Postgraduate Diploma

Corporate Communication, Brand Strategy and Reputation

tech technological university

Postgraduate Diploma

Corporate Communication, Brand Strategy and Reputation

Language: **English**

Course Modality: **Online**

Duration: **6 months.**

Accreditation: **TECH Technological University**

Official Nº of hours: **375 h.**

Target Group: **Graduates and professionals with demonstrable experience in areas related to communication and institutional or business relations.**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-corporate-communication-brand-strategy-reputation**

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01
Welcome

This TECH program aims to train professionals from various business fields in corporate communication and brand image building, a highly necessary specialty for anyone interested in accessing positions of responsibility within any company. Press offices, reputation management or how to deal with crises, among other relevant topics, will be studied. With the knowledge provided during the training, the student will know how to control all the communicative aspects of an organization, thus being able to assume greater and better remunerated responsibilities within their own corporate scheme.

Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation
TECH Technological University

By knowing how companies communicate with their public, you will be able to assume greater responsibilities within an organization, being able to take care of its most important aspect, its public image"

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 ground-breaking 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"

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

In this training, the professional will find a unique opportunity to acquire key knowledge of the business environment, being able to be a more visible face to the public, within the company itself. This will lead them, therefore, to opt for positions of greater responsibility or to apply for promotions of interest by demonstrating their professional skills thanks to a set of competencies that will distinguish them from other candidates.

"

Master business communication and add professionalism to the skills on your resume"

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation** will train you to:

01 Design efficient communication strategies for organizations operating in highly competitive economic and culturally diverse environments

02 Influence the opinions, attitudes and behaviors of the organization's internal and external audiences

03 Properly manage corporate image, advertising and identity

04 Implement plans, actions and production of specific communication items in each and every one of the variants in which this occurs, both externally and internally in the organization

05 Explain the strategic interrelationships and constant feedback that exist between the different forms of corporate communication

06 Choose the appropriate communication channels and media, in accordance with the brand and business positioning

07 Audit the company's image and reputation by applying different methodological models

08 Analyze public opinion as a source of information for brand positioning

09 Make the necessary strategic adjustments to correct the problems derived from the desired, projected and perceived identity

Structure and Content

This Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation is taught completely online, so it is the student who adapts the teaching material to their own schedule and availability. During the 6 months that the course lasts, the most important foundations of the professional will be laid, allowing them to adopt positions such as those of head of communication and corporate image.

A complete training of high interest for the professional, which will allow them to compete among the best in the sector"

Syllabus

The Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation is an intensive program that prepares students to face communication challenges of all kinds related to the business environment. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 375 hours of study, you will analyze a multitude of practical cases through individual work, which will allow you to acquire the necessary skills to develop successfully in your daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with different areas of the company and is designed to specialize managers who understand Corporate 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 the field of brand management and business communication. A program that understands both yours and your 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	Corporate Communication, Brand Strategy and Reputation
Module 2	Strategic Planning in Corporate Communication
Module 3	Managing Aspects of Corporate Communication
Module 4	Ethics and Corporate Social Responsibility

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Over the course of the 6 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1. Corporate Communication, Brand Strategy and Reputation

1.1. Corporate Identity and Strategic Vision
1.1.1. Identity and Redefining Business Values
1.1.2. Corporate Business Culture
1.1.3. Communication Department Challenges
1.1.4. Public Image and Projection

1.2. Corporate Brand Strategy
1.2.1. Public Image and *Stakeholders*
1.2.2. Corporate *Branding* Strategy and Management
1.2.3. Corporate Communication Strategy in Line With Brand Identity

1.3. Reputation Theory
1.3.1. Reputation as a Paradigm of a Good Company
1.3.2. The Concept of Corporate Reputation
1.3.3. Internal Reputation
1.3.4. Influence of Internationalization on Corporate Reputation

1.4. Reputation Evaluation
1.4.1. Corporate Reputation Audit
1.4.2. *Listed Companies Reputation Monitor*
1.4.3. Reputational Good Governance Index
1.4.4. Analysis of Sectorial Reputation

1.5. Reputation Management
1.5.1. Corporate Reputation Management
1.5.2. Focus on Brand Reputation
1.5.3. Leadership Reputation Management

