

# Postgraduate Diploma Public Opinion





## Postgraduate Diploma Public Opinion

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

Website: [www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-public-opinion](http://www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-public-opinion)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 20*

06

Methodology

---

*p. 28*

07

Our Students' Profiles

---

*p. 36*

08

Impact on Your Career

---

*p. 40*

09

Benefits for Your Company

---

*p. 44*

10

Certificate

---

*p. 48*

# 01 Welcome

Public opinion, especially with the rise of the Internet, has become a key issue in all sectors. There are many social movements that companies, in one way or another, end up joining in order to have a positive impact on the opinion of potential consumers. This TECH qualification focuses on conducting a sociological analysis of all the actors involved in public opinion, so that the student has a comprehensive understanding of how it can change and how to adapt to it. Therefore, this knowledge becomes of vital importance for all professionals in any business field with managerial aspirations, since the public image of the brand will be in their hands.



Postgraduate Diploma in Public Opinion.  
TECH Technological University



“

*Master the concept of public opinion, one of the most important agents of change since the milestone of the French Revolution, and you will understand why corporations are joining hashtags and getting more and more involved in social issues”*

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

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



### Academic Excellence

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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

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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

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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

This program is designed for students to strengthen their public opinion analysis skills, leading social awareness initiatives in large companies. Throughout the course the student will develop new competencies and enhance their skills for academic and professional growth in an environment that requires a profile with extensive knowledge in the behavior of the social spectrum and current pending. In this way, the students will be improving their possibilities for both personal and professional growth.





*Enroll today in the Postgraduate Diploma in Public Opinion and start changing the perception that your potential clients have towards your projects and professional brands”*

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

The Postgraduate Diploma in Public Opinion will enable the students to:

01

Perform critical analysis of social reality based on its sociological reading

04

Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function

02

Express themselves fluently and effectively in oral and written communication, using the most appropriate linguistic resources



03

Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication

05

Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations



06

Know how to deal with the informative treatment of scientific advances in an understandable and effective way

08

Know how to reflect with theoretical soundness and empirical rigor on the processes by which the advertising and public relations professional helps build and express public opinion



09

Identify multiple expressions, phenomena and processes of public opinion

07

Recognize the basic concepts and theoretical models of human communication, its elements and characteristics

10

Relate advertising and public relations in a coherent manner with other social and human sciences

11

Be able to relate advertising and public relations coherently with other social and human sciences

12

Encourage creativity and persuasion through different formats and communication media

13

Recognize the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds





14

Know how to act as an advertising and public relations professional in accordance with the legal and ethical rules of the profession

15

Recognize significant and appropriate tools for the study of advertising and public relations

16

Recognize the role of human communication in the psychological processes of advertising and public relations

05

# Structure and Content

The Postgraduate Diploma in Public Opinion comprises a complete program structured into 3 modules, whose content has been elaborated by experts in the sector so that the student can learn about the history and characteristics that move public opinion, a very useful tool in advertising and public relations. In this way, the professionals will master those key aspects for different media, through quality content to make their profile stand out in a competitive environment.



“

*You will gain an understanding of the agents of change that influence public opinion and be able to use them to your advantage after completing this Postgraduate Diploma”*

## Syllabus

This qualification provides effective instruction in all the vicissitudes of public opinion that can affect professionals in any field of business. They will understand how people's opinions are formed and how they can change over time.

The didactic material, which has a high audiovisual content, is easy to read for the student, with comprehensible contents that serve to acquire all the competencies stipulated by the teachers.

Throughout 450 hours of preparation, the student will analyze a multitude of practical and real cases with which to properly understand the methodologies and theory of public opinion. It is, therefore, an authentic and contextual educational experience.

