

Postgraduate Diploma

Corporate Communication and Market Management



Postgraduate Diploma Corporate Communication and Market Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed studies in Journalism or Communication, as well as in the field of Social Sciences or Business Administration and who want to make a qualitative leap in their professional careers. Either as active entrepreneurs or as future entrepreneurs

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-corporate-communication-market-management

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01

Welcome

Corporate communication, as well as the market management of a communication company, are two vital areas that the director of the company must know how to manage effectively and efficiently to increase the chances of success of a given action. This program is designed to provide graduates with all the information they need to broaden their knowledge and acquire the professional skills and competencies of a business leader in a single qualification. A 100% online program, designed by experts in the sector that will allow you to balance your professional and academic life without any problem.



Postgraduate Diploma in Corporate Communication and Market Management.
TECH Technological University



“

Stand out, with this Postgraduate Diploma, for your technological knowledge, for actively listening to your employees and for being self critical of your work"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+

executives trained each year

200+

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

The main objective of this Postgraduate Diploma in Corporate Communication and Market Management is for the graduates to acquire the necessary skills and competencies that will allow them to lead, with total guarantee of success, a business project in the communication sector. That is why TECH provides you with the most innovative and effective pedagogical tools of the moment, so that you can perform this function and obtain the best results.



“

The most important objective TECH pursues with all its qualifications is to provide graduates with the tools that will enable them to achieve their own goals in the shortest possible time”

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

The Postgraduate Diploma in Corporate Communication and Market Management will enable students to:

01

Gain knowledge about all the techniques to manage a communication company

02

Apply the latest trends in business management in the company

03

Identify the audiences of the media and the competition and develop new projects that will help improvement





04

Develop strategies to carry out decision-making in a complex and unstable environment

05

Develop the ability to detect, analyze and solve problems

06

In depth knowledge of technological innovation and economic impact

05

Structure and Content

For the design and structuring of this Postgraduate Diploma in Corporate Communication and Market Management TECH has used the pedagogical methodology of Relearning, through which the most important concepts are reiterated throughout the syllabus. In this way, the graduate will not have to spend extra hours memorizing terms, saving time and facilitating professional improvement.



“

What you study is very important, but the skills and competencies you acquire are the most important. With this Postgraduate Diploma you will improve your skills from the first week”

Syllabus

For the development of the curriculum of this Postgraduate Diploma in Corporate Communication and Market Management TECH has taken into account the professional criteria of the teaching team, based on the maxims of timeliness, quality and efficiency. In this way, the graduate will find in this program a complete program, based on the broadest information related to strategic and corporate communication and market environments, their management and the importance of the customer profile.

You will also have at your disposal 450 hours of material, not only theoretical but also practical, with which you will be able to contextualize each section of the syllabus. In the Virtual Classroom, you will also find additional content that will allow you to go deeper into each module as you wish.

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

This Postgraduate Diploma in Corporate Communication and Market Management is developed over 6 months and is divided into 3 modules:

Module 1

Strategic and Corporate Communication

Module 2

Market and Communication Environments

Module 3

Market and Customer Management



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Corporate Communication and Market Management completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self manage your study time.

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

Module 1. Strategic and Corporate Communication

1.1. Communication in Organizations

- 1.1.1. Organizations, People and Society
- 1.1.2. Historical Evolution of Organizational Behavior
- 1.1.3. Bidirectional Communication

1.2. Trends in Business Communication

- 1.2.1. Generation and Distribution of Corporate Content
- 1.2.2. Business Communication on the Web 2.0
- 1.2.3. Implementation of Metrics in the Communication Process

1.3. Integral Communication Plans

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

1.4. Internal Communication

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

1.5. External Communication

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

1.6. Reputation Management

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

1.7. Digital Communication and Reputation

- 1.7.1. Online Reputation Report
- 1.7.2. Netiquette and Good Practices on Social Media
- 1.7.3. Branding and Networking 2.0

1.8. Communication in Crisis Situations

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

1.9. Lobbies and Pressure Groups

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

1.10. Corporate Branding Strategy

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

Module 2. Market and Communication Environments

2.1. Company's Macro-Environment

- 2.1.1. Concept of Macro-Environment
- 2.1.2. Macro-Environment Variables

2.2. Company's Micro-Environment

- 2.2.1. Approach to the Concept of Micro-Environment
- 2.2.2. Actors in the Micro-Environment

2.3. New Competitive Environment

- 2.3.1. Technological Innovation and Economic Impact
- 2.3.2. Knowledge Society
- 2.3.3. The New Consumer Profile

2.4. Knowing the Market and the Consumer

- 2.4.1. Open Innovation
- 2.4.2. Competitive Intelligence
- 2.4.3. Competitive Economy

2.5. The Market and Audiences

- 2.5.1. Profile of Media Users
- 2.5.2. Audience Fragmentation

2.6. Developing the Marketing Plan

- 2.6.1. Marketing Plan Concept
- 2.6.2. Situation Analysis and Diagnosis
- 2.6.3. Strategic Marketing Decisions
- 2.6.4. Operating Marketing Decisions

