaluating the Quality and Reliability of Content on the Internet
- 10.9. Internet Quality as a Source: Validation and Confirmation Strategies
  - 10.9.1. Introduction
  - 10.9.2. Research on the Internet and Digital Platforms
  - 10.9.3. Searching and Browsing in the Online Environment
  - 10.9.4. Approach to Research on Digital Formats: Blogs





- 10.9.5. Approach to Social Network Research Methods
- 10.9.6. Hyperlink Research
- 10.10. Diffusion of Research Activity
  - 10.10.1. Introduction
  - 10.10.2. Research Trends in Communication
  - 10.10.3. Introduction to the Contemporary Environment of Research in Communication
  - 10.10.4. The Readaptation of the Classic Objects of Communication Research
  - 10.10.5. The Emergence of Classical Research Objects
  - 10.10.6. Towards Interdisciplinarity and Methodological Hybridization

“*Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology*”



06

# Clinical Internship

After completing the online modality, the student will have access to the on-site stay in one of the most important agencies in the digital panorama. In this way, and during 3 intensive weeks, they will be able to carry out various activities in the company of an assistant professional, who will guide them and provide all the information required for the benefit of their career.





“

*Manage the communications of organizations and companies, writing precise and persuasive texts to attract more audience in social networks"*

By enrolling in this TECH program, your chances of success will be multiplied for top management positions. Even to develop their own projects and work independently due to the ample opportunities offered by digital tools to internationalize a brand. This new challenge will allow students to develop their individual knowledge and skills in teamwork within a communication company or in the communication departments of modern organizations.

This program represents an excellent opportunity to perform the activities of a communications director, such as changing the corporate image of a company, planning communication plans following the parameters of the brand, or carrying out Digital Marketing campaigns, as well as other related activities, completing the learning process.

You will be able to experience this and much more during the 3-week internship period, together with the tutor who will accompany and guide you to effectively advance in your learning process.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for daily practice (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:





