

# Postgraduate Certificate Corporate Communication



## Postgraduate Certificate Corporate Communication

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/corporate-communication](http://www.techtute.com/us/school-of-business/postgraduate-certificate/corporate-communication)

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# 01 Welcome

Companies have a multitude of options today to engage with their audiences. From traditional advertising campaigns to innovative transmedia actions that engage potential customers with social networks and new technologies. In this way, marketing professionals with a specific education in Corporate Communication can incorporate new models of relationship with their public, acquiring a higher professional status. Thereby, this TECH degree is an excellent opportunity to grow in the marketing sector with a full understanding of corporate communication and excellent techniques that highlight the professional as an example to follow within the sector.



Postgraduate Certificate in Corporate Communication.  
TECH Technological University



“

*In a new era where communication is more dynamic than ever, only the best-educated professionals will have access to the most privileged positions”*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





### Learn with the best

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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 studies in the academic community"*



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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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.

03

# Why Our Program?

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

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



“

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

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

The objective of this Postgraduate Certificate in Corporate Communication is to instruct its students in the most current trends and communicative effects, so that they can pursue a professional and economic improvement that will have a positive impact on their personal lives. Thanks to the support of the teaching staff, who are well versed in business communication, students will soon reach their most ambitious professional goals.



“

*Do you want to be the professional that all communicators look up to? Start down that path by enrolling in TECH today”*

TECH makes the objectives of its students its own.  
Working together to achieve them.

The **Postgraduate Certificate in Corporate Communication** will provide the student with the education to:

01

Learn how communication works and is managed in organizations

02

Analyze trends in business communication

03

Study advertising communication





04

Study the effects of commercial and advertising communication

07

See the basics of internal communication

05

Learn about communication in times of crisis

08

Know what Branding is and how it is developed

06

Study about digital reputation

09

Learn what a comprehensive communication plan is and how it should be developed

05

# Structure and Content

The structure of this Postgraduate Certificate in Corporate Communication follows the most innovative educational methodology in the market, so the student is guaranteed to get the maximum benefit from all the material taught. The teaching load is reduced and manageable, as it incorporates high quality audiovisual material and eliminates the need to do a final paper.



“

*In your future as a communications director, it will be crucial that you know how to manage crises and communicate successfully both internally and externally”*

## Syllabus

The content of the Postgraduate Certificate in Corporate Communication is designed to promote the development of management skills that will enable the professional to obtain information that will allow them to adequately manage the reputation of a brand or company.

Over the course of 125 hours, the student analyzes a plethora of practical cases through individual and team work. This means a real immersion in real Corporate Communication situations, which makes the teaching even more valuable for the student.

This Postgraduate Certificate deals in depth with all the strategic areas of the company and is designed to train managers and experts in Communication, so that they understand business management from a strategic, international and innovative perspective.

This Postgraduate Certificate takes place over 6 weeks and is made up of just 1 module:

### Module 1

### Corporate Communication



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Corporate Communication completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and take that definitive leap.*

**Module 1. Corporate Communication**

**1.1. Communication in Organizations**

- 1.1.1. Organizations, People and Society
- 1.1.2. Historical Evolution of Organizational Behavior
- 1.1.3. Bidirectional Communication

**1.2. Trends in Business Communication**

- 1.2.1. Generation and Distribution of Corporate Content
- 1.2.2. Business Communication on the Web 2.0
- 1.2.3. Implementation of Metrics in the Communication Process

**1.3. Advertising Communication**

- 1.3.1. Integrated Marketing Communication
- 1.3.2. Advertising Communication Plan
- 1.3.3. Merchandising as a Communication Technique

**1.4. Effects of the Media**

- 1.4.1. Efficiency of Commercial and Advertising Communication
- 1.4.2. Theories on the Effects of the Media
- 1.4.3. Social and Co-creation Models