1.6. Reputation Risk and Crisis Management
1.6.1. Listening to and Managing Feedback
1.6.2. Procedures, Crisis Manual and Contingency Plans
1.6.3. Spokesperson Training in Emergency Situations

1.7. Ethical Sustainability
1.7.1. Sustainable Criteria and Strategies
1.7.2. Communication Campaigns with Sustainability Criteria
1.7.3. Sustainable Brand Positioning and Image

1.8. Brand Metrics and Analysis and Reputation
1.8.1. Introduction to the Metrics of Corporate Branding
1.8.2. Internal and External Measurement Indexes
1.8.3. Brand Management Tools
1.8.4. Brand Assessment and *Ranking*

Module 2. Strategic Planning in Corporate Communication

2.1. *Strategic Planner*
2.1.1. Strategic Planner: Origins and Functions
2.1.2. The *Strategic Planner* in Public Businesses, Strategic Consultancies and Communication Companies
2.1.3. *Stakeholder* Management

2.2. Planning Models and Schools
2.2.1. Models for Intangibles Management
2.2.2. Intangibles and Strategic Plans
2.2.3. Evaluation of Intangibles
2.2.4. Reputation and Intangibles

2.3. Qualitative Research in Strategic Planning
2.3.1. *Insight* Detection
2.3.2. Focus *Groups* for Strategic Planning
2.3.3. Planning of Strategic Interviews

2.4. Quantitative Research in Strategic Planning
2.4.1. Data Analysis and Drawing Conclusions
2.4.2. Use of Psychometric Techniques
2.4.3. Challenges of Applied Research in Business Communication

2.5. Creative Strategy Formulation
2.5.1. Explore Alternative Strategies
2.5.2. Counter *Briefing* or Creative Briefing
2.5.3. *Branding* and *Positioning*

2.6. Strategic Use of Different Media
2.6.1. 360º Campaigns
2.6.2. Launching of New Products
2.6.3. Social Trends
2.6.4. Evaluation of Effectiveness

2.7. Trends in Business Communication
2.7.1. Generation and Distribution of Corporate Content
2.7.2. Business Communication on the Web 2.0
2.7.3. Implementation of Metrics in the Communication Process

2.8. Sponsorship and Patronage
2.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
2.8.2. Communication Opportunities and Tangible and Intangible Returns
2.8.3. Hospitality and Collaboration Actions

Module 3. Managing Aspects of Corporate Communication

3.1. Communication in Organizations
3.1.1. Organizations, People and Society
3.1.2. Historical Evolution of Organizational Behavior
3.1.3. Bidirectional Communication
3.1.4. Communication Barriers

3.2. Structure, Control and Challenges in Communication Management
3.2.1. Departmental Structure in Communication Management
3.2.2. Current Trends in Management Models
3.2.3. Integration of Intangibles
3.2.4. Communication Department Challenges

3.3. Integral Communication Plans
3.3.1. Audit and Diagnosis
3.3.2. Elaboration of Communication Plan
3.3.3. Measuring results: KPIs and ROI

3.4. Effects of the Media
3.4.1. Efficiency of Commercial and Advertising Communication
3.4.2. Theories on the Effects of the Media
3.4.3. Social and Co-creation Models

3.5. Press Offices and Their Relationship with Communication Media

3.5.1. Identifying Opportunities and Information Needs
3.5.2. Management of Reports and Spokesperson Interviews
3.5.3. Virtual *Press Room* and e-Communication
3.5.4. Buying Advertising Space

3.6. Public Relations

3.6.1. PR Strategy and Practice
3.6.2. Protocol and Ceremonial Rules
3.6.3. Event Organization and Creative Management

3.7. *Lobbies* and Pressure Groups

3.7.1. Opinion Groups and Their Actions in Businesses and Institutions
3.7.2. Institutional Relations and *Lobbying*
3.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

3.8. Internal Communication

3.8.1. Motivational Programs, Social Action, Participation and Training with HR.
3.8.2. Internal Communication Support and Tools
3.8.3. Internal Communication Plan

3.9. Branding & Naming

3.9.1. Brand Management and Coordination in Launching of New Products
3.9.2. Brand Repositioning

3.10. Audience Forecasting and Data Sources

3.10.1. Measurement Units and Audience Profiles
3.10.2. Affinity, *Sharing*, *Rating and GrP's*
3.10.3. Current Suppliers in the Advertising Market

