Postgraduate Diploma

Management and Leadership in Communication Companies

tech technological university

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Postgraduate Diploma
Management and Leadership in Communication Companies

- » 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.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-management-leadership-communication-companies**

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01
Welcome

To manage a communication company, as with any type of entity, a confident leadership profile is required, capable of making decisions in complex situations and with a deep knowledge of the sector, so that their actions are justified and backed by the industry's demand. There are many professionals who are looking to implement these skills and competencies to their own, so this university has designed a complete program that gathers the information that will help them become successful leaders and managers. A program created by experts in communication and management, presented in a convenient online format and accessible from any device with an internet connection.

Postgraduate Diploma in Management and Leadership in Communication Companies.
TECH Technological University

Becoming a Postgraduate Diploma in Management and Leadership in Communication Companies will open the doors to a bright working future and will give you access to management positions in large entities"

Why Study at TECH?

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

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

At TECH Technological University

Innovation

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

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

The Highest Standards

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

95% of TECH students successfully complete their studies

Networking

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

100,000+ executives trained each year

200+ different nationalities

Empowerment

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

500+ collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Learn with the best

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

Teachers representing 20 different nationalities.

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

Analysis

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

Academic Excellence

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

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking 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

Despite the fact that the media is a changing sector, the objective of this Postgraduate Diploma in Management and Leadership in Communication Companies is to offer professionals the keys to improve their management skills through the most cutting-edge content on the market. Moreover, in this qualification, you will find a guide that will help you not only to update and expand your knowledge, but will also provide you with the necessary tools to become a renowned specialist.

TECH's goal is for the graduates to finish this qualification with all the tools that will enable them to distinguish themselves among the competition as an expert in the leadership of communication companies"

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

The **Postgraduate Diploma in Management and Leadership in Communication Companies** will enable students to:

01 Define the latest trends developments in business management

02 Build a plan for the development and improvement of personal and managerial skills

03 Develop strategies for effective and efficient decision making

04 Develop the ability to detect, analyze and solve and problem solving

05 Apply the latest trends in business management in the company

06 Develop their own personal and managerial skills

07 Make decisions in a complex and unstable environment

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

Structure and Content

The design of the structure and content of this Postgraduate Diploma has been developed following the guidelines established by the Relearning methodology, in which TECH is a pioneer. The most important concepts and terms are reiterated throughout the syllabus, so that their memorization occurs in a more natural and progressive way. This allows the graduates to save study time, which they can use, if they wish, to study in depth the sections they consider most relevant for their professional career.

"
Deepen your negotiation strategies and implement to your techniques the most effective actions in resource management and innovation"

Syllabus

This Postgraduate Diploma in Management and Leadership in Communication Companies has been designed by the teaching team based on their own professional experience, the most up-to-date information and the future trends of the sector.

This is an intensive program distributed over 6 months in which the graduate will have access to 600 hours of the most up-to-date and complete theoretical and practical content on the market in terms of strategies and techniques for the management and direction of entities dedicated to communication. A qualification that will allow you to improve your leadership skills and thanks to which you will acquire the necessary competencies to manage, with total guarantee of success, a business project distinguished by innovation, profitability and professionalism.

This Postgraduate Diploma is presented as a unique opportunity to raise the graduate's career to the top. Its convenient online format, as well as its accessibility, will allow you to continue with your professional life while investing time in a qualification that will propel you to achieve all your professional goals.

This Postgraduate Diploma in Management and Leadership in Communication Companies is developed over 6 months and is divided into 4 modules:

Module 1.	Management and Leadership
Module 2.	Business Strategy
Module 3.	Communication Company Management
Module 4.	Information Product Management

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Management and Leadership in Communication Companies completely online. During the 6 months of the program, the student will be able to access all the contents of this program at any time, which will allow the student to self-manage his or her study time.

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

Module 1. Management and Leadership

1.1. General Management
1.1.1. The Concept of General Management
1.1.2. The General Manager's Action
1.1.3. The CEO and their Responsibilities
1.1.4. Transforming the Work of Management

1.2. Management and Leadership Development
1.2.1. Concept of Management Development
1.2.2. Concept of Leadership
1.2.3. Leadership Theories
1.2.4. Leadership Styles
1.2.5. Intelligence in Leadership
1.2.6. The Challenges of Today's Leader

1.3. Negotiation
1.3.1. Intercultural Negotiation
1.3.2. Negotiation Focuses
1.3.3. Effective Negotiation Techniques
1.3.4. Restructuring

