

Executive Master's Degree

MBA in Communication Company Management

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Executive Master's Degree MBA in Communication Company Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Bachelor's Degree, Diploma or University Degree holders who have previously completed studies in Journalism or Communication, as well as in the field of Social Sciences or Business Administration and who want to make a qualitative leap in their professional careers. Either as active entrepreneurs or as future entrepreneurs.

Website: www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-communication-company-management

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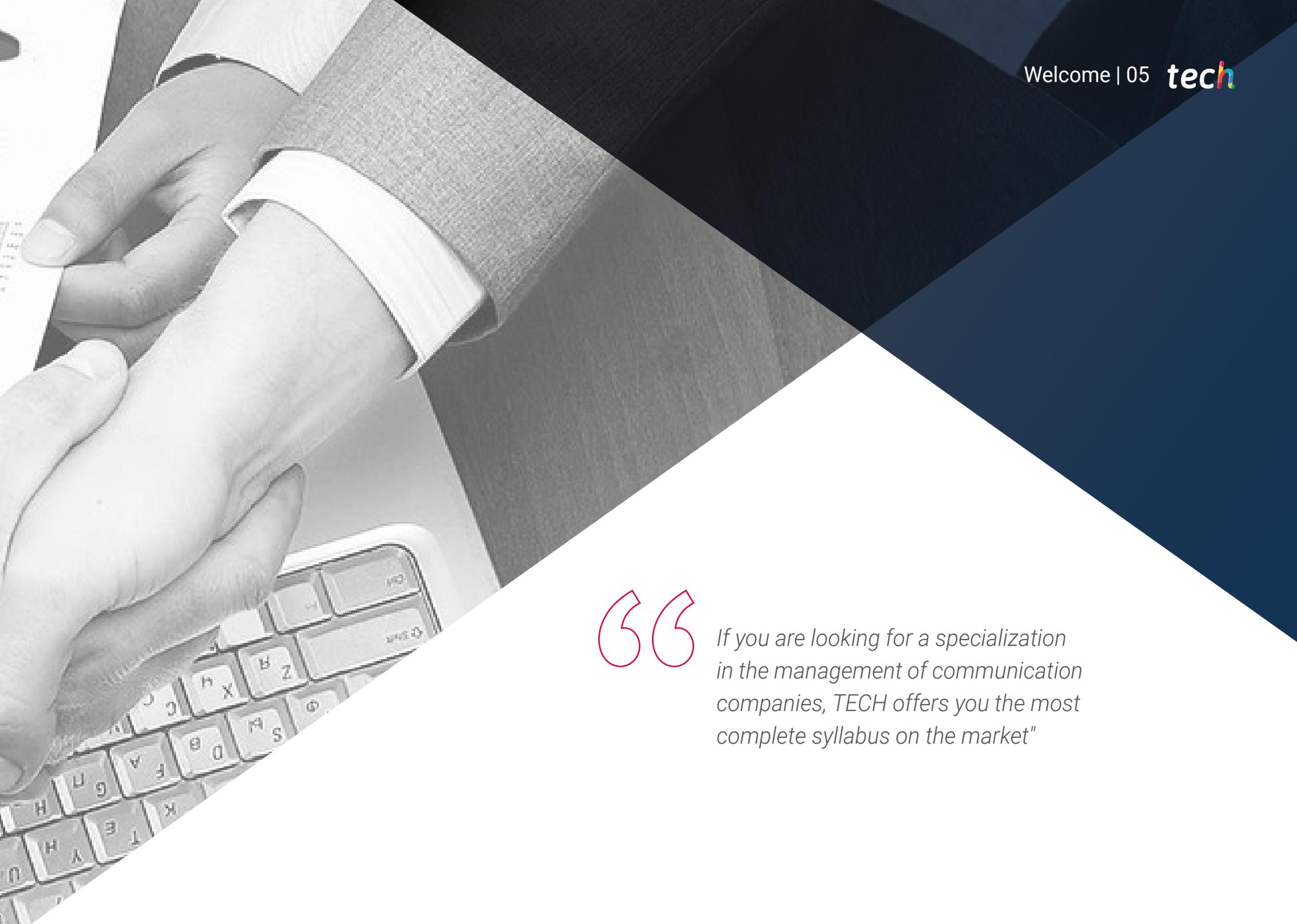
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01 Welcome

Communication companies have great power in society, as they are in charge of transmitting to citizens everything that happens in the world. That is why directors of this type of entity must have an updated vision of everything that happens in and around it, and must know each area of the business from a global perspective, which helps them to make the right decisions at all times, achieving benefits to continue working in a plural and ideologically free way. With the goal of enabling graduates to continue their specialization in aspects that will help them to lead their company as successfully as possible, this 100% online program will help them to implement the business aspects that will allow them to continue to grow and meet their business objectives.



MBA in Communication Company Management
TECH Global University



“

If you are looking for a specialization in the management of communication companies, TECH offers you the most complete syllabus on the market"

02

Why Study at TECH?

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



“

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

At TECH Global University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.

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



Analysis

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



Academic Excellence

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



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

This MBA in Communication Company Management is designed to strengthen the graduate's management and leadership skills, in addition to developing new competencies and skills that will be essential in their professional growth in the field of management of entities that dedicate their business activity to the communication sector. After the program, they will be equipped to make global decisions with an innovative perspective and an international vision.



“

One of the fundamental objectives of TECH is to help you develop the essential competencies to strategically manage a communication company"

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

The **MBA in Communication Company Management** will prepare the alumni to:

01

Define the latest developments in business management

04

Develop the ability to detect, analyze and solve and problem solving

02

Build a plan for the development and improvement of personal and managerial skills



03

Develop strategies to carry out decision-making in a complex and unstable environment

05

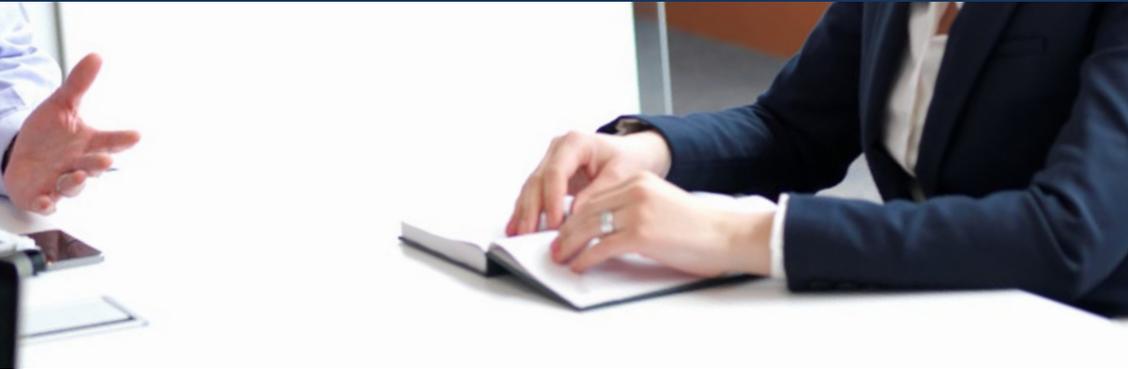
Gain knowledge about all the techniques to manage a communication company

06

Know how to identify the audiences of the media

08

Know how to manage your company's reputation



09

Manage a large media company with an overview of what is happening in their company and in their competition