Module 4. Ethics and Corporate Social Responsibility

4.1. The Managerial Role and CSR

4.1.1. Strategic Vision and Corporate Social Responsibility
4.1.2. Balanced Scorecard
4.1.3. Systems and Models for Implementing CSR
4.1.4. Organization of CSR Roles and Responsibilities

4.2. *Corporate Responsibility*

4.2.1. Value Creation in an Economy of Intangibles
4.2.2. CSR: Corporate Commitment
4.2.3. Social, Environmental, and Economic Impact

4.3. Responsible Finance and Investment

4.3.1. Sustainability and Responsibility of the Financial Manager
4.3.2. Transparency in Information
4.3.3. Responsible Financing and Investment
4.3.4. Social Economy, Cooperativity and Corporate Social Responsibility

4.4. Business and Environment

4.4.1. Sustainable Development
4.4.2. Legislative Development in Environmental Responsibility
4.4.3. Response of Companies to Environmental Problems
4.4.4. Waste and Emissions

4.5. Packaging and Environment

4.5.1. *Packaging* as a Differentiation Business Strategy
4.5.2. Encouragement and Communication at the Point of Sale
4.5.3. *Packaging* Design and Future Trends

4.6. Responsible Management Systems and Tools

4.6.1. Social Responsibility Management Systems
4.6.2. Integration Systems
4.6.3. Quality Management Systems, the Environment and Occupational Health and Safety
4.6.4. Audits

4.7. Business ethics

4.7.1. Ethical Behavior in Companies
4.7.2. Deontology and Ethical Codes
4.7.3. Fraud and Conflicts of Interest

4.8. Multinationals and Human Rights

4.8.1. Globalization, Human Rights and Multinational Companies
4.8.2. Multinational Companies and International Law
4.8.3. Specific Legal Instruments

4.9. Legal Environment and Corporate Governance

4.9.1. International Rules on Importation and Exportation
4.9.2. Intellectual and Industrial Property
4.9.3. International Labor Law

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.

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.

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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

Our Students' Profiles

The Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation, is a program aimed at professionals in the field of communication who want to update their knowledge, discover new ways to manage information and communication in businesses and advance in their professional career. The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program, which is undoubtedly a plus for anyone wishing to develop in an international environment.
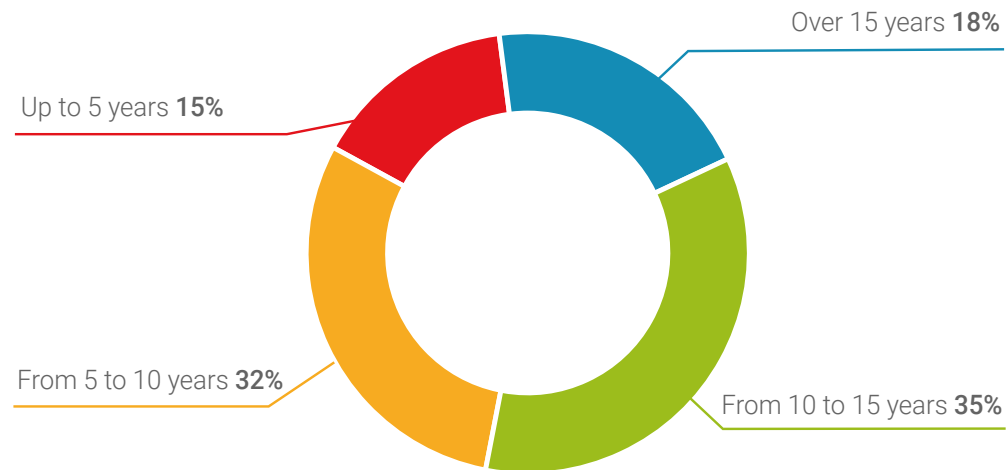
"

If you have experience in the communication sector, and are looking for an interesting career boost while continuing to work, then this is the program for you"

