Executive Master's Degree
Digital Communication and Reputation Management

MDCRM

tech technological university

Executive Master's Degree
Digital Communication and
Reputation Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/master-digital-communication-reputation-management**

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01
Welcome

This program is designed to equip communication professionals with the tools they need to effectively transmit a message in the digital environment, being prepared to manage any crisis that may occur. During their studies, students will learn about communication sciences as a starting point for the development of all the skills necessary to work in this area, exploring communication psychology, an area of essential knowledge for any communications professional. Likewise, they will explore the use of digital communication resources, for a range of areas and formats. Thus, students will learn how to research as well as disseminate information on the Internet, and how to use social networking tools, to offer companies and users wider communication channels. They will also gain a profound understanding of corporate communications with an overarching look at varying company requirements, which makes this program a complete and up-to-date option.

Executive Master's Degree in Digital Communication and Reputation Management
TECH Technological University

Take this Executive Master's Degree from TECH and master the essentials of digital social communication to effectively enhance and maintain the reputations of large companies"

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

This program is designed to strengthen leadership skills in the field of digital communication, develop new competences and enhancing skills for academic and professional growth in an environment that requires a sociable, persuasive and emotionally intelligent profile with leadership skills, knowledge of how promote client interests, and an understanding of the public and how to interact with them.

Thus, after completing the program, the professional will be able to make effective decisions, with an innovative and international slant.

Learn how to manage the organizational and business communication in times of crisis thanks to this program that TECH has created for you"

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

The **Executive Master's Degree in Digital Communication and Reputation Management** will enable the student to:

01
Acquire the necessary knowledge to create effective advertising communication using the most advanced digital tools

02
Learn to manage organizational and corporate communications in times of crisis

03
Enable the student to understand 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

04
Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences

05
Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
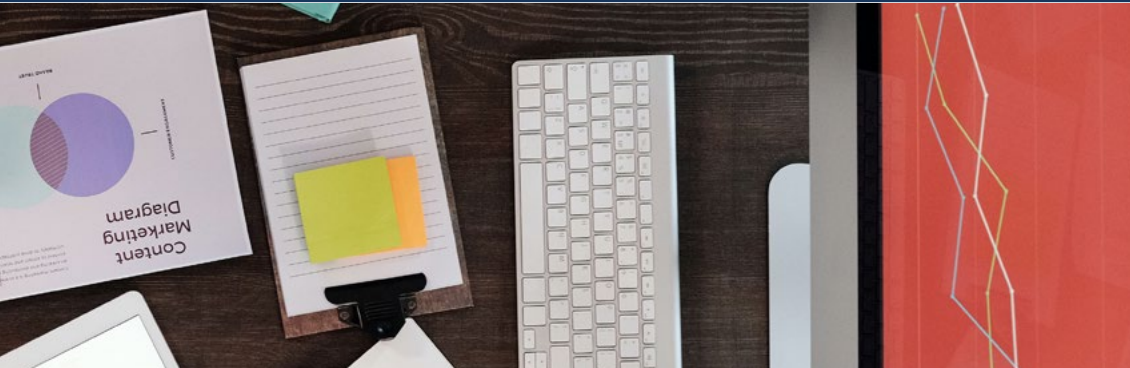
06 Use information and communication technologies and techniques in the different combined and interactive media or media systems

08 Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

09 Understand the communication department within businesses and institutions

07 Take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications

10 Be able to apply the necessary techniques for the management of a communication department within companies and institutions