1.4. Human Resources Management by Competencies
1.4.1. Analysis of the Potential
1.4.2. Remuneration Policy
1.4.3. Career/Succession Planning

1.5. Talent Management and Commitment
1.5.1. Keys for Positive Management
1.5.2. Talent Map of the Organization
1.5.3. Cost and Added Value

1.6. Innovation in Talent and People Management
1.6.1. Strategic Talent Management Models
1.6.2. Talent Identification, Training and Development
1.6.3. Loyalty and Retention
1.6.4. Proactivity and Innovation

1.7. Developing High-Performance Teams
1.7.1. Personal Factors and Motivation for Successful Work
1.7.2. Integrating a High-Performance Team
1.7.3. People and Business Change and Development Projects
1.7.4. Financial Keys for HR: Business and People

1.8. Motivation
1.8.1. The Nature of Motivation
1.8.2. Theory of Expectations
1.8.3. Theory of Needs
1.8.4. Motivation and Financial Compensation

1.9. Organizational Changes
1.9.1. The Transformation Process
1.9.2. Anticipation and Action
1.9.3. Organizational Learning
1.9.4. Resistance to Change

1.10. Financial Diagnosis
1.10.1. Concept of Financial Diagnosis
1.10.2. Stages of Financial Diagnosis
1.10.3. Assessment Methods for Financial Diagnosis

Module 2. Business Strategy

2.1. Strategic Management
2.1.1. The Concept of Strategy
2.1.2. The Process of Strategic Management
2.1.3. Approaches in Strategic Management

2.2. Planning and Strategy
2.2.1. The Plan in a Strategy
2.2.2. Strategic Positioning
2.2.3. Strategy in Companies
2.2.4. Planning

2.3. Strategy Implementation
2.3.1. Indicator Systems and Process Approach
2.3.2. Strategic Map
2.3.3. Differentiation and Alignment

2.4. Corporate Strategy
2.4.1. The Concept of Corporate Strategy
2.4.2. Types of Corporate Strategies
2.4.3. Corporate Strategy Definition Tools

2.5. Digital Strategy
2.5.1. Technology Strategy and its Impact on Digital Innovation
2.5.2. Strategic Planning of Information Technologies
2.5.3. Strategy and The Internet

2.6. Corporate Strategy and Technology Strategy
2.6.1. Creating Value for Customers and Shareholders
2.6.2. Strategic IS/IT Decisions
2.6.3. Corporate Strategy vs Technological and Digital Strategy

2.7. Competitive Strategy
2.7.1. The Concept of Competitive Strategy
2.7.2. Competitive Advantage
2.7.3. Choosing a Competitive Strategy
2.7.4. Strategies Based on the Strategic Clock Model
2.7.5. Types of Strategies according to the Industrial Sector Life Cycle

2.8. Marketing Strategy Dimensions
2.8.1. Marketing Strategies
2.8.2. Types of Marketing Strategies

2.9. Sales Strategy
2.9.1. Sales Methods
2.9.2. Acquisition Strategies
2.9.3. Service Strategies

2.10. Social Business
2.10.1. Web 2.0 Strategic Vision and its Challenges
2.10.2. Convergence Opportunities and ICT Trends
2.10.3. How to Monetize Web 2.0 and Social Media?
2.10.4. Mobility and Digital Business

Module 3. Communication Company Management

3.1. The Industries of Communication
3.1.1. Mediamorphosis
3.1.2. Digital Transformation
3.1.3. Cybermedia

3.2. Legal and Economic Structure of Communication Enterprises
3.2.1. Individual Entrepreneur
3.2.2. Trading Companies
3.2.3. Media Conglomerates

3.3. Structure, Administration and Challenges of Management
3.3.1. Departmental Structure in Communication Management
3.3.2. Current Trends in Management Models
3.3.3. Integration of Intangibles
3.3.4. Communication Department Challenges

3.4. Strategic Analysis and Competitiveness Factors
3.4.1. Analysis of the Competitive Environment
3.4.2. Competitiveness Determinants

3.5. Business ethics
3.5.1. Ethical Behavior in Companies
3.5.2. Deontology and Ethical Codes
3.5.3. Fraud and Conflicts of Interest

3.6. The Importance of Marketing in Communication Companies
3.6.1. Marketing Strategies in Traditional Media
3.6.2. Impact of Social Networks on the Media Agenda

3.7. Strategic Thinking and Systems
3.7.1. The Company as a System
3.7.2. Strategic Thinking Derived from Corporate Culture
3.7.3. The Strategic Approach From a People Management Perspective

