

# Postgraduate Diploma

## Strategy and Electoral Campaign



## Postgraduate Diploma Strategy and Electoral Campaign

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 24 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in commercial sales, marketing and similar areas.

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-strategy-electoral-campaign](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-strategy-electoral-campaign)

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# 01 Welcome

Electoral campaigns play a decisive role in citizens' voting intentions. For this reason, all parties are committed to having the best team of advisors to design the most appropriate strategies, according to their mission, values and objectives, to achieve success in the elections. The aim of this program is to offer students a superior specialization in the strategies to be implemented in political campaigns, which will allow them not only to gain access to the advisory and communication teams of the main parties, but also to achieve success with their work and, therefore, to win as many seats as possible. A fully up-to-date program that will be fundamental for personal and professional growth



Postgraduate Diploma in Strategy and Electoral Campaign.  
TECH Global University



“

*Be able to create the best political campaigns  
and lead your party to electoral success”*

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 Global 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

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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"*



### 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

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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.

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 Global University community.

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

04

# Objectives

This program is designed to strengthen management and leadership skills, in addition to developing new competencies and skills that will be essential in their professional development. After the program, the professional will be able to make global decisions with an innovative perspective and an international vision



“

*One of our key objectives is to help you develop the essential skills to strategically manage your business”*

**TECH makes the objectives of its students its own  
Working together to achieve them**

The **Strategy and Electoral Campaign** will train the student to:

01

Describe the components of the electoral market and conduct research

04

Learn how to make an electoral campaign diagnosis, a campaign plan and how to develop an electoral product

02

Analyze electoral behavior

05

Determine the action plan for an election and post-election campaign

03

Describe the voting intention studies

06

Analyze the different electoral systems



07

Know how *data science* and *big data* work

08

Understand what *political coaching* is

09

Study *political innovation*

10

Study the different aspects of the voter to be taken into account

11

Analyze Political Branding

12

Describe the fundamentals of political leadership and political messaging



13

Delve deeper into the creation of a content strategy

16

Knowledge of public relations strategies

14

Study electoral communication

17

Determine how the political discourse is constructed

15

Know what communication offices are and how they work

18

Analyze the electoral debate and meetings with voters

05

# Structure and Content

TECH Global University's Postgraduate Diploma in Strategy and Electoral Campaign is a tailor-made program that is taught in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a political campaign manager



“

*Create the most effective strategies to publicize your party's electoral program"*

## Syllabus

The content of the Postgraduate Diploma in Strategy and Electoral Campaign is designed to promote the development of managerial skills that will enable decision making in the political arena with greater rigor and effectiveness in the audience

Throughout this education, the student will analyze a multitude of practical cases through individual work. It is, therefore, an authentic immersion in real business situations

This Postgraduate Diploma deals in depth with Marketing in the political arena, and is designed for professionals in the sector to understand and execute electoral campaigns from a strategic, international and innovative perspective.

A plan designed for you, focused on your professional improvement and that prepares you to achieve excellence in the field of Business Management. A program that understands your needs and those of your company through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way

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

### Module 1

Electoral Marketing

### Module 2

Construction of the Political and Electoral Strategy

### Module 3

The Electoral Campaign: Conventional Tools for Action

### Module 4

The Election Campaign: Online Tools for Action



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

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

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

**Module 1. Electoral Marketing**

**1.1. Electoral Market Components**

- 1.1.1. Introduction to the Electoral Market
- 1.1.2. Electoral Roll
- 1.1.3. The Electoral Offer: Parties and Coalitions

**1.2. Electoral Behavior**

- 1.2.1. Introduction
- 1.2.2. Voting Trends
- 1.2.3. Voting Motivations

**1.3. Electoral Market Research**

- 1.3.1. Research Contents
- 1.3.2. Qualitative Techniques
- 1.3.3. Quantitative Techniques