**1.5. Online Agencies, Media and Channels**

- 1.5.1. Integral, Creative and Online Agencies
- 1.5.2. Traditional and New Media
- 1.5.3. Online Channels
- 1.5.4. Other Digital Players

**1.6. Communication in Crisis Situations**

- 1.6.1. Definition and Types of Crises
- 1.6.2. Phases of the Crisis
- 1.6.3. Messages: Contents and Moments

**1.7. Digital Communication and Reputation**

- 1.7.1. Online Reputation Report
- 1.7.2. Netiquette and Good Practices on Social Media
- 1.7.3. Branding and Networking 2.0

**1.8. Internal Communication**

- 1.8.1. Motivational Programs, Social Action, Participation and Training with HR
- 1.8.2. Internal Communication Support and Tools
- 1.8.3. Internal Communication Plan

**1.9. Branding**

- 1.9.1. The Brand and Their Functions
- 1.9.2. Brand Creation (Branding)
- 1.9.3. Brand Architecture

**1.10. Integral Communication Plans**

- 1.10.1. Audit and Diagnosis
- 1.10.2. Elaboration of Communication Plan
- 1.10.3. Measuring results: KPIs and ROI



*The educational experience that will reveal possibilities for your career as a communicative, efficient, professional and prestigious manager"*



# 06

# Methodology

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

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







“

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

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

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

“

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



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



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

### A learning method that is different and innovative

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

“

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



08

# Our Students' Profiles

The Postgraduate Certificate in Corporate Communication is a program aimed at professionals who want to acquire greater skills and competencies in corporate reputation crisis management, discover new ways to manage the brand, control through the analysis of results the possible reputational conflict and advance in their professional career.







“

*If you want to improve your professional outlook while continuing to perform your daily duties, you've chosen the right program”*

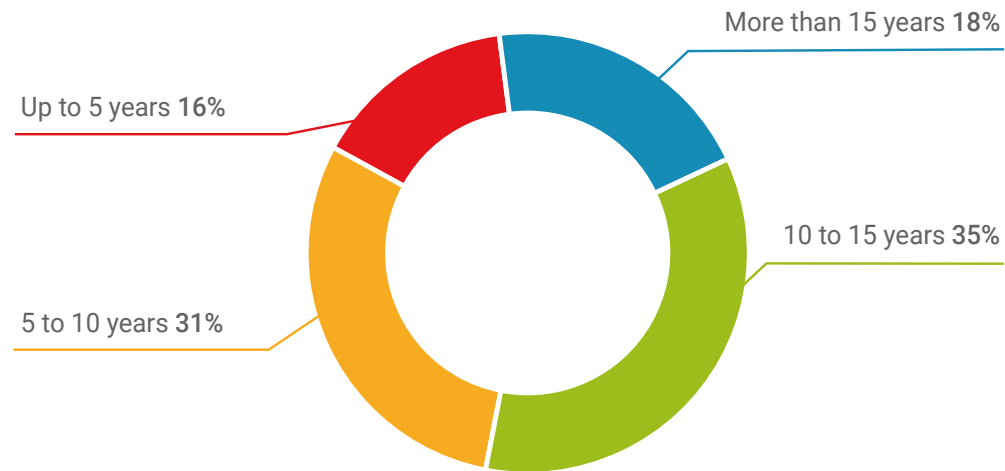
### Average Age

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

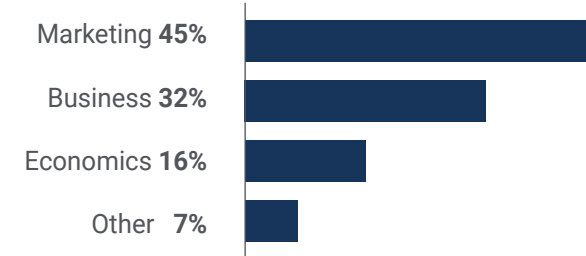
### Years of Experience

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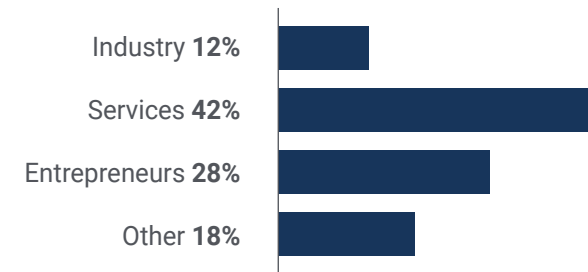
### Training

