

# Postgraduate Diploma Communication, Marketing and CSR



## Postgraduate Diploma Communication, Marketing and CSR

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

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-communication-marketing-csr](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-communication-marketing-csr)

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01

# Welcome

The economy is a complex and unstable field that affects all companies, due to the permanent changes in the markets. For this reason, research in this field is becoming increasingly important, as organizations need advice in different economic branches to implement the most effective strategies. This program offers professionals the opportunity to learn all these techniques and tools that they will be able to apply in their daily work, which will undoubtedly allow them to work more safely, bringing significant benefits to their companies.



Postgraduate Diploma in Research in Business Economics.  
TECH Technological University



“

*Mastering the most advanced strategies in Marketing and Business and Institutional Strategy in a high impact training for your professional career”*

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:



### 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"*



### 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.

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 main objective of this program is to enable students to develop in the field of Communication, Marketing and Corporate Social Responsibility. In this way, at the end of the program, they will reach the necessary level of knowledge to be able to carry out comprehensive research in any area of action related to this field, participating in all the tasks, from its conception and planning to its implementation and dissemination.



“

*A first-class program that will be fundamental to create effective Communication and Marketing campaigns”*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Diploma in Communication, Marketing and CSR enables students to:

01

Recognize how communication is organized internally and externally in organizations

04

Equip a market researcher with the correct skills

02

Learn the basics of verbal and non-verbal communication and the keys to its effectiveness

05

Provide a macro view of ongoing trends and changes in markets

03

See the formulas for negotiation and conflict resolution in the company

06

Present the best tools for researching market dynamics and market factors



07

Introduce a holistic view of the business cycle of a business organization

10

Learn about talent management systems in the company

08

Acquire management skills

11

Organize change management in the organization

09

Learn how to develop leadership in any organization

12

Develop the strategic communication of the company in all its areas

05

# Structure and Content

The Postgraduate Diploma in Communication, Marketing and CSR at TECH Technological University is a customized program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.



“

*Improve your company's communication campaigns and make your company's values known to the public”*

## Syllabus

This Postgraduate Diploma in Communication, Marketing and CSR has been created to allow students to acquire the required knowledge in this field, in an intensive and efficient way. An opportunity to improve your training, with the convenience of the most effective online method in the teaching market. TECH provides the opportunity to incorporate knowledge in this area into the student's academic training. In addition, with this program, you will have access to a way of working that is designed to be fully compatible with your professional or personal life.

Its content is designed to promote the development of skills that enable more rigorous decision making in uncertain environments. Throughout this training, students will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real life situations.

If you want to excel as a professional, achieve a positive change at a professional level, interact with the best through an interesting online universe and belong to the new generation of professionals, able to develop their work anywhere in the world, this may be your path.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

- Module 1.** Strategic Communication
- Module 2.** Marketing
- Module 3.** Management and Leadership Development



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

TECH offers you the possibility to study this Postgraduate Diploma in Communication, Marketing and CSR completely online. Throughout the 6 months of this program, 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 Communication**

**1.1. Communication in Organizations**

- 1.1.1. The Information Technology Revolution
- 1.1.2. Types of Information Systems for Management
- 1.1.3. Informal Organization

**1.2. Internal Communication and Comprehensive Communication Plan**

- 1.2.1. HR Marketing and Communication
- 1.2.2. Programming, Execution and Evaluation of the Plan
- 1.2.3. Barriers to Business Communication

**1.3. Interpersonal Communication**

- 1.3.1. Body Language
- 1.3.2. Assertive Communication
- 1.3.3. Interviews

**1.4. Open Communication**

- 1.4.1. Openness and Problem Solving
- 1.4.2. Detection of Unsupportive Behavior
- 1.4.3. Active Listening

**1.5. Personal and Influential Skills**

- 1.5.1. Impact and Influence
- 1.5.2. Public Speaking
- 1.5.3. Stress Mastery
- 1.5.4. Time Management

**1.6. Conflicts in Organizations**

- 1.6.1. Interpersonal Conflicts
- 1.6.2. Conflict Conditions
- 1.6.3. Consequences of Conflicts

**1.7. Negotiation**

- 1.7.1. Intercultural Negotiation
- 1.7.2. Negotiation Focuses
- 1.7.3. Effective Negotiation Techniques
- 1.7.4. Restructuring

