

# Postgraduate Certificate Information Product Management





## Postgraduate Certificate Information Product Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates 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.techtute.com/us/school-of-business/postgraduate-certificate/information-product-management](http://www.techtute.com/us/school-of-business/postgraduate-certificate/information-product-management)

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# 01 Welcome

The information product of a communications company is its beating heart. This is why the professionals of the different teams in charge of creating, shaping and launching it must establish a symbiotic and orderly working relationship, based on market trends and society's demand. In this case, it is vital to have a leader capable of organizing and directing these actions based on a broad knowledge of the area. This is the reason for the creation of this qualification, to provide the graduates with all the information that will enable them to perform this function successfully. An online program designed by experts, in which you will acquire, in just six weeks, the optimal skills of a business manager with a promising future.



Postgraduate Certificate in Information Product Management.  
TECH Technological University



“

*TECH presents this Postgraduate Certificate as a unique opportunity to delve into the management of the information product in a 100% online way and with the help of the best professionals"*

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

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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

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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

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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

This Postgraduate Certificate in Information Product Management has been designed by TECH exclusively with the objective of offering the graduates all the tools that will allow them to develop and broaden their knowledge in this area of communication. Additionally, these types of qualifications are created with the aim of enabling the professionals to acquire the business and leadership skills and competencies that define a good manager, so that, after completing the program, they can successfully perform them in their work environment.



“

*If your goal is to become a prepared and reference leader, this qualification will give you the keys to achieve it and will open the doors to a prosperous professional future within media business management”*

TECH makes the goals of their students their own goals too.  
We work together in order to achieve them.

The Postgraduate Certificate in Information Product Management will enable students to:

01

Apply the latest trends in business management in the company

02

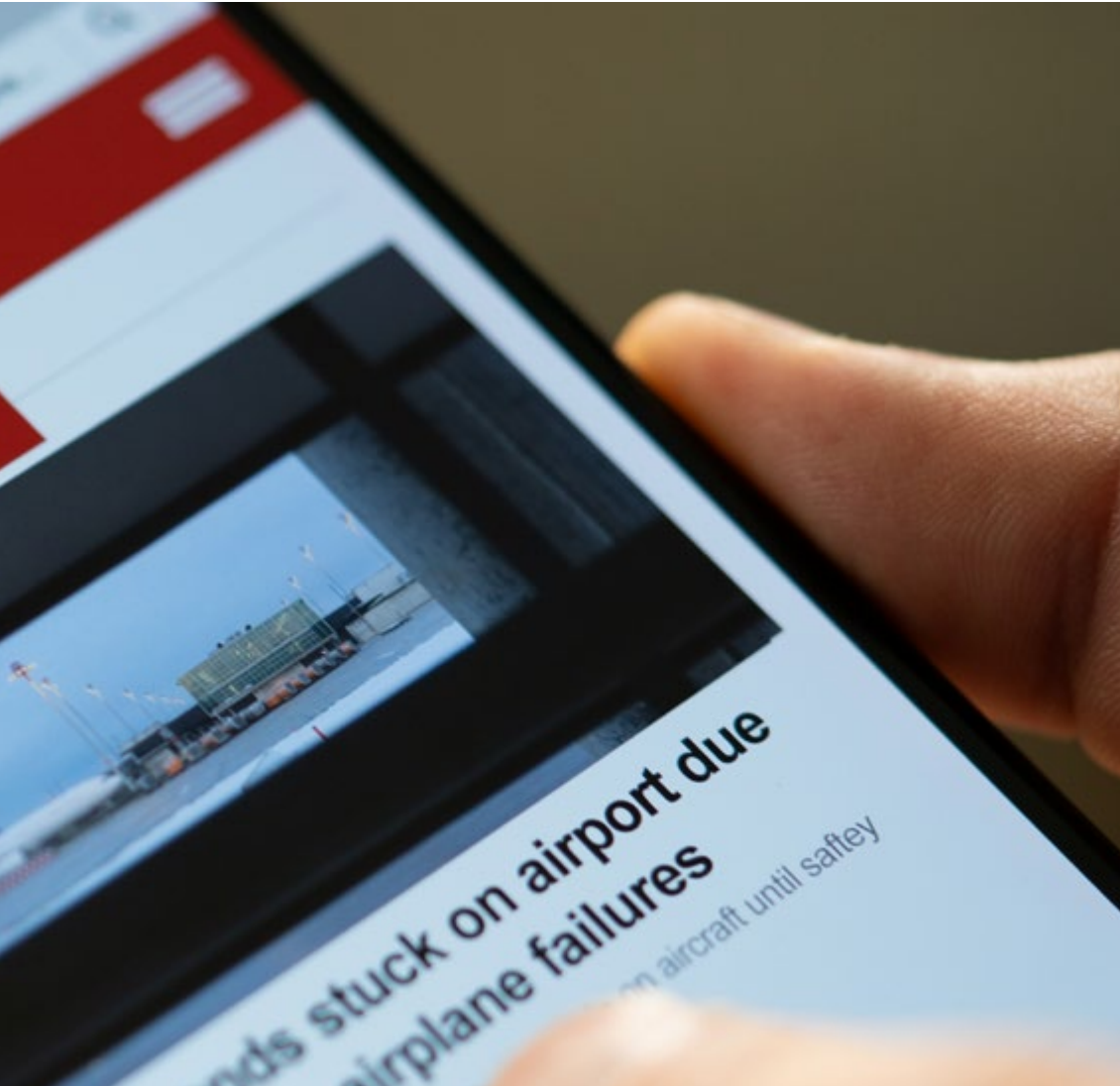
Develop their own personal and managerial skills