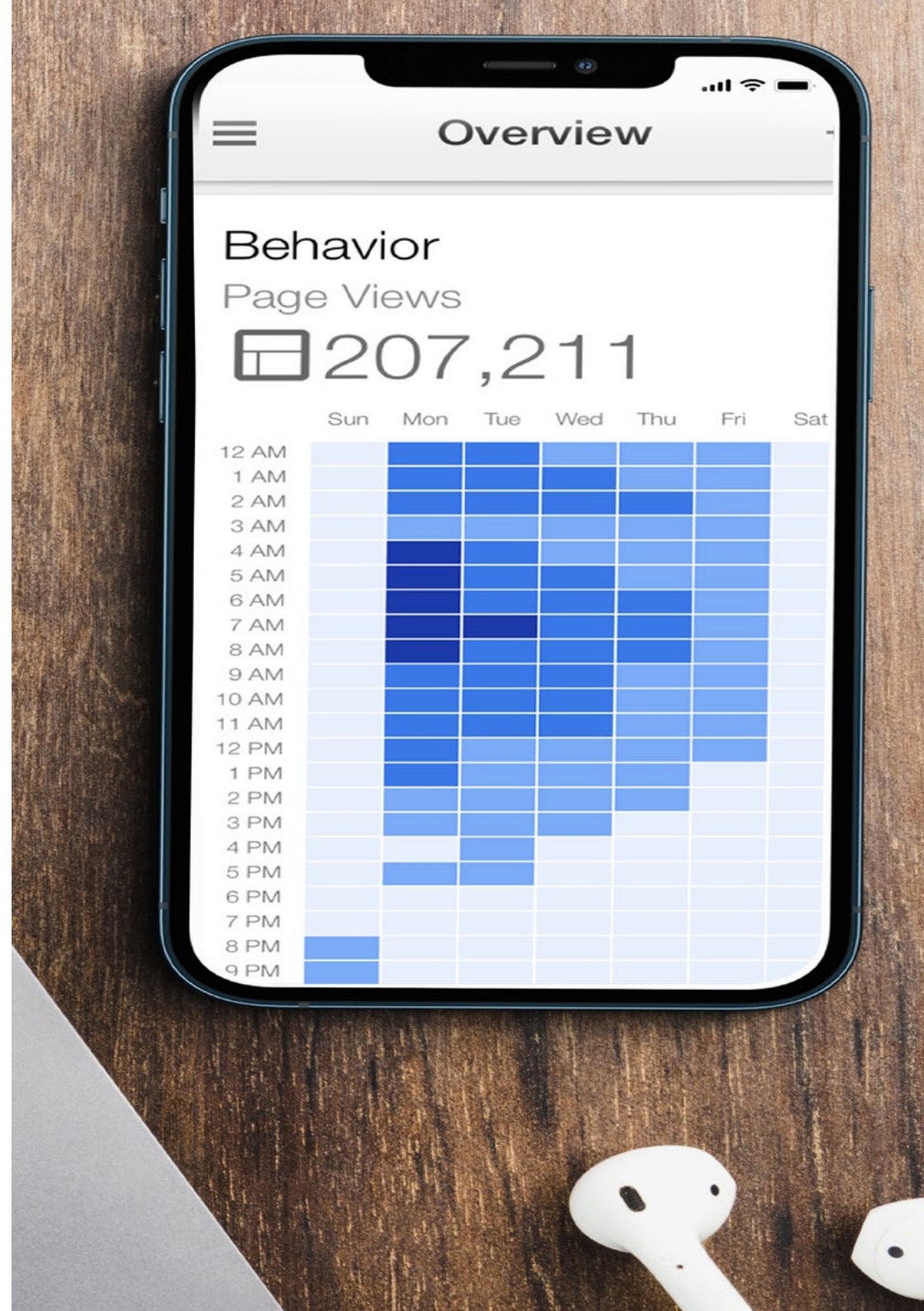
Module	Practical Activity
<b>Communication management in new digital channels</b>	Online crisis management and reputational SEO
	Verify the effectiveness of the use of generalist, professional, and microblogging platforms: Facebook, LinkedIn, Google+ and Twitter
	Verify the effectiveness of the use of video, image and mobility platforms. and mobility platforms: Youtube, Instagram, Flickr, Vimeo and Pinterest
	Create appropriate content and <i>storytelling and social media and control strategies for each social network.</i>
	Check the customer service model in social networks.
	Propose effective methods such as the use of <i>Hootsuite and other tools for content management.</i>
<b>Corporate identity and communication structure.</b>	Perform Image Audit and Strategy
	Communicate and reinforce Corporate Social Responsibility through innovative actions.
	Propose a communication model in a communication crisis involving brand identity.
	Apply innovation in Corporate Visual Identity and Naming
<b>Advanced Communication and Digital Reputation Techniques</b>	Apply innovative strategies as <i>Public Affairs</i>
	Use <i>Lobbying as a means to establish relationships through digital and media environments.</i>
	Revision of texts and rewriting, argumentation of texts
	Participate in actions that contribute to the intermediation with the different institutional actors, <i>Influencers, and communication media.</i>
	Apply Methods and Techniques for Public Opinion Research
<b>Advanced research techniques in digital media</b>	Use the scientific method and its methodological techniques.
	Designing a research proposal with results projections
	Conduct individual and group interviews
	Apply other types of conversational techniques: Use the scientific method and its techniques Methodology Phillips 66, <i>Brainstorming, Delphi, etc.</i>
	Use advanced techniques to collect, organize, process, and analyze digital data.

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



## General conditions of Internship Program

The general terms and conditions of the internship program agreement shall be as follows:

**1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the student does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

**6. PREVIOUS EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. NOT INCLUDED:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case. necessary information to facilitate the procedures in any case.

