

# Hybrid Professional Master's Degree

## Social Media Management and Community Manager



## Hybrid Professional Master's Degree Social Media Management and Community Manager

Modality: Hybrid (Online + Clinical Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

Website: [www.techtitute.com/us/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-social-media-management-community-manager](http://www.techtitute.com/us/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-social-media-management-community-manager)

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# 01

# Introduction

Digitalization sets the parameters for today's world. The modern individual is constantly connected, searching the internet, shopping online or sharing their life on social networks. Therefore, it is essential for companies to make their way on this path. In this sense, social networks are the ideal medium to make a brand known, and to do so; they must have a solid strategy that allows for creating a reputation and favoring the user engagement process. Therefore, this program will allow the professional to acquire the necessary skills to lead teams of social networks and Community Managers. All this with an online theoretical framework and a practical stay of 3 weeks in a leading company in the digital world.





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*It's time to advance your career by building a team that manages the social networks of the most important international brands”*

Since the popularization of social networks, companies have used them to get closer to their target audience, creating proximity and showing a more "human" face: an approach that requires proper management of account profiles and interaction with users, which sometimes generate major reputation crises.

Leading teams of social networks and Community Managers is a task that requires advanced knowledge in communication, strategic marketing, or graphic design. For this reason, TECH has created this Hybrid Professional Master's Degree that provides the professional with the necessary management skills to manage this area and the key theoretical concepts for direct application in a renowned company, where he/she will carry out a practical stay.

In this way, the professional will have an advanced syllabus taught in the online mode that will lead him to be up to date in the necessary creativity in communication, corporate identity, or the most appropriate copywriting for digital environments. All this with multimedia training material you can access whenever and wherever you want.

In addition, this program includes a 3-week practical stay in a leading company in the sector, where you can share space with professionals specialized in this field, who will show you the latest digital tools used for the management and monitoring of accounts, strategic planning or the keys to apply creativity in each publication.

This is an excellent opportunity to expand professional boundaries through a flexible and unique university program unique in the academic panorama. With this format, TECH responds to the real needs of people who wish to combine the most demanding responsibilities with a first-class program.

This **Hybrid Professional Master's Degree in Social Media Management and Community Manager** contains the most complete and up-to-date educational program on the market. The most important features include:

- The development of more than 100 case studies presented by experts in digital marketing and e-commerce management
- The graphic, schematic and practical contents with which they are conceived, gather Specific information on those disciplines that are essential for professional practice
- Comprehensive systematized action plans in the business field
- Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- Practical guides for the use of the main Digital Marketing tools
- Special emphasis on the most innovative methodologies for the application of leadership techniques in business
- 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
- The possibility of an internship in leading companies in the sector



*After completing the online period, you will be able to do an internship in a prestigious company and prepare yourself to take on the role of digital marketing director"*

“ *Social media presence is essential for any company. Thanks to this program, you will have the opportunity to manage a social media team*”

In this Master's program, of a professionalizing nature and blended learning modality, is aimed at updating Marketing and social media professionals who require a high level of qualification. 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 the multimedia content, developed with the latest educational technology, Marketing professionals will benefit from situated and contextual learning, i.e., a simulated environment that will provide immersive learning programmed to train 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.

*You will go beyond advertising products on social networks: you will manage an entire community to help increase users' loyalty to a brand.*

*Updating your knowledge in this sector is of vital importance to continue your career as a marketing and social media manager.*



# 02

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

Social networks are the present and future for the vast majority of companies and businesses that wish to prosper in the commercial field: a scenario where it is key to have a solid knowledge of communication, marketing, and advertising but where daily practice is essential in optimal management. For this reason, TECH has created this pioneering program, which combines the most recent updates in areas such as graphic design, public opinion, and digital communication with a practical stay in a leading company within the sector. In this way, the professional will get a broad and current view of the panorama of Social Media Management and Community Manager, being always guided by real experts in this field.







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*With this program, you will be able to lead any social media management project successfully”*

### 1. Updating from the latest technology available

Undoubtedly, the emergence of social networks has meant a before and after in business communication and brand management. The digital immersion of companies and the continuous emergence of platforms and digital tools for creativity or monitoring are the day-to-day in this professional field. That is why TECH brings, with this Hybrid Professional Master's Degree, the latest technology in the field of Social Networks.

### 2. Gaining In-Depth Knowledge from the Experience of the best professionals

In this academic journey, the professional will be accompanied by a faculty specialized in network management and knowledgeable in the crucial work of the Community Manager. This consulting will also continue during the practical stay, where the specialist will be working side by side with excellent experts from a prestigious company in this field.

### 3. Entering first-class environments

One of TECH's goals with this program is to get the professional into a first-level work environment. For this reason, it carries out a meticulous selection of the companies where the internship will take place, a process that is equally rigorous in the selection of the teachers who will teach this program. This guarantees the graduate access to quality instruction, which will allow them to progress in the field of Social Media management.



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

Currently, in the academic market, there are many programs that are completely incompatible with work and personal responsibilities. Therefore, TECH moves away from this approach to create, with this Hybrid Professional Master's Degree, a degree that genuinely meets the needs of professionals. Therefore, it combines advanced and exhaustive theory with a practical stay in an excellent reference company in the field of social media management.

#### **5. Expanding the Boundaries of Knowledge**

TECH offers the possibility of doing this Internship Program, not only in national, but also in international centers. This way, the specialist will be able to expand their frontiers and catch up with the best professionals, who practice in first class centers and in different continents. A unique opportunity that only TECH, the largest online university in the world, could offer.



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

# 03 Objectives

This Hybrid Professional Master's Degree will allow students to acquire the knowledge they need to update their skills in a profession that requires creativity and leadership. All of the knowledge contained in each module has been designed to give the professional a global perspective, with full training to face new challenges and, of course, to improve their management skills.