2.7. Market Segmentation

- 2.7.1. Market Segmentation Concept
- 2.7.2. Utility and Requirements of Segmentation
- 2.7.3. Consumer Market Segmentation
- 2.7.4. Industrial Market Segmentation
- 2.7.5. Segmentation Strategies
- 2.7.6. Segmentation Based in Marketing - Mix Criteria

2.8. Competitive Positioning

- 2.8.1. Concept of Positioning on the Market
- 2.8.2. The Positioning Process

2.9. Commercial Segmentation

- 2.9.1. Analysis of Distribution Channels, Sales Areas and Products
- 2.9.2. Preparing Commercial Areas
- 2.9.3. Implementing the Visiting Plan

2.10. Corporate Social Responsibility

- 2.10.1. Social Commitment
- 2.10.2. Sustainable Organizations
- 2.10.3. Business Ethics

Module 3. Market and Customer Management

3.1. Marketing Management

- 3.1.1. The Concept of Marketing Management
- 3.1.2. New Trends in Marketing
- 3.1.3. A New Marketplace: Consumer and Business Capabilities
- 3.1.4. Holistic MK Orientation
- 3.1.5. Update on the 4 Ps of Marketing
- 3.1.6. Marketing Management Tasks

3.2. Relationship Marketing

- 3.2.1. Concept of Marketing Relations
- 3.2.2. The Customer as an Asset of the Company
- 3.2.3. CRM as a Relationship Marketing Tool

3.3. Data Base Marketing

- 3.3.1. Data Base Marketing Applications
- 3.3.2. Information Sources

3.4. Types of Buying Behavior

- 3.4.1. The Process in Purchasing Decisions
- 3.4.2. The Stages in the Buying Process
- 3.4.3. Types of Buying Behavior
- 3.4.4. Features of the Types of Buying Behaviour

3.5. The Loyalty Process

- 3.5.1. In Depth Knowledge of the Client
- 3.5.2. Loyalty Process
- 3.5.3. The Value of the Customer

3.6. Selecting Target Customers- CRM

- 3.6.1. Designing an e-CRM
- 3.6.2. Orientation towards the Consumer
- 3.6.3. 1 to 1 Planning

3.7. Research Project Management

- 3.7.1. Information Analysis Tools
- 3.7.2. Developing an Expectation Management Plan
- 3.7.3. Assessing the Feasibility of Projects

3.8. Online Market Research

- 3.8.1. Quantitative Research Tools in Online Markets
- 3.8.2. Dynamic Qualitative Customer Research Tools

3.9. Study of Traditional Audiences

- 3.9.1. Audience Measurement Origin. Basic Concepts
- 3.9.2. How are Traditional Audiences Measured?
- 3.9.3. EGM and Kantar Media

3.10. Internet Audience Studies

- 3.10.1. The Social Audience
- 3.10.2. Measuring Social Impact: Tuitele
- 3.10.3. Barlovento and IAB Spain



You decide when, where and how to take on the course load of this Postgraduate Diploma, giving you the flexibility you need to meet your most ambitious goals"

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.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

This Postgraduate Diploma in Corporate Communication and Market Management is a program aimed at university graduates who have previously studied Journalism or Communication, as well as in the field of Social Sciences or Business Administration and who want to make a qualitative leap in their professional careers. Either as active businessmen or as future entrepreneurs. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





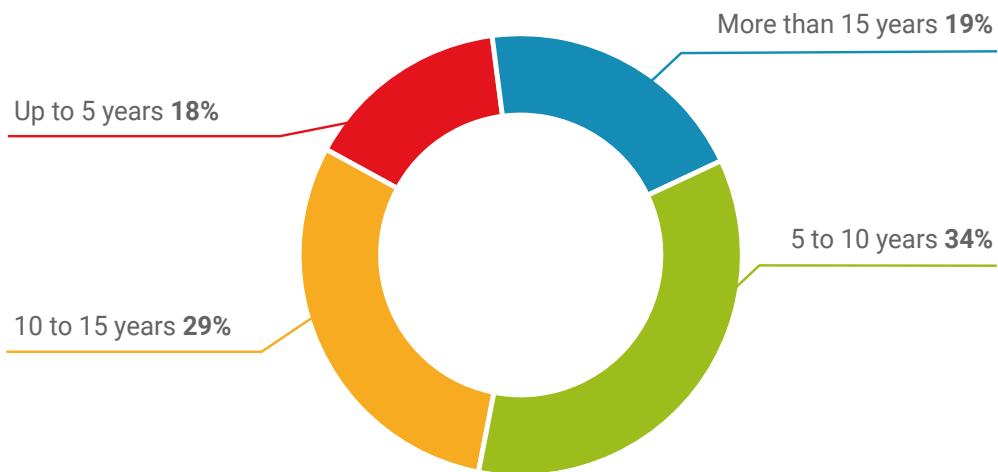
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If you have management experience and are looking for an interesting improvement in your career while continuing to work, this is the program for you"