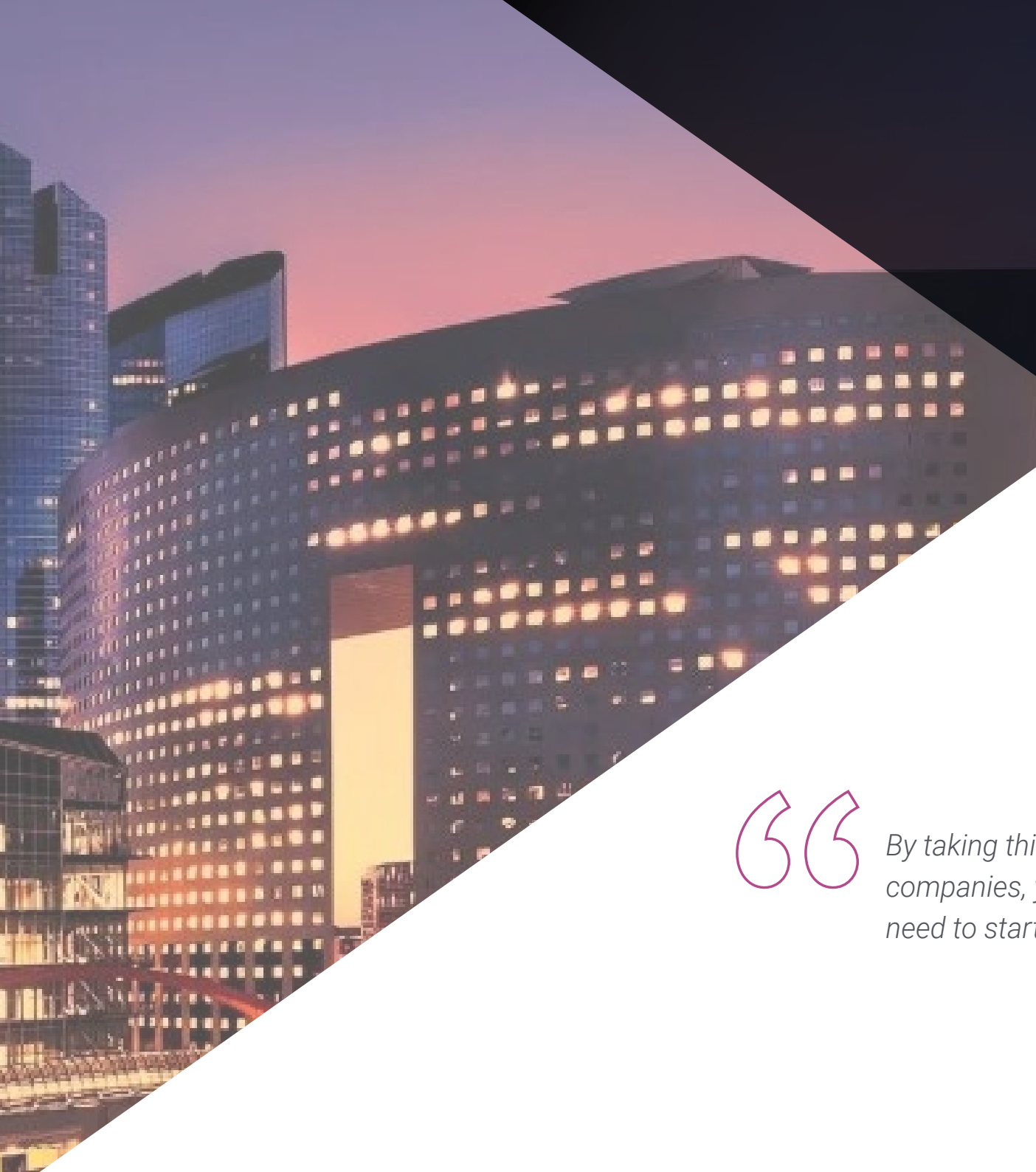
07

# Where Can I Do the Internship?

To continue at the forefront of the education sector university, TECH has have brought together the best companies to assist in the practical training of students interested in taking the next step in their careers. Therefore, this program is a unique opportunity for you to achieve this goal together with the best specialists in Marketing and Digital Communications Management.