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*Reach new goals thanks to this hybrid program, where you will have the opportunity to spend 3 weeks in one of the most important international marketing agencies”*

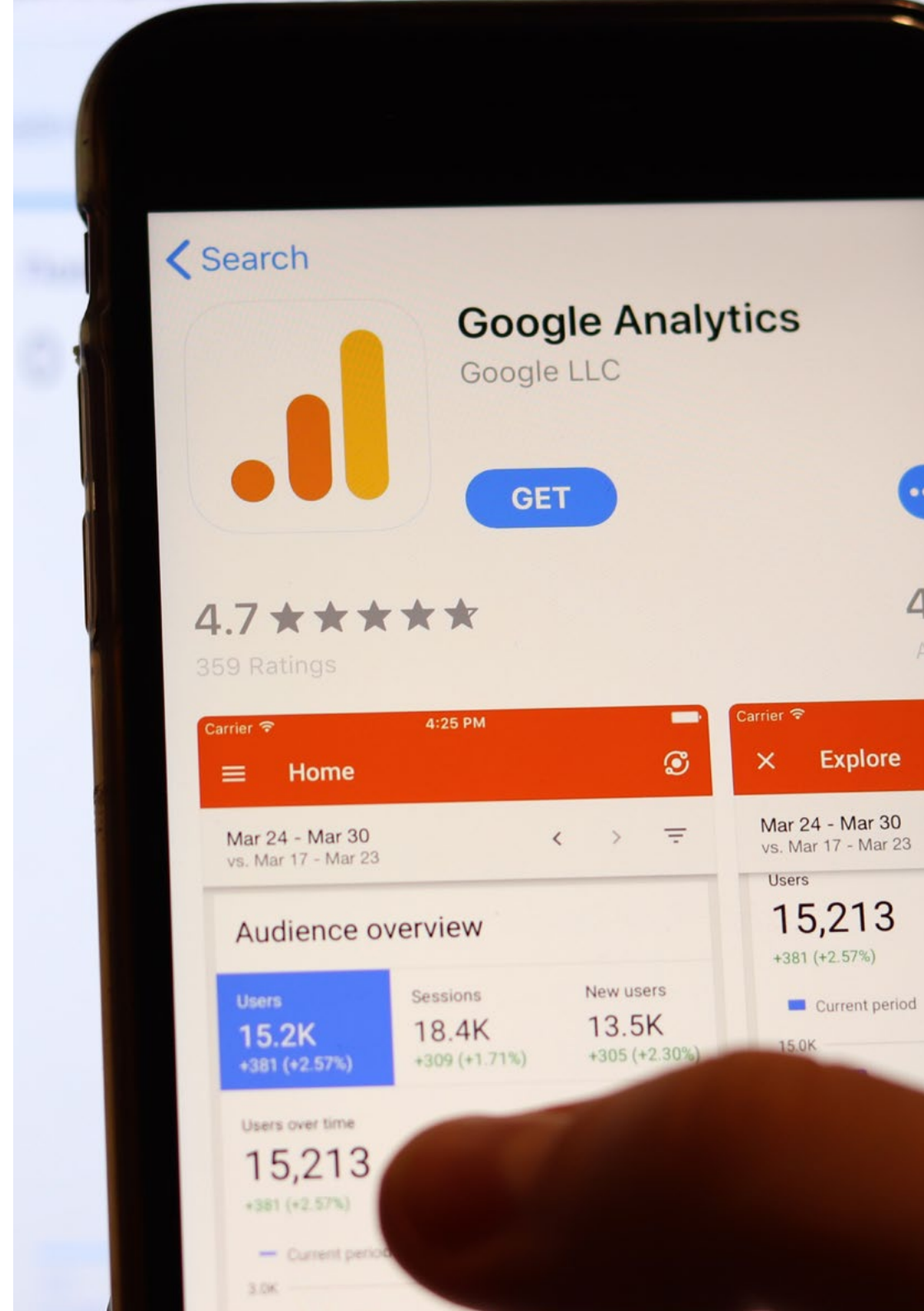


## General Objective

- The objective of this program will be an opportunity for students to improve their skills in the management of social networks and virtual communities. Therefore, upon graduation, students will be able to handle the most current content creation tools and implement digital marketing plans and strategies, among others



*With this program, you will be able to foster creativity and persuasion through different media and communication media”*





## Specific Objectives

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- ♦ 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
- ♦ Have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ 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
- ♦ Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Be able to relate advertising and public relations coherently with other social and human sciences
- ♦ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ♦ Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements
- ♦ Assume the role of a creative editor within an advertising agency or advertising department in a company or institution
- ♦ Understand the nature and communicative potential of images and graphic design
- ♦ Know the creative advertising process
- ♦ Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Understand the communication department within businesses and institutions
- ♦ Be able to apply the necessary techniques for the management of a communication department within companies and institutions
- ♦ Know how to organize events in the private and public sphere, following protocol guidelines
- ♦ Identify multiple expressions, phenomena and processes of public opinion

# 04 Skills

After passing each module of the curriculum, the student will have acquired the skills needed to develop a marketing and social media strategy that will help catapult any brand. All this is thanks to the efforts of the teaching staff to provide a complete syllabus and update the sector's current needs.







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*These skills will be indispensable in your new role as marketing director in any company, achieving greater effectiveness in each campaign”*



## General Skills

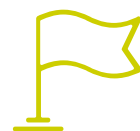
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- Acquire the necessary skills to manage social networks and work as a community manager for any organization or company
- Develop the corporate identity of an organization

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*Through this program, you will be able to master the current scenario of social media management and the main digital tools used by Community Managers”*





## Specific Skills

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- Describe the characteristics and fundamentals of communication in the digital environment
- Know about social media and the work of the community manager
- Develop creative communication
- Develop a strategic marketing plan
- Carry out research in digital media
- Effectively write advertising copy
- Carry out management of art campaigns
- Create graphic pieces in advertising
- Develop a corporate Identity
- Analyze and manage communication in the context of public opinion

# 05

## Educational Plan

This blended program has been structured according to the criteria of a group of experts in the area of digital marketing. In this way, the student will have a current content aimed at enhancing their creative skills to develop successful campaigns and, of course, their managerial skills, which are essential to lead any digital marketing team to success. Therefore, from module 1, your knowledge will be broadened, allowing you to face new challenges in any company or on your own account.





Instagram

“

*You will have a resource library at your disposal  
24 hours a day enriched with innovative  
multimedia content”*

## Module 1. Fundamentals of Communication in the Digital Environment

- 1.1. Web 2.0 or the Social Web
  - 1.1.1. Organization in the Age of Conversation
  - 1.1.2. Web 2.0 Is All About People
  - 1.1.3. Digital Environment and New Communication Formats
- 1.2. Digital Communication and Reputation
  - 1.2.1. Online Reputation Report
  - 1.2.2. Etiquette and Best Practices in Social Networking
  - 1.2.3. Branding and 2.0 Networks
- 1.3. Online Reputation Plan Design and Planning
  - 1.3.1. Overview of the Main Social Media
  - 1.3.2. Brand Reputation Plan
  - 1.3.3. General metrics, ROI, and Social CRM
  - 1.3.4. Online Crisis and Reputational SEO
- 1.4. General, Professional, and Microblogging Platforms
  - 1.4.1. Facebook
  - 1.4.2. LinkedIn
  - 1.4.3. Google+
  - 1.4.4. Twitter
- 1.5. Video, Image, and Mobility Platforms
  - 1.5.1. YouTube
  - 1.5.2. Instagram
  - 1.5.3. Flickr
  - 1.5.4. Vimeo
  - 1.5.5. Pinterest
- 1.6. Content and Storytelling Strategy
  - 1.6.1. Corporate Blogging
  - 1.6.2. Content Marketing Strategy
  - 1.6.3. Creating a Content Plan
  - 1.6.4. Content Curation Strategy