03

Make decisions in a complex and unstable environment







04

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

05

Apply the latest Inbound Marketing techniques

06

Learn in detail about the latest innovations in positioning innovation

05

# Structure and Content

The Postgraduate Certificate in Information Product Management is a tailor-made program delivered in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.



“

*Knowing in detail how to design and develop an online reputation plan will provide your company with added peace of mind and confidence”*

## Syllabus

This Postgraduate Certificate in Information Product Management has been designed with the objective that the graduate will find in its syllabus and content the most up-to-date and complete information available on the market.

This is a 6-week program consisting of a single module in which the definition and development process and launch strategies for new information products will be studied in depth. It also delves into the importance of knowing the competition, innovation, strategic positioning and the design and planning of an online reputation plan. Finally, it places special emphasis on the importance of communication in today's organizations and on the new trends of Inbound Marketing and its transcendence in communication companies.

A 100% online program at the forefront of the sector, directed and designed by experts in business communication and oriented to the professional improvement of the graduate. A unique opportunity to give your career the boost you need to reach the management position you have always wanted and for which you will be prepared.

This Postgraduate Certificate in Information Product Management takes place over 6 weeks, and it consists of 1 module:

### Module 1

### Information Product Management



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

TECH offers the possibility of developing this Postgraduate Certificate in Information Product Management 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 education experience to boost your professional development and make the definitive leap.*

**Module 1. Information Product Management**

**1.1. Information Product Definition**

- 1.1.1. Concept
- 1.1.2. Features
- 1.1.3. Types

**1.2. Information Product Development Process**

- 1.2.1. Phases of Information Production
- 1.2.2. Agenda Setting

**1.3. Strategies for Launching New Information Products**

- 1.3.1. Tangible Strategies
- 1.3.2. Intangible Strategies
- 1.3.3. Product Portfolio Strategy