07

Know how to identify the company's environment and target audiences

10

Develop management and leadership skills

11

Be able to develop the company's human resources

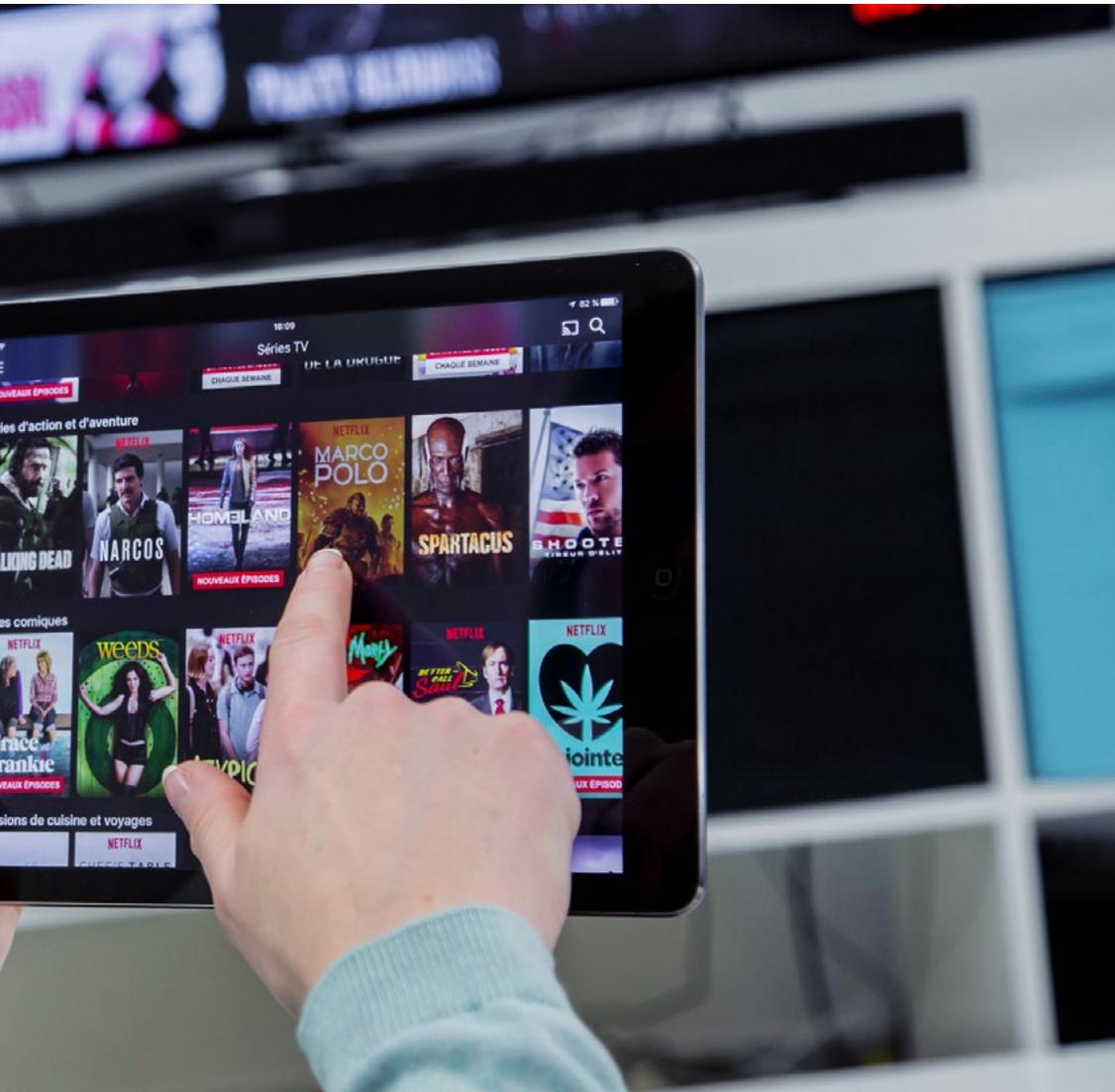
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Implement a strategic plan in the company

13

Manage distribution channels





14

Apply advertising policies appropriate to the company's objectives

15

Design crisis communication plans

16

Develop information products from an innovative point of view

05 Skills

After completing this MBA in Communication Company Management, professionals will have acquired the necessary competencies to carry out a quality and updated praxis based on the most innovative didactic methodology. As a result, graduates will have acquired the ideal professional skills to manage, with a total guarantee of success, an entity dedicated to the media sector.



A hand is pointing at a document that features a bar chart and a pie chart. The document is slightly out of focus, but the hand is in sharp focus. The background is a dark blue gradient with a white diagonal line.

“

Obtain specific competencies in the communication company management that will allow you to improve your daily practice, with guarantees for the future”

01

Manage a large media company with an overview of what is happening in their company and in their competition

02

Apply the latest trends in business management in the company

03

Develop their own personal and managerial skills

04

Make decisions in a complex and unstable environment

05

Identify the audiences of the media and the competition and develop new projects that will help improvement



06

Be up to date on the different events that happen in the world and that are of general interest to citizens

08

Develop an appropriate communication plan, taking into account traditional and digital media, such as Social Media

09

Apply innovation in the different areas of the company

07

In-depth analysis of the company and the competition

10

Develop the managerial function in any type of media



06

Structure and Content

The MBA in Communication Company Management is a tailor-made program that is taught in a 100% online format so that they can choose the time and place that best can choose their availability, schedule and interests. A program that is developed over 12 months and is intended to be a unique and stimulating experience that lays the foundations for their success as a manager and entrepreneur of communication companies.



“

TECH offers you the most complete syllabus to develop your skills in the management of communication companies”

Syllabus

The MBA in Communication Company Management at TECH Global University is an intense program that prepares professionals to face challenges and business decisions, both nationally and internationally. The content of this program is designed to promote the development of managerial skills that allow them to make decisions with greater rigor in uncertain environments.

Throughout 2,700 hours of study, they will analyze a multitude of practical cases through individual work, achieving a contextual learning that will allow them to perfectly understand possible situations that they will face in their daily practice. It is, therefore, an authentic immersion in real business situations.

This MBA in Communication Company Management deals in depth with different areas of the company and is designed to specialize executives who understand the management of communication entities from a strategic, international and innovative perspective, a plan designed for graduates, focused on their professional improvement and that prepares them to achieve excellence in the field of management and business management. A program that understands their needs and those of their company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the necessary skills to solve critical situations in a creative and efficient way.

This MBA in Communication Company Management takes place over 12 months and is divided into 15 modules:

Module 1	Management and Leadership
Module 2	Business Strategy
Module 3	Organization, Management and Corporate Policies
Module 4	Communication Company Management
Module 5	Strategic and Corporate Communication
Module 6	Communication Methods
Module 7	Social Media
Module 8	Information Product Management
Module 9	Market and Communication Environments
Module 10	Market and Customer Management
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	People and Talent Management
Module 13	Economic and Financial Management
Module 14	Commercial and Strategic Marketing Management
Module 15	Executive Management

Module 1. Management and Leadership

1.1. General Management

- 1.1.1. The Concept of General Management
- 1.1.2. The Role of the Director
- 1.1.3. The CEO and their Responsibilities
- 1.1.4. Transforming the Work of Management

1.2. Management and Leadership Development

- 1.2.1. Concept of Management Development
- 1.2.2. Concept of Leadership
- 1.2.3. Leadership Theories
- 1.2.4. Leadership Styles
- 1.2.5. Intelligence in Leadership
- 1.2.6. The Challenges of Today's Leader

1.3. Negotiation

- 1.3.1. Intercultural Negotiation
- 1.3.2. Negotiation Focuses
- 1.3.3. Effective Negotiation Techniques
- 1.3.4. Restructuring

1.4. Human Resources Management by Competencies

- 1.4.1. Analysis of the Potential
- 1.4.2. Remuneration Policy
- 1.4.3. Career/Succession Planning