- 1.7. Social Media Strategies
  - 1.7.1. Corporate PR and Social Media
  - 1.7.2. Defining the Strategy to be Applied in Each Medium
  - 1.7.3. Analysis and Evaluation of Results
- 1.8. Community Administration
  - 1.8.1. Roles, Tasks and Responsibilities of the Community Administration
  - 1.8.2. Social Media Manager
  - 1.8.3. Social Media Strategist
- 1.9. Social Media Plan
  - 1.9.1. Designing a Social Media Plan
  - 1.9.2. Schedule, Budget, Expectations and Follow-up
  - 1.9.3. Contingency Protocol in Case of Crisis
- 1.10. Online Monitoring Tools
  - 1.10.1. Management Tools and Desktop Applications
  - 1.10.2. Monitoring and Research Tools

## Module 2. Social Media and Community Management

- 2.1. Introduction and Typology of Social Media
  - 2.1.1. Social Media Against Traditional Media
  - 2.1.2. What is a Social Network?
  - 2.1.3. Evolution of Social Networks on the Internet?
  - 2.1.4. Social Media Today
  - 2.1.5. Features of Social Media on the Internet
  - 2.1.6. Social Media Typology
- 2.2. Functions of the Community Manager
  - 2.2.1. The Figure of the Community Manager and their Role in the Company
  - 2.2.2. Community Manager Guide
  - 2.2.3. The Profile of the Community Manager
- 2.3. Social Media within the Structure of the Business
  - 2.3.1. The Importance of Social Media in the Company
  - 2.3.2. The Different Profiles that Work in Social Media
  - 2.3.3. How to Choose the Best Structure for Social Media Management
  - 2.3.4. Customer Care on Social Media
  - 2.3.5. Relationship of the Social Media Team with Other Departments in the Company

- 2.4. Introduction to Digital Marketing
  - 2.4.1. The Internet: Making Marketing Infinite
  - 2.4.2. Objectives of Marketing on the Internet
  - 2.4.3. Key Concepts on the Internet
  - 2.4.4. Operative Marketing on the Web
  - 2.4.5. Search Engine Positioning
  - 2.4.6. Social Media
  - 2.4.7. Community Manager
  - 2.4.8. e-Commerce
- 2.5. Social Media Strategic Plan and Social Media Plan
  - 2.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
  - 2.5.2. Previous Analysis
  - 2.5.3. Objectives
  - 2.5.4. Strategy
  - 2.5.5. Actions
  - 2.5.6. Budget
  - 2.5.7. Schedules
  - 2.5.8. Contingency Plan
- 2.6. Online Reputation
- 2.7. Main Social Media Outlets I
  - 2.7.1. Facebook: Increase the Presence of Our Brand
    - 2.7.1.1. Introduction: What is Facebook and How Can it Help Us?
    - 2.7.1.2. Main Elements in the Professional Field
    - 2.7.1.3. Content Promotion
    - 2.7.1.4. Analytics
  - 2.7.2. Twitter: 140 Characters to Achieve the Objectives
    - 2.7.2.1. Introduction: What is Twitter and How Can it Help Us?
    - 2.7.2.2. Main Elements
    - 2.7.2.3. Content Promotion
    - 2.7.2.4. Analytics
  - 2.7.3. LinkedIn. The Professional Social Network for Excellence
    - 2.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
    - 2.7.3.2. Main Elements
    - 2.7.3.3. Content Promotion

- 2.8. Main Social Media Outlets II
  - 2.8.1. YouTube: The Second Most Important Search Engine on the Internet
  - 2.8.2. Main Elements
  - 2.8.3. Advertising
  - 2.8.4. YouTube Analytics
  - 2.8.5. Success Stories
  - 2.8.6. Instagram and Pinterest. The Power of Image
  - 2.8.7. Instagram
  - 2.8.8. Success Stories
  - 2.8.9. Pinterest
- 2.9. Blogs and Personal Branding
  - 2.9.1. Definition
  - 2.9.2. Typology
- 2.10. Community Manager Tools
  - 2.10.1. Monitoring and Programming. Hootsuite
  - 2.10.2. Specific Tools for Each Social Network
  - 2.10.3. Active Listening Tools
  - 2.10.4. URL Shortening Tools
  - 2.10.5. Tools for the Generation of Content

### Module 3. Creativity in Communication

- 3.1. To Create is to Think
  - 3.1.1. The Art of Thinking
  - 3.1.2. Creative Thinking and Creativity
  - 3.1.3. Thought and Brain
  - 3.1.4. The Lines of Research on Creativity: Systematization
- 3.2. Nature of the Creative Process
  - 3.2.1. Nature of Creativity
  - 3.2.2. The Notion of Creativity: Creation and Creativity
  - 3.2.3. The Creation of Ideas for Persuasive Communication
  - 3.2.4. Nature of the Creative Process in Advertising

- 3.3. The Invention
  - 3.3.1. Evolution and Historical Analysis of the Creation Process
  - 3.3.2. Nature of the Classical Canon of the Invention
  - 3.3.3. The Classical View of Inspiration in the Origin of Ideas
  - 3.3.4. Invention, Inspiration, Persuasion
- 3.4. Rhetoric and Persuasive Communication
  - 3.4.1. Rhetoric and Advertising
  - 3.4.2. The Rhetorical Parts of Persuasive Communication
  - 3.4.3. Rhetorical Figures
  - 3.4.4. Rhetorical Laws and Functions of Advertising Language
- 3.5. Creative Behavior and Personality
  - 3.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
  - 3.5.2. Creative Behavior and Motivation
  - 3.5.3. Perception and Creative Thinking
  - 3.5.4. Elements of Creativity
- 3.6. Creative Skills and Abilities
  - 3.6.1. Thinking Systems and Models of Creative Intelligence
  - 3.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 3.6.3. Interaction Between Factors and Intellectual Capabilities
  - 3.6.4. Creative Skills
  - 3.6.5. Creative Capabilities
- 3.7. The Phases of the Creative Process
  - 3.7.1. Creativity as a Process
  - 3.7.2. The Phases of the Creative Process
  - 3.7.3. The Phases of the Creative Process in Advertising
- 3.8. Troubleshooting
  - 3.8.1. Creativity and Problem Solving
  - 3.8.2. Perceptual Blocks and Emotional Blocks
  - 3.8.3. Methodology of Invention: Creative Programs and Methods
- 3.9. The Methods of Creative Thinking
  - 3.9.1. The brainstorming as a Model for the Creation of Ideas
  - 3.9.2. Vertical Thinking and Lateral Thinking
  - 3.9.3. Methodology of Invention: Creative Programs and Methods