11 Know how to reflect, with theoretical soundness and empirical rigor, on the processes by which the advertising and public relations professional helps to build and express public opinion
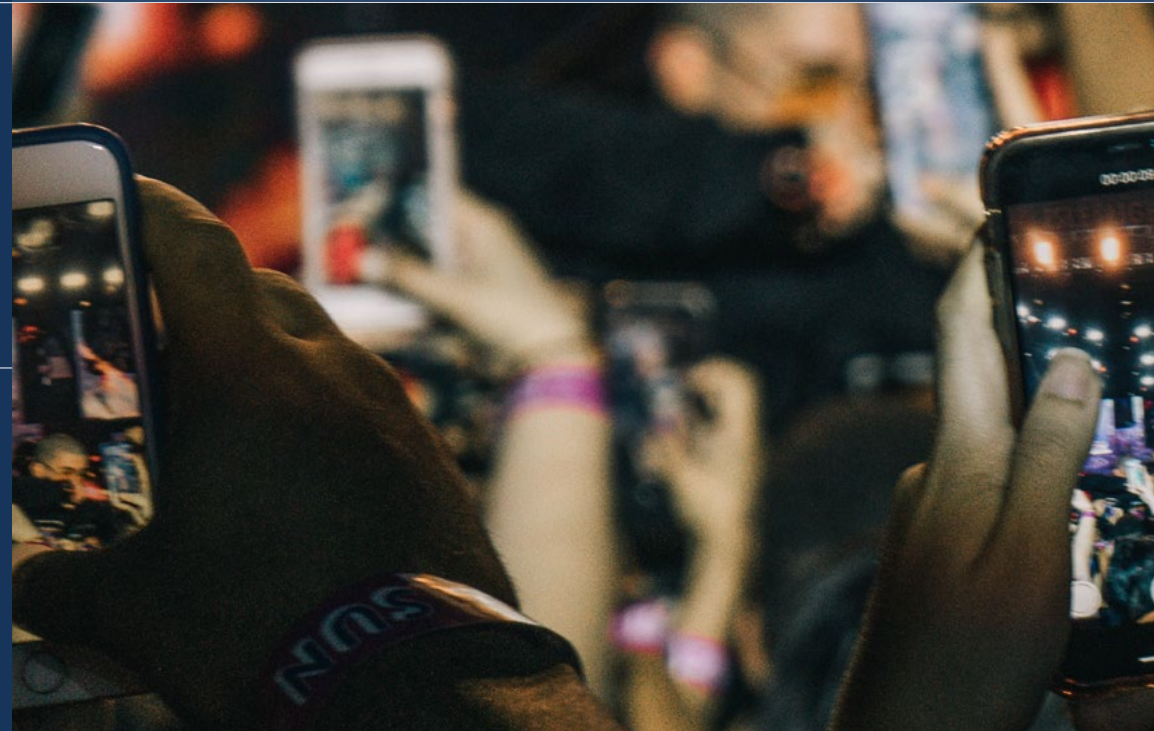
14 Know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts

12 Describe the main research trends in social communication, as well as their different models: behaviorist, functional, constructivist, and structuralist

13 Identify similarities and differences between oral code and written code

15 Have the ability to analyze, process, interpret, elaborate and structure digital communication

16 Promote creativity and persuasion through different formats and media

17 Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

18 Know and understand the importance of the Internet in the research work in the field of advertising and public relations

05

Skills

Throughout this program, students will develop the ability to understand the essentials of social communication and its role in the digital environment, developing creative, persuasive and strategic communication. Thanks to the knowledge acquired throughout the Executive Master's Degree, students will study the global environment of different corporations, acquiring the necessary skills for professional digital communication, and the management of any crises.

By taking this Executive Master's Degree, you will learn how to work with Public Opinion indicators, using data to the communicator's advantage"

01 Acquire the necessary skills and knowledge for effective professional Digital Communication

02 Develop a crisis management plan for organizations or companies

03 Describe the characteristics and fundamentals of social communication

04 Know the history and development of human social communication

05 Put in place a 360° communication approach using all available advertising techniques and digital tools

06 Develop a plan for the creation of the corporate identity

07 Know how to work with public opinion indicators, using data to the communicator's advantage

08 Master the basic structures of communication and put them into practice

09 Write precise and effective communicative texts

10 Handle Communitiy Management for any organization.

11 Work with lobbyists and Lobbies understanding how they exert power

12 Carry out digital media research

Structure and Content

The Executive Master's Degree in Digital Communication and Reputation Management comprises a complete program structured into ten modules, with content prepared by experts in the sector so that the student can learn about digital communication in a realistic way, exploring the functioning and influence of different communication channels and how to manage any crises that companies are exposed to. In this way, the professional will master all the aspects that structure communication, through high-quality content, thereby enhancing their profile in this competitive environment.

