

# Postgraduate Certificate Fundamentals of Public Relations





## Postgraduate Certificate Fundamentals of Public Relations

Language: English

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of hours: 150 h.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/fundamentals-public-realtions](http://www.techtute.com/us/school-of-business/postgraduate-certificate/fundamentals-public-realtions)

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# 01

# Welcome

Public Relations is fundamental within organizations because it contributes to the strategic management of any organization's communication. Therefore, the essence of Public Relations consists of knowing, managing and investigating the different audiences that an organization has. For this reason, TECH has created this program that provides a complete and concrete review of the fundamentals of Public Relations to enable students to perform their duties with solvency and confidence. It is a curriculum focused on the communicative bases adapted to the current digital environment, which will make the professional an expert in public relations in the 21st century.



Postgraduate Certificate in Fundamentals of Public Relations.  
TECH Technological University



“

*Become an expert in Public Relations just by starting from the basics. The TECH Method will teach you how to get the most out of it with this Postgraduate Certificate"*

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.





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



### 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.



### 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"*

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 Postgraduate Certificate in Fundamentals of Public Relations is designed to guide the student towards achieving the following proposed objectives, to improve their skills and expand their knowledge in the public relations environment. In this way, it will create bonds and business ties at another level, with a special focus on the use of digital tools. As a result, after completing the program, the professional will be able to make the right decisions with a global approach within the sector, from an innovative perspective and an international vision that successfully transmits the values of the company.



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*In this TECH Postgraduate Certificate, you will gain an in-depth understanding of advertising and public relations campaign analysis systems"*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Certificate in Fundamentals of Public Relations will enable students to:

01.

Gain knowledge about the fields of advertising and public relations and their processes and organizational structures

02.

Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice

03.

Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies

04.

Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication





05.

Get to know how to apply creative processes in the field of communication, especially in the field of advertising and public relations

06.

Understand the systems for analyzing advertising and public relations campaigns

07.

Know how to describe the structure of advertising agencies

08.

Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications



05

# Structure and Content

The content of this Postgraduate Certificate in Fundamentals of Public Relations has been designed with the student's needs in mind in order to succeed in an environment that requires certain communication and organizational skills. In this way, the professionals exploit their potential, following the latest trends and developing their own skills for the tasks they perform. In this way, you will master the key aspects to carry out these functions, performing in different sectors, through a quality content structured in a module that will take your learning to the highest level.



“

*You will learn how to delimit each of the functions for the management of the advertising and public relations firm highlighting their main applications"*

## Syllabus

The Postgraduate Certificate in Fundamentals of Public Relations of TECH Technological University is an intensive program that prepares the student to enter the field of public relations through its basic fundamentals.

Through this complete Postgraduate Certificate, the students will acquire the necessary knowledge to advance in this professional field, favoring the development of managerial competencies that will allow them to make decisions in uncertain and competitive environments, facing the business challenges that the scenario presents.

Throughout 150 hours of preparation, the student will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations, which will position the professional's profile.

As such, the Postgraduate Certificate focuses on the fundamental aspects of public relations, through a curriculum designed to specialize professionals with a strategic focus and orient them towards this sector from an international and innovative perspective.

For all these reasons, this program is designed for students, focused on their professional improvement, preparing them to achieve excellence in a results-oriented field that requires high doses of socialization and leadership, with innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the competencies to develop successfully in this environment.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

### Module 1

### Fundamentals of Public Relations



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

TECH offers the possibility of developing this Postgraduate Certificate in Fundamentals of Public Relations 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 make the definitive leap.*

## Module 1. Fundamentals of Public Relations

### 1.1. Theoretical Framework of Public Relations

- 1.1.1. Introduction
- 1.1.2. Public Relations Research
- 1.1.3. Main Public Relations Theorists
- 1.1.4. Public Relations and Related Items
- 1.1.5. Definition of Public Relations

### 1.2. Evolution Over Time

- 1.2.1. Stages
- 1.2.2. The Origin of Public Relations
- 1.2.3. Trends in Public Relations

### 1.3. External Communication

- 1.3.1. Characteristics and Audiences
- 1.3.2. Media Relations
- 1.3.3. Provision of Information

### 1.4. Internal Communication

- 1.4.1. Introduction
- 1.4.2. Functions and Objectives
- 1.4.3. Types of Internal Communication
- 1.4.4. Internal Communication Tools

### 1.5. Public Relations and Public Opinion

- 1.5.1. Powerful Media Image
- 1.5.2. The limited Influence of the Media
- 1.5.3. Structural Effects on the Company

