

Postgraduate Diploma Communication and Marketing





Postgraduate Diploma Communication and Marketing

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals
with demonstrable experience in the sector

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-communication-marketing

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01 Welcome

The communication-marketing binomial is currently acquiring great relevance at the business level. These departments need to have teams that are highly specialized in the latest marketing tools, with which they can direct their messages to their target audience and create more effective promotional campaigns, achieving better results in a short period of time. In this way, designing and implementing effective strategies in these areas will achieve company growth and an adequate reputational level. This TECH program meets the academic demand of business professionals seeking to improve their knowledge in this field in order to be able to manage the communication and marketing departments of their companies.



Postgraduate Diploma in Communication and Marketing.
TECH Technological University



“

Specialize in communication and marketing and help your business to grow thanks to your specific knowledge in these areas”

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.

+100000

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 Harvard Business School case studies"



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 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

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

This program will allow students to acquire the necessary skills to manage internal and external communication of their company, as well as to apply the main marketing strategies which will be fundamental in the growth of their business. Upon finishing this program, the student will be prepared to start working in the communication departments of the most prestigious businesses on a national and international level.



“

Enter into the field of marketing and communication and open the doors to a promising professional future”

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Diploma in Communication and Marketing will train you to:

01

Describe how to integrate the internet into the organization's communication marketing strategy

02

Describe the role of personal selling within marketing communication, as well as the basis for relationship management and the integration of communication efforts

03

Design and implement the external communication procedures available to the company: advertising, public relations, sponsorship, direct and interactive marketing, promotion and personal selling





04

List the communication processes on the Internet and their differences with respect to those that take place through other media

05

Explain the importance of the brand as a strategic asset and its management in conventional and digital environments

06

Analyze and assess the importance of management skills for personal and professional development

05

Structure and Content

The Postgraduate Diploma in Communication and Marketing 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. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success in the management of communication and business marketing.



“

*Know the most current marketing strategies
and apply them successfully in your business”*

Syllabus

The Postgraduate Diploma in Communication and Marketing at TECH Technological University is an intensive program that prepares you to face decisions in corporate communication and reputation management.

The content of the Postgraduate Diploma in Communication and Marketing is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

Throughout 375 hours of study, the student will analyze a multitude of practical cases through individual work, adding a better competitive edge to their professional profile. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with all communication areas of the company and is designed to help managers understand communication from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in business management and administration. A program that understands both the student's and their company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

- Module 1** / Managerial Skills
- Module 2** / Marketing and Communication
- Module 3** / Customer Relationship Management
- Module 4** / Communication Strategy in the Digital World



Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Throughout the 6 months of training, 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. Managerial Skills

1.1. Public Speaking and Spokesperson Training

- 1.1.1. Interpersonal Communication
- 1.1.2. Communication Skills and Influence
- 1.1.3. Communication Barriers

1.2. Communication and Leadership

- 1.2.1. Leadership and Leadership Styles
- 1.2.2. Motivation
- 1.2.3. Skills and Abilities of the Leader 2.0

1.3. Personal Branding

- 1.3.1. Strategies for Personal Brand Development
- 1.3.2. Personal Branding Laws
- 1.3.3. Tools for Creating Personal Brands

1.4. Team Management

- 1.4.1. Work Teams and Management Meetings
- 1.4.2. Managing Change Processes
- 1.4.3. Managing Multicultural Teams
- 1.4.4. Coaching

1.5. Negotiation and Conflict Resolution

- 1.5.1. Effective Negotiation Techniques
- 1.5.2. Interpersonal Conflicts
- 1.5.3. Intercultural Negotiation

1.6. Emotional Intelligence

- 1.6.1. Emotional Intelligence and Communication
- 1.6.2. Assertiveness, Empathy, and Active Listening
- 1.6.3. Self-Esteem and Emotional Language

1.7. Relational Capital: Coworking

- 1.7.1. Managing Human Capital
- 1.7.2. Performance Analysis
- 1.7.3. Managing Equality and Diversity
- 1.7.4. Innovation in People Management

1.8. Time Management

- 1.8.1. Planning, Organisation and Control
- 1.8.2. The Methodology of Time Management
- 1.8.3. Action Plans
- 1.8.4. Tools for Efficient Time Management

Module 2. Marketing and Communication

2.1. Product Placement and Branded Content

- 2.1.1. Unique Forms of Communication and Brand Placement
- 2.1.2. Concepts, Products and Services in User-Friendly Media