**1.4. Voting Intention Studies**

- 1.4.1. Pre-Election Studies
- 1.4.2. Exit Polls
- 1.4.3. Vote Estimates

**1.5. Diagnosis of the Electoral Situation**

- 1.5.1. Electoral Demand Analysis
- 1.5.2. Parties Offer Analysis
- 1.5.3. Candidates Offer Analysis

**1.6. Election Campaign Plan**

- 1.6.1. Introduction
- 1.6.2. Stages of the Electoral Campaign
- 1.6.3. Election Campaign Deadlines

**1.7. Electoral Product**

- 1.7.1. Electoral Program
- 1.7.2. Candidates
- 1.7.3. Political Brands

**1.8. Election Campaign Organization**

- 1.8.1. Election Campaign Committee
- 1.8.2. Work Teams

**1.9. Election Campaign Action Plan**

- 1.9.1. Personal Actions
- 1.9.2. Virtual Actions
- 1.9.3. Electoral Publicity Actions
- 1.9.4. Electoral Action Monitoring

**1.10. Electoral Results**

- 1.10.1. Post-election Analysis
- 1.10.2. Interpretation of Electoral Results
- 1.10.3. Political and Electoral Consequences of the Result

**Module 2. Construction of the Political and Electoral Strategy**

**2.1. Electoral Systems**

- 2.1.1. Regulatory Framework.
- 2.1.2. Electoral Regulations

**2.2. Data Science and Big Data**

- 2.2.1. Business Intelligence
- 2.2.2. Methodology and Analysis of Large Volumes of Data
- 2.2.3. Data Extraction, Processing, and Loading.

**2.3. Political Coaching**

- 2.3.1. *Coaching* Concept
- 2.3.2. *Political Coaching* Methodologies
- 2.3.3. Advantages of *Political Coaching*

**2.4. Political Innovation**

- 2.4.1. Benefits of Innovation
- 2.4.2. Sources of Idea Generation
- 2.4.3. Innovative Ideas and Supports

**2.5. Voter Behavior**

- 2.5.1. Political Information Processing
- 2.5.2. Message Evaluation
- 2.5.3. Voting Decision Models
- 2.5.4. Voting Decision Times

**2.6. Voter Segmentation**

- 2.6.1. Voter Characteristics
- 2.6.2. Mobilized Voters: Loyal and Volatile
- 2.6.3. *Targeting & Microtargeting*

**2.7. Political Branding.**

- 2.7.1. Political Brand Building
- 2.7.2. Political Brand Importance
- 2.7.3. Political Branding and Candidate Branding

**2.8. Political Leadership**

- 2.8.1. Definition
- 2.8.2. Leadership Styles in Politics
- 2.8.3. Candidate Positioning

**2.9. Political Messages**

- 2.9.1. Creative Process in Electoral Campaigns
- 2.9.2. Core Message: Positioning of the Organization
- 2.9.3. Tactical Messages: Positive and Negative

**2.10. Content and *Storytelling* Strategy**

- 2.10.1. Corporate Blogging
- 2.10.2. Content Marketing Strategy
- 2.10.3. Creating a Content Plan
- 2.10.4. Content Curation Strategy

**Module 3. The Electoral Campaign: Conventional Tools for Action**
**3.1. Electoral Communication**

- 3.1.1. Image in Electoral Campaigns
- 3.1.2. Political Advertising
- 3.1.3. Electoral Communication Plan
- 3.1.4. Electoral Communication Audits

**3.2. Communication Offices**

- 3.2.1. Identifying Opportunities and Information Needs
- 3.2.2. Management of Reports and Spokesperson Interviews
- 3.2.3. *Virtual Press* Room and e-Communication
- 3.2.4. Buying Advertising Space

**3.3. Public Relations**

- 3.3.1. PR Strategy and Practice
- 3.3.2. Protocol and Ceremonial Rules
- 3.3.3. Event Organization and Creative Management

**3.4. Political Discourse**

- 3.4.1. Narrative Structure
- 3.4.2. NLP-Based Storytelling
- 3.4.3. Political Oratory