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

### Module 1

General Sociology

### Module 2

Public opinion

### Module 3

Pressure and Persuasion Lobbies



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

TECH offers you the possibility to study this Postgraduate Diploma in Public Opinion completely online. Throughout the 6 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*Delve into the study of cybersecurity and manage to prevent computer attacks in your company.*

**Module 1. General Sociology**

**1.1. Historical Fundamentals of Sociology**

- 1.1.1. Origin
- 1.1.2. Concepts and Objectives
- 1.1.3. Preliminary Formation
  - 1.1.3.1. Augusto Comte
  - 1.1.3.2. Herbert Spencer
  - 1.1.3.3. Emilio Durkheim
  - 1.1.3.4. Carl Marx
  - 1.1.3.5. Max Webber
- 1.1.4. Sociology and Social Sciences

**1.2. Predominant Social Relations**

- 1.2.1. Society and Population
- 1.2.2. Social Groups
- 1.2.3. Social Role
- 1.2.4. Types of Social Roles
- 1.2.5. Social Classes

**1.3. Social Structure and Organization**

- 1.3.1. The Family
- 1.3.2. The School
- 1.3.3. The media
- 1.3.4. The Nation and the State
- 1.3.5. The Church
- 1.3.6. Educational and Process of Socialization
- 1.3.7. Culture, Society and Individual
- 1.3.8. Social Institutions

**1.4. Development and Evolution of the Society of Law**

- 1.4.1. Basic Concepts
  - 1.4.1.1. Power
  - 1.4.1.2. Lawfulness
  - 1.4.1.3. Legal Aspects
- 1.4.2. Politics and its Implications
- 1.4.3. Origin and Development of the Society of Law

**1.5. Currents of Legal Sociology**

- 1.5.1. Social Life and Social Judgment
- 1.5.2. Social Functions of Law
- 1.5.3. Sociology and its Relationship with Law

**1.6. Rules and Roles**

- 1.6.1. Of the Lawyer
- 1.6.2. Of the Judge
- 1.6.3. Of the Police
- 1.6.4. Roles and Parties in Legal Proceedings
- 1.6.5. Prosecutors
- 1.6.6. Actors
- 1.6.7. Respondents
- 1.6.8. Victims
- 1.6.9. Legal Pluralism and Indigenous Groups
- 1.6.10. Validity and Effectiveness of the Law
- 1.6.11. Social Control
- 1.6.12. Order Against Repression
- 1.6.13. Law as an Instrument of Control

**1.7. Social Classes and Social Stratification**

- 1.7.1. Concept of Social Stratification
- 1.7.2. Social Classes Theory

**1.8. Social Change**

- 1.8.1. Evolution and Social Change
- 1.8.2. Factors and Conditions of Social Change
- 1.8.3. Agents of Social Change

**1.9. Social Legal Institutions**

- 1.9.1. Relationship between the State and the Constitution
- 1.9.2. Administration and Delivery of Justice
- 1.9.3. Conservative and Law Reforming Forces
- 1.9.4. Social Forces Acting on Legislation
- 1.9.5. Social Influence in the Process of Policy Making
- 1.9.6. Social Vision of the Application of the Law

**1.10. Contemporary Thought in Mexico**

- 1.10.1. Main Sociological Schools and their Exponents
- 1.10.2. Contemporary Sociological
- 1.10.3. Development and Evolution of Thought in Mexico



**Module 2. Public opinion****2.1. The Concept of Public Opinion**

- 2.1.1. Introduction
- 2.1.2. Definition
- 2.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
- 2.1.4. Phases in the Growth of Public Opinion as a Discipline
- 2.1.5. The 20th Century

**2.2. Theoretical Framework of Public Opinion**

- 2.2.1. Introduction
- 2.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century.
- 2.2.3. Twentieth Century Authors
- 2.2.4. Walter Lippmann: Biased Public Opinion
- 2.2.5. Jürgen Habermas: the Political-Value Perspective
- 2.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality

**2.3. Social Psychology and Public Opinion**

- 2.3.1. Introduction
- 2.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
- 2.3.3. The Name
- 2.3.4. Conformism

**2.4. Media Influence Models**

- 2.4.1. Introduction
- 2.4.2. Media Influence Models
- 2.4.3. Types of Media Effects
- 2.4.4. Research on Media Effects
- 2.4.5. The Power of the Media

**2.5. Public Opinion and Political Communication**

- 2.5.1. Introduction
- 2.5.2. Electoral Political Communication. Propaganda
- 2.5.3. Government Political Communication

**2.6. Public Opinion and Elections**

- 2.6.1. Introduction
- 2.6.2. Do Election Campaigns Influence Public Opinion?
- 2.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
- 2.6.4. Bandwagon and Underdog Effects