You will have 24-hour access to the online syllabus so that you can study at the time that best suits your lifestyle"

Syllabus

The Executive Master's Degree in Digital Communication and Reputation Management from TECH Technological University is an intensive program that prepares students to master digital communications in various formats and manage any related crises that may occur.

The content of the Executive Master's Degree is designed to promote the development of managerial skills that allow students to make decisions with greater rigor in uncertain environments, facing the business challenges that may arise in the field of communication.

Thus, over 1,500 hours of study, students will analyze a multitude of practical cases via individual practice and teamwork. It is, therefore, an authentic immersion in real business situations, that will enhance their professional profile.

The Executive Master's Degree explores the theory of social communication and its fundamentals in the digital environment, with a global and up-to-date approach. A program of studies designed to educate business professionals and walk them through this sector from a strategic, international and innovative perspective.

Therefore, this program is designed for students seeking professional development that allows them to achieve excellence in the digital environment, with innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty.

This program takes place over 12 months and is divided into 10 modules:

Module 1	Social Communication Theory
Module 2	Introduction to the Psychology of Communication
Module 3	Fundamentals of Communication in the Digital Environment
Module 4	Corporate Identity
Module 5	Public Opinion
Module 6	Structure of the Communication
Module 7	Written Communication
Module 8	Social Media Community Management
Module 9	Lobbying and Persuasion
Module 10	Research in Digital Media

Where, When and How is it Taught?

TECH offers the possibility of developing this Digital Communications and Reputation Management completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Social Communication Theory

1.1. The Art of Communicating

1.1.1. Introduction: The Study of Communication as a Social Science
1.1.2. Knowledge
1.1.2.1. Sources of Knowledge
1.1.3. The Scientific Method
1.1.3.1. The Deductive Method
1.1.3.2. Inductive Method
1.1.3.3. Hypothetical-Deductive Method
1.1.4. Common Concepts in Scientific Research
1.1.4.1. Dependent and Independent Variables
1.1.4.2. Hypotheses
1.1.4.3. Operationalization
1.1.4.4. The Law or Theory of Hedging

1.2. Elements of Communication

1.2.1. Introduction
1.2.2. Elements of Communication
1.2.3. Empirical Research
1.2.3.1. Basic Versus Applied Research
1.2.3.2. Research Paradigms
1.2.3.3. Values in Research
1.2.3.4. The Unit of Analysis
1.2.3.5. Cross-Sectional and Longitudinal Studies
1.2.4. Define Communication

1.3. Trends in Social Communication Research

1.3.1. Introduction. Communication in the Ancient World
1.3.2. Communication Theorists
1.3.2.1. Greece
1.3.2.2. The Sophists, Early Communication Theorists
1.3.2.3. Aristotelian Rhetoric
1.3.2.4. Cicero and the Canons of Rhetoric
1.3.2.5. Quintilian: The Oratorical Institution
1.3.3. The Modern Period: The Theory of Argumentation
1.3.3.1. Anti-Rhetoric Humanism
1.3.3.2. Communication in Baroque
1.3.3.3. From the Enlightenment to Mass Society
1.3.4. The 20th Century: The Rhetoric of the Mass Media
1.3.4.1. Media Communication

1.4. Communicative Behavior

1.4.1. Introduction: The Communicative Process
1.4.2. Communicative Behavior
1.4.2.1. Animal Ethology and the Study of Human Communication
1.4.2.2. The Biological Background of Communication
1.4.2.3. Intrapersonal Communication
1.4.2.4. Patterns of Communicative Behavior
1.4.3. The Study of Non-Verbal Communicative Behavior
1.4.3.1. The Movement of the Body as a Pattern of Communicative Action
1.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements

1.5. The Communicative Transaction

1.5.1. Introduction: The Communicative Transaction
1.5.2. Transactional Analysis
1.5.2.1. The Child Self
1.5.2.2. The Parent Self
1.5.2.3. The Adult Self
1.5.3. Classification of Transactions

1.6. Identity, Self-Concept and Communication

1.6.1. Introduction
1.6.2. Identity, Self-Concept and Communication
1.6.2.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
1.6.2.2. The Strategy of Negative Emotions
1.6.2.3. The Strategy of Positive Emotions
1.6.2.4. The Strategy to Induce Emotions in Others
1.6.2.5. The Mutual Commitment Strategy
1.6.2.6. The Strategy of Pity or Understanding
1.6.3. The Presentation of Oneself in Everyday Rituals
1.6.3.1. Symbolic Interactionism
1.6.4. Constructivism
1.6.5. Self-Concept Motivated to Interact
1.6.5.1. The Theory of Reasoned Action
1.6.6. Conversational Pragmatics

1.7. Communication in Groups and Organizations

1.7.1. Introduction: The Communicative Process
1.7.2. Communicative Behavior
1.7.2.1. Animal Ethology and the Study of Human Communication
1.7.2.2. The Biological Background of Communication
1.7.2.3. Intrapersonal Communication
1.7.2.4. Patterns of Communicative Behavior
1.7.3. The Study of Non-Verbal Communicative Behavior
1.7.3.1. The Movement of the Body as a Pattern of Communicative Action
1.7.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements

1.8. Media Communication I

1.8.1. Introduction
1.8.2. Media Communication
1.8.3. Characteristics of the Media and its Messages
1.8.3.1. The Mass Media
1.8.3.2. Media Functions
1.8.4. The Powerful Effects of the Mass Media
1.8.4.1. The Media Tell us What to Think and What not to Think

1.9. Media Communication II

1.9.1. Introduction
1.9.2. The Hypodermic Theory
1.9.3. The Limited Effects of the Media
1.9.4. The Uses and Gratifications of Mass Communications
1.9.4.1. Theory of Uses and Gratifications
1.9.4.2. Origins and Principles
1.9.4.3. Objectives of the Theory of Uses and Gratifications
1.9.4.4. Expectations Theory

1.10. Media Communication III

1.10.1. Introduction
1.10.2. Computerized Communication and Virtual Reality
1.10.2.1. Computer-Mediated Communication: The Problem of its Theoretical Integration
1.10.2.2. Definitions of Computed Communication
1.10.3. Evolution of the Theory of Uses and Gratifications
1.10.3.1. Reinforcements of Media Dependency Theory
1.10.4. Virtual Reality as an Emerging Area of Study
1.10.4.1. Psychological Immersion of the User
1.10.5. Telepresence

Module 2. Introduction to the Psychology of Communication

2.1. History of Psychology

2.1.1. Introduction
2.1.2. Beginning with the Study of Psychology
2.1.3. Science in Evolution. Historical and Paradigmatic Changes
2.1.4. Paradigms and Stages in Psychology
2.1.5. Cognitive Science

2.2. Social Psychology

2.2.1. Introduction
2.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
2.2.3. Empathy, Altruism and Helping Behavior

2.3. Social Cognition

2.3.1. Introduction
2.3.2. Thinking and Knowing, Vital Necessities
2.3.3. Social Cognition
2.3.4. Organizing Information
2.3.5. Prototypical or Categorical Thinking
2.3.6. The Mistakes We Make in Thinking: Inferential Biases
2.3.7. Automatic Information Processing

2.4. Personality Psychology

2.4.1. Introduction
2.4.2. What is the Self? Identity and Personality
2.4.3. Self-Awareness
2.4.4. Self-Esteem
2.4.5. Self-knowledge
2.4.6. Interpersonal Variables in Personality Shaping
2.4.7. Macro-social Variables in the Configuration of Personality
2.4.8. A New Perspective in the Study of Personality. Narrative Personality