2.2. Digital Media Planning and Contracting

- 2.2.1. Real Time Bidding
- 2.2.2. Integrated Digital Campaign Planning
- 2.2.3. Advertising Investment Control Scorecard

2.3. Promotional Marketing

- 2.3.1. Consumer Promotions
- 2.3.2. Sales Force, Channel, Point of Sale and Special Promotions
- 2.3.3. Success and Cost-Effectiveness of Promotional Actions

2.4. Planning, Execution and Measurement of SEM Campaigns

- 2.4.1. Search Engine Marketing
- 2.4.2. Conversion of Traffic to Qualified Traffic
- 2.4.3. SEM Project Management

2.5. Metrics and Results Analysis in Public Digital Campaigns

- 2.5.1. Ad servers
- 2.5.2. Traditional Metrics and Digital GRPs
- 2.5.3. CrossMedia and Interactions

2.6. Display Advertising, Rich Media and Viral Publicity

- 2.6.1. Media, Formats and Supports
- 2.6.2. The Conversion Cycle
- 2.6.3. Buzz Marketing and WOM

2.7. Mobile Marketing, Geo-localization and Internet TV

- 2.7.1. New Mobile Marketing Applications
- 2.7.2. Geo-localization
- 2.7.3. Applications which Integrate Websites, Geotagging and Mobile

2.8. Advertising Effectiveness

- 2.8.1. Research Techniques and Tracking Campaigns
- 2.8.2. Coverage and Effective Frequency Analysis
- 2.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

Module 3. Customer Relationship Management

3.1. CRM and Relational Marketing

- 3.1.1. Business Philosophy or Strategic Orientation
- 3.1.2. Customer Identification and Differentiation
- 3.1.3. The Company and its Stakeholders
- 3.1.4. Clienting Clienteling

3.2. Database Marketing and Customer Relationship Management

- 3.2.1. Database Marketing Applications
- 3.2.2. Laws and Regulations
- 3.2.3. Information Sources, Storage, and Processing

3.3. Consumer Psychology and Behavior

- 3.3.1. The Study of Consumer Behavior
- 3.3.2. Internal and External Consumer Factors
- 3.3.3. Consumer Decision Process
- 3.3.4. Consumerism, Society, Marketing, and Ethics

3.4. Consumer Centric Marketing

- 3.4.1. Segmentation
- 3.4.2. Profitability Analysis
- 3.4.3. Customer Loyalty Strategies

3.5. CRM Management Techniques

- 3.5.1. Direct Marketing
- 3.5.2. Multichannel Integration
- 3.5.3. Viral Marketing

3.6. Advantages and Risks of Implementing CRM

- 3.6.1. CRM, Sales and Costs
- 3.6.2. Customer Satisfaction and Loyalty
- 3.6.3. Technology Implementation
- 3.6.4. Strategic and Management Errors

Module 4. Communication Strategy in the Digital World

4.1. Web 2.0 or the Social Web

- 4.1.1. Organization in the Age of Conversation
- 4.1.2. Web 2.0 Is All About People
- 4.1.3. Digital Environment and New Communication Formats

4.2. Digital Communication and Reputation

- 4.2.1. Online Reputation Report
- 4.2.2. Netiquette and Good Practices on Social Media
- 4.2.3. Branding and Networking 2.0

4.3. Designing and Planning an Online Reputation Plan

- 4.3.1. Brand Reputation Plan
- 4.3.2. General metrics, ROI, and Social CRM
- 4.3.3. Online Crisis and Reputational SEO

4.4. General, Professional, and Microblogging Platforms

- 4.4.1. Facebook
- 4.4.2. LinkedIn
- 4.4.3. Twitter

4.5. Video, Image, and Mobility Platforms

- 4.5.1. YouTube
- 4.5.2. Instagram
- 4.5.3. Flickr
- 4.5.4. Vimeo
- 4.5.5. Pinterest

4.6. Content and Storytelling Strategy

- 4.6.1. Corporate Blogging
- 4.6.2. Content Marketing Strategy
- 4.6.3. Creating a Content Plan
- 4.6.4. Content Curation Strategy

4.7. Social Media Strategies

- 4.7.1. Corporate PR and Social Media
- 4.7.2. Defining the Strategy to Be Followed in Each Medium
- 4.7.3. Analysis and Evaluation of Results