3.8. Branding
3.8.1. The Brand and Their Functions
3.8.2. Brand Creation (Branding)
3.8.3. Brand Architecture

3.9. Creative Strategy Formulation
3.9.1. Explore Alternative Strategies
3.9.2. Counter Briefing or Creative Briefing
3.9.3. Branding and Positioning

3.10. Design of Crisis Manual/Crisis Communication Plan
3.10.1. Preventing the Crisis
3.10.2. Managing Crisis Communication
3.10.3. Recovering from the Crisis

Module 4. Information Product Management

4.1.   Information Product Definition
4.1.1.   Concept
4.1.2.   Features
4.1.3.   Types

4.2.   Information Product Development Process
4.2.1.   Phases of Information Production
4.2.2.   Agenda Setting

4.3.   Strategies for Launching New Information Products
4.3.1.   Tangible Strategies
4.3.2.   Intangible Strategies
4.3.3.   Product Portfolio Strategy

4.4.   Competitor Strategy Study
4.4.1.   Benchmarking
4.4.2.   Types of Benchmarking
4.4.3.   Advantages

4.5.   Information Product Portfolio Innovation Process
4.5.1.   Transmedia Narratives
4.5.2.   Fan Phenomenon

4.6.   Innovation in Strategic Positioning
4.6.1.   Gamification
4.6.2.   New Narrative World

4.7.   Journalistic Documentation
4.7.1.   Essential Guides to Cultural Journalism Documentation
4.7.2.   Historical Documentation
4.7.3.   Current Documentation
4.7.4.   The Raging News

4.8.   Designing and Planning an Online Reputation Plan
4.8.2.   Brand Reputation Plan. General Metrics, ROI, and Social CRM
4.8.3.   Online Crisis and Reputational SEO

4.9.   The Importance of Communication in Today's Organizations
4.9.1.   Mechanisms and Systems for Communication with the Media
4.9.2.   Errors in Organizational Communication

4.10. Inbound Marketing
4.10.1. Effective Inbound Marketing
4.10.2. The Benefits of Inbound Marketing
4.10.3. Measuring the Success of Inbound Marketing

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

This Postgraduate Diploma in Management and Leadership in Communication Companies 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.
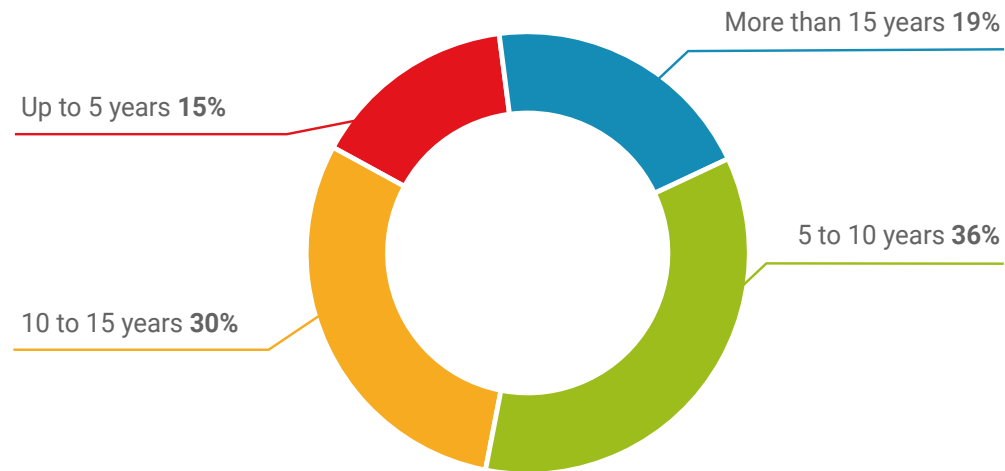
"

If you feel that your professional career needs a boost, now is the time to give it: this Postgraduate Diploma is the best opportunity and TECH is the best endorsement"