- 3.10. Creativity and Advertising Communication
  - 3.10.1. The Creative Process as a Specific Product of Advertising Communication
  - 3.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
  - 3.10.3. Methodological Principles and Effects of Advertising Creation
  - 3.10.4. Advertising Creation: From Problem to Solution
  - 3.10.5. Creativity and Persuasive Communication

## Module 4. Strategic Marketing

- 4.1. Strategic Management and Marketing
  - 4.1.1. Marketing in the Context of Strategic Address: Orientation Towards the Market
  - 4.1.2. Strategic Management and Marketing of the Company
  - 4.1.3. Marketing Information Systems
- 4.2. External Analysis: Markets, Competition and Environment in General
  - 4.2.1. Market and Customer Analysis
  - 4.2.2. Competitive Analysis
  - 4.2.3. Analysis of Other Variable of the Environment. Social Demand
  - 4.2.4. Strategic Uncertainty
- 4.3. Internal Analysis
  - 4.3.1. Financial Indicators and Performance Indicators
  - 4.3.2. Business Matrices and Decision Support Systems
  - 4.3.3. Formulation of Goals and Objectives
- 4.4. Marketing Strategies (I): The Company
  - 4.4.1. Environment Management and Socially Oriented Marketing
  - 4.4.2. Divestment Strategies
  - 4.4.3. Growth Strategies
- 4.5. Marketing Strategies (II): the Product-Market
  - 4.5.1. Market Coverage Strategies and Determination of Target Audience
  - 4.5.2. Competitive Strategy
  - 4.5.3. Strategic Partnerships