2.5. Emotions

2.5.1. Introduction
2.5.2. What do we Talk about When we Get Excited?
2.5.3. The Nature of Emotions
    2.5.3.1. Emotion as Preparation for Action
2.5.4. Emotions and Personality
2.5.5. From another Perspective. Social Emotions

2.6. Psychology of Communication. Persuasion and Attitude Change

2.6.1. Introduction
2.6.2. Attitudes
2.6.3. Historical Models in the Study of Persuasive Communication
2.6.4. The Probability of Elaboration Model
2.6.5. Communication Processes through the Media
    2.6.5.1. A Historical Perspective

2.7. The Sender

2.7.1. Introduction
2.7.2. The Source of Persuasive Communication
2.7.3. Source Characteristics: Credibility
2.7.4. Source Characteristics. The Appeal
2.7.5. Emitter Characteristics: The Power
2.7.6. Processes in Persuasive Communication Mechanisms Based on Primary Cognition
2.7.7. New Processes in Communication Mechanisms Based on Secondary Cognition

2.8. The Message

2.8.1. Introduction
2.8.2. We Begin by Studying the Composition of the Message
2.8.3. Types of Messages: Rational vs. Emotional Messages
2.8.4. Emotional Messaging and Communication: Fear Inducing Messages

2.9. The Receiver

2.9.1. Introduction
2.9.2. The Role of the Recipient according to the Elaboration Probability Model
2.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
2.9.4. Need for Esteem and Communication

2.10. New Approaches to the Study of Communication

2.10.1. Introduction
2.10.2. Unconscious Processing of Information. Automatic Processes
2.10.3. Measuring Automatic Processes in Communication
2.10.4. First Steps in the New Paradigms
2.10.5. Theories of Dual Processing Systems
    2.10.5.1. Main Limitations of Dual Systems Theories

Module 3. Fundamentals of Communication in the Digital Environment

3.1. Web 2.0 or the Social Web
3.1.1. Organization in the Age of Conversation
3.1.2. Web 2.0 is all about People
3.1.3. Digital Environment and New Communication Formats

3.2. Digital Communication and Reputation
3.2.1. Online Reputation Report
3.2.2. Netiquette and Good Practices on Social Media
3.2.3. Branding and 2.0 Networks

3.3. Online Reputation Plan Design and Planning
3.3.1. Overview of the Main Social Media
3.3.2. Brand Reputation Plan
3.3.3. General metrics, ROI, and Social CRM
3.3.4. Online Crisis and Reputational SEO

3.4. Generalist, Professional and Microblogging Platforms
3.4.1. Facebook.
3.4.2. LinkedIn
3.4.3. Google+
3.4.4. Twitter

3.5. Video, Image, and Mobility Platforms
3.5.1. YouTube
3.5.2. Instagram
3.5.3. Flickr
3.5.4. Vimeo
3.5.5. Pinterest

3.6. Content Strategy and Storytelling
3.6.1. Corporate Blogging
3.6.2. Content Marketing Strategy
3.6.3. Creating a Content Plan
3.6.4. Content Curation Strategy

3.7. Social Media Strategies
3.7.1. Corporate PR and Social Media
3.7.2. Defining the Strategy to be Applied in Each Medium
3.7.3. Analysis and Evaluation of Results

3.8. Community Administration
3.8.1. Roles, Tasks and Responsibilities of the Community Administration
3.8.2. Social Media Manager
3.8.3. Social Media Strategist

3.9. Social Media Plan
3.9.1. Designing a Social Media Plan
3.9.2. Schedule, Budget, Expectations and Follow-up
3.9.3. Contingency Protocol in Case of Crisis

3.10. Online Monitoring Tools
3.10.1. Management Tools and Desktop Applications
3.10.2. Monitoring and Research Tools

Module 4. Corporate Identity

4.1. The Importance of Image in Businesses
4.1.1. What is Corporate Image?
4.1.2. Differences between Corporate Identity and Corporate Image
4.1.3. Where can the Corporate Image be Manifested?
4.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?