### 1.6. International Public Relations

- 1.6.1. Characteristics of the International Society
- 1.6.2. Definition
- 1.6.3. The Role of International Public Relations
- 1.6.4. Types of Actions

### 1.7. Public Relations and Crisis

- 1.7.1. The Organization in the Face of a Crisis
- 1.7.2. Characteristics of Crises
- 1.7.3. Crisis Typologies

### 1.8. Stages of Crisis

- 1.8.1. Preliminary Phase
- 1.8.2. Acute Phase
- 1.8.3. Chronic Phase
- 1.8.4. Post-traumatic Phase

### 1.9. Preparation of a Crisis Plan

- 1.9.1. Analysis of Possible Problems
- 1.9.2. Planning
- 1.9.3. Adequacy of Personnel

### 1.10. Communication Technologies in Crises

- 1.10.1. Advantages
- 1.10.2. Disadvantages
- 1.10.3. Tools



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*You will learn how to successfully develop a crisis plan so that the organization's image is not damaged"*

# 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.



07

# Our Students' Profiles

This Postgraduate Certificate is aimed at university graduates who have previously completed any of the following programs in graphic design, advertising, public relations or creative professionals from any other branch related to the area of public relations and communication.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals with a university degree in any area and two years of work experience in a related area may also participate in the program.







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*This t in Fundamentals of Public Relations will enable you to perform in various fields and different sectors, a sure bet in your academic career"*

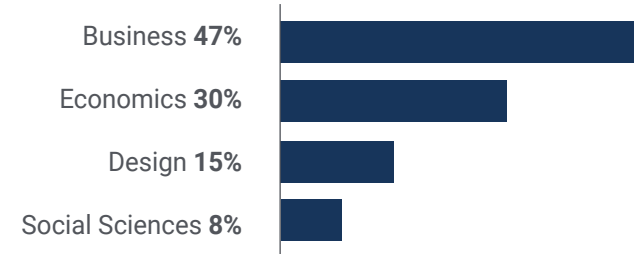
### Average Age

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

### Years of Experience



### Training



a



## Geographical Distribution

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## Isabel Campoamor

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Social Media Jr.

*"From this Postgraduate Certificate I have learned the basics of PR like no other, something necessary for my work. My profile was too digital and I lacked a foundation to perform my social media tasks properly. Thanks to TECH I understood where I was going wrong and now I see the full extent of my functions"*

08

# Impact on Your Career

TECH Technological University is aware of the fact that taking a program of these characteristics implies a great economic, professional and personal investment on the part of the student. The ultimate goal of carrying out this great effort should be to achieve professional growth, so that the professional's job placement or promotion in this sector is in line with expectations. TECH is committed to this objective and achieves it through the design of competitive programs, an innovative methodology and the best experts in the sector.



“

*A job change is waiting for you. Become part of the TECH community and you will discover a new professional horizon"*

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

TECH's Postgraduate Certificate in Fundamentals of Public Relations is an intensive program that prepares students to face challenges and strategic decisions to succeed in the field of public relations, specializing them in an industry that requires social profiles as well as analytical ones.

Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success in this field of work.

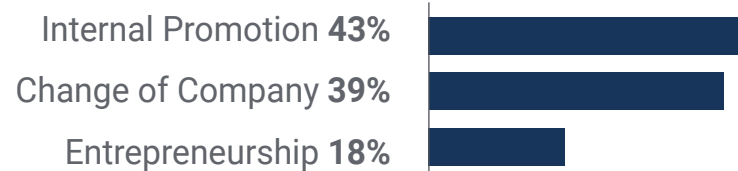
*It's time to invest in yourself. By taking this program you take a big step towards improving your professional skills.*

*Achieve your work goal in only 6 weeks with this TECH Technological University Postgraduate Certificate.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **26.33%** for our students.



09

# Benefits for Your Company

The Postgraduate Certificate in Fundamentals of Public Relations contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.







“

*Expand your knowledge in Public Relations and get into a network of contacts in which to find future partners or clients through this Postgraduate Certificate from TECH Technological University”*

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 executive 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.

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**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 will be work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06.

### **Increased competitiveness**

This Postgraduate Certificate will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Fundamentals of Public Relations guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Fundamentals of Public Relations** contains the most complete and up-to-date scientific program on the market. The most important features include:

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 Fundamentals of Public Relations**

Official N° of Hours: **150 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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