**3.5. Electoral Debates**

- 3.5.1. Preparation: Topics, Interventions and Reactions
- 3.5.2. The Candidate's Image
- 3.5.3. Verbal and Non-Verbal Communication

**3.6. Meetings with Voters**

- 3.6.1. Central Campaign Meeting
- 3.6.2. Sectoral Events
- 3.6.3. Segmented Meetings

**3.7. Election Advertising: 360° Campaigns**

- 3.7.1. *Claim* Central and Campaign Complementary
- 3.7.2. Election Photos and Videos
- 3.7.3. Media Outlets

**3.8. Campaign Logistics**

- 3.8.1. Organization of Events
- 3.8.2. Physical Distribution of Content
- 3.8.3. Human Resources in Electoral Logistics

**3.9. Electoral Propaganda and Merchandising**

- 3.9.1. Institutional Announcements
- 3.9.2. Election Canvassing
- 3.9.3. Gift Material

**3.10. Campaign Fundraising and Fund Management**

- 3.10.1. Arguments for Collection
- 3.10.2. Collection Activities
- 3.10.3. Crowdfunding Platforms
- 3.10.4. Ethical Management of Funds

**Module 4. The Election Campaign: Online Tools for Action**
**4.1. Social Media Platforms**

- 4.1.1. General, Professional, and *Microblogging* Platforms
- 4.1.2. Video, Image, and Mobility Platforms

**4.2. Social Media Strategies**

- 4.2.1. Corporate PR and Social Media
- 4.2.2. Defining the Strategy to Be Followed in Each Medium
- 4.2.3. Analysis and Evaluation of Results

**4.3. Social Web**

- 4.3.1. Organization in the Age of Conversation
- 4.3.2. Web 2.0 is all about People
- 4.3.3. Digital Environment and New Communication Formats

**4.4. e-Mail Campaigns Develop**

- 4.4.1. Lists of Subscribers, *Leads*, and Customers
- 4.4.2. E-Mail Marketing Tools and Resources
- 4.4.3. Online Writing for E-Mail Marketing Campaigns

**4.5. Mobile Marketing**

- 4.5.1. New Consumption and Mobility Habits
- 4.5.2. The SoLoMo Model
- 4.5.3. The 4 S of the Marketing Mix in Mobility

**4.6. Trends in *Mobile* Marketing**

- 4.6.1. *Mobile Publishing*
- 4.6.2. *Advergaming* and *Gamification*
- 4.6.3. *Mobile Geolocalization*
- 4.6.4. Augmented Reality

**4.7. Counter-Communication: Fake News**

- 4.7.1. Targets of Fake News in Campaigns
- 4.7.2. Fake News Creation
- 4.7.3. Fake News Dissemination
- 4.7.4. Fake News Legislation

**4.8. Inbound Political Marketing**

- 4.8.1. How Inbound Political Marketing Works
- 4.8.2. Attraction of Traffic to Political Brand
- 4.8.3. Content Marketing
- 4.8.4. Conversion of Leads to Voters or Constituents

**4.9. Web Analysis**

- 4.9.1. The Fundamentals of Web Analytics
- 4.9.2. Classical media vs. Digital Media
- 4.9.3. The Web Analyst's Basic Methodology

**4.10. Digital Metrics**

- 4.10.1. Basic Metrics.
- 4.10.2. Ratios
- 4.10.3. Setting Objectives and KPIs

# 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.

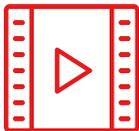
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