**1.8. International People Management and Diversity Management**

- 1.8.1. Talent Management in International Companies

**Module 2. Marketing**

**2.1. Introduction to Marketing Research**

- 2.1.1. The Markets
- 2.1.2. The Market-Driven Company Concept

**2.2. CRM and Loyalty**

- 2.2.1. Relationships with Clients
- 2.2.2. Tools for Loyalty
- 2.2.3. Architecture of a CRM System

**2.3. Strategic Marketing**

- 2.3.1. Marketing and their Limits
- 2.3.2. Market Strategy Fundamentals
- 2.3.3. Decision-Making in Strategic Management

**2.4. Operational Marketing**

- 2.4.1. Comparative Analysis of Strategic and Operational Marketing
- 2.4.2. Operational Marketing Tools

**2.5. Competitive Intelligence.**

- 2.5.1. Organizational Intelligence
- 2.5.2. Types and Characteristics of intelligence
- 2.5.3. The Cycle of Intelligence
- 2.5.4. Methods and Tools of Competitive Intelligence

**2.6. Business Intelligence**

- 2.6.1. Data Platforms
- 2.6.2. Data Analysis Tools
- 2.6.3. Data Warehouse

**2.7. Customer Service**

- 2.7.1. Customer Service and its Diagnosis
- 2.7.2. Customer Service and Quality

**2.8. Product Management**

- 2.8.1. Importance, Value and Complexity of the Product
- 2.8.2. Evolution of the Role of the Project Manager

**2.9. International Marketing**

- 2.9.1. Effects of Globalization on Marketing
- 2.9.2. Specifics of International Marketing

**2.10. Future Tendencies**

- 2.10.1. Changes in Demand
- 2.10.2. New Marketing Tools: Virtual Reality, Augmented Reality, Platforms, etc.

**Module 3. Management and Leadership Development**

**3.1. People in Organizations**

- 3.1.1. Quality of Work Life and Psychological Well-Being
- 3.1.2. Work Teams and Meeting Management
- 3.1.3. Coaching and Team Management
- 3.1.4. Managing Equality and Diversity

**3.2. Talent Management**

- 3.2.1. Managing Human Capital
- 3.2.2. Environment, Strategy, and Metrics
- 3.2.3. Innovation in People Management

**3.3. Management and Leadership Development**

- 3.3.1. Leadership and Leadership Styles
- 3.3.2. Motivation
- 3.3.3. Emotional Intelligence
- 3.3.4. Skills and Abilities of the Leader 2.0
- 3.3.5. Efficient Meetings

**3.4. Change Management**

- 3.4.1. Performance Analysis
- 3.4.2. Leading Change. Resistance to Change
- 3.4.3. Managing Change Processes
- 3.4.4. Managing Multicultural Teams

**3.5. Strategic Communication**

- 3.5.1. Interpersonal Communication
- 3.5.2. Communication Skills and Influence
- 3.5.3. Internal Communication and Comprehensive Communication Plan
- 3.5.4. Barriers to Business Communication

**3.6. Negotiation and Conflict Management**

- 3.6.1. Effective Negotiation Techniques
- 3.6.2. Interpersonal Conflicts
- 3.6.3. Intercultural Negotiation



*An essential syllabus to know all the Marketing tools that you can apply in your company”*