1.5. Talent Management and Commitment

- 1.5.1. Keys for Positive Management
- 1.5.2. Talent Map of the Organization
- 1.5.3. Cost and Added Value

1.6. Innovation in Talent and People Management

- 1.6.1. Strategic Talent Management Models
- 1.6.2. Talent Identification, Training and Development
- 1.6.3. Loyalty and Retention
- 1.6.4. Proactivity and Innovation

1.7. Developing High Performance Teams

- 1.7.1. Personal Factors and Motivation for Successful Work
- 1.7.2. Integrating a High Performance Team
- 1.7.3. People and Business Change and Development Projects
- 1.7.4. Financial Keys for HR: Business and People

1.8. Motivation

- 1.8.1. The Nature of Motivation
- 1.8.2. Expectations Theory
- 1.8.3. Needs Theory
- 1.8.4. Motivation and Financial Compensation

1.9. Organizational Changes

- 1.9.1. The Transformation Process
- 1.9.2. Anticipation and Action
- 1.9.3. Organizational Learning
- 1.9.4. Resistance to Change

1.10. Financial Diagnosis

- 1.10.1. Concept of Financial Diagnosis
- 1.10.2. Stages of Financial Diagnosis
- 1.10.3. Assessment Methods for Financial Diagnosis

Module 2. Business Strategy

2.1. Strategic Management

- 2.1.1. The Concept of Strategy
- 2.1.2. The Process of Strategic Management
- 2.1.3. Approaches in Strategic Management

2.2. Planning and Strategy

- 2.2.1. The Plan in a Strategy
- 2.2.2. Strategic Positioning
- 2.2.3. Strategy in Companies
- 2.2.4. Planning

2.3. Strategy Implementation

- 2.3.1. Indicator Systems and Process Approach
- 2.3.2. Strategic Map
- 2.3.3. Differentiation and Alignment

2.4. Corporate Strategy

- 2.4.1. The Concept of Corporate Strategy
- 2.4.2. Types of Corporate Strategies
- 2.4.3. Corporate Strategy Definition Tools

2.5. Digital Strategy

- 2.5.1. Technology Strategy and its Impact on Digital Innovation
- 2.5.2. Strategic Planning of Information Technologies
- 2.5.3. Strategy and The Internet

2.6. Corporate Strategy and Technology Strategy

- 2.6.1. Creating Value for Customers and Shareholders
- 2.6.2. Strategic IS/IT Decisions
- 2.6.3. Corporate Strategy vs Technological and Digital Strategy

2.7. Competitive Strategy

- 2.7.1. The Concept of Competitive Strategy
- 2.7.2. Competitive Advantage
- 2.7.3. Choosing a Competitive Strategy
- 2.7.4. Strategies based on the Strategic Clock Model
- 2.7.5. Types of Strategies according to the Industrial Sector Life Cycle

2.8. Marketing Strategy Dimensions

- 2.8.1. Marketing Strategies
- 2.8.2. Types of Marketing Strategies

2.9. Sales Strategy

- 2.9.1. Sales Methods
- 2.9.2. Acquisition Strategies
- 2.9.3. Service Strategies

2.10. Social Business

- 2.10.1. Web 2.0 Strategic Vision and its Challenges
- 2.10.2. Convergence Opportunities and ICT Trends
- 2.10.3. How to Monetize Web 2.0 and Social Media?
- 2.10.4. Mobility and Digital Business

Module 3. Organization, Management and Corporate Policies

3.1. Organizational Structure.

- 3.1.1. Main Coordination Mechanisms
- 3.1.2. Departments and Organization Charts
- 3.1.3. Authority and Responsibility
- 3.1.4. Empowerment

3.2. Organizational Design

- 3.2.1. Organizational Design Concept
- 3.2.2. Organizational Structure
- 3.2.3. Types of Organizational Designs

3.3. Strategic Human Resources Management

- 3.3.1. Job Design, Recruitment, and Selection
- 3.3.2. Training and Career Development
- 3.3.3. Strategic Approach to People Management
- 3.3.4. Design and Implementation of Personnel Policies and Practices

3.4. Financial Management

- 3.4.1. Sector Opportunities and Threats
- 3.4.2. The Concept of Value and Value Chain
- 3.4.3. Scenario Analysis, Decision-Making and Contingency Planning

3.5. Fundamentals of Commercial Management

- 3.5.1. Internal and External Analysis SWOT Analysis
- 3.5.2. Sector and Competitive Analysis
- 3.5.3. The Canvas Model

3.6. Product Management

- 3.6.1. Product Classifications
- 3.6.2. Differentiation
- 3.6.3. The Design
- 3.6.4. Luxury
- 3.6.5. Environmental Issues

3.7. Pricing Principles

- 3.7.1. Introduction to Pricing
- 3.7.2. Stages in Pricing

3.8. Distribution Channel Management

- 3.8.1. Concept and Functions of Commercial Distribution
- 3.8.2. Design and Management of Distribution Channels

3.9. Advertising Communication

- 3.9.1. Integrated Marketing Communication
- 3.9.2. Advertising Communication Plan
- 3.9.3. Merchandising as a Communication Technique

3.10 E-Commerce

- 3.10.1. Introduction to E-Commerce
- 3.10.2. Differences between Traditional Commerce and E-commerce
- 3.10.3. Technological E-Commerce Platforms

Module 4. Communication Company Management

4.1. The Industries of Communication

- 4.1.1. Mediamorphosis
- 4.1.2. Digital Transformation
- 4.1.3. Cybermedia

4.2. Legal and Economic Structure of Communication Enterprises

- 4.2.1. Individual Entrepreneur
- 4.2.2. Trading Companies
- 4.2.3. Media Conglomerates

4.3. Structure, Administration and Challenges of Management

- 4.3.1. Departmental Structure in Communication Management
- 4.3.2. Current Trends in Management Models
- 4.3.3. Integration of Intangibles
- 4.3.4. Communication Department Challenges

4.4. Strategic Analysis and Competitiveness Factors

- 4.4.1. Analysis of the Competitive Environment
- 4.4.2. Competitiveness Determinants

4.5. Business Ethics

- 4.5.1. Ethical Behavior in Companies
- 4.5.2. Deontology and Ethical Codes
- 4.5.3. Fraud and Conflicts of Interest

4.6. The Importance of Marketing in Communication Companies

- 4.6.1. Marketing Strategies in Traditional Media
- 4.6.2. Impact of Social Networks on the Media Agenda

4.7. Strategic Thinking and Systems

- 4.7.1. The Company as a System
- 4.7.2. Strategic Thinking Derived from Corporate Culture
- 4.7.3. The Strategic Approach From a People Management Perspective

4.8. Branding

- 4.8.1. The Brand and Their Functions
- 4.8.2. Brand Creation (Branding)
- 4.8.3. Brand Architecture

4.9. Creative Strategy Formulation

- 4.9.1. Explore Alternative Strategies
- 4.9.2. Counter Briefing or Creative Briefing
- 4.9.3. Branding and Positioning

4.10. Design of Crisis Manual/Crisis Communication Plan

- 4.10.1. Preventing the Crisis
- 4.10.2. Managing Crisis Communication
- 4.10.3. Recovering from the Crisis

Module 5. Strategic and Corporate Communication

5.1. Communication in Organizations

- 5.1.1. Organizations, People and Society
- 5.1.2. Historical Evolution of Organizational Behavior
- 5.1.3. Bidirectional Communication

5.2. Trends in Business Communication

- 5.2.1. Generation and Distribution of Corporate Content
- 5.2.2. Business Communication on the Web 2.0
- 5.2.3. Implementation of Metrics in the Communication Process