Average Age

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

Years of Experience

More than 15 years **19%**

Up to 5 years **15%**

5 to 10 years **36%**

10 to 15 years **30%**

Training

Journalism and Communication **37%**

Business **30%**

Social Sciences **27%**

Others **6%**

Academic Profile

Press, Radio and TV **40%**

Advertising **26%**

News Agency **23%**

Other **11%**
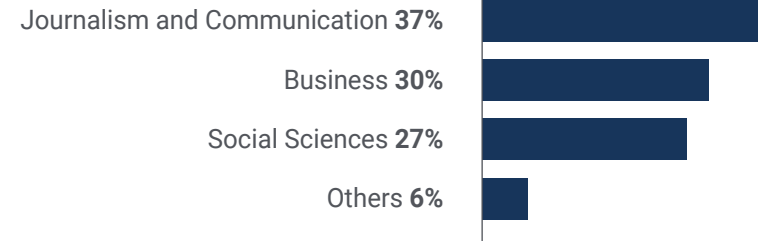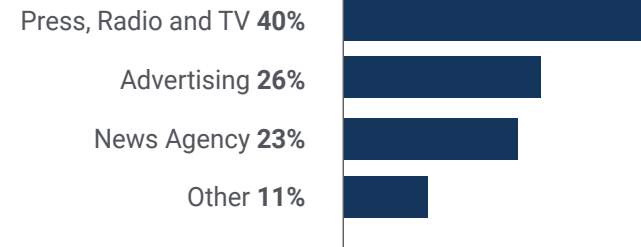
Geographical Distribution

USA **13%**

Spain **45%**

Mexico **29%**

Colombia **13%**
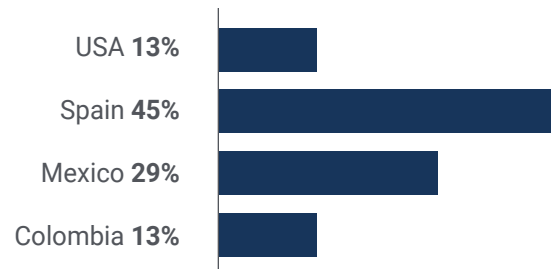
Regina Méndez de Cruz

CEO in a Communication Agency

"When I started my educational experience with TECH I did not imagine that I would find in a single program all the tools that would help me become a key figure for my company. The change in my career path was enormous and in a very short time I was able to access the position I had always dreamed of with the peace of mind and the guarantee that I was academically prepared for it"

Course Management

TECH always selects the best management team for its qualifications. In this case, it is a group of professionals dedicated to the world of communication with a long career in the sector, excelling in positions of responsibility and with extensive teaching skills. A faculty committed to the personal and professional growth of graduates, who will accompany them on their path to success.

Having an expert teaching team in the sector provides this qualification with a critical and realistic view of the current situation of communication companies"

Management

Ms. Iñesta Fernández, Noelia

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

09
Impact on Your Career

TECH values the investment, both in terms of time and money, made by professionals who decide to take the step and take this program. For this reason, every effort is made to offer content that lives up to expectations, resulting in the greatest possible positive impact on the graduate's career path. Being able to achieve the proposed goals in the short, medium and long term. As well as, enhancing organizational and planning skills with a view to expanding into a business of one's own or climbing up the management ladder in a company.

"
The TECH challenge is to generate a positive change in your career path. And, for this reason, it is fully committed to helping you achieve it"

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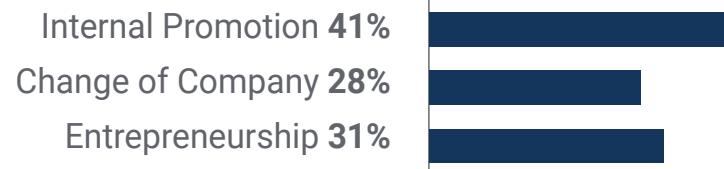**Excellent professional development awaits you**

The Postgraduate Diploma in Management and Leadership in Communication Companies of TECH Technological University is an intense program that prepares you to face challenges and business decisions globally. The main objective is to promote personal and professional growth. Helping students achieve success.
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you.

TECH and its team of experts will accompany you during your personal and professional growth and will do everything in their power to help you achieve your goals.

Having the most complete program in management and leadership will allow you to develop your management skills to levels you can't even imagine and in a very short time.

When the change occurs

During the program	During the first year	After 2 years
12%	**56%**	**32%**

Type of change

Internal Promotion **41%**
Change of Company **28%**
Entrepreneurship **31%**

Salary increase

This program represents a salary increase of more than **29.7%** for our students.

Salary before	A salary increase of	Salary after
$54,000	**29.7%**	**$70,000**

10
Benefits for Your Company

The Postgraduate Diploma in Management and Leadership in Communication Companies helps raise the management's talent to its maximum potential by creating high-level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers. As well as acquiring new experiences in the digitalization and organizational area.

"

This qualification will give you the confidence to make the best decisions in complex business situations with total assurance"

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.

Project Development

05

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

Increased competitiveness

06

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 Management and Leadership in Communication Companies 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 Management and Leadership in Communication Companies** 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*.

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