Average Age

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

Years of Experience

Over 15 years **18%**

Up to 5 years **15%**

From 5 to 10 years **32%**

From 10 to 15 years **35%**

Training

Economics and Business **17 %**

Journalism **35 %**

Marketing **27 %**

Social Sciences **8%**

Other **13 %**

Academic Profile

Communication Managers **23 %**

Journalists **33 %**

Entrepreneurs **11 %**

Heads of Marketing **25 %**

Other **8 %**
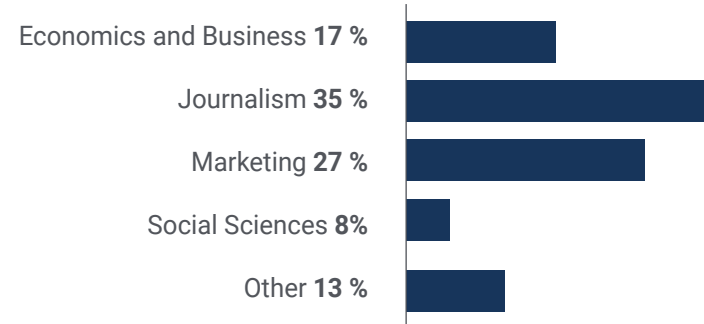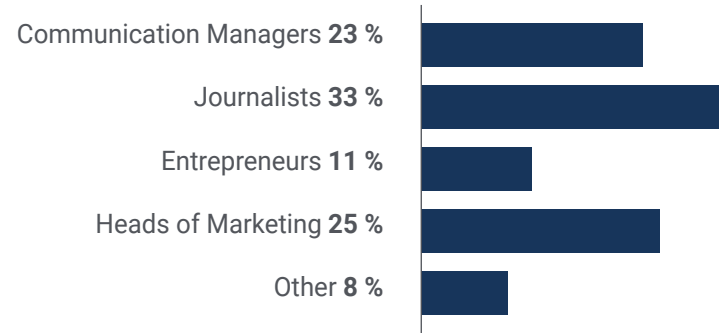
Geographical Distribution

Country	Percentage
USA	**9%**
Spain	**38%**
Mexico	**21%**
Colombia	**7%**
Chile	**5%**
Argentina	**12%**
Peru	**2%**
Other	**6 %**
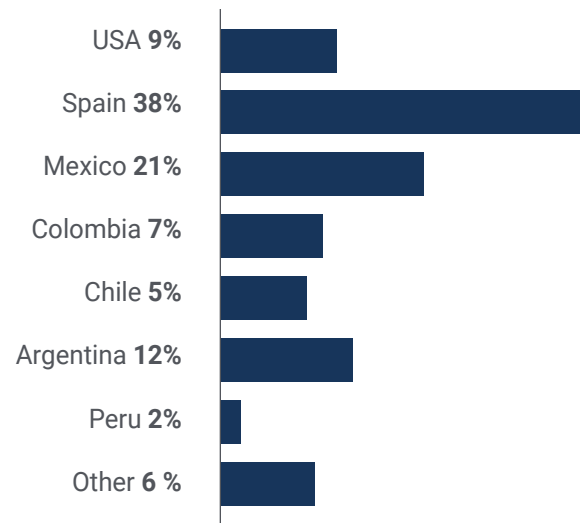
José Huertas

Head of Communication

"Thanks to this Postgraduate Diploma I was able to better understand how to manage the communication of the company where I worked, quickly standing out to my superiors, who did not hesitate to give me a position of greater responsibility soon after finishing the course"

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.

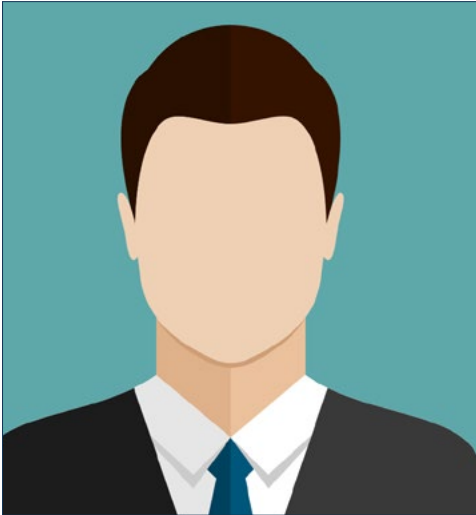*Our teaching team, experts in Corporate Communication, Brand Strategy and Reputation will help you achieve success in your profession"*

Management

Mr. 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

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. Therefore, the ultimate goal of this great effort should be to achieve professional growth in the field of corporate communication. For this reason, access to the most advanced teaching material and tools in the sector is guaranteed, through the most innovative methodology in the market.