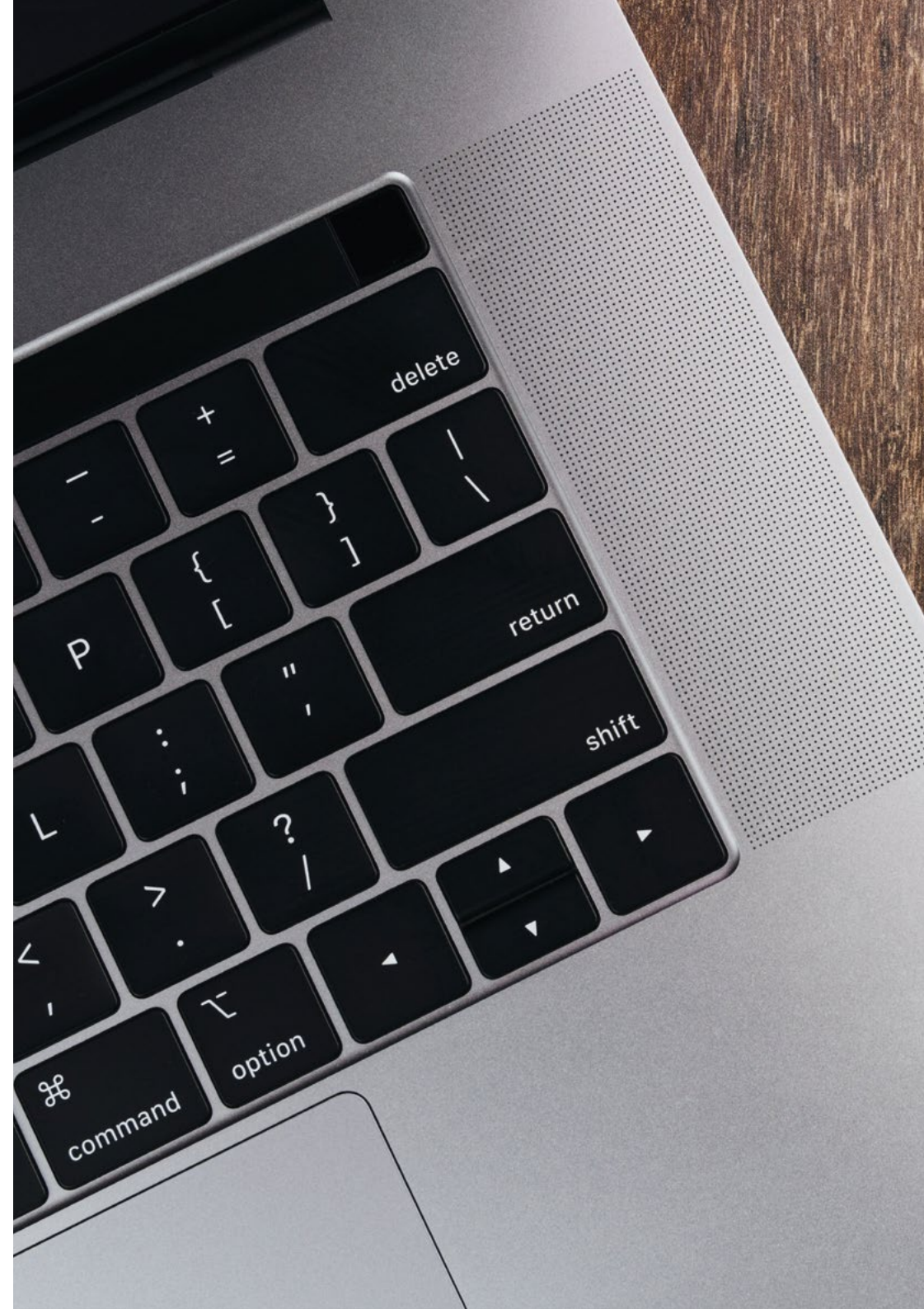


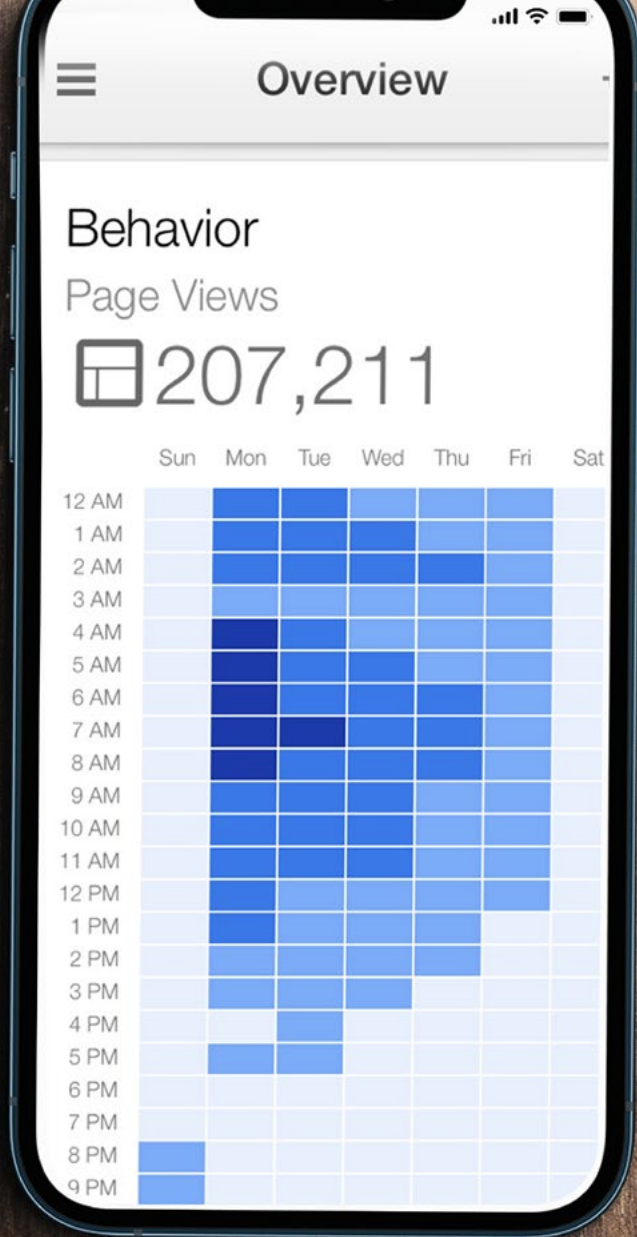
- 4.6. Marketing Strategies (III): The Product
  - 4.6.1. New Product Strategy: Process of Diffusion and Adoption
  - 4.6.2. Differentiation and Positioning Strategy
  - 4.6.3. Product Life Cycle Strategies
- 4.7. Offer Strategies
  - 4.7.1. Introduction
  - 4.7.2. Brand Strategies
  - 4.7.3. Product Strategies
  - 4.7.4. Pricing Strategies
  - 4.7.5. Service Strategies
- 4.8. Go-to-Market Strategies
  - 4.8.1. Distribution Strategies
  - 4.8.2. Communication Strategies
  - 4.8.3. Sales Force, Internet and Direct Marketing Strategies
- 4.9. Organization of Marketing Activities and Relations
  - 4.9.1. Organization of Marketing Activities
  - 4.9.2. Concept of Marketing Relations
  - 4.9.3. Marketing Connections
- 4.10. Marketing Strategy Implementation and Control
  - 4.10.1. Introduction
  - 4.10.2. Marketing Plan
  - 4.10.3. Execution of the Marketing Plan
  - 4.10.4. Internal Marketing
  - 4.10.5. Evaluation and Control
- 5.2. Methodology I
  - 5.2.1. Introduction
  - 5.2.2. Measurable Aspects: Quantitative Method
  - 5.2.3. Quantitative Techniques
  - 5.2.4. Types of Surveys
  - 5.2.5. Questionnaire Preparation and Presentation of Results
- 5.3. II Methodology
  - 5.3.1. Introduction
  - 5.3.2. Measurable Aspects: Qualitative Method
  - 5.3.3. Qualitative Techniques
  - 5.3.4. Individual Interviews and their Typology
  - 5.3.5. The Group Interview and its Variables: Discussion Groups or Focus Groups
  - 5.3.6. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
  - 5.3.7. Participatory – Action Research
- 5.4. III Methodology
  - 5.4.1. Introduction
  - 5.4.2. Revealing Communicative Behaviors and Interactions: Observation and its Variants
  - 5.4.3. Observation as a Scientific Method
  - 5.4.4. The Procedure: Planning Systematic Observation
  - 5.4.5. Different Types of Observation
  - 5.4.6. Online Observation: Virtual Ethnography
- 5.5. IV Methodology
  - 5.5.1. Introduction
  - 5.5.2. Uncovering the Content of Messages: Content and Discourse Analysis
  - 5.5.3. Introduction to Quantitative Content Analysis
  - 5.5.4. Sample Selection and Category Design
  - 5.5.5. Data Processing
  - 5.5.6. Critical Discourse Analysis
  - 5.5.7. Other Techniques for the Analysis of Media Texts

## Module 5. Research in Digital Media

- 5.1. The Scientific Method and its Techniques
  - 5.1.1. Introduction
  - 5.1.2. The Scientific Method and its Techniques
  - 5.1.3. Scientific Method and Methodological Techniques
  - 5.1.4. Research Design and Phases
  - 5.1.5. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
  - 5.1.6. Research Approaches and Perspectives
  - 5.1.7. Ethical and Deontological Rules

- 5.6. Techniques for Collecting Digital Data
  - 5.6.1. Introduction
  - 5.6.2. Knowing the Reactions: Experimenting in Communication
  - 5.6.3. Introduction to Experiments
  - 5.6.4. What is an Experiment in Communication
  - 5.6.5. Experimentation and its Types
  - 5.6.6. The Practical Design of the Experiment
- 5.7. Techniques for Organizing Digital Data
  - 5.7.1. Introduction
  - 5.7.2. Digital Information
  - 5.7.3. Problems and Methodological Proposals
  - 5.7.4. Online Press: Characteristics and Approach to its Analysis
- 5.8. Participatory Instrumental Services
  - 5.8.1. Introduction
  - 5.8.2. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
  - 5.8.3. Internet as an Object of Study
  - 5.8.4. Criteria for Evaluating the Quality and Reliability of Content on the Internet
- 5.9. Internet Quality as a Source: Validation and Confirmation Strategies
  - 5.9.1. Introduction
  - 5.9.2. Research on the Internet and Digital Platforms
  - 5.9.3. Searching and Browsing in the Online Environment
  - 5.9.4. Approach to Research on Digital Formats: Blogs
  - 5.9.5. Approach to Social Network Research Methods
  - 5.9.6. Hyperlink Research
- 5.10. Diffusion of Research Activity
  - 5.10.1. Introduction
  - 5.10.2. Research Trends in Communication
  - 5.10.3. Introduction to the Contemporary Environment of Research in Communication
  - 5.10.4. The Readaptation of the Classic Objects of Communication Research
  - 5.10.5. The Emergence of Classical Research Objects
  - 5.10.6. Towards Interdisciplinarity and Methodological Hybridization