4.8. Community Management

- 4.8.1. Functions, Duties, and Responsibilities of the Community Manager
- 4.8.2. Social Media Manager
- 4.8.3. Social Media Strategist

4.9. Social Media Plan

- 4.9.1. Designing a Social Media Plan
- 4.9.2. Schedule, Budget, Expectations, and Monitoring
- 4.9.3. Contingency Protocol in Case of Crisis

4.10. Online Monitoring Tools

- 4.10.1. Management Tools and Desktop Applications
- 4.10.2. Monitoring and Research Tools

06

Methodology

This training program offers 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"

At TECH Business School we use the Harvard case method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world”



We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.



A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“*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.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies 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.



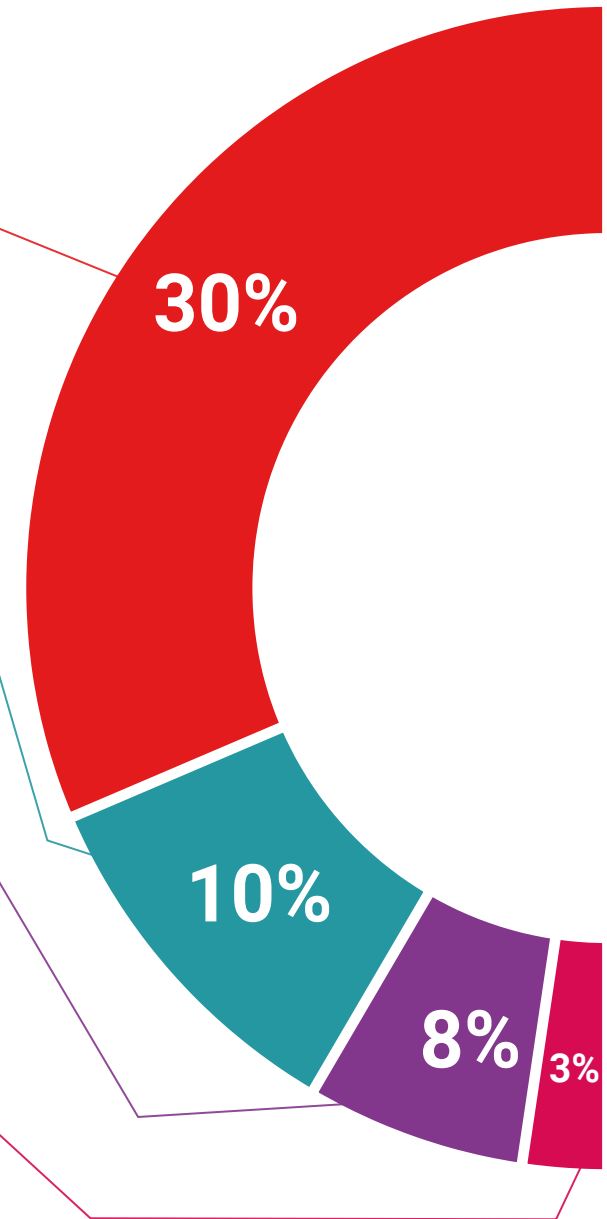
Management Skills Exercises

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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



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 multimedia content presentation training Exclusive system 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 your goals.



07

Our Students' Profiles

The Postgraduate Diploma in Communication and Marketing is a program aimed at communication and/or marketing professionals who want to update their knowledge, discover new ways of successfully managing information and communication in businesses, and advance in their professional career.





“

TECH students are committed to quality education and therefore choose the best programs on the market”