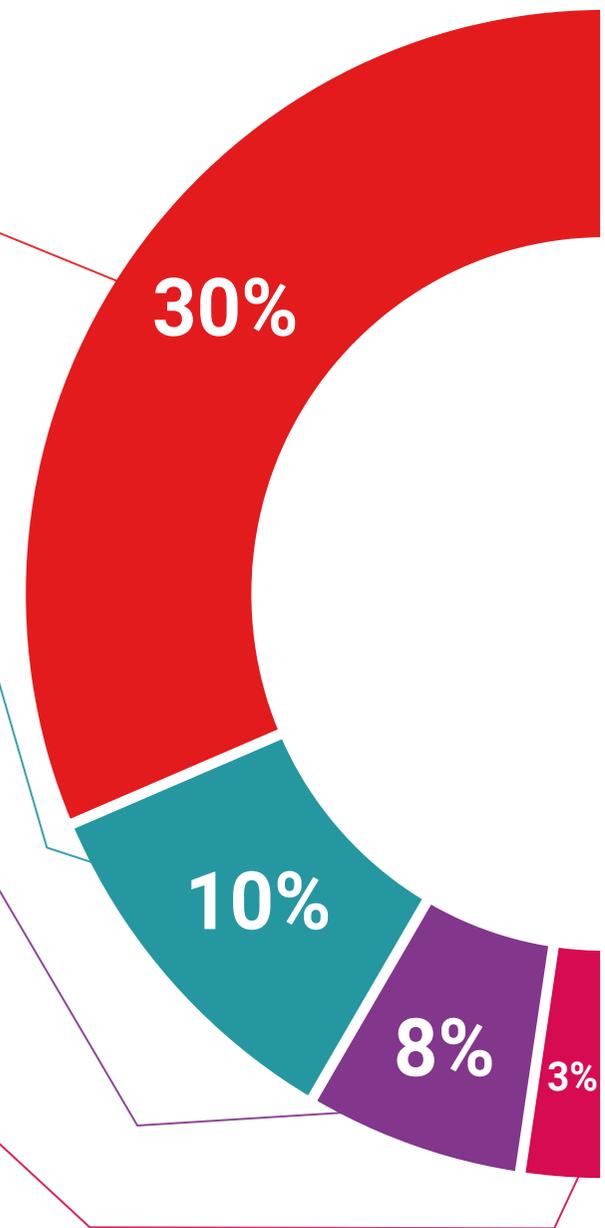
### Management Skills Exercises

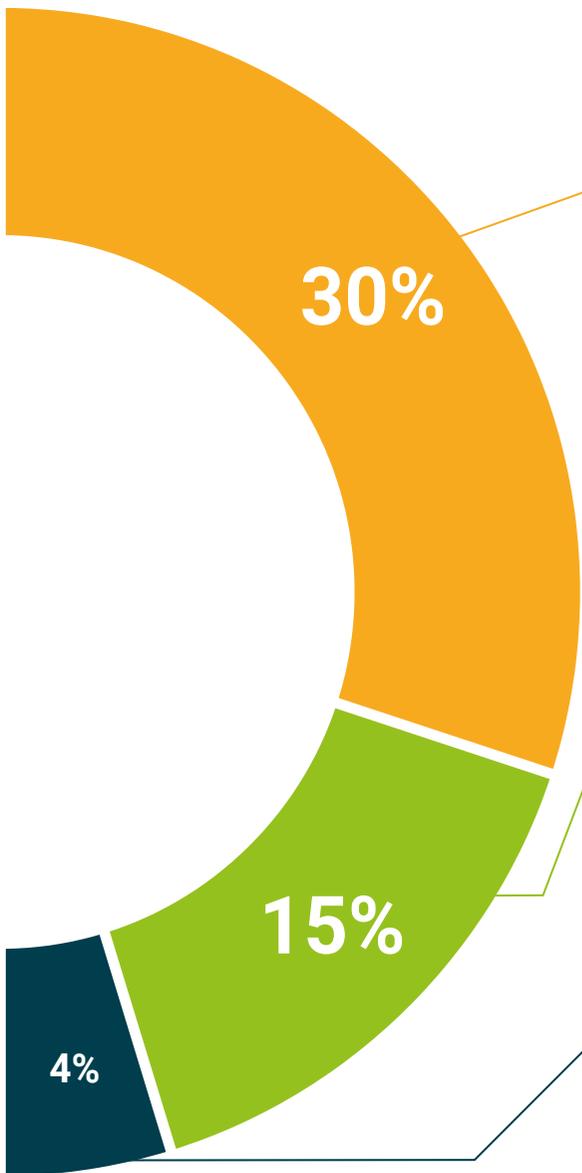
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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