**1.4. Competitor Strategy Study**

- 1.4.1. Benchmarking
- 1.4.2. Types of Benchmarking
- 1.4.3. Advantages

**1.5. Information Product Portfolio Innovation Process**

- 1.5.1. Transmedia Narratives
- 1.5.2. Fan Phenomenon

**1.6. Innovation in Strategic Positioning**

- 1.6.1. Gamification
- 1.6.2. New Narrative World

**1.7. Journalistic Documentation**

- 1.7.1. Essential Guides to Cultural Journalism Documentation
- 1.7.2. Historical Documentation
- 1.7.3. Current Documentation
- 1.7.4. The Raging News

**1.8. Designing and Planning an Online Reputation Plan**

- 1.8.1. Brand Reputation Plan. General metrics, ROI, and Social CRM
- 1.8.2. Online Crisis and Reputational SEO

**1.9. The Importance of Communication in Today's Organizations**

- 1.9.1. Mechanisms and Systems for Communication with the Media
- 1.9.2. Errors in Organizational Communication

**1.10. Inbound Marketing**

- 1.10.1. Effective Inbound Marketing
- 1.10.2. The Benefits of Inbound Marketing
- 1.10.3. Measuring the Success of Inbound Marketing



“

*Delving into transmedia storytelling and gamification will allow you to put your company at the forefront of the communication industry”*

# 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 in Information Product Management is a program aimed at university graduates who have previously studied 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. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.







“

*You will receive personalized guidance tailored to your professional profile, which will help you get the most out of this qualification”*

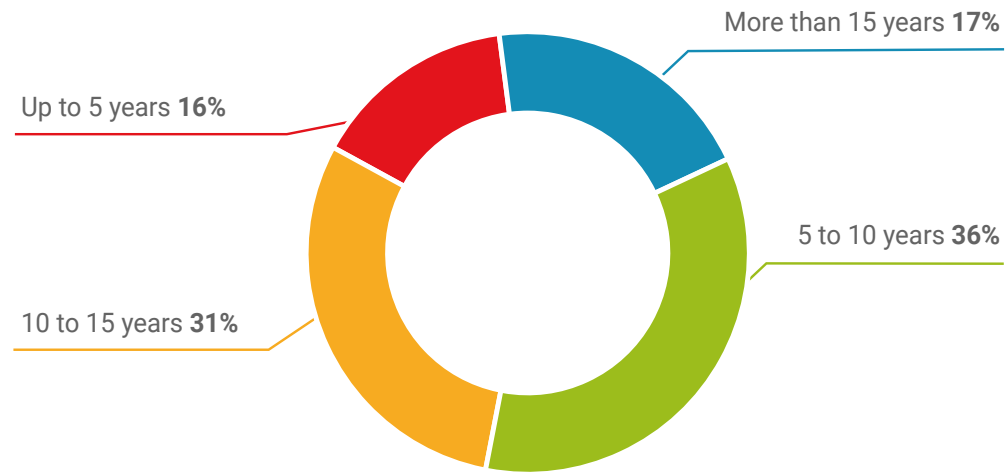
### Average Age

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

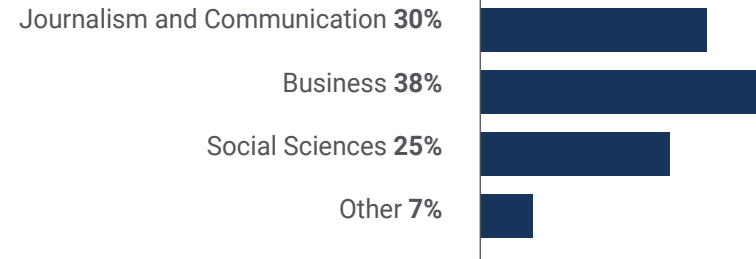
### Years of Experience

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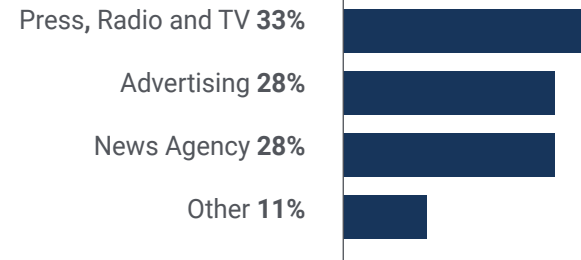
### Training