# 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.



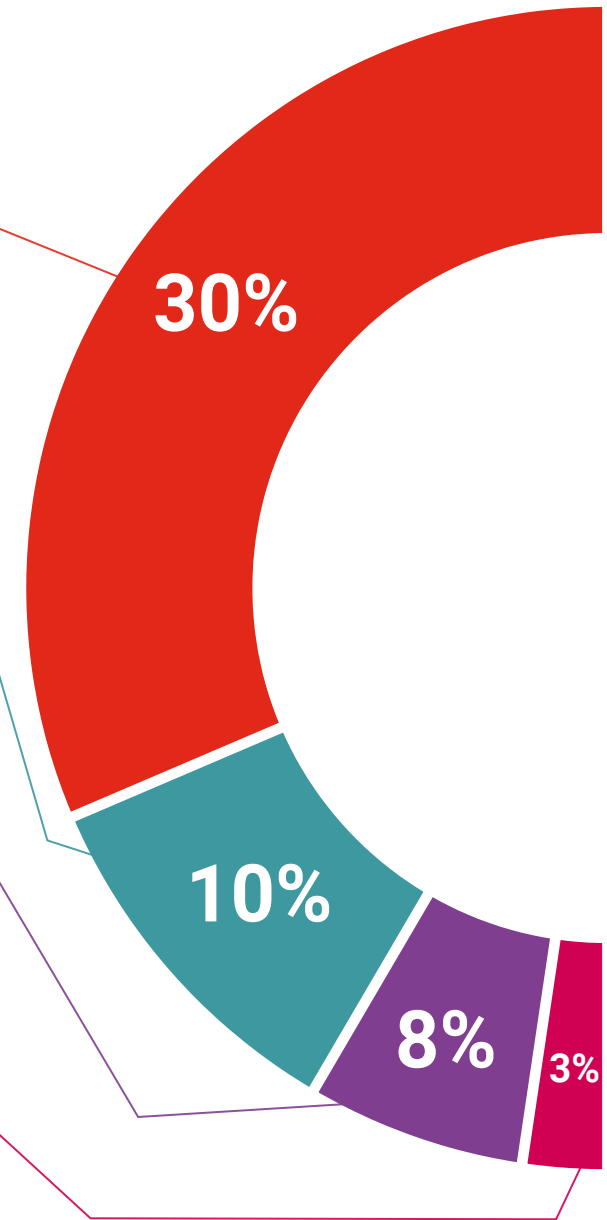
### Management Skills Exercises

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

The students of this program are professionals with previous experience in the business sector and, more specifically, in the Communication and Marketing department who have decided to improve their level of qualification and update their knowledge in order to give their career a boost. In this way, they are looking for high quality programs that mark a before and after in their education.







“

*If you want to access management positions in the communications departments of large companies, this is the program for you”*

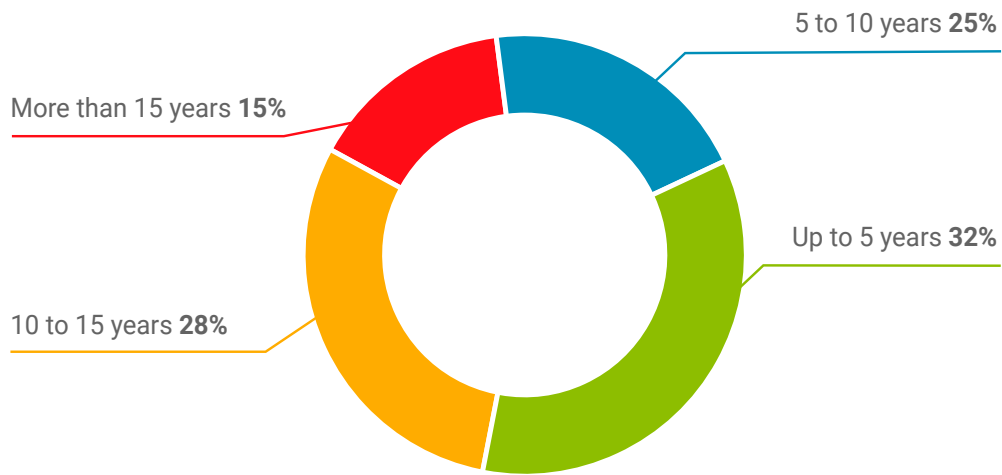
### Average Age

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

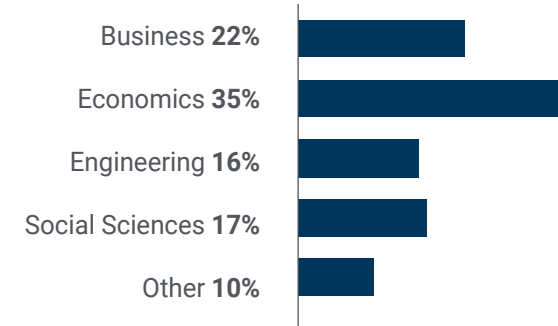
### Years of Experience

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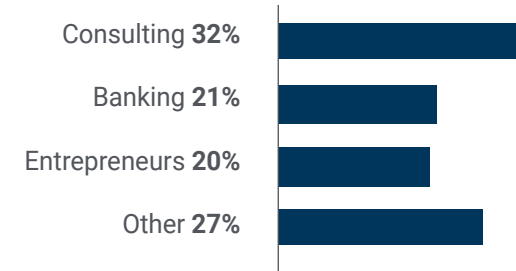
### Training