The Postgraduate Diploma in Strategy and Electoral Campaign is a program aimed at professionals who want to update their knowledge in Marketing and Political Communication, discover new ways of understanding the market and develop loyalty techniques, as well as advance in their professional career





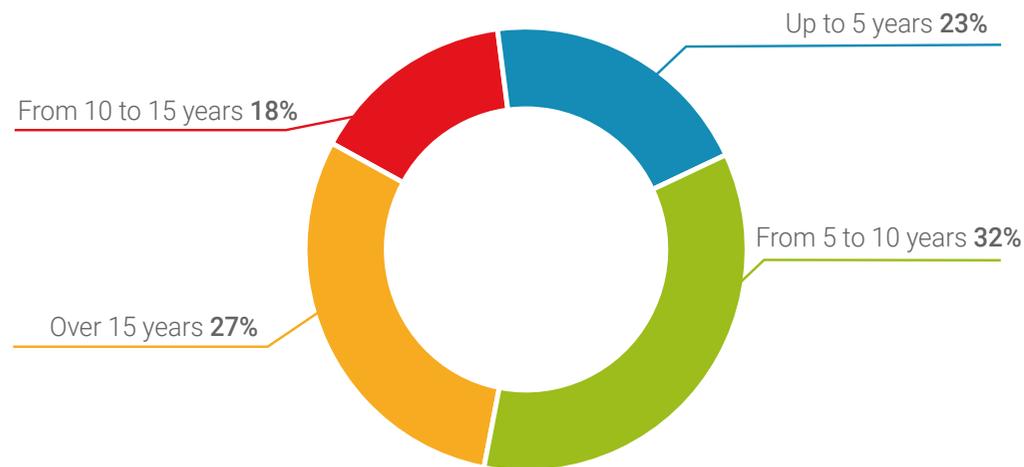
“

*If you want to develop professionally in the political communication sector, this program will help you acquire the necessary knowledge”*