5.3. Integral Communication Plans

- 5.3.1. Audit and Diagnosis
- 5.3.2. Elaboration of Communication Plan
- 5.3.3. Measuring Results: KPIs and ROI

5.4. Internal Communication

- 5.4.1. Motivational Programs, Social Action, Participation and HR Training Programs
- 5.4.2. Internal Communication Support and Tools
- 5.4.3. Internal Communication Plan

5.5. External Communication

- 5.5.1. External Communication Actions
- 5.5.2. The Need for Communication Offices

5.6. Reputation Management

- 5.6.1. Corporate Reputation Management
- 5.6.2. Focus on Brand Reputation
- 5.6.3. Leadership Reputation Management

5.7. Digital Communication and Reputation

- 5.7.1. Online Reputation Report
- 5.7.2. Netiquette and Good Practices on Social Media
- 5.7.3. Branding and Networking 2.0

5.8. Communication in Crisis Situations

- 5.8.1. Definition and Types of Crises
- 5.8.2. Phases of the Crisis
- 5.8.3. Messages: Contents and Moments

5.9. Lobbies and Pressure Groups

- 5.9.1. Opinion Groups and Their Actions in Businesses and Institutions
- 5.9.2. Institutional Relations and Lobbying
- 5.9.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

5.10. Corporate Brand Strategy

- 5.10.1. Public Image and Stakeholders
- 5.10.2. Corporate Branding Strategy and Management
- 5.10.3. Corporate Communication Strategy in Line With Brand Identity

Module 6. Communication Methods

6.1. Introduction to the Media

- 6.1.1. What is the Media?
- 6.1.2. Characteristics of the Media
- 6.1.3. Media Utility

6.2. Press

- 6.2.1. Introduction and Brief History of the Media
- 6.2.2. Main Features
- 6.2.3. From Paper to Digital

6.3. Radio

- 6.3.1. Introduction and Brief History of the Media
- 6.3.2. Main Features

6.4. Television

- 6.4.1. Introduction and Brief History of the Media
- 6.4.2. Traditional Television
- 6.4.3. New Forms of Television Consumption

6.5. Social Networks as a Means of Communication

- 6.5.1. The Network as a New Communication Environment
- 6.5.2. Communicative Possibilities of Social Networks

6.6. New Platforms and Devices

- 6.6.1. A Multi-Screen Environment
- 6.6.2. Second Television Screens
- 6.6.3. The Multitasker Consumer

6.7. Glocalization

- 6.7.1. Local Media
- 6.7.2. Proximity Journalism

6.8. Effects of the Media

- 6.8.1. Efficiency of Commercial and Advertising Communication
- 6.8.2. Theories on the Effects of the Media
- 6.8.3. Social and Co-Creation Models

6.9. Media Convergence

- 6.9.1. A New Media Ecosystem
- 6.9.2. Convergence Culture

6.10. User-Generated Content

- 6.10.1. From Consumer to Prosumer
- 6.10.2. Participatory Culture
- 6.10.3. Collective Intelligence

Module 7. Social Media

7.1. Web 2.0

- 7.1.1. Organization in the Age of Conversation
- 7.1.2. Web 2.0 Is All About People
- 7.1.3. New Environments, New Content

7.2. Social Media Strategies

- 7.2.1. Corporate Communication Plan 2.0
- 7.2.2. Corporate PR and Social Media
- 7.2.3. Analysis and Evaluation of Results

7.3. Social Media Plan

- 7.3.1. Designing a Social Media Plan
- 7.3.2. Defining the Strategy to Be Followed in Each Medium
- 7.3.3. Contingency Protocol in Case of Crisis

7.4. Approach to Network Positioning: SEO and SEM

- 7.4.1. Introduction to SEO and SEM
- 7.4.2. How Search Engines Work
- 7.4.3. User Behavior

7.5. Generalist, Professional and Microblogging Platforms

- 7.5.1. Facebook
- 7.5.2. LinkedIn
- 7.5.3. Twitter

7.6. Video, Image, and Mobility Platforms

- 7.6.1. YouTube
- 7.6.2. Instagram
- 7.6.3. Flickr
- 7.6.4. Vimeo
- 7.6.5. Pinterest

7.7. Corporate Blogging

- 7.7.1. How to Create a Blog?
- 7.7.2. Content Marketing Strategy
- 7.7.3. How to Create a Content Plan for Your Blog?
- 7.7.4. Content Curation Strategy

7.8. Online Marketing Plan

- 7.8.1. Online Research
- 7.8.2. Creating an Online Marketing Plan
- 7.8.3. Configuration and Activation
- 7.8.4. Launch and Management

7.9. Community Management:

- 7.9.1. Functions, Duties, and Responsibilities of the Community Manager
- 7.9.2. Social Media Manager
- 7.9.3. Social Media Strategist

7.10. Web Analytics and Social Media

- 7.10.1. Setting Objectives and KPIs
- 7.10.2. Digital Marketing ROI
- 7.10.3. Viewing and Interpreting Dashboards

Module 8. Information Product Management

<p>8.1. Information Product Definition</p> <p>8.1.1. Concept 8.1.2. Features 8.1.3. Types</p>	<p>8.2. Information Product Development Process</p> <p>8.2.1. Phases of Information Production 8.2.2. Agenda Setting</p>	<p>8.3. Strategies for Launching New Information Products</p> <p>8.3.1. Tangible Strategies 8.3.2. Intangible Strategies 8.3.3. Product Portfolio Strategy</p>	<p>8.4. Competitor Strategy Study</p> <p>8.4.1. <i>Benchmarking</i> 8.4.2. Types of Benchmarking 8.4.3. Advantages</p>
<p>8.5. Information Product Portfolio Innovation Process</p> <p>8.5.1. Transmedia Narratives 8.5.2. Fan Phenomenon</p>	<p>8.6. Innovation in Strategic Positioning</p> <p>8.6.1. Gamification 8.6.2. New Narrative World</p>	<p>8.7. Journalistic Documentation</p> <p>8.7.1. Essential Guides to Cultural Journalism Documentation 8.7.2. Historical Documentation 8.7.3. Current Documentation 8.7.4. The Raging News</p>	<p>8.8. Designing and Planning an Online Reputation Plan</p> <p>8.8.1. BORRAR 8.8.2. Brand Reputation Plan. General metrics, ROI, and Social CRM 8.8.3. Online Crisis and Reputational SEO</p>
<p>8.9. The Importance of Communication in Today's Organizations</p> <p>8.9.1. Mechanisms and Systems for Communication with the Media 8.9.2. Errors in Organizational Communication</p>	<p>8.10. Inbound Marketing</p> <p>8.10.1. Effective Inbound Marketing 8.10.2. The Benefits of Inbound Marketing 8.10.3. Measuring the Success of Inbound Marketing</p>		