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### Academic Profile

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## Geographical Distribution

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## Mr. Javier Hernández

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Head of Communication

*"Thanks to the Postgraduate Certificate in Corporate Communication I have been able to learn the latest techniques and strategies in marketing. Without a doubt, this is a recommended education for anyone who wants to give a quality boost to their business"*

09

# Course Management

The program includes in its teaching staff leading experts in auditing accounts, who bring their years of experience to this program. In addition, other renowned specialists in related areas participate in its design and elaboration, completing the course in an interdisciplinary way, making it a unique and highly educational experience for the student.





“

*We have a highly regarded international teaching faculty”*

## Management



### **Mr. López Rausell, Adolfo**

- ◆ Director of TECH Business School
- ◆ Technical Direction in Projects and Market Studies at Investgroup
- ◆ Management at Club Innovation Club of the Valencian Community
- ◆ Degree in Economics and Business Administration from the Universitat de Valencia
- ◆ Diploma in Marketing in ESEM Business School



09

# Impact on Your Career

TECH is aware of the effort that the student must make to take on a Postgraduate Certificate of these characteristics, so all efforts are focused on obtaining a positive impact on their trajectory as quickly and efficiently as possible. Thanks to a personalized orientation, the student will have in their hand the key to climb positions and reach a communication management position in any company within their reach.







“

*With this Postgraduate Certificate, you will be positioned among the best professionals in your sector, being consulted to manage the communication of the most prestigious corporations”*

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

This program brings out the best in its students, taking them to the maximum effort through complicated communicative situations that they will have to solve thanks to the knowledge acquired and their own cunning. By polishing their skills, they will be better professionals after completing their degree.

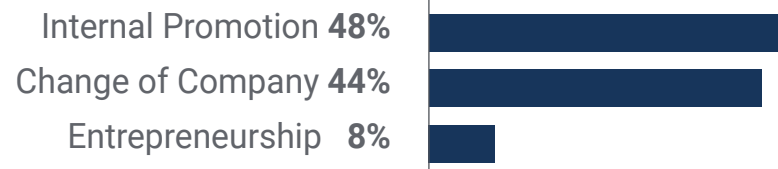
*Don't miss the opportunity to specialize with the best in the field you are passionate about.*

*This program is the positive change that will enhance your reputation and pay in the communications field.*

#### When the change occurs



#### Type of change



### Salary increase

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



10

# Benefits for Your Company

This Postgraduate Certificate in Corporate Communication is also an excellent opportunity for all companies looking for efficient managers capable of managing corporate strategy. Thanks to these highly skilled professionals, communication will be much more fluid and effective, having a positive impact on other departments and economic results.





“

*You have the opportunity to succeed by being the professional you always wanted to be. You won't regret joining TECH”*

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

**01**

### Intellectual Capital and Talent Growth

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

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**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 itself

**03**

### Building agents of change

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

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**04**

### Increased international expansion possibilities

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



05

### Project Development

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

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06

### Increased competitiveness

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

# 11 Certificate

The Postgraduate Certificate in Corporate Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a certificate issued by TECH Technological University.







“

*Successfully complete this training program and receive your university certificate without travel or laborious paperwork”*

This **Postgraduate Certificate in Corporate Communication** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery.

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

Title: **Postgraduate Certificate in Corporate Communication**

Official N° of Hours: **125 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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