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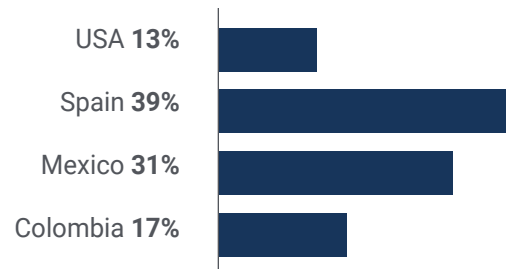
### Academic Profile

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## Geographical Distribution

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## Rodrigo Méndez

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Product Manager

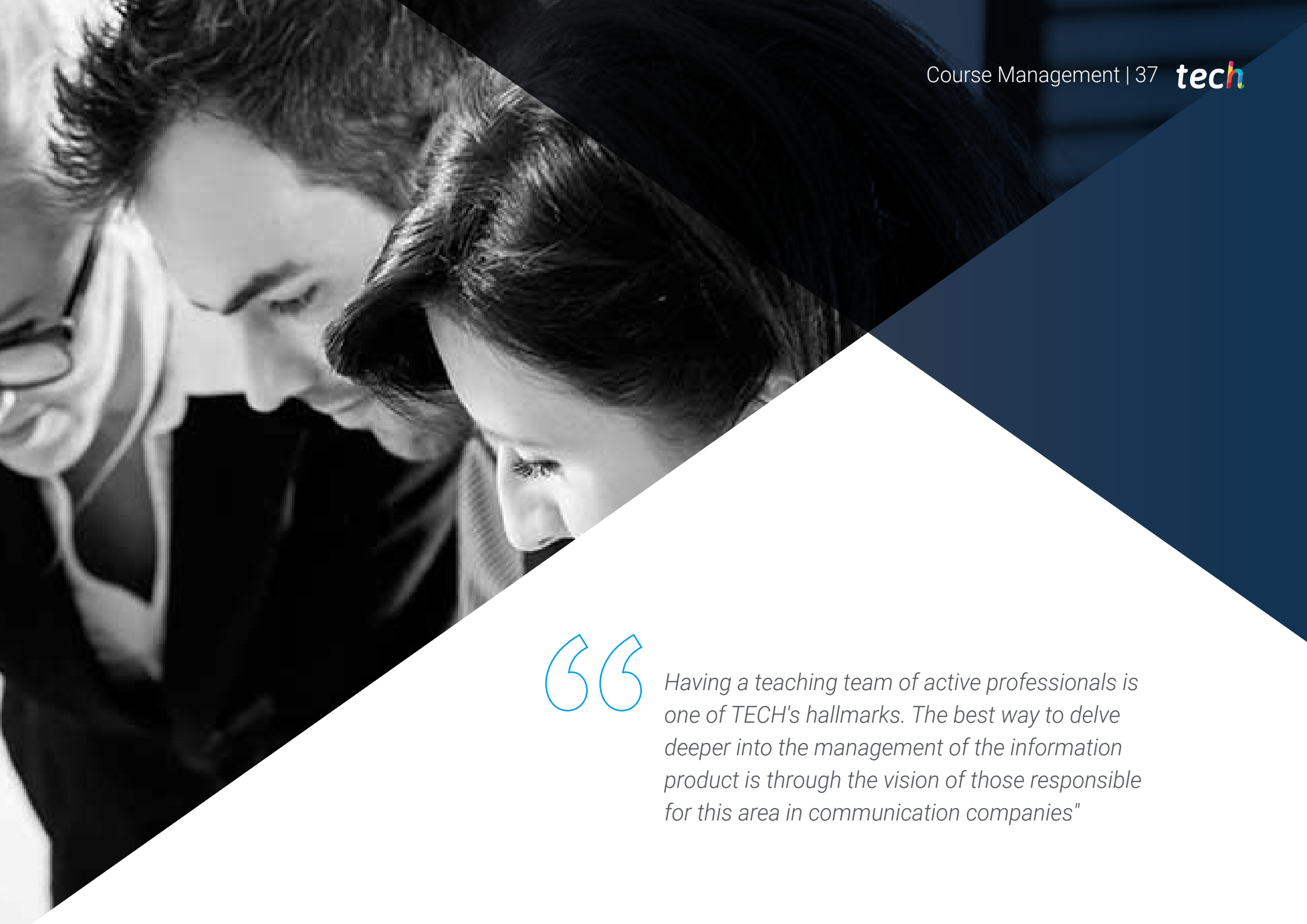
*"Finding an online qualification that would meet my academic needs and allow me to achieve the job improvement I had been seeking for years was a very complicated task until I was recommended to look into TECH's offerings. In a couple of weeks, I managed to improve my knowledge and the best thing was that soon after finishing the course I was confident enough to apply for the position I am currently working in"*