Module 9. Market and Communication Environments

<p>9.1. Company's Macro-Environment</p> <p>9.1.1. Concept of Macro-Environment 9.1.2. Macro-Environment Variables</p>	<p>9.2. Company's Micro-Environment</p> <p>9.2.1. Approach to the Concept of Micro-Environment 9.2.2. Actors in the Micro-Environment</p>	<p>9.3. New Competitive Environment</p> <p>9.3.1. Technological Innovation and Economic Impact 9.3.2. Knowledge Society 9.3.3. The New Consumer Profile</p>	<p>9.4. Knowing the Market and the Consumer</p> <p>9.4.1. Open Innovation 9.4.2. Competitive Intelligence 9.4.3. Competitive Economy</p>
<p>9.5. The Market and Audiences</p> <p>9.5.1. BORRAR 9.5.2. Profile of Media Users 9.5.3. Audience Fragmentation</p>	<p>9.6. Developing the Marketing Plan</p> <p>9.6.1. Marketing Plan Concept 9.6.2. Situation Analysis and Diagnosis 9.6.3. Strategic Marketing Decisions 9.6.4. Operating Marketing Decisions</p>	<p>9.7. Market Segmentation</p> <p>9.7.1. Market Segmentation Concept 9.7.2. Utility and Segmentation Requirements 9.7.3. Consumer Market Segmentation 9.7.4. Industrial Market Segmentation 9.7.5. Segmentation Strategies 9.7.6. Segmentation Based in Marketing - Mix Criteria</p>	<p>9.8. Competitive Positioning</p> <p>9.8.1. Positioning Concept on the Market 9.8.2. The Positioning Process</p>
<p>9.9. Commercial Segmentation</p> <p>9.9.1. Analysis of Distribution Channels, Sales Areas and Products 9.9.2. Preparing Commercial Areas 9.9.3. Implementing the Visiting Plan</p>			

Module 10. Market and Customer Management

10.1. Marketing Management

- 10.1.1. The Concept of Marketing Management
- 10.1.2. New Trends in Marketing
- 10.1.3. A New Marketplace: Consumer and Business Capabilities
- 10.1.4. Holistic MK Orientation
- 10.1.5. Update on the 4Ps of Marketing
- 10.1.6. Marketing Management Tasks

10.2. Relationship Marketing

- 10.2.1. Concept of Marketing Relations
- 10.2.2. The Customer as an Asset of the Company
- 10.2.3. CRM as a Relationship Marketing Tool

10.3. Data Base Marketing

- 10.3.1. Data Base Marketing Applications
- 10.3.2. BORRAR
- 10.3.3. Information Sources

10.4. Types of Buying Behavior

- 10.4.1. The Process in Purchasing Decisions
- 10.4.2. The Stages in the Buying Process
- 10.4.3. Types of Buying Behavior
- 10.4.4. Features of the Types of Buying Behaviour

10.5. The Loyalty Process

- 10.5.1. In-depth Knowledge of the Client
- 10.5.2. Loyalty Process
- 10.5.3. The Value of the Customer

10.6. Selecting Target Customers- CRM

- 10.6.1. Designing an e-CRM
- 10.6.2. Orientation towards the Consumer
- 10.6.3. 1 to 1 Planning

10.7. Research Project Management

- 10.7.1. Information Analysis Tools
- 10.7.2. Developing an Expectation Management Plan
- 10.7.3. Assessing the Feasibility of Projects

10.8. Online Market Research

- 10.8.1. Quantitative Research Tools in Online Markets
- 10.8.2. Dynamic Qualitative Customer Research Tools

10.9. Study of Traditional Audiences

- 10.9.1. Audience Measurement Origin. Basic Concepts
- 10.9.2. How are Traditional Audiences Measured?
- 10.9.3. EGM and Kantar Media

10.10. Internet Audience Studies

- 10.10.1. The Social Audience
- 10.10.2. Measuring Social Impact: Tuitele

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1. Globalization and Governance

- 11.1.1. Governance and Corporate Governance
- 11.1.2. The Fundamentals of Corporate Governance in Companies
- 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

11.2. Leadership

- 11.2.1. Leadership A Conceptual Approach
- 11.2.2. Leadership in Companies
- 11.2.3. The Importance of Leaders in Business Management

11.3. Cross Cultural Management

- 11.3.1. Cross Cultural Management Concept
- 11.3.2. Contributions to Knowledge of National Cultures
- 11.3.3. Diversity Management

11.4. Business Ethics

- 11.4.1. Ethics and Morality
- 11.4.2. Business Ethics
- 11.4.3. Leadership and Ethics in Companies

11.5. Sustainability

- 11.5.1. Sustainability and Sustainable Development
- 11.5.2. The 2030 Agenda
- 11.5.3. Sustainable Companies

11.6. Corporate Social Responsibility

- 11.6.1. International Dimensions of Corporate Social Responsibility
- 11.6.2. Implementing Corporate Social Responsibility
- 11.6.3. The Impact and Measurement of Corporate Social Responsibility

11.7. Responsible Management Systems and Tools

- 11.7.1. CSR: Corporate Social Responsibility
- 11.7.2. Essential Aspects for Implementing a Responsible Management Strategy
- 11.7.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 11.7.4. CSR Tools and Standards

11.8. Multinationals and Human Rights

- 11.8.1. Globalization, Multinational Companies and Human Rights
- 11.8.2. Multinational Corporations and International Law
- 11.8.3. Legal Instruments for Multinationals in the Area of Human Rights

11.9. Legal Environment and Corporate Governance

- 11.9.1. International Rules on Importation and Exportation
- 11.9.2. Intellectual and Industrial Property
- 11.9.3. International Labor Law

Module 12. People and Talent Management

12.1. Strategic People Management

- 12.1.1. Strategic Management and Human Resources
- 12.1.2. Strategic People Management

12.2. Performance Evaluation and Performance Management

- 12.2.1. Performance Management
- 12.2.2. Performance Management: Objectives and Process

12.3. Change Management

- 12.3.1. Change Management
- 12.3.2. Type of Change Management Processes
- 12.3.3. Stages or Phases in the Change Management Process

12.4. Productivity, Attraction, Retention and Activation of Talent

- 12.4.1. Productivity
- 12.4.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management**13.1. Economic Environment**

- 13.1.1. Macroeconomic Environment and the National Financial System
- 13.1.2. Financial Institutions
- 13.1.3. Financial Markets
- 13.1.4. Financial Assets
- 13.1.5. Other Financial Sector Entities

13.2. Executive Accounting

- 13.2.1. Basic Concepts
- 13.2.2. The Company's Assets
- 13.2.3. The Company's Liabilities
- 13.2.4. The Company's Net Worth
- 13.2.5. The Income Statement

13.3. Information Systems and Business Intelligence

- 13.3.1. Fundamentals and Classification
- 13.3.2. Cost Allocation Phases and Methods
- 13.3.3. Choice of Cost Center and Impact

13.4. Budget and Management Control

- 13.4.1. The Budget Model
- 13.4.2. The Capital Budget
- 13.4.3. The Operating Budget
- 13.4.5. Treasury Budget
- 13.4.6. Budget Monitoring

13.5. Financial Management

- 13.5.1. The Company's Financial Decisions
- 13.5.2. Financial Department
- 13.5.3. Cash Surpluses
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Financial Administration Risk Management

13.6. Financial Planning

- 13.6.1. Definition of Financial Planning
- 13.6.2. Actions to be Taken in Financial Planning
- 13.6.3. Creation and Establishment of the Business Strategy
- 13.6.4. The Cash Flow Table
- 13.6.5. The Working Capital Table

13.7. Corporate Financial Strategy

- 13.7.1. Corporate Strategy and Sources of Financing
- 13.7.2. Financial Products for Corporate Financing

13.8. Strategic Financing

- 13.8.1. Self-financing
- 13.8.2. Increase in Equity
- 13.8.3. Hybrid Resources
- 13.8.4. Financing Through Intermediaries

13.9. Financial Analysis and Planning

- 13.9.1. Analysis of the Balance Sheet
- 13.9.2. Analysis of the Income Statement
- 13.9.3. Profitability Analysis

**13.10. Analyzing and Solving Cases/
Problems**

- 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Commercial Management, Strategic Marketing and Corporate Communication

14.1. Commercial Management

- 14.1.1. Conceptual Framework of Commercial Management
- 14.1.2. Business Strategy and Planning
- 14.1.3. The Role of Sales Managers

