

Postgraduate Certificate Strategic and Corporate Communication





Postgraduate Certificate Strategic and Corporate Communication

- » 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 businessmen or as future entrepreneurs

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/strategic-corporate-communication

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

The business and corporate communication strategy is one of the most important aspects that a business entity has to develop. It is a matter of establishing the guidelines that define it, working on the image they show to the public in the different situations they may face, especially in times of crisis. Establishing guidelines for action and effectively managing this area can be a complex task. For this reason, this qualification is designed to provide graduates with access to all the information they need to establish a solid and seamless communications strategy. A program based on the most modern and advanced pedagogical methodology, presented in an online format and accessible from any device.



Postgraduate Certificate in Strategic and Corporate Communication.
TECH Technological University



“

Knowing the keys to successful strategic and corporate communication will allow you to lead business projects with a high probability of success”

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

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (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

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



Learn with the best

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

Teachers representing 20 different nationalities.



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

Given the importance of corporate communication and the development of the strategies that define it, the objective of this Postgraduate Certificate is to provide graduates with the best pedagogical and educational tools with which to improve their managerial skills and competencies in this area. That is why in this program, you will find the most complete and up-to-date content on the market, adapted to your professional needs of business projection and designed to guarantee an efficient and highly practical learning experience.



“

With the course of this Postgraduate Certificate, you will be closer to achieving your most ambitious professional goals”

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

The **Postgraduate Certificate in Strategic and Corporate Communication** will enable students to:

01

Establish the basis for a solid corporate strategic communication that defines the company it represents

02

Develop the ability to detect, analyze and solve problems within the business environment





03

Understand the importance of communication in crisis situations and establish the most important criteria to define an action plan accordingly

04

Develop a strategic protocol for managing corporate and brand reputation

05

Structure and Content

Assimilating the information with the pedagogical methodology used by TECH in its qualifications will be a simple task for the graduate. This university is a pioneer in the use of Re-learning techniques, which consist of reiterating the most important concepts throughout the syllabus, favoring a natural and progressive acquisition of knowledge. Additionally, the high practical content of the Postgraduate Certificate will help the student to better contextualize the information and internalize it in a more effective way.



“

You will have access to practical cases of real business situations with which you will be able to put into practice the knowledge acquired in this qualification on the management of crisis situations or the correct management of reputation”

Syllabus

For the development of the syllabus of this Postgraduate Certificate in Strategic and Corporate Communication TECH has taken into account the professional criteria of the teaching team, based on the maxims of relevance, quality and efficiency. As a result, graduates will find in this qualification a complete program, based on the broadest information on the different concepts encompassing internal and external communication, reputation management and lobbies and pressure groups, among others.

You will also have at your disposal 150 hours of material, not only theoretical but also practical, with which you will be able to contextualize each section of the syllabus. In the Virtual Classroom, you will also find additional content that will allow you to go deeper into each module as you wish.

A 100% online qualification, accessible from any device and in which the student will find the entire program from the beginning of the educational activity. These characteristics make it a unique opportunity to improve your professional résumé at the hand of a prestigious university, at the same time that you continue with your professional life.

This Postgraduate Certificate in Strategic and Corporate Communication takes place over 6 weeks, and it consists of 1 module:

Module 1

Strategic and Corporate Communication



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Strategic and 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 make the definitive leap.

Module 1. Strategic and 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. Integral Communication Plans

- 1.3.1. Audit and Diagnosis
- 1.3.2. Elaboration of Communication Plan
- 1.3.3. Measuring Results: KPIs and ROI

1.4. Internal Communication

- 1.4.1. Motivational Programs, Social Action, Participation and HR Training Programs
- 1.4.2. Internal Communication Support and Tools
- 1.4.3. Internal Communication Plan

1.5. External Communication

- 1.5.1. External Communication Actions
- 1.5.2. The Need for Communication Offices

1.6. Reputation Management

- 1.6.1. Corporative Reputation Management
- 1.6.2. Focus on Brand Reputation
- 1.6.3. Leadership Reputation Management

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. Communication in Crisis Situations

- 1.8.1. Definition and Types of Crises
- 1.8.2. Phases of the Crisis
- 1.8.3. Messages: Contents and Moments

1.9. Lobbies and Pressure Groups

- 1.9.1. Opinion Groups and Their Actions in Businesses and Institutions
- 1.9.2. Institutional Relations and *Lobbying*
- 1.9.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

1.10. Corporate Brand Strategy

- 1.10.1. Public Image and Stakeholders
- 1.10.2. Corporate Branding Strategy and Management
- 1.10.3. Corporate Communication Strategy in Line With Brand Identity



“

Having the most comprehensive syllabus on corporate brand strategy and business communication trends will set you apart from other professionals in the 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 Strategic and Corporate Communication 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 businessmen or as future entrepreneurs. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