## Module 6. Advertising Creativity I: Copywriting

- 6.1. Writing Concept
  - 6.1.1. Writing and Editing
  - 6.1.2. Copywriting and Thought
  - 6.1.3. Copywriting and Order
- 6.2. Fundamentals of Advertising Copywriting
  - 6.2.1. Correction
  - 6.2.2. Adaptation
  - 6.2.3. Efficiency
- 6.3. Characteristics of Copywriting
  - 6.3.1. Nominalization
  - 6.3.2. Destructuring
  - 6.3.3. Expressive Concentration
- 6.4. Text and Image
  - 6.4.1. From Text to Image
  - 6.4.2. Text Functions
  - 6.4.3. Image Functions
  - 6.4.4. Relationship Between Text and Imaging
- 6.5. Brand and Slogan
  - 6.5.1. The Brand
  - 6.5.2. Brand Characteristics
  - 6.5.3. The Slogan
- 6.6. Direct Advertising
  - 6.6.1. The Brochure
  - 6.6.2. The Catalogue
  - 6.6.3. Other Annexes
- 6.7. Press Advertising: the Large Format Advertisement
  - 6.7.1. Newspapers and Magazines
  - 6.7.2. Superstructure
  - 6.7.3. Formal Characteristics
  - 6.7.4. Editorial Characteristics

- 6.8. Press Advertising: Other Formats
  - 6.8.1. Word Advertisements
  - 6.8.2. Superstructure
  - 6.8.3. The Claim
  - 6.8.4. Superstructure
- 6.9. Outdoor Advertising
  - 6.9.1. Formats
  - 6.9.2. Formal Characteristics
  - 6.9.3. Editorial Characteristics
- 6.10. Radio Advertising
  - 6.10.1. Radio Language
  - 6.10.2. The Radio Spot
  - 6.10.3. Superstructure
  - 6.10.4. Wedge Types
  - 6.10.5. Formal Characteristics
- 6.11. Audiovisual Advertising
  - 6.11.1. The Image
  - 6.11.2. The Text
  - 6.11.3. Music and Sound Effects
  - 6.11.4. Advertising Formats
  - 6.11.5. The Script
  - 6.11.6. Storyboard

## Module 7. Advertising Creativity II: Art Direction

- 7.1. Subjects and Object of Advertising Graphic Design
  - 7.1.1. Related Professional Profiles
  - 7.1.2. Academic Context and Competencies
  - 7.1.3. Advertiser and Agency
- 7.2. Creative Direction and Creative Idea
  - 7.2.1. Creative Process
  - 7.2.2. Types of Creative Processes
  - 7.2.3. Art Direction and Formal Idea

- 7.3. The Role of the Art Director
  - 7.3.1. What is Art Direction?
  - 7.3.2. How Art Direction Works?
  - 7.3.3. The Creative Team
  - 7.3.4. The Role of the Art Director
- 7.4. Fundamentals of Advertising Graphic Design
  - 7.4.1. Design Concepts and Design Standards
  - 7.4.2. Trends and Styles
  - 7.4.3. Design Thinking, Process and Management
  - 7.4.4. Scientific Metaphor
- 7.5. Methodology of Advertising Graphics
  - 7.5.1. Graphic Creativity
  - 7.5.2. Design Process
  - 7.5.3. Communication and Aesthetics
- 7.6. Graphic Strategy
  - 7.6.1. Apprehension Form
  - 7.6.2. Graphic Message
  - 7.6.3. Aesthetic State
- 7.7. Graphic Architecture
  - 7.7.1. Typometry
  - 7.7.2. Graphic Spaces
  - 7.7.3. Reticle
  - 7.7.4. Pagination Standards
- 7.8. Final Arts
  - 7.8.1. Final Arts
  - 7.8.2. Processes
  - 7.8.3. Systems
- 7.9. Creation of Advertising Graphic Supports
  - 7.9.1. Publigrphy
  - 7.9.2. Organizational Visual Image (OVI)
- 7.10. Graphic Advertisements
  - 7.10.1. Packaging
  - 7.10.2. Websites
  - 7.10.3. Corporate Image in Web Pages

## Module 8. The Fundamentals of Graphic Design

- 8.1. Introduction to Design
  - 8.1.1. Design Concept: Art and Design
  - 8.1.2. Fields of Application of the Design
  - 8.1.3. Design and Ecology: Ecodesign
  - 8.1.4. Activist Design
- 8.2. Design and Configuration
  - 8.2.1. The Design Process
  - 8.2.2. The Idea of Progress
  - 8.2.3. The Dichotomy Between Need and Desire
- 8.3. Introduction to Adobe Lightroom I
  - 8.3.1. Tour of the Interface: Catalog and Preferences
  - 8.3.2. Program Structure and Visualization
  - 8.3.3. Structure of the library
  - 8.3.4. File Import
- 8.4. Introduction to Adobe Lightroom II
  - 8.4.1. Fast Development, Keywords and Metadata
  - 8.4.2. Simple Collections
  - 8.4.3. Intelligent Collections
  - 8.4.4. Practice
- 8.5. Library in Adobe Lightroom
  - 8.5.1. Classification and Structuring Methods
  - 8.5.2. Stacks, Virtual Copies, Files Not Found
  - 8.5.3. Watermark and Logos
  - 8.5.4. Export
- 8.6. Revealing in Adobe Lightroom I
  - 8.6.1. Developed Module
  - 8.6.2. Lens Correction and Cropping
  - 8.6.3. The Histogram
  - 8.6.4. Calibration and Profiling

- 8.7. Presets
  - 8.7.1. What are they?
  - 8.7.2. How are they used?
  - 8.7.3. What Kind of Presets Are Saved in Lightroom Presets?
  - 8.7.4. Search Resources
- 8.8. Tone in Adobe Lightroom
  - 8.8.1. Tone Curve
  - 8.8.2. HSL
  - 8.8.3. Split Tones
  - 8.8.4. Practice
- 8.9. Revealing in Adobe Lightroom II
  - 8.9.1. Masks
  - 8.9.2. Development with Brush
  - 8.9.3. Focus and Noise Reduction
  - 8.9.4. Vignetting
  - 8.9.5. Red Eye and Blemish Removal
- 8.10. Revealing in Adobe Lightroom III
  - 8.10.1. Transform an Image
  - 8.10.2. Creation of Panoramic Photographs
  - 8.10.3. HDR, What Is It? How Do We Create it?
  - 8.10.4. Synchronize Settings

## Module 9. Corporate Identity

- 9.1. The Importance of Image in Businesses
  - 9.1.1. What is Corporate Image?
  - 9.1.2. Differences between Corporate Identity and Corporate Image
  - 9.1.3. Where can the Corporate Image be Manifested?
  - 9.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?
- 9.2. Research Techniques in Corporate Image
  - 9.2.1. Introduction
  - 9.2.2. The study of the Company's Image
  - 9.2.3. Corporate Image Research Techniques
  - 9.2.4. Qualitative Image Study Techniques
  - 9.2.5. Types of Quantitative Techniques