14.2. Marketing

- 14.2.1. The Concept of Marketing
- 14.2.2. The Basic Elements of Marketing
- 14.2.3. Marketing Activities in Companies

14.3. Strategic Marketing Management

- 14.3.1. The Concept of Strategic Marketing
- 14.3.2. Concept of Strategic Marketing Planning
- 14.3.3. Stages in the Process of Strategic Marketing Planning

14.4. Digital Marketing and e-Commerce

- 14.4.1. Digital Marketing and E-commerce Objectives
- 14.4.2. Digital Marketing and Media Used
- 14.4.3. E-Commerce General Context
- 14.4.4. Categories of E-commerce
- 14.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce

14.5. Digital Marketing to Reinforce a Brand

- 14.5.1. Online Strategies to Improve Your Brand's Reputation
- 14.5.2. *Branded Content and Storytelling*

14.6. Digital Marketing to Attract and Retain Customers

- 14.6.1. Loyalty and Engagement Strategies through the Internet
- 14.6.2. *Visitor Relationship Management*
- 14.6.3. Hypersegmentation

14.7. Managing Digital Campaigns

- 14.7.1. What is a Digital Advertising Campaign?
- 14.7.2. Steps to Launch an Online Marketing Campaign
- 14.7.3. Mistakes in Digital Advertising Campaigns

14.8. Sales Strategy

- 14.8.1. Sales Strategy
- 14.8.2. Sales Methods

14.9. Corporate Communication

- 14.9.1. Concept
- 14.9.2. The Importance of Communication in the Organization
- 14.9.3. Type of Communication in the Organization
- 14.9.4. Functions of Communication in the Organization
- 14.9.5. Elements of Communication
- 14.9.6. Communication Problems
- 14.9.7. Communication Scenarios

Module 15. Executive Management**15.1. Manager Functions: Organizational Culture and Approaches**

15.1.1. Manager Functions: Organizational Culture and Approaches

15.2. Operations Management

15.2.1. The Importance of Management
15.2.2. Value Chain
15.2.3. Quality Management

15.3. Public Speaking and Spokesperson Education

15.3.1. Interpersonal Communication
15.3.2. Communication Skills and Influence
15.3.3. Communication Barriers

15.4. Personal and Organizational Communications Tools

15.4.1. Interpersonal Communication
15.4.2. Interpersonal Communication Tools
15.4.3. Communication in the Organization
15.4.4. Tools in the Organization

15.5. Preparation of a Crisis Plan

15.5.1. Analysis of Possible Problems
15.5.2. Planning
15.5.3. Adequacy of Personnel

15.6. Emotional Intelligence

15.6.1. Emotional Intelligence and Communication
15.6.2. Assertiveness, Empathy, and Active Listening
15.6.3. Self-Esteem and Emotional Communication

15.7. Personal Branding

15.7.1. Strategies for Personal Brand Development
15.7.2. Personal Branding Laws
15.7.3. Tools for Creating Personal Brands

15.8. Leadership and Team Management

15.8.1. Leadership and Leadership Styles
15.8.2. Leader Capabilities and Challenges
15.8.3. Managing Change Processes
15.8.4. Managing Multicultural Teams

07

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

“

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



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



A learning method that is different and innovative

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

“

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

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

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

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

Relearning Methodology

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

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

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

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

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



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

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

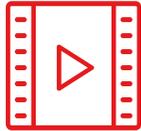
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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

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



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



Study Material

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

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



Classes

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

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



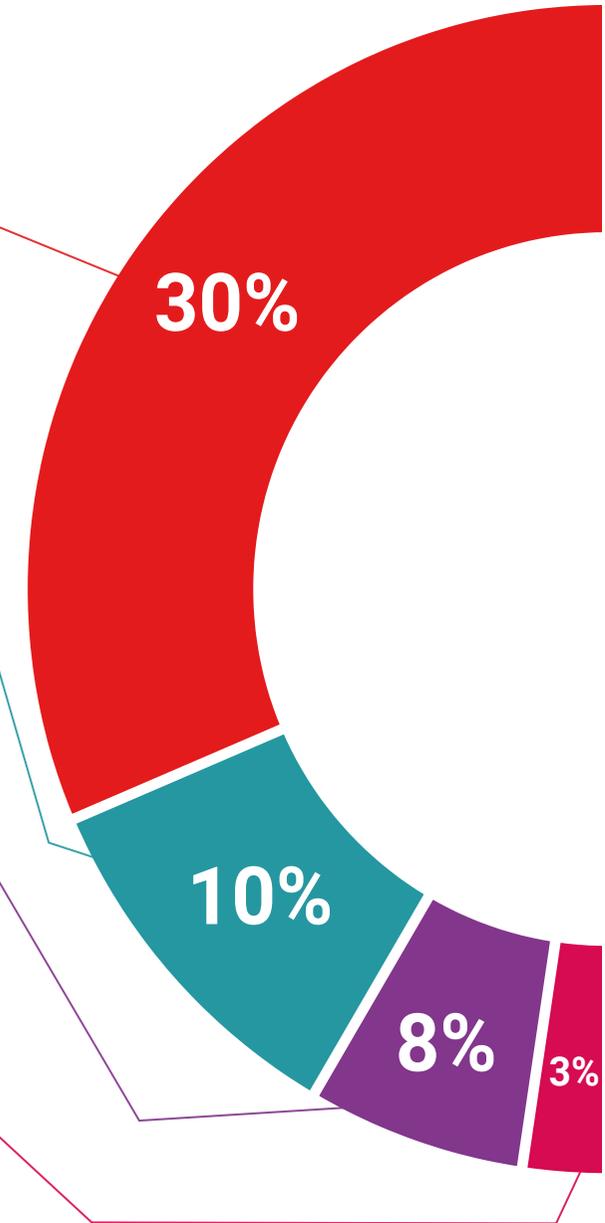
Management Skills Exercises

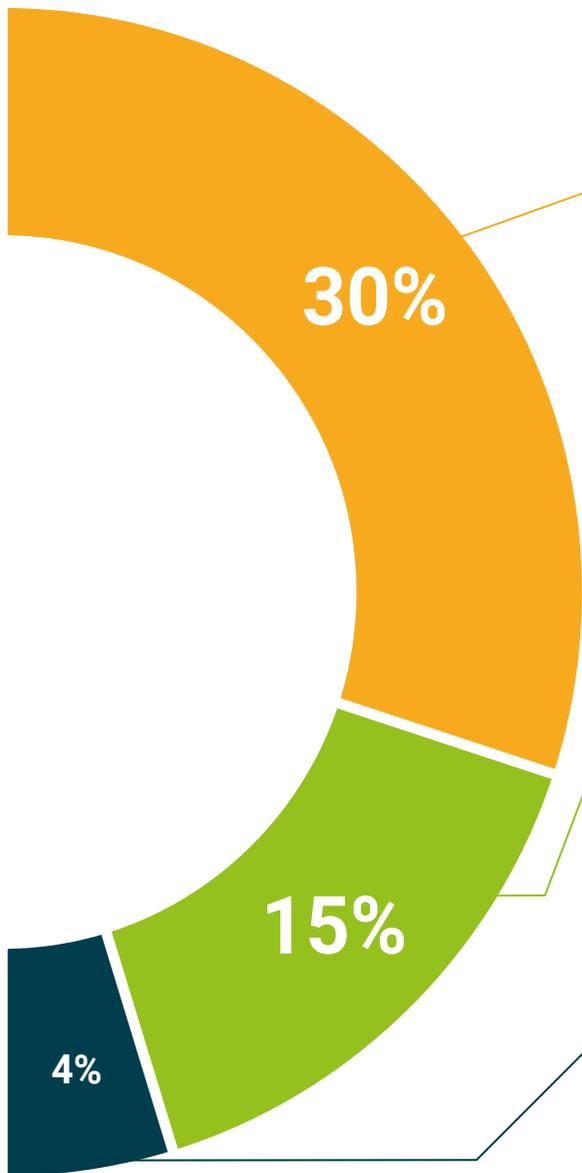
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



08

Our Students' Profiles

This MBA in Communication Company Management is a program aimed at people with university studies who want to transform their career and orient it towards business management. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities. The program is also open to professionals who, being university graduates in any area, have two years of work experience in the field of tax consultancy.