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*By taking this program at any of these companies, you will gain the confidence you need to start a new career path today”*



Students can take the practical part of this Hybrid Professional Master's Degree at the following centers:



**School of Business**

**Match Mode**

Country	City
Spain	Barcelona


Address: Avenida Diagonal 696  
(08034) Barcelona

The only platform specialized in fashion for the recruitment of freelancers specialized in this sector.

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**Related internship programs:**

- Fashion and Luxury Communication Management
- Communication Company Management



**School of Business**

**Sanux Salud y Nutrición**

Country	City
Spain	Granada


Address: Calle el Castaño, 4 local 2, (18008)  
Granada, España

Comprehensive clinical center for the treatment of obesity and overweight.

---

**Related internship programs:**

- Digital Communication and Reputation Management
- Social Media Management: Community Manager



**School of Business**

**Data Comunicación**

Country	City
Spain	Vizcaya

Address: C/ El árbol 25. Oficina 4, 48980 Santurtzi

Communication and Digital Marketing Agency

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**Related internship programs:**

- Digital Communication and Reputation Management



**School of Business**

**BIA3 Consultores**

Country	City
Spain	Murcia


Address: EDIFICIO EXPOMURCIA, Av. Miguel de Cervantes, 45, Planta 7, Letra D, 30009 Murcia

BIA3 Consultants, specialists in strategic communication in the agri-food sector.

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**Related internship programs:**

- Digital Communication and Reputation Management



**School of Business**

**Goose & Hopper**

Country	City
Spain	Valence

Address La Marina de Valencia, Muelle de la Aduana S/N Edificio Lanzadera 46024

Advertising, design, technology, and creativity agency.

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**Related internship programs:**

- Digital Communication and Reputation Management
- MBA in Digital Marketing



School of Business

### The Social Surfers

Country	City
Argentina	Autonomous City of Buenos Aires

Address: Avda. del Libertador 8142 Nuñez, Ciudad Autónoma de Buenos Aires

Communication, marketing, and web analytics company

#### Related internship programs:

- Social Media Management: Community Manager
- Digital Communication and Reputation Management



School of Business

### Infomedia

Country	City
Argentina	Autonomous City of Buenos Aires

Address: Avda. Santa Fe 1752 3ºA Ciudad de Buenos Aires

Communication and content management agency

#### Related internship programs:

- Digital Communication and Reputation Management



School of Business

### Piensemmarketing

Country	City
Argentina	Río Negro

Address: Campichuelo 580 (8400), Ciudad de Bariloche, Río Negro

Social and digital marketing and communication agency

#### Related internship programs:

- Creation and Entrepreneurship in Digital Business
- MBA in Digital Marketing



School of Business

### Goose & Hopper

Country City  
Mexico Michoacán de Ocampo

Address: Avenida Solidaridad Col. Nueva Chapultepec Morelia, Michoacan

Advertising, design, technology, and creativity agency.