- 9.3. Image Audit and Strategy
  - 9.3.1. What is Image Auditing?
  - 9.3.2. Guidelines
  - 9.3.3. Audit Methodology
  - 9.3.4. Strategic Planning
- 9.4. Corporate Culture
  - 9.4.1. What is Corporate Culture?
  - 9.4.2. Factors Involved in Corporate Culture
  - 9.4.3. Functions of Corporate Culture
  - 9.4.4. Types of Corporate Culture
- 9.5. Corporate Social Responsibility and Corporate Reputation
  - 9.5.1. CSR: Concept and Application of the Company
  - 9.5.2. Guidelines for Integrating CSR into Businesses
  - 9.5.3. CSR Communication
  - 9.5.4. Corporate Reputation
- 9.6. Corporate Visual Identity and Naming
  - 9.6.1. Corporate Visual Identity Strategies
  - 9.6.2. Basic Elements
  - 9.6.3. Basic Principles
  - 9.6.4. Preparation of the Manual
  - 9.6.5. The Naming
- 9.7. Brand Image and Positioning
  - 9.7.1. The Origins of Trademarks
  - 9.7.2. What is a Brand?
  - 9.7.3. The Need to Build a Brand
  - 9.7.4. Brand Image and Positioning
  - 9.7.5. The Value of Brands
- 9.8. Image Management through Crisis Communication
  - 9.8.1. Strategic Communication Plan
  - 9.8.2. When it All Goes Wrong: Crisis Communication
  - 9.8.3. Cases

- 9.9. The Influence of Promotions on Corporate Image
  - 9.9.1. The New Advertising Industry Landscape
  - 9.9.2. The Marketing Promotion
  - 9.9.3. Features
  - 9.9.4. Dangers
  - 9.9.5. Promotional Types and Techniques
- 9.10. Distribution and Image of the Point of Sale
  - 9.10.1. The Main Players in Commercial Distribution
  - 9.10.2. The Image of Retail Distribution Companies through Positioning
  - 9.10.3. Through its Name and Logo

## Module 10. Public Opinion

- 10.1. The Concept of Public Opinion
  - 10.1.1. Introduction
  - 10.1.2. Definition
  - 10.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
  - 10.1.4. Phases in the Growth of Public Opinion as a Discipline
  - 10.1.5. The 20th Century
- 10.2. Theoretical Framework of Public Opinion
  - 10.2.1. Introduction
  - 10.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century
  - 10.2.3. Twentieth Century Authors
  - 10.2.4. Walter Lippmann: Biased Public Opinion
  - 10.2.5. Jürgen Habermas: the Political-Value Perspective
  - 10.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 10.3. Social Psychology and Public Opinion
  - 10.3.1. Introduction
  - 10.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
  - 10.3.3. The Name
  - 10.3.4. Conformism

- 10.4. Media Influence Models
  - 10.4.1. Introduction
  - 10.4.2. Media Influence Models
  - 10.4.3. Types of Media Effects
  - 10.4.4. Research on Media Effects
  - 10.4.5. The Power of the Media
- 10.5. Public Opinion and Political Communication
  - 10.5.1. Introduction
  - 10.5.2. Electoral Political Communication. Propaganda
  - 10.5.3. Government Political Communication
- 10.6. Public Opinion and Elections
  - 10.6.1. Introduction
  - 10.6.2. Do Election Campaigns Influence Public Opinion?
  - 10.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
  - 10.6.4. Bandwagon and Underdog Effects
- 10.7. Government and Public Opinion
  - 10.7.1. Introduction
  - 10.7.2. Representatives and their Constituents
  - 10.7.3. Political Parties and Public Opinion
  - 10.7.4. Public Policies as an Expression of the Government's Action
- 10.8. The Political Intermediation of the Press
  - 10.8.1. Introduction
  - 10.8.2. Journalists as Political Intermediaries
  - 10.8.3. Dysfunctions of Journalistic Intermediation
  - 10.8.4. Reliance on Journalists as Intermediaries
- 10.9. Public Sphere and Emerging Models of Democracy
  - 10.9.1. Introduction
  - 10.9.2. The Public Sphere in the Information Society
  - 10.9.3. The Public Sphere in the Information Society
  - 10.9.4. Emerging Models of Democracy
- 10.10. Methods and Techniques for Public Opinion Research
  - 10.10.1. Introduction
  - 10.10.2. Opinion Polls
  - 10.10.3. Types of Surveys
  - 10.10.4. Analysis

06

# Clinical Internship

Immediately after completing the theoretical program, the student will be able to carry out an on-site internship in a prestigious international agency. Here, they will carry out various activities related to the direction and management of social networks. All this during a period of three weeks of intensive learning and together with the best specialists attached to the center.







“

*This hybrid program is the opportunity you've been waiting for to become an internationally successful social media manager”*

This unique academic experience, designed by TECH, includes a practical internship, where the professional will be tutored by a professional specialized in the area of social media management. In this way, during 3 weeks, from Monday to Friday, in consecutive 8-hour days, the graduate will learn the main techniques of writing, creating, and managing profiles. A period in which they will also be able to enhance their skills and competencies for team management in this sector.

In this training proposal, of a practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of managerial tasks in the Marketing and Communication departments, acquiring the qualifications required to manage all promotional and advertising actions to attract a larger audience, as well as to manage virtual communities by effectively resolving any crisis that may occur.

TECH offers an excellent opportunity to progress professionally through a program that goes beyond the strictly academic and provides a fresh and current vision of a sector that is the present and future of communication and digital marketing.

The internship 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 the praxis of management in social networks and Community Manager (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>Social Networks and Community Management</b>	Collaborate in the creation of a strategic plan for social networks and social media plan
	Contribute in increasing brand presence through social networks: Facebook, Twitter and LinkedIn
	Offering support in the generation of content on YouTube
	Use different tools for content generation
<b>Creativity in Communication</b>	Implementing creativity in communication
	Apply persuasive communication in publications
	Brainstorming participation in the creation of social media strategies
	Advertising communication
<b>Strategic Marketing</b>	Using Marketing Information Systems
	Conduct market and Customers Analysis
	Collaborating in the implementation of strategic alliances
	Organization Marketing Activities
<b>Advertising Creativity</b>	Proofreading, adapting creative for effective copywriting
	Participation in the drafting of text and images
	Offer support in the creation of scripts and storyboards
	Collaborate in the realization of graphic advertising creativity

## 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 for Practical Training

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 students 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. PRIOR 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. DOES NOT INCLUDE:** 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.