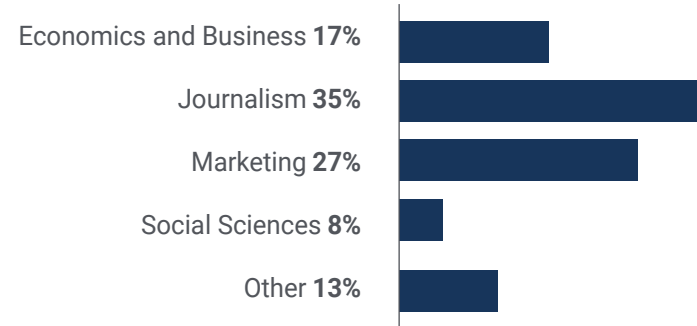
Average Age

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

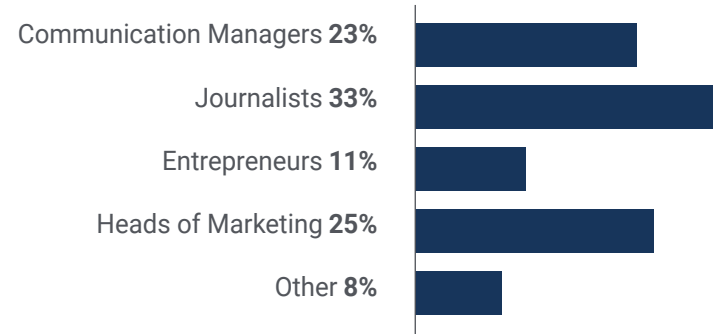
Years of Experience



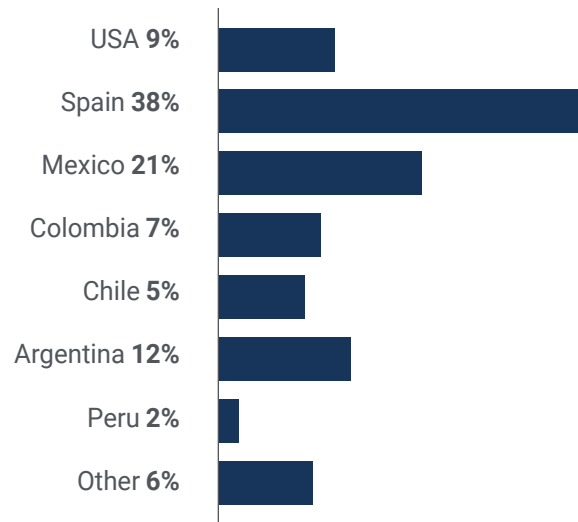
Training



Academic Profile



Geographical Distribution



Ramón Vela

Marketing Director

"In my profession, I am always looking to expand my knowledge in order to access more innovative resources. Thanks to this program at TECH, I was able to learn the main paths of business communication that are currently used, as well as the most up-to-date marketing tools. All of these are matters that I deal with on a daily basis in my work"

08

Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. 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 Marketing, will help
you achieve success in your profession"*

Management



D. Larrosa Guirao, Salvador

- ♦ Specialist professor in finance with vast experience in this field and in teaching

Professors

Ms. Gomis Noriega, Silvia

- ♦ Professor of Innovation
- ♦ Professional with extensive experience and background in teaching



09

Impact on Your Career

Students at TECH are professionals with vast experience in the sector, who are looking to improve their competencies and skills to turn their career around. That's why, studying this program will be fundamental in learning those communication and marketing strategies that can bring great benefits to businesses. Undoubtedly it is an opportunity to improve their professional profile and achieve that boost that they need in their careers.



“

If you wish to work in the communication and marketing sector, it's essential to improve your skills with programs like this one”

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

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.

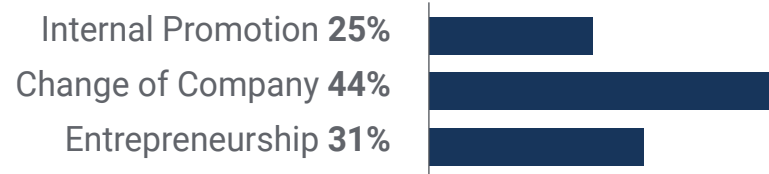
40% of the offers received by our students are from networking.

Know the main digital marketing tools and get involved in a growing field.

Professional change for our students



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students.



10

Benefits for Your Company

The Postgraduate Diploma in Communication and Marketing helps raise the organization's talent to its maximum potential by training 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.





“

The completion of this program will mean significant improvements for your professional growth, but also for your company, as you will be able to place it among the best known in the sector"

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

01

Intellectual Capital and Talent Growth

You 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 executive and opens new avenues for professional growth within the company.

03

Building Agents of Change

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

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

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

06

Increased Competitiveness

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

11

Certificate

This Postgraduate Diploma in Communication and Marketing guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Technological University.



“

*Successfully complete this training
and receive your university degree
without travel or laborious paperwork”*

This **Postgraduate Diploma in Communication and Marketing** contains the most complete and up-to-date program on the market.

After the student has passed the evaluations, 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 and Marketing**

Official N° of hours: **375 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 Diploma Communication and Marketing