08

# Course Management

TECH has selected for the direction and teaching of this Postgraduate Certificate in Information Product Management a faculty with extensive work experience in the business communication sector. A group of active professionals who will provide the syllabus with a current and critical view of reality. Additionally, it is a team committed to the professional improvement and personal growth of the graduates, who will be at their disposal during the course of the qualification to guide them on the road to success.





“

*Having a teaching team of active professionals is one of TECH's hallmarks. The best way to delve deeper into the management of the information product is through the vision of those responsible for this area in communication companies"*

## Management



### **Ms. Iñesta Fernández, Noelia**

- ♦ Journalist and Social Media Manager
- ♦ Communications Manager (G. Greterika Imp-Exp)
- ♦ Communications and Marketing Manager (Corporate)
- ♦ Community Manager in SMEs of Channel Horeca
- ♦ Local media writer
- ♦ D. in Media Research
- ♦ Master's Degree in Social Media Management
- ♦ Degree in Journalism
- ♦ Higher Technician in Audiovisual Production



09

# Impact on Your Career

TECH values the investment, both in terms of time and money, made by professionals who decide to take the step and take this program. For this reason, every effort is made to offer content that lives up to expectations, resulting in the greatest possible positive impact on the graduate's career path. Being able to achieve the proposed goals in the short, medium and long term. As well as, enhancing organizational and planning skills with a view to expanding into a business of one's own or climbing up the management ladder in a company.





“

*Investing your time in specializing in information product management will help you achieve professional success with TECH and its team of experts”*

*The job improvement you've been waiting for is just 6 weeks away. Enroll now and access the Postgraduate Certificate that will elevate your professional career to the place you've always wanted.*

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

The Postgraduate Certificate in Information Product Management of TECH Technological University is an intense program that prepares you to face challenges and business decisions globally. The main objective is to promote personal and professional growth. Helping students achieve success.

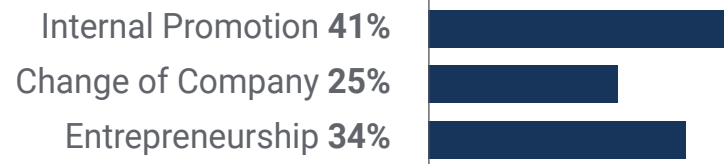
If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

*Having access to a promotion will increase your chances of getting a noticeable salary improvement.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **29.3%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Information Product Management contributes to elevating the management's talent to its maximum potential by educating 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. In addition to acquiring new experiences in the digitalization and organizational area.





“

*You will surround yourself with people who share your ambitions and interests, being a key motivational factor to achieve success in this program”*

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.

---

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 manager can 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.

# 11

# Certificate

The Postgraduate Certificate in Information Product Management 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 Information Product Management** contains the most complete and up-to-date educational 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 Information Product Management**

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.



## Postgraduate Certificate Information Product Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate

## Information Product Management