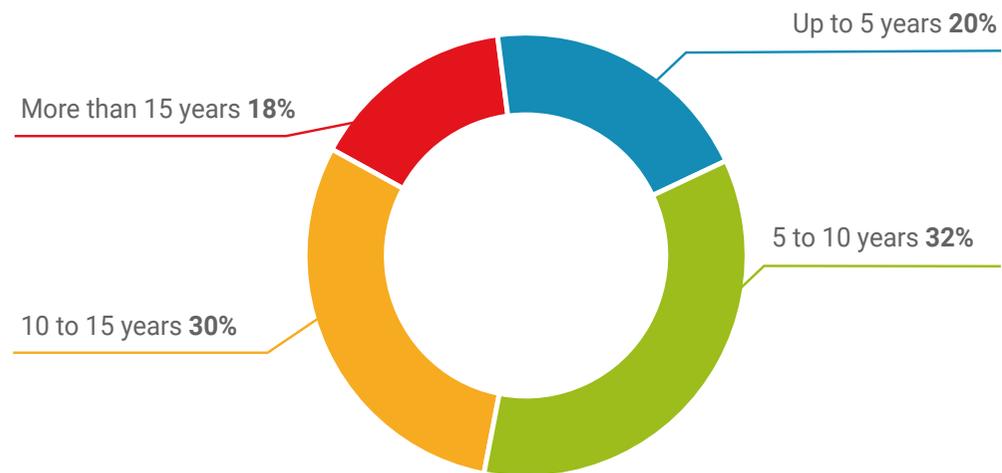
“

If you are looking for an interesting improvement in the management sector of companies dedicated to communication, this is the program for you"

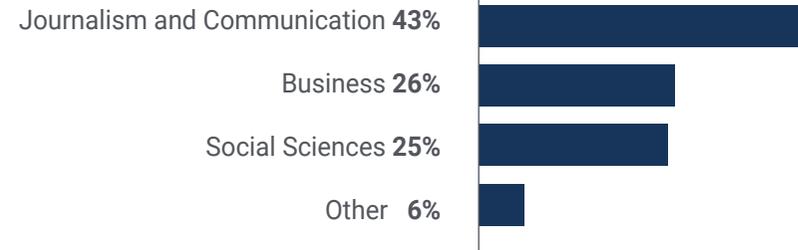
Average Age

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

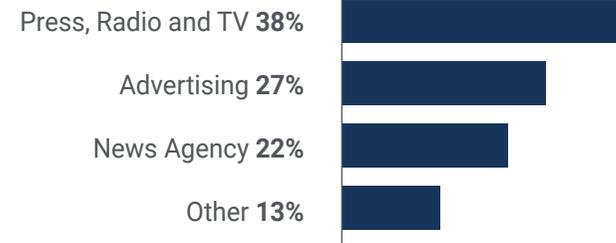
Years of Experience



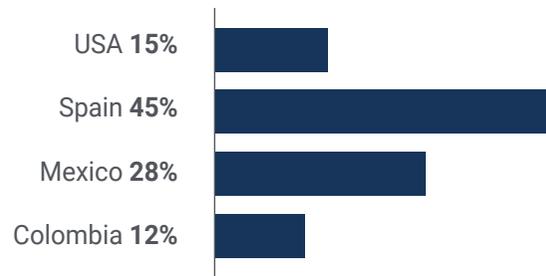
Training



Educational Profile



Geographical Distribution



Jaime Prieto

Director of a communications company

"The completion of this Executive Master's Degree has allowed me to obtain a higher qualification thanks to which I have been able to move up in the field of communication until I became the director of the company where I have been working for more than 10 years. Undoubtedly, it has been the boost needed to obtain a job improvement"

09

Course Management

For the development of the teaching staff of this MBA in Communication Company Management TECH has selected a teaching group composed of experts in the communication sector with extensive experience in the management of companies in this area. This is why graduates will be able to acquire from this program a more critical and realistic vision of the sector and improve their skills under the guidance of active professionals.



“

We have the best teaching staff to help you achieve professional success"

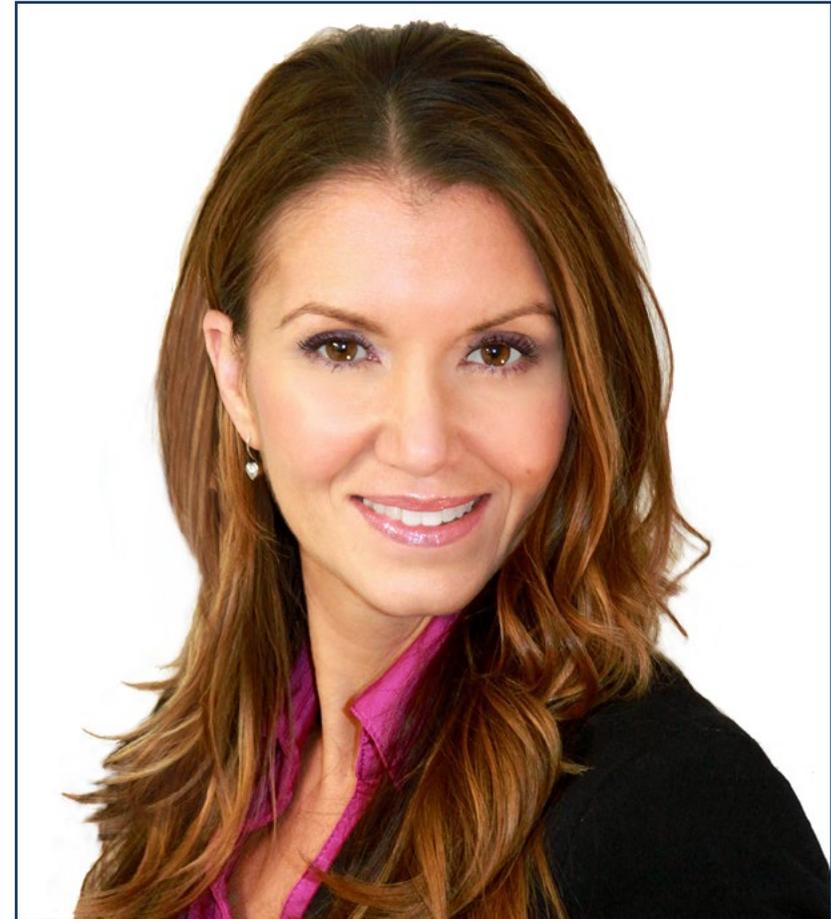
International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



D. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

Take the opportunity to learn about the latest advances in this field to apply it to your daily practice”

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders alike**. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization demands supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Graduate of the University of Leeds
- ♦ Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ IMD Executive Digital Transformation Course

“

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates and vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award, the Search Leadership Award, the Lead Generation Export Program Award and the Export Lead Generation Program Award and the EMEA Best Sales Model Award**.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst, Hamburg, Germany**, creating storylines for over 150 clients using internal and third-party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors affecting technology adoption and diffusion**.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships and working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

