

# Postgraduate Certificate

Nursing Management

Services in Society. Marketing,  
Communication and mHealth





## Postgraduate Certificate Nursing Management Services in Society. Marketing, Communication and mHealth

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

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/nursing-management-services-society-marketing-communication-mhealth](http://www.techtute.com/us/school-of-business/postgraduate-certificate/nursing-management-services-society-marketing-communication-mhealth)

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# 01 Welcome

Applying new technologies to the healthcare field is the great challenge of the profession. Marketing and communication techniques are being used more and more in this field, enabling a greater contact with citizens and promoting healthy habits in a more direct way. Therefore, the higher specialization of nursing managers in these tools is an added value in their resume and, above all, in the way they manage. This has led TECH Technological University to offer professionals in the sector this very complete program, thanks to which they will be able to develop the necessary skills that will allow them to innovate in their way of managing these services, becoming great references in the profession.



Postgraduate Certificate in Nursing Management Services in Society, Marketing, Communication and mHealth. TECH Technological University





“

*With an innovative program and the best teaching staff of the moment, you will access the elite of nursing services management, becoming a benchmark in the healthcare community”*

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 educational standards. A world-class centre 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 Technological 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

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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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### 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 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 educational 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

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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 students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

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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 fields.

*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**

### 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 Technological University community.

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

# 04 Objectives

The main objective of this Postgraduate Certificate is to ensure that business professionals acquire a higher level of skills that will allow them to carry out their work as nursing directors with full guarantees of success. For this purpose, they are provided with specialized knowledge on Marketing, Communication and mHealth, which will be essential to carry out their work in a more innovative way, betting on the use of new technologies applied to the health field.



“

*Develop the skills you need to become proficient with new technologies and apply them to your daily practice as a nursing director”*



TECH makes the goals of their students their own goals too.

Working together to achieve them.

The Postgraduate Certificate in Nursing Management Services in Society, Marketing, Communication and mHealth will enable students to:

01

Analyze the theories and models on the organization and functioning of health systems, focusing on their political, social, legal, economic and organizational structures

02

Approach clinical management using the criteria of efficacy, efficiency, effectiveness, equity, performance and profitability, and the solution of problems through the appropriate use of information systems

03

Describe the principles of clinical management that allow for planning, organization, management and evaluation of a center, service or care unit







04

Use technological tools to provide more information to patients

05

Discovering the keys and benefits of healthcare Marketing

06

Learn how to perform well in interviews to achieve a managerial position

# 05

# Structure and Content

With an absolutely new syllabus and the most revolutionary theoretical and practical contents in the current academic market, this program will guide students through an effective learning process adapted to their needs as nursing managers. A program that, through 10 topics, will offer a first class didactic path, oriented to the improvement of the qualification of business professionals.



“

*Social networks will be your main tool for society to know the real work of nursing teams”*

## Syllabus

New technologies have reached all professional fields. New technologies have reached all professional fields. In the nursing sector, their use is becoming increasingly widespread, as there are programs that allow patients to be assisted online, but also others that help to show society the challenges faced by the profession and what their daily work is. Its importance is such that TECH Technological University has designed this Postgraduate Certificate in Nursing Management Services in Society. Marketing, Communication and mHealth.

A program that, throughout 150 hours of study, will show students the keys to the profession and all the resources they have at their disposal to have a closer contact with society. This factor is of great value, especially for promoting healthier lifestyles through online programs and publications.

This program has been designed to improve the education of students in a comfortable way and combining their learning with the rest of their obligations. Therefore, it is offered in a 100% online format, so that the student is the one that can choose where and when to study.