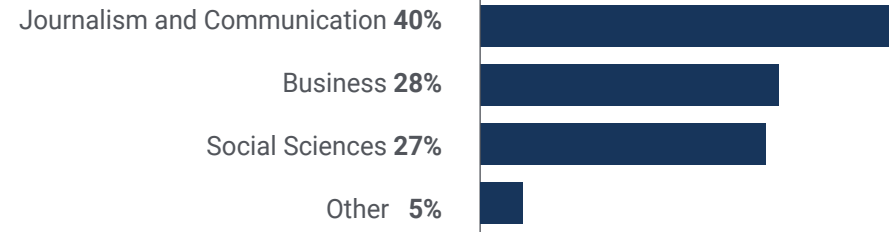
Average Age

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

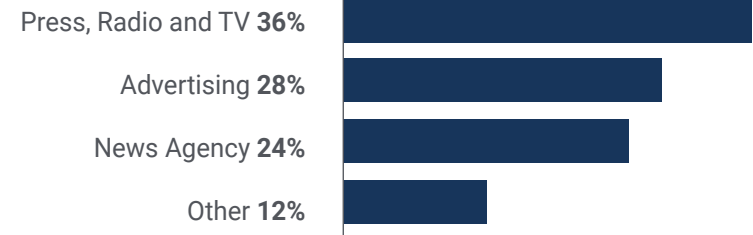
Years of Experience



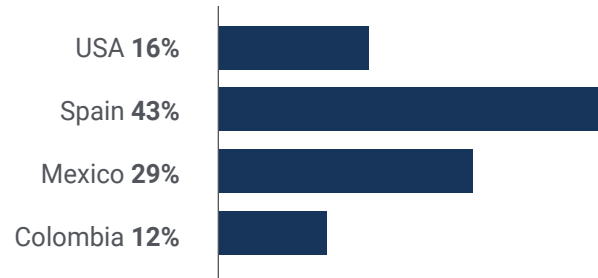
Training



Academic Profile



Geographical Distribution



Manuel Ortega

CEO in the Media

"As much as one might wish it, considering a Postgraduate Diploma in Corporate Communication and Market Management is not a simple matter and, even more so, when you have to balance it with your professional activity and family life. However, this online qualification from TECH Technological University offered me the possibility to achieve it. Additionally, the faculty made the experience and learning even more enriching. Largely as a result of this, today I am the director of a large communications company, a new position that I exercise with enthusiasm and my best work. In short, change that comes from action"

08

Course Management

The direction of this Postgraduate Diploma in Corporate Communication and Market Management is in charge of teaching staff with extensive experience in the communication sector. This is why this program provides a more realistic and current vision compared to other similar qualifications, which will allow the graduate to enjoy a critical educational experience based on the day to day work of professionals in the communication environment.





“

You will have at your disposal teaching staff committed to your professional improvement and who will help you whenever you need it”

Management



Ms. Iñesta Fernández, Noelia

- ♦ Journalist and Social Media Manager
- ♦ Communications Manager (G. Greterika Imp-Exp)
- ♦ Communications and Marketing Manager (Corporate)
- ♦ Community Manager in SMEs of Channel Horeca
- ♦ Local media writer
- ♦ D. in Media Research
- ♦ Master's Degree in Social Media Management
- ♦ Degree in Journalism
- ♦ Higher Technician in Audiovisual Production



09

Impact on Your Career

We are 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. For this reason, TECH puts all its efforts and tools at the disposal of the graduates so that they can acquire the necessary skills and abilities to achieve this change.





“

Our challenge is to generate a positive change in your professional career. This university is fully committed to helping you achieve it"

If you want to make a positive change in your profession, the Postgraduate Diploma in Corporate Communication and Market Management will help you achieve it.

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

The Postgraduate Diploma in Corporate Communication and Market Management of TECH Technological University is an intense program that prepares students to face challenges and business decisions globally. Its main objective is to promote your personal and professional growth Helping students achieve success.

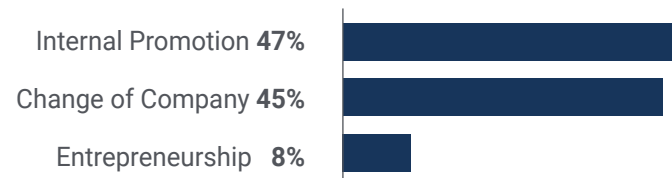
If you want to improve yourself, make a positive change at a professional level and network with the best, this is the place.

Do not miss the opportunity to expand your knowledge with TECH and you will notice how you will get the improvement you were looking for.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **26.3%** for our students



10

Benefits for Your Company

The Postgraduate Diploma in Communication Corporate and Market Management will help raise the organization's talent to its maximum potential by creating high level leaders. Participating in this qualification is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

You will be able to bring to the company new concepts, strategies and perspectives that can generate relevant changes in the organization"

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

01

Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

This Postgraduate Diploma will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

11

Certificate

The Postgraduate Diploma in Corporate Communication and Market Management 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 Corporate Communication and Market Management** 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 Corporate Communication and Market Management**

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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