**2.7. Government and Public Opinion**

- 2.7.1. Introduction
- 2.7.2. Representatives and their Constituents
- 2.7.3. Political Parties and Public Opinion
- 2.7.4. Public Policies as an Expression of the Government's Action

**2.8. The Political Intermediation of the Press**

- 2.8.1. Introduction
- 2.8.2. Journalists as Political Intermediaries
- 2.8.3. Dysfunctions of Journalistic Intermediation
- 2.8.4. Reliance on Journalists as Intermediaries

**2.9. Public Sphere and Emerging Models of Democracy**

- 2.9.1. Introduction
- 2.9.2. The Public Sphere in the Information Society
- 2.9.3. The Public Sphere in the Information Society
- 2.9.4. Emerging Models of Democracy

**2.10. Methods and Techniques for Public Opinion Research**

- 2.10.1. Introduction
- 2.10.2. Opinion Polls
- 2.10.3. Types of Surveys
- 2.10.4. Analysis

**Module 3. Pressure and Persuasion Lobbies**

**3.1. Introduction to the Lobby**

- 3.1.1. What is a Lobby?
- 3.1.2. Origins of the Lobby
- 3.1.3. Public Affairs Strategies

**3.2. The Lobbyist**

- 3.2.1. A Day in the Life of a Professional Lobbyist
- 3.2.2. Lobbyist, Vocation or Training
- 3.2.3. Ten Qualities of a Good Lobbyist

**3.3. Basics of the Lobby**

- 3.3.1. Mobilization in Digital Environments
- 3.3.2. Clients
- 3.3.3. The Lobby and Internationalization

**3.4. The Lobby in Small Businesses**

- 3.4.1. Association
- 3.4.2. Approach
- 3.4.3. Anticipation
- 3.4.4. Activation
- 3.4.5. Access
- 3.4.6. Assessment

**3.5. Study Cases**

- 3.5.1. Public-Private Collaboration: the case of ForoPPP
- 3.5.2. A Success Story: Introduction to Hybrid Technology
- 3.5.3. "Varicella and Public Health" Case

**3.6. Lobby Strategies**

- 3.6.1. A Pre-Legislative Administration's View of Lobbies
- 3.6.2. The Butterfly Effect
- 3.6.3. Light and Stenographers

**3.7. Lobbies in the Media**

- 3.7.1. Lobbying on the Internet and Social Networks
- 3.7.2. Social Networks Most Used by the Lobbies
- 3.7.3. Lobbies in Conventional Media

**3.8. Types of Groups**

- 3.8.1. Opinion Groups
- 3.8.2. Stakeholders
- 3.8.3. Power Groups

**3.9. Types of Lobbies**

- 3.9.1. According to their Organizational Aspect
- 3.9.2. According to their Legal Nature
- 3.9.3. According to their Goals, Objectives and Interests

**3.10. Positive and Negative Aspects of the Lobby**

- 3.10.1. Positive Aspects
- 3.10.2. Negative Aspects
- 3.10.3. Lobbyists' View



*Discover, in this complete program, all the necessary techniques to gain public opinion and achieve a remarkable professional success, improving the public perception of your projects”*



# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

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

“

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



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



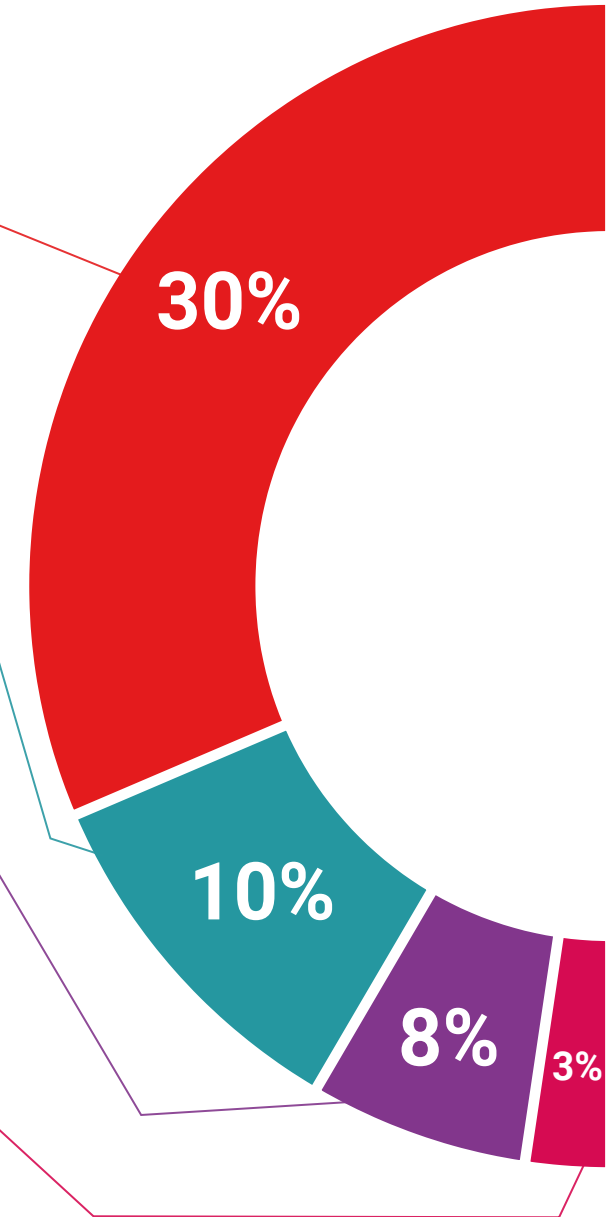
### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

The profile of the students who take this Postgraduate Diploma is varied, as the advanced knowledge on Public Opinion is useful in many fields. As a result, professionals from the business, economic and social spheres decide to take this qualification in order to have a better understanding of how to have a positive impact on the opinion of the general public with their projects and work.





“

*By specializing in public opinion, you will know what the population demands, and you will focus your communication strategies on social issues, increasing your company's reputation"*

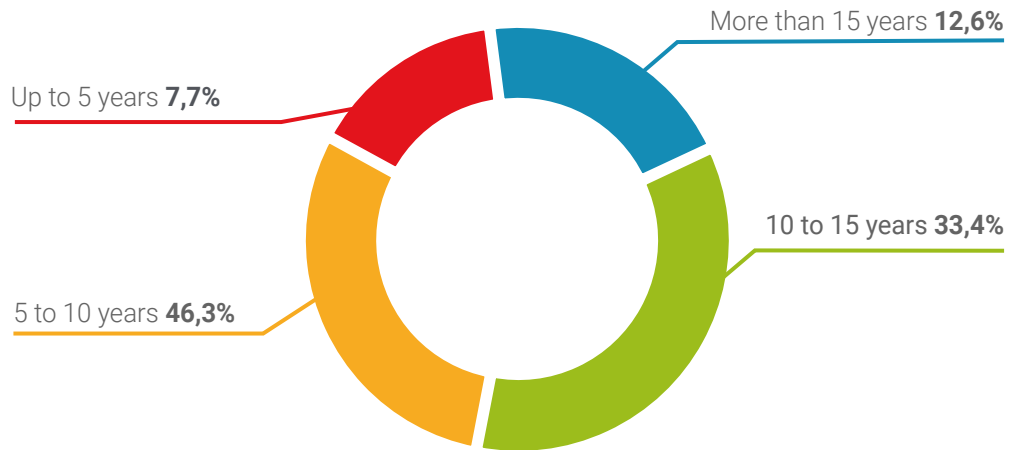
### Average Age

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

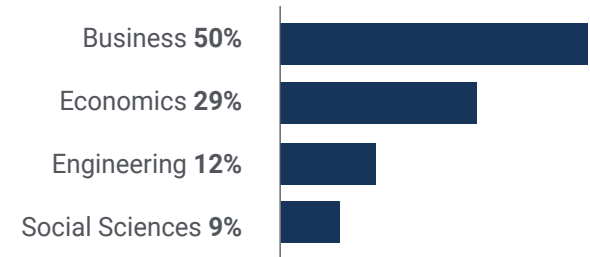
### Years of Experience

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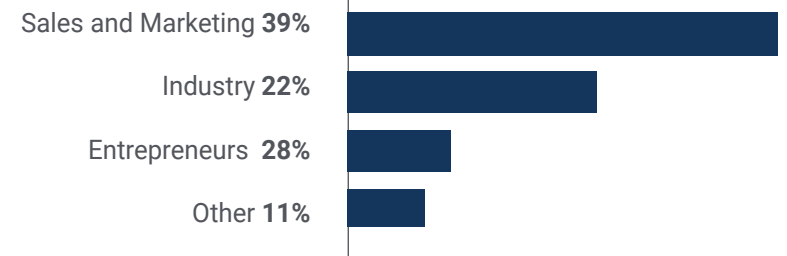
### Training