This Postgraduate Certificate is held over 6 weeks and is divided into 1 module:

### Module 1.

Nursing Management Services in Society. Marketing, Communication and mHealth



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

TECH offers its students the opportunity to take this Postgraduate Certificate in Nursing Management Services in Society, Marketing, Communication and mHealth entirely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

**Module 1.** Nursing Management Services in Society. Marketing, Communication and mHealth

1.1. Regulatory Aspects in the Management of Health Care Services.	1.2. Promotion of Health and New Technologies: mHealth, Nursing Care in the Technological Advances in Healthcare	1.3. Healthcare Marketing	1.4. Technological Changes that Improve Health Care. Apps and Social Media in the Field of Health.
1.5. Digital Skills in Healthcare Directors and Middle Management	1.6. Healthcare Market.	1.7. Corporate Social Responsibility.	1.8. Nurse Visibility: Social Networks and New Technology. Future of Nursing
1.9. The Public Profile of the Health Care Manager and Managerial Staff.	1.10. The Interview Process to Apply for a Managerial Position.		



*Apply the main techniques of healthcare marketing and achieve a better understanding of the work of your entire team"*





# 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

Business professionals who have developed a large part of their work in nursing management will find in this program the perfect opportunity to complement their qualifications and specialize in Marketing, Communication and mHealth, 3 aspects that are revolutionizing the way of understanding healthcare today. In this way, they will manage to acquire a profile more adapted to the needs and exigencies of today's society, which demands to be informed and in constant contact with health services.





“

*A program aimed at professionals who seek excellence. A program designed especially for you”*

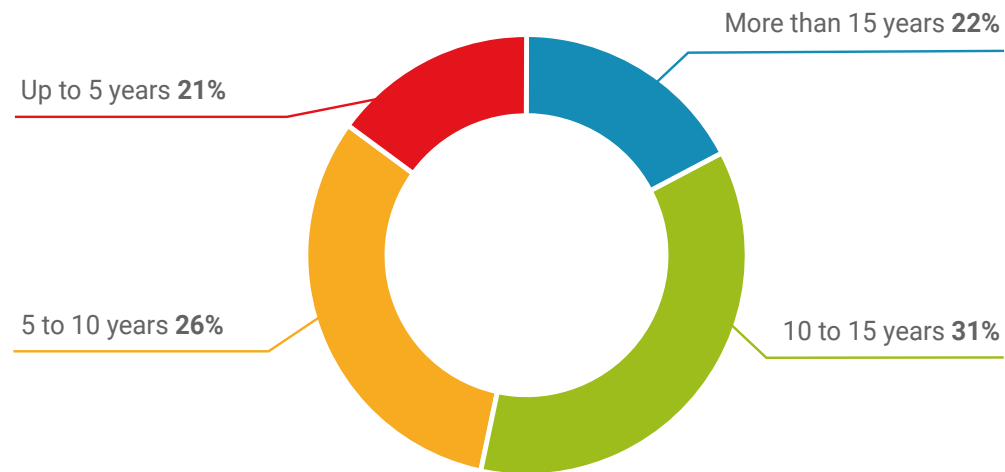
### Average Age

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

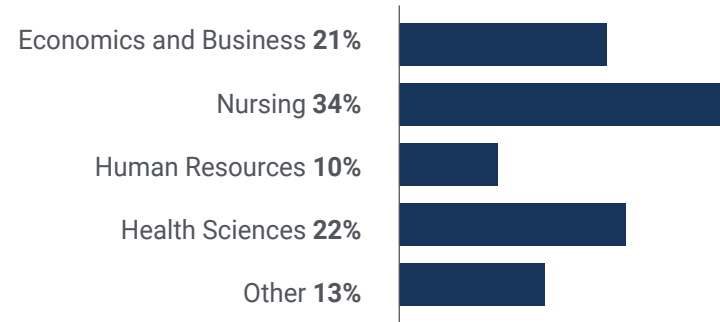
### Years of Experience

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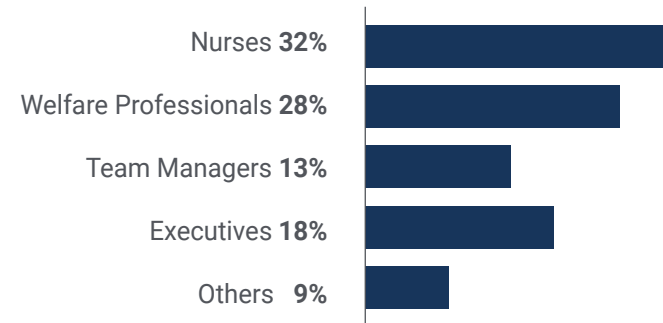
### Training