# 07

## Where Can I Do the Clinical Internship?

TECH is committed to guaranteeing a quality education that meets the highest standards of the digital sector. Therefore, it brings students closer to the most prestigious international centers and companies. In this way, they will be able to implement everything they have learned in the classroom and find new professional opportunities in an area that is growing rapidly.






*Enroll now and advance in your field of work with a comprehensive program that will allow you to put into practice everything you have learned”*



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**

**Clínicas DH central**

Country	City
Spain	Valence


Address: Plaza Alquería de Culla nº 4, oficina 802, 46910 Alfafar, Valencia

Clinic specialized in Aesthetic Medicine and Medical Laser Hair Removal.

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**Related internship programs:**

- MBA in Digital Marketing
- Social Media Address: Community Manager



**School of Business**

**Sanux Salud y Nutrición**

Country	City
Spain	Granada


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

Comprehensive clinical center for the treatment of obesity and overweight.

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**Related internship programs:**

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



**School of Business**

**Xcolme**

Country	City
Spain	Navarra


Address: C. de Ansoain, 4, bajo, 31014 Pamplona, Navarra

A benchmark agency in digital marketing

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**Related internship programs:**

- MBA in Digital Marketing
- Social Media Address: Community Manager



**School of Business**

**Lady Moustache**

Country	City
Spain	Navarra


Address: Calle San Nicolás , Nº 76 , 4º 31001 Pamplona (NAVARRA)

Communication and advertising agency specialized in marketing, graphic design, branding, packaging, and web pages.

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**Related internship programs:**

- MBA in Digital Marketing
- Social Media Address: Community Manager



**School of Business**

**Tu destino viajar**

Country	City
Spain	Madrid

Address: Urbanización El Romeral, 22B, 28500 Madrid

Travel agency specialized in tailor-made trips

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**Related internship programs:**

- Multimedia Communication
- Social Media Address: Community Manager





School of Business

### Tribalo

Country City  
Mexico Querétaro de Arteaga

Address: Ignacio Pérez Sur N°49  
El Carrizal Querétaro

Advertising and Digital Marketing Agency

**Related internship programs:**

- MBA in Digital Marketing
- Advertising Communication



School of Business

### Grupo Neo

Country City  
Mexico Querétaro de Arteaga

Address: Fernando Soler 118 Col. La Joya  
Querétaro C.P. 76180

Company specialized in Graphic Design and creative works.

**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



School of Business

### Advanta Advisor

Country City  
Mexico Mexico City

Address: Av. Santa Fe 505 piso 21 Col. Cruz  
Manca Santa Fe

Company specialized in the financial sector for  
administrative and legal advice.

**Related internship programs:**

- MBA in Digital Marketing
- Social Media Address: Community Manager



School of Business

### Innovación Gráfica

Country: Mexico  
City: Mexico City

Address: Calle Juan de Dios Peza N° 115, Col Obrera, CP. 06800, CDMX

Entity specialized in marketing and commercial architecture.

**Related internship programs:**

- Sales and Commercial Management
- MBA in Digital Marketing



School of Business

### ITYC

Country: Mexico  
City: Mexico City

Address: Xochicalco 495 Col. Vértiz Navarte Alcaldía Benito Juárez CDMX C.P. 03600

Trilingual school with secular and coeducational humanistic education.

**Related internship programs:**

- Programming and Implementing Educational Projects



School of Business

### The We Company

Country: Mexico  
City: Querétaro de Arteaga

Address: Juan N. Frías 19, del Parque, Constituyentes, 76147 Santiago de Querétaro, Qro., México

Digital Marketing Agency

**Related internship programs:**

- Graphic Design
- Social Media Address: Community Manager



School of Business

### CBM Innovación en Estrategias SAS

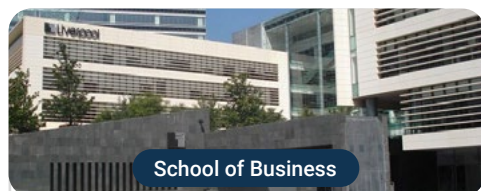
Country: Mexico  
City: Mexico City

Address: Cda. 16 de Septiembre 4, Centro, 56100 Texcoco, Edo. de Méx.

Entity specialized in digital and offline commercial promotion

**Related internship programs:**

- MBA in Digital Marketing
- MBA in Business Intelligence Management



School of Business

### Liverpool

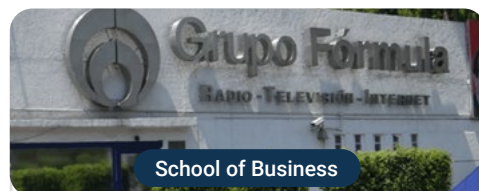
Country: Mexico  
City: Mexico City

Address: Mario Pani No. 200 Col. Santa Fe Cuajimalpa C.P. 05348 Cuajimalpa CDMX

Entity specialized in digital marketing and commercial strategies

**Related internship programs:**

- MBA in Digital Marketing
- Social Media Address: Community Manager



School of Business

### Grupo Fórmula

Country: Mexico  
City: 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



School of Business

### Rehamex

Country: Mexico  
City: Mexico

Address: J.J. Fernández de Lizardi No. 5, Cto. Novelistas, Ciudad SATELITE, Naucalpan

Center specialized in rehabilitation and physical health promotion.

**Related internship programs:**

- Diagnosis in Physiotherapy
- Sports Physiotherapy



School of Business

### Piensamarketing

Country: Argentina  
City: 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

### Amplifica

Country: Argentina  
City: Autonomous City of Buenos Aires

Address: Chile 576, C1098AAL CABA, Argentina

SEO agency for the promotion of communication and  
effective positioning.

**Related internship programs:**

- Advertising Communication
- Graphic Design



School of Business

### The Social Surfers

Country: Argentina  
City: 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 Address: Community Manager
- Digital Communication and Reputation Management



School of Business

### Asociación Civil Mamis Solidarias

Country: Argentina  
City: Buenos Aires

Address: Juan de Garay 992, Ezeiza, Provincia  
de Buenos Aires

Social assistance foundation for children at risk of exclusion

**Related internship programs:**

- Social Media Address: Community Manager

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.*



## A learning method that is different and innovative

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

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

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

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

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

## Relearning Methodology

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

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

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

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

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





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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



09

# Certificate

This Hybrid Professional Master's Degree in Social Media Management and Community Manager 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.



“

*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 Social Media Management and Community Manager** 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 diploma 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 Social Media Management and Community Manager**

Modality: **Hybrid (Online + Clinical 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 diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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# Hybrid Professional Master's Degree Social Media Management and Community Manager