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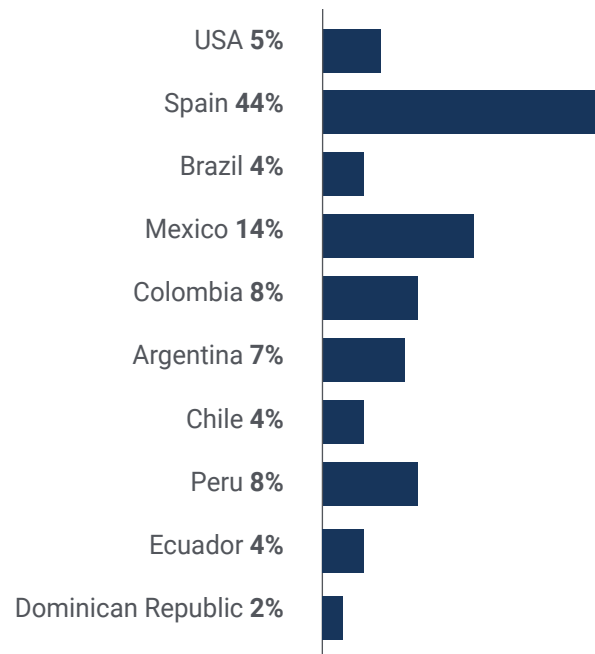
### Academic Profile

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## Geographical Distribution

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## Marta García

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### Social Media

*"When I saw this program, I didn't hesitate to take it. Being an expert in public opinion is already a real demand of the community manager and social media, since our work has to take these aspects into account. Fortunately, this TECH qualification covers all the essentials to bring professionalism to our work and clearly enhance our position within the company"*

08

# Impact on Your Career

TECH is aware that taking a program of this nature requires a great effort on the part of the student, both financially and professionally and personally, so all efforts are made to provide the best possible educational offer. The ultimate goal of pursuing this qualification should be to obtain a noticeable professional improvement and TECH is firmly committed to the student to do so.





“

*You will be prepared to make a professional leap in quality in your projects and daily work thanks to the positive impact on public opinion that you will know how to achieve"*

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

The Postgraduate Diploma in Public Opinion prepares students for the different business and professional challenges they will encounter in their day-to-day communication when dealing with issues of special sensitivity to public opinion, helping them to grow in their work environment.

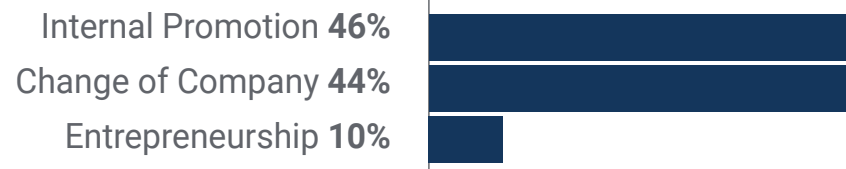
*Knowing your audience and their concerns is crucial to an effective campaign. Master public opinion and you will know how to approach the online business today.*

*Get your company on board with the change by including public opinion in the communication strategy and you will increase your reputation.*

### When the change occurs



### Type of change



### Salary increase

---

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



09

# Benefits for Your Company

This TECH qualification contributes in large part to raising the professional talent of companies, by incorporating into their work teams real experts in the management of public opinion to achieve an even more positive impact on the different communication campaigns or specific actions.





“

*You will get much more positive ratings for your company thanks to greater direct involvement with public opinion"*

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.

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06

### **Increased competitiveness**

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

# 10 Certificate

The Postgraduate Diploma in Public Opinion guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.







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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Diploma in Public Opinion** 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 Public Opinion**

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.



## Postgraduate Diploma Public Opinion

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

# Postgraduate Diploma Public Opinion