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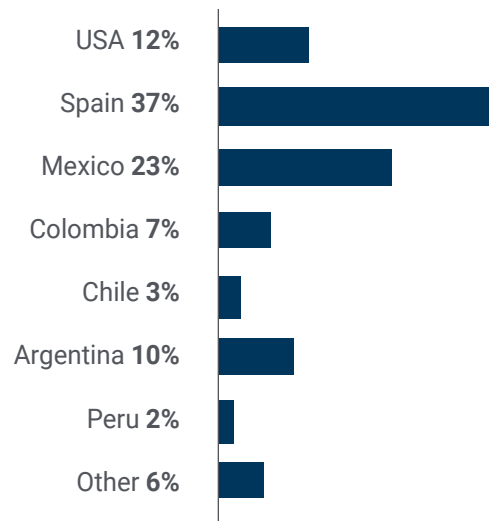
### Academic Profile

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## Geographical Distribution

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## Rosa Pérez

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**Business Consultant**

*"Completing this program has given me the opportunity to understand the advantages of Communication and Marketing applied to CSR. In this way, I am now able to create more effective campaigns with which to convey my company's values"*

08

# Course Management

TECH has professionals specialized in each area of knowledge, who pour their work experience into their training. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.





“

*Our teaching team, experts in  
Communication and CSR will help you  
achieve success in your profession”*

## Management



### Mr. De Angelis, Ignacio

- ♦ Visiting Professor at the Department of Applied Economics - Economic Structure, University of Valencia, Spain
- ♦ Center for Interdisciplinary Studies on International and Local Issues. Project Management Scientific and Technical Publications National University of the Center of the Province of Buenos Aires. Tandil, Argentina
- ♦ Ibero-American Union of Municipalists (UIM). Participant in the project on the international financial insertion of municipalities. Granada, Spain
- ♦ Banco Hipotecario S.A. Marketing and management of mortgage banking. Manpower Argentina. Tandil, Argentina
- ♦ PhD in Economic Science National University of Matanza, Buenos Aires, Argentina
- ♦ Master's Degree in Technology Science and Society National University of Quilmes, Buenos Aires, Argentina
- ♦ Degree in International Relations National University of the Center of the Province of Buenos Aires. Tandil, Argentina



09

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And do so efficiently.







“

*The main challenge at TECH is to help you generate a positive change in your career”*

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

The Postgraduate Diploma in Communication, Marketing and CSR at TECH Technological University is an intensive program that prepares students to face business challenges and decisions both nationally and internationally. 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.

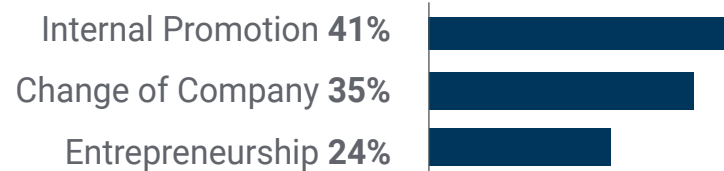
*Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.*

*This is the moment to achieve professional change, and this program will help you to do so.*

### When the change occurs



### Type of change



## Salary increase

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



10

# Benefits for Your Company

The Postgraduate Diploma in Communication, Marketing and CSR helps raise the organization's talent to its maximum potential by educating first class leaders.

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.



“

*We have the most prestigious teachers and the most complete syllabus on the market, which allows us to offer you this highly academic program”*

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

01

### Intellectual Capital and Talent Growth

The executive 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

The manager 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 Organization will come into contact with the main markets in the world economy.



05

### Project Development

The manager can work on a real project or develop new projects.

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06

### Increased Competitiveness

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

11

# Certificate

The Postgraduate Diploma in Communication, Marketing and CSR guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Communication, Marketing and RSC** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Communication, Marketing and CSR**

Official N° of Hours: **450 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**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma

## Communication, Marketing and CSR



Search  
Engine  
Optimization  
SEO

**tech** technological  
university