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### Educational Profile

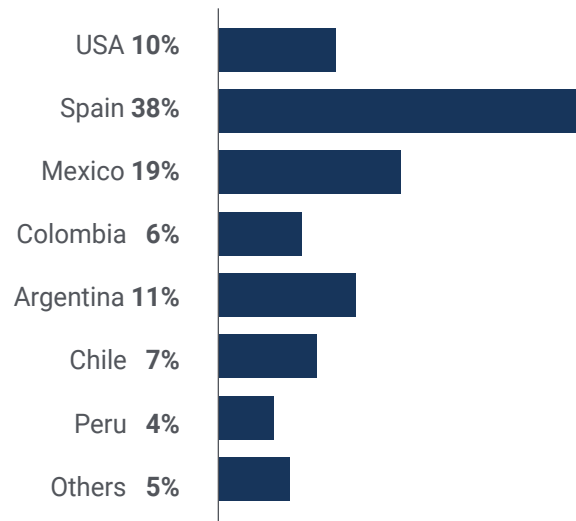
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## Geographical Distribution

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## Leticia Sánchez

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**Nursing Director of a Hospital**

*"Since I started in this profession, I realized that nursing services play a great role in society, but, perhaps, there is not enough knowledge about it. Therefore, I decided to take a program that would allow me to adapt the main Marketing and Communication strategies to bring this work closer to the people. Fortunately, I found this Postgraduate Certificate of TECH Technological University and each time a larger community is following us through social networks"*

08

# Impact on Your Career

Students who successfully complete this program will be better able to reach managerial positions within their field of nursing services. In this way, they will be able to improve their conditions and become true leaders who guide work teams in search of professional excellence. Therefore, they will be able to position themselves as nursing directors in the most prestigious hospitals in their country, being the benchmark for the new generations.





“

*A unique opportunity to reach a managerial position and improve your working conditions”*

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

This Postgraduate Certificate in Nursing Management Services in Society, Marketing, Communication and mHealth of TECH is an intensive program that prepares students to face challenges and decisions in the field of nursing leadership and management. The main objective is to promote personal and professional growth. Helping them achieve success

Those who are looking for a professional improvement should not miss this opportunity.

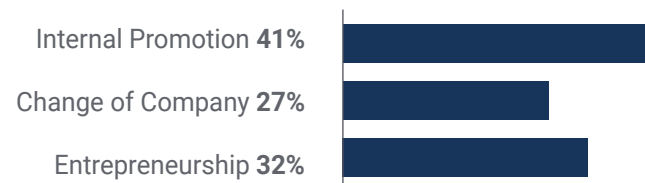
*Do not miss the opportunity and enroll now in this Postgraduate Certificate. It's the opportunity you need to give your career a turnaround.*

*It's time for change. Enroll in this Postgraduate Certificate and achieve that long-desired promotion.*

#### Time of change



#### Type of change



## Salary increase

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





09

# Benefits for Your Company

Successfully completing such a program requires a great deal of effort in different spheres of the student's life, but also a great deal of reward. In the last case, the benefits are not only directed to their own personal status, but also to the quality of the services provided by the organization in which they work. This way, this Postgraduate Certificate becomes a key element in improving the competitiveness of the professional, but also of their clinic or health institution.





“

*Health institutions must get closer to society thanks to the resources provided by new technologies. You will be able to achieve this”*

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.

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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.

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

# 10 Certificate

This Postgraduate Certificate in Nursing Management Services in Society, Marketing, Communication and mHealth 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 Nursing Management Services in Society. Marketing, Communication and mHealth** 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 Nursing Services Management in Society. Marketing, Communication and mHealth**

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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# Postgraduate Certificate

## Nursing Management Services in Society. Marketing, Communication and mHealth