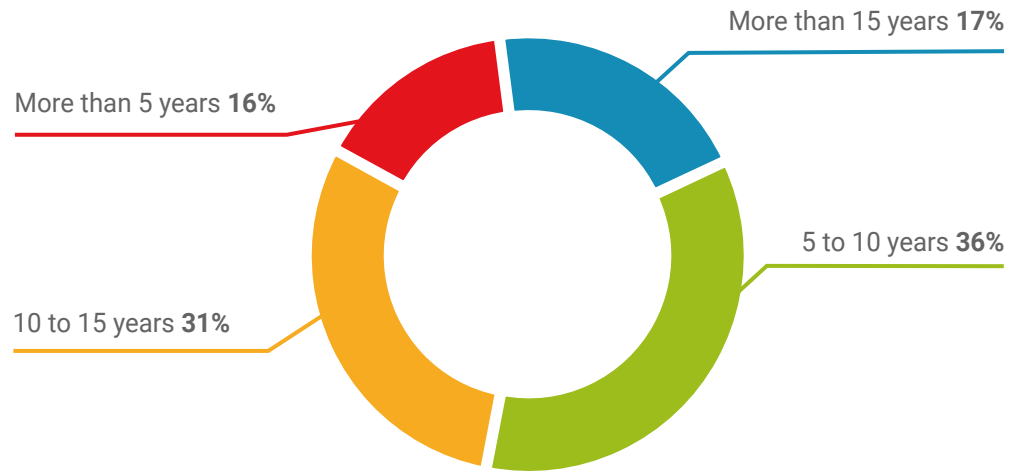
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TECH does not define a specific profile for its qualifications. It is aimed at all those graduates who want to find in them the educational tools that will give their professional careers the boost they need to achieve business success”

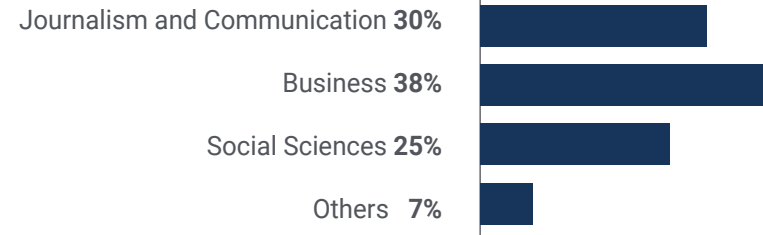
Average Age

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

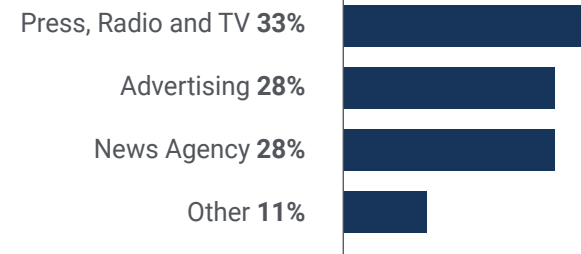
Years of Experience



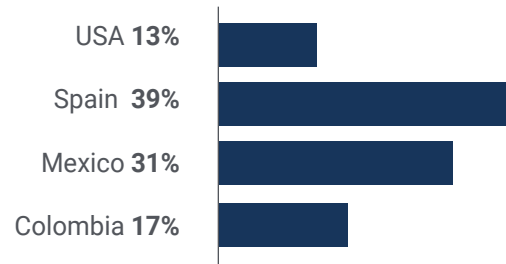
Training



Academic Profile



Geographical Distribution



Francisco Cáceres

Manager of the Corporate Communications Area of a radio broadcasting company.

"Institutional and corporate communication has always been my favorite branch within the professional opportunities offered by communication. However, I did not know that I could dedicate myself to it until I found this Postgraduate Certificate. In a few weeks I noticed a great improvement in my skills and when I finished, I felt that I was ready to face, even, a managerial project within a media. Thanks to that today I am working on what I really like, although I don't rule out going back to TECH in the future if I need to change the direction of my profession"

08

Course Management

The management of this Postgraduate Certificate in Strategic and Corporate Communication is in charge of the best teaching team, characterized by its extensive academic curriculum and its vast work experience in the business sector of communication. Additionally, as they are active professionals, they will bring to the content and teaching a personal, current and critical character of the industry, making this qualification a unique opportunity to grow professionally by the hand of experts in the sector.





“

A 100% online program designed by experts in Strategic and Corporate Communication and aimed at future professionals in this sector.

Management



Ms. Iñesta Fernández, Noelia

- ♦ Journalist and Social Media Manager
- ♦ Communications Manager, G. Greterika Imp-Exp
- ♦ Communications and Marketing Manager, A. Corporate
- ♦ Community Manager in Channel SMEs, Horeca
- ♦ Local media writer
- ♦ D. in Media Research
- ♦ Degree in Journalism
- ♦ Master's Degree in Social Media Management
- ♦ 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.



“

Having the best syllabus on Strategic and Corporate Communication and the support of an expert teaching team in the area can only lead you to one place: professional success”

TECH knows that you are a professional, so surpassing yourself is a complex task. However, we assume the risk, with the guarantee that with this Postgraduate Certificate, you will go further than you ever imagined.

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

The Postgraduate Certificate in Strategic and Corporate Communication of TECH Technological University is an intensive 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.

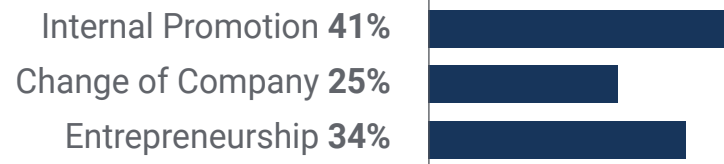
If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

The internationality of TECH's student body will give you the opportunity to establish a network with potential partners, customers and suppliers from all over the world.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Certificate in Strategic and Corporate Communication contributes to elevate the management'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. As well as acquiring new experiences in the digitalization and organizational area.





“

Become, with this qualification, a professional leader, highly qualified and prepared to take on an ambitious business project in the communication sector”

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 managers Avoiding talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

The professional can work on a 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 Strategic and Corporate Communication 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 Strategic and 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 through the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Strategic and Corporate Communication**

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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- » Modality: **online**
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- » Exams: **online**

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