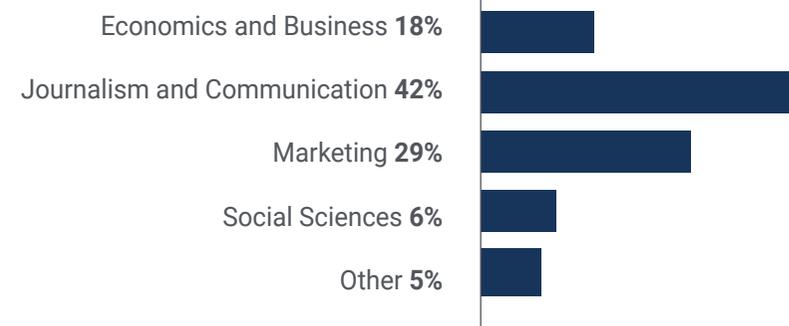
### Average Age

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

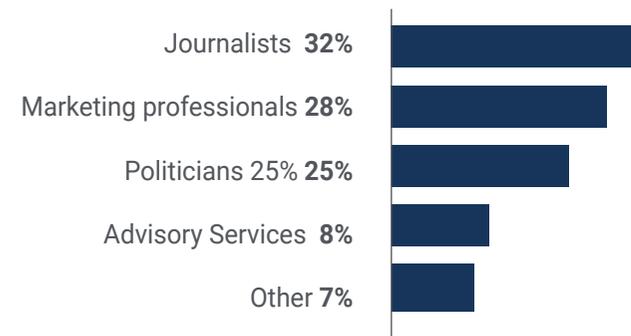
### Years of Experience



### Training

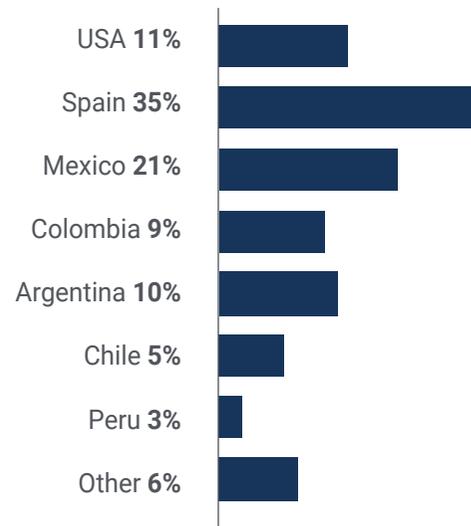


### Academic Profile



## Geographical Distribution

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## Rubén Muñoz

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Head of Political Communication

*"From this Postgraduate Diploma I would emphasize the teachers' ability to transmit and share knowledge in a simple, precise and orderly manner. With the balance achieved between theory and practice, the student ends up acquiring the key tools work. It's definitely an investment with great short-term returns"*

08

# Course Management

In TECH we have professionals specialized in each area of knowledge, who pour into our education the experience of their work. A multidisciplinary team with recognized prestige that has joined forces to offer you all its knowledge in this field



“

*Our Postgraduate Diploma team, experts in Strategy and Electoral Campaign, will help you succeed in your profession"*

## International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.



## Dña. McIntoch, Jess

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- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Mr. López Rausell, Adolfo

- ◆ Director of TECH Business School
- ◆ Technical Direction in Projects and Market Studies at Investgroup
- ◆ Management at Club Innovation Club of the Valencian Community
- ◆ Degree in Economics and Business Administration from the Universitat de Valencia.
- ◆ Diploma in Marketing in ESEM Business School

## Professors

### Mr. Eskibel, Daniel

- ◆ Psychologist and political consultant, world reference in political psychology.

### Dr Morcillo, Guadalupe

- ◆ Expert in Political Communication
- ◆ D. in Classical Philology
- ◆ Master's Degree in Governance, Political Marketing and Strategic Communication

### Mr. Landero Madroñal, Jordi

- ◆ Degree in Information Sciences

### Ms. Sanz Campos, Ana

- ◆ Executive and political coaching and mentoring



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



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*Launch political campaigns that will lead your party's leader to win the election"*

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

TECH's Strategy and Electoral Campaign Postgraduate Diploma is an intensive program that prepares the student to face creative and strategic challenges and weighty decisions to achieve their goals. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all

If the student wants to improve himself, achieve a positive change at a professional level and interact with the best, this is the program for him

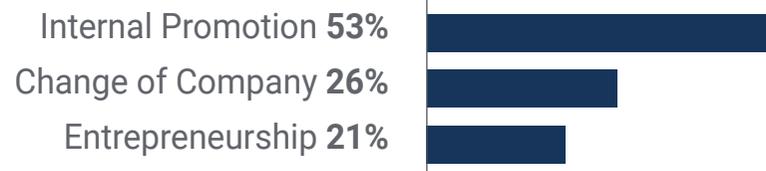
*Specialize with us and increase your skills in Strategy and Electoral Campaign.*

*If you want to make a positive change in your profession, this is your opportunity.*

### When the change occurs



### Type of change



### Salary increase

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



10

# Benefits for Your Company

The University Postgraduate Diploma in Strategy and Electoral Campaign and Campaign Strategy helps elevate the organization's talent to its full potential through the education of high-level leaders

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers



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*Undertaking this program will be a great learning experience for you and will be a competitive advantage for your party"*

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

01

### Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

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02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the manager 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.

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04

### Increased international expansion possibilities

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



05

### **Project Development**

The manager can work on a real project or develop new projects.

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06

### **Increased competitiveness**

Equip your managers with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Diploma in Strategy and Electoral Campaign guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



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*Successfully complete this program  
and receive your university degree  
without the hassle"*

This program will allow you to obtain your **Postgraduate Diploma in Strategy and Electoral Campaign** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Strategy and Electoral Campaign**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Diploma Strategy and Electoral Campaign

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **24 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Strategy and Electoral Campaign