TECH gives you the best communication tools and methodology on the market so that you can quickly stand out in your work"

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

The Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation is an intensive program that prepares students to lead work teams related to the company's communication strategy, improving the quality of the final results. The main objective is to promote your personal and professional growth, helping you achieve success.

An internal promotion is one of the best options to improve your career, so don't hesitate any longer and take this training to achieve greater success in your company.

Achieve a positive change in your career thanks to the completion of this specialist program.

Professional change for our students

| During the program **16%** | During the first year **44%** | After 2 years **40%** |

Type of change

Promoción interna **25%**

Cambio de empresa **44%**

Emprendimiento **31%**
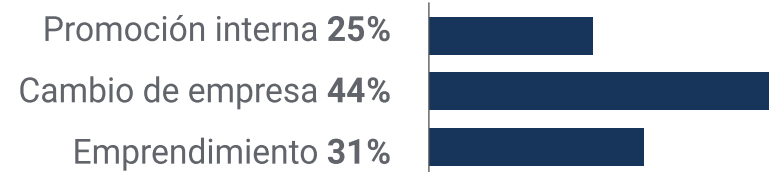
Salary increase

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

Salary before	A salary increase of	Salary after
$77,000	**25.22%**	**$96,419**

10
Benefits for Your Company

The Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation 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.

" *TECH will allow you to learn the main tools to handle yourself with ease in your profession"*

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 of the world economy.

tech

Project Development

05

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.

Increased Competitiveness

06

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

11
Certificate

This Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation 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*"
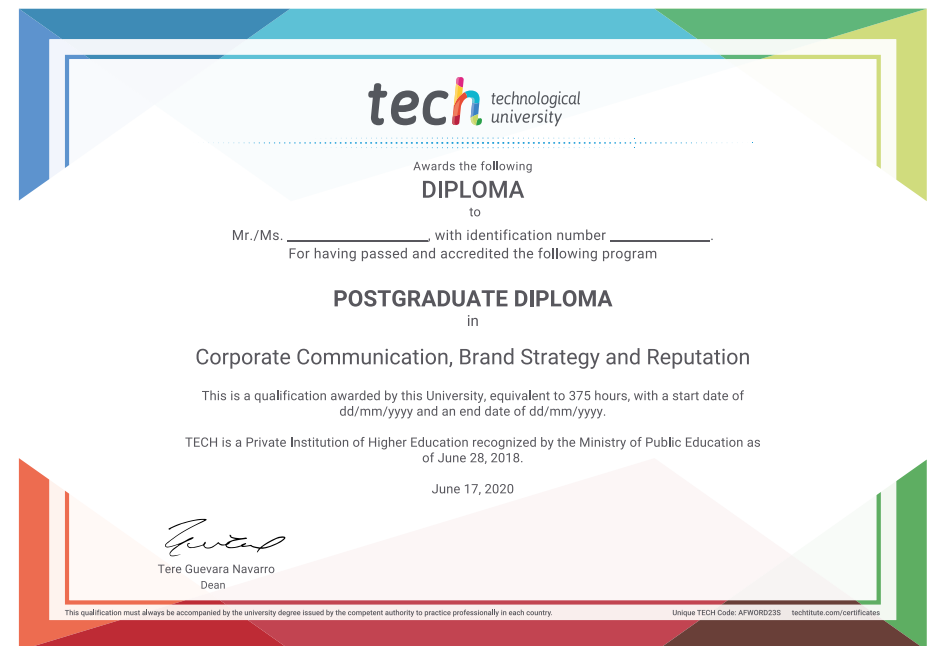
This **Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation** contains the most complete and up-to-date program on the market.

After passing the assessments, the student 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 University Expert, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: **Postgraduate Diploma in Corporate Communication, Brand Strategy and Reputation**

Official Nº of hours: **375 h.**

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Awards the following
DIPLOMA
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in

Corporate Communication, Brand Strategy and Reputation

This is a qualification awarded by this University, equivalent to 375 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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
Corporate Communication, Brand Strategy and Reputation

Language: **English**
Course Modality: **Online**
Duration: **6 months.**
Accreditation: **TECH Technological University**
Official Nº of hours: **375 h.**

Postgraduate Diploma

Corporate Communication, Brand Strategy and Reputation

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