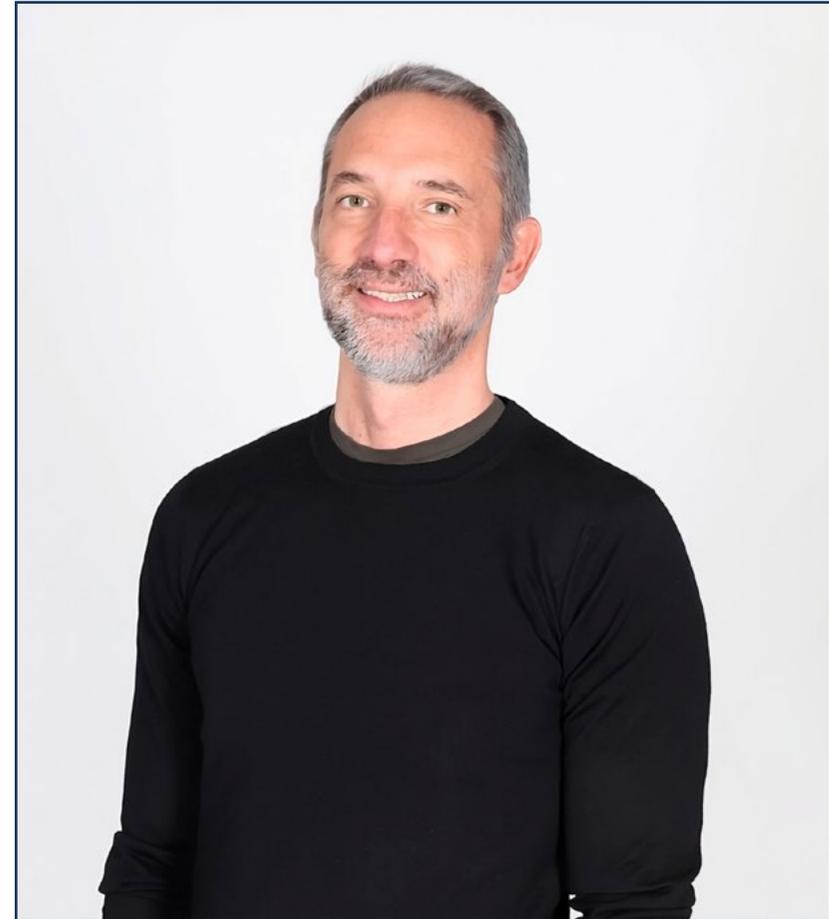
Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact on the Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising and Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions aligned to specific business objectives**. In addition, he is recognized for his **proactivity and adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision and a genuine passion for products**.

As **Global Brand and Merchandising Director at Giorgio Armani**, he has overseen a variety of **Marketing strategies for apparel and accesories**. His tactics have also focused on the **retail environment and consumer needs and behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader in the Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein or Gruppo Coin**, he has undertaken projects to boost the **structure, and development of different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaigns**. He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders in Fashion and Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning of different brands** and redefine their key performance indicators (KPIs).



Ms. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale



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International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally**. His successful career is linked to leadership positions in multinationals such as **Walmart and Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information and generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Dataanalysis**. In addition, he has held the position of **Director of Business Intelligence at Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

“

Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

“

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International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation in world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in **Florida, USA**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development to entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President of the Chicago Bulls and Chicago White Sox** franchises, he has demonstrated his ability to drive **business and strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for Roger Goodell in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.



Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College



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Management



Ms. Iñesta Fernández, Noelia

- ♦ Media Research Specialist
- ♦ Journalist and Social Media Manager
- ♦ Specialist in the Commercial and Communication Department at Greterika Group
- ♦ Head of Communication and Marketing at Anfedra Corporate
- ♦ PhD in Media Research at UC3M
- ♦ Master's Degree in Social Media Management at the Social Media Institute
- ♦ Master's Degree in Applied Media Research at UC3M
- ♦ Degree in Sociology from the Spanish National University of Distance Education
- ♦ Degree in Journalism at UC3M
- ♦ Higher Technician in Audiovisual Production IES Alfonso X el Sabio



10

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH puts all its efforts and tools at the disposal of the graduates so that they can acquire the necessary skills and abilities to achieve this change.



“

This TECH program will be a key piece in your CV to help you take the professional turn you want"

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

TECH's MBA in Communication Company Management is an intensive program that prepares you to face challenges and business decisions in the field of communication. The main objective is to promote your personal and professional growth. Helping them achieve success.

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

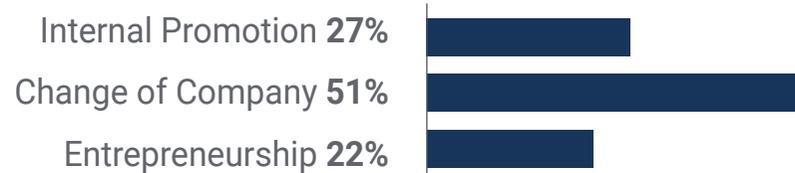
Improve your skills and, with them, your chances of getting a job with more prestige in the field of communication company management.

A unique opportunity to achieve the job improvement you desire.

Time of Change



Type of change



Salary increase

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



11

Benefits for Your Company

The MBA in Communication Company Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Participating in this qualification is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

You will be able to bring to the company new concepts, strategies and perspectives that can generate relevant changes in the organization"

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

01

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

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

12 Certificate

The MBA in Communication Company Management guarantees, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Global University.





“

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

This private qualification will allow you to obtain an **MBA in Communication Company Management** endorsed by **TECH Global University**, the world's largest online university.

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

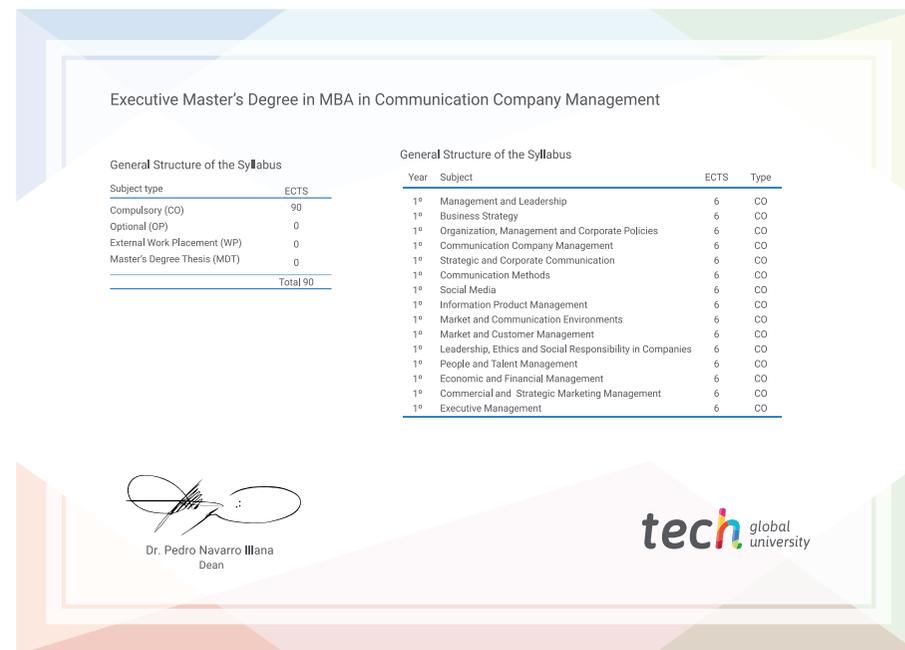
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Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



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Executive Master's Degree

MBA in Communication Company Management

- » Modality: **online**
- » Duration: **12 months**
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Executive Master's Degree

MBA in Communication

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