**Related internship programs:**

- Digital Communication and Reputation Management
- Organic 3D Modeling



School of Business

### Grupo Fórmula

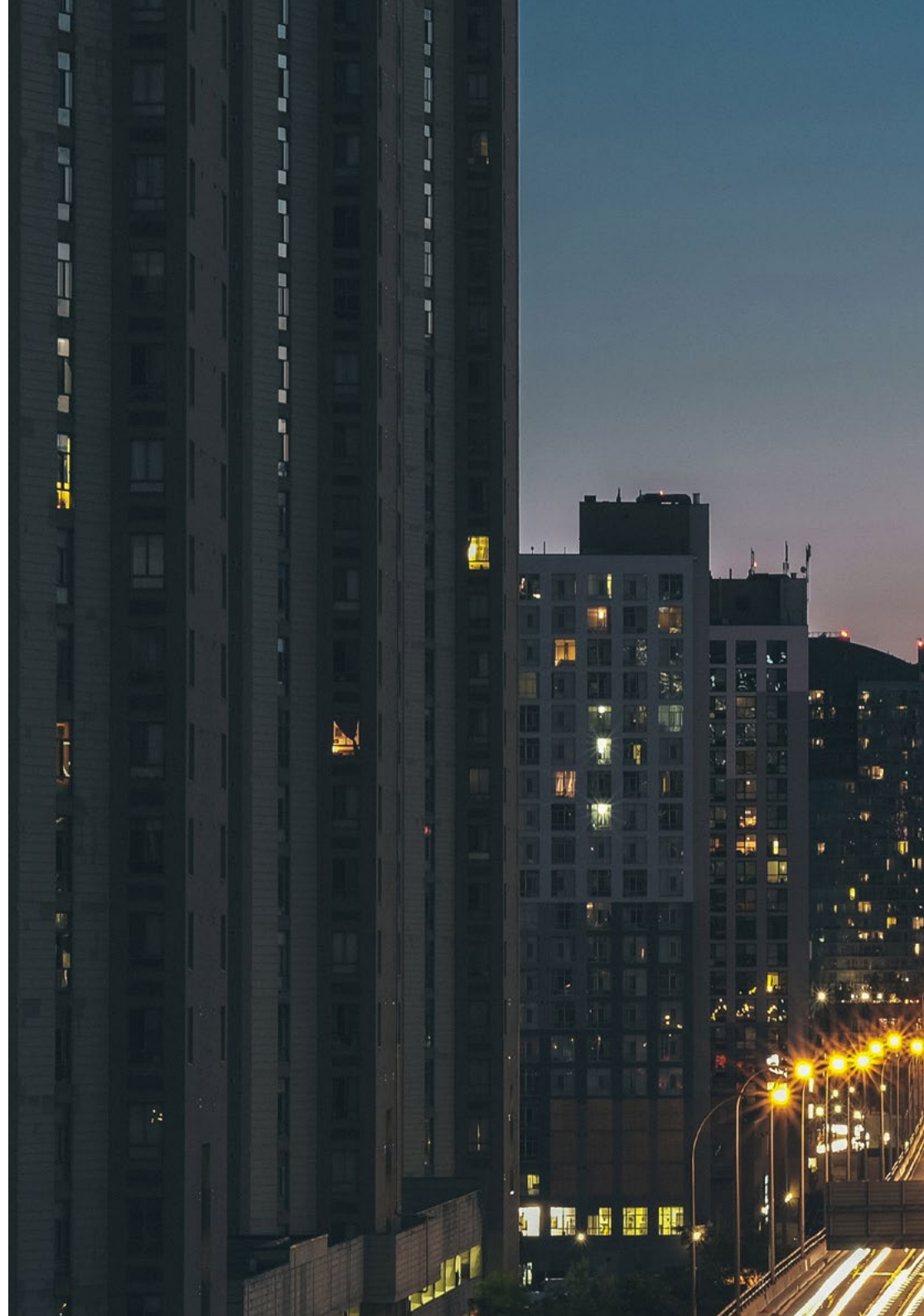
Country City  
Mexico Mexico City

Address: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

**Related internship programs:**

- Graphic Design
- People Management





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*You will learn firsthand the reality of working in the area in a demanding and rewarding environment”*

08

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



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





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

## A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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



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



### Study Material

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

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



### Classes

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

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



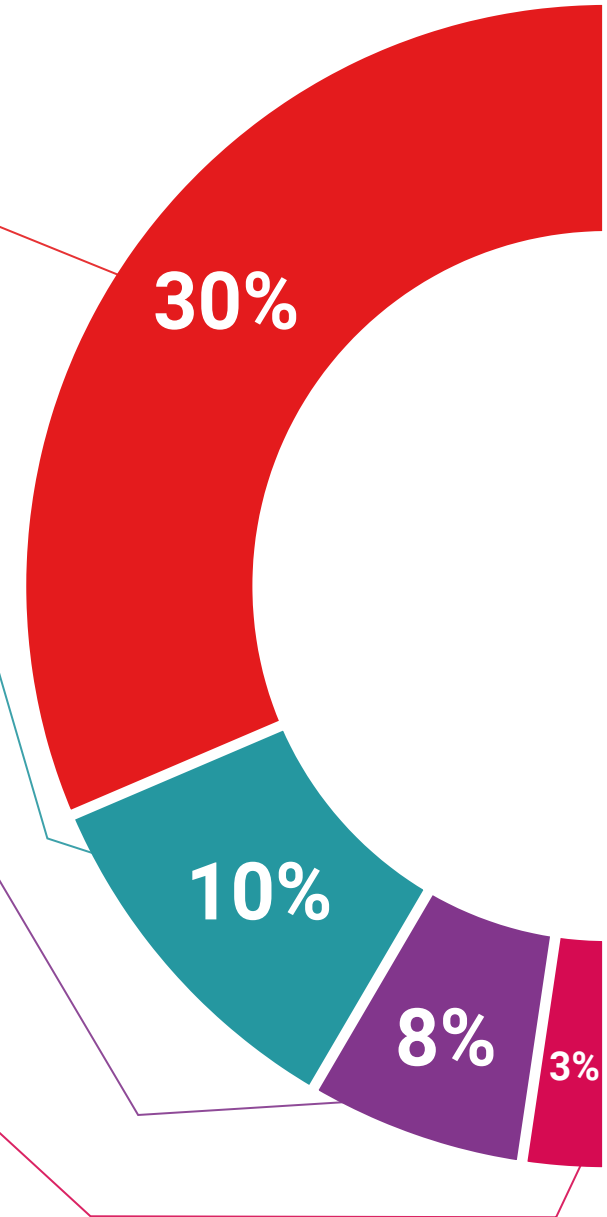
### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



09

# Certificate

The Hybrid Professional Master's Degree in Communication and Digital Reputation Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree diploma issued by TECH Technological University.



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

This **Hybrid Professional Master's Degree in Communication and Digital Reputation Management** contains the most complete and up-to-date program on the professional and educational field.

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

In addition to the certificate, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

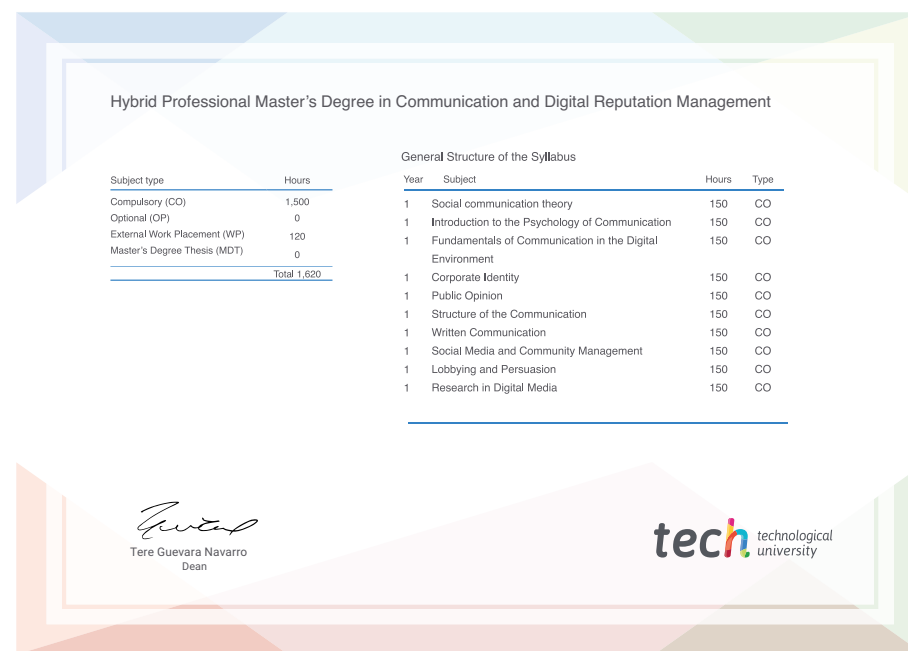
Title: **Hybrid Professional Master's Degree in Communication and Digital Reputation Management**

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**



\*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.





## Hybrid Professional Master's Degree

Communication and Digital Reputation Management

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

# Hybrid Professional Master's Degree

## Communications and Online Reputation Management