4.2. Research Techniques for Corporate Image
4.2.1. Introduction
4.2.2. The Study of the Company's Image
4.2.3. Corporate Image Research Techniques
4.2.4. Qualitative Image Study Techniques
4.2.5. Types of Quantitative Techniques

4.3. Image Audit and Strategy
4.3.1. What is Image Audit?
4.3.2. Guidelines
4.3.3. Audit Methodology
4.3.4. Strategic Planning

4.4. Corporate Culture
4.4.1. What is Corporate Culture?
4.4.2. Factors Involved in Corporate Culture
4.4.3. Functions of Corporate Culture
4.4.4. Types of Corporate Culture

4.5. Corporate Social Responsibility and Corporate Reputation
4.5.1. CSR: Concept and Application of the Company
4.5.2. Guidelines for Integrating CSR into Businesses
4.5.3. CSR Communication
4.5.4. Corporate Reputation

4.6. Corporate Visual Identity and Naming
4.6.1. Corporate Visual Identity Strategies
4.6.2. Basic Elements
4.6.3. Basic Principles
4.6.4. Preparation of the Manual
4.6.5. Naming

4.7. Brand Image and Positioning
4.7.1. The Origins of Trademarks
4.7.2. What is a Brand?
4.7.3. The Need to Build a Brand
4.7.4. Brand Image and Positioning
4.7.5. The Value of Brands

4.8. Image Management through Crisis Communication
4.8.1. Strategic Communication Plan
4.8.2. When it All Goes Wrong: Crisis Communication
4.8.3. Cases

4.9. The Influence of Promotions on Corporate Image
4.9.1. The New Advertising Industry Landscape
4.9.2. The Marketing Promotion
4.9.3. Features
4.9.4. Dangers
4.9.5. Promotional Types and Techniques

4.10. Distribution and Image of the Point of Sale
4.10.1. The Main Players in Commercial Distribution
4.10.2. The Image of Retail Distribution Companies through Positioning
4.10.3. Through its Name and Logo

Module 5. Public Opinion

5.1. The Concept of Public Opinion
5.1.1. Introduction
5.1.2. Definition
5.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
5.1.4. Phases in the Growth of Public Opinion as a Discipline
5.1.5. The 20th Century

5.2. Theoretical Framework of Public Opinion
5.2.1. Introduction
5.2.2. Views on Public Opinion in the 20th Century
5.2.3. Twentieth Century Authors
5.2.4. Walter Lippmann: The Biased Public Opinion
5.2.5. Jürgen Habermas: the Political-Value Perspective
5.2.6. Niklas Luhmann: Public Opinion as a Communicative Form

5.3. Social Psychology and Public Opinion
5.3.1. Introduction
5.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
5.3.3. The Name
5.3.4. Conformism

5.4. Media Influence Models
5.4.1. Introduction
5.4.2. Media Influence Models
5.4.3. Types of Media Effects
5.4.4. Research on Media Effects
5.4.5. The Power of the Media

5.5. Public Opinion and Political Communication
5.5.1. Introduction
5.5.2. Electoral Political Communication. Propaganda
5.5.3. Government Political Communication

5.6. Public Opinion and Elections
5.6.1. Introduction
5.6.2. Do Election Campaigns Influence Public Opinion?
5.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
5.6.4. Bandwagon and Underdog Effects

5.7. Government and Public Opinion
5.7.1. Introduction
5.7.2. Representatives and their Constituents
5.7.3. Political Parties and Public Opinion
5.7.4. Public Policies as an Expression of the Government's Action

5.8. The Political Intermediation of the Press
5.8.1. Introduction
5.8.2. Journalists as Political Intermediaries
5.8.3. Dysfunctions of Journalistic Intermediation
5.8.4. Reliance on Journalists as Intermediaries

5.9. Public Sphere and Emerging Models of Democracy
5.9.1. Introduction
5.9.2. The Public Sphere in the Information Society
5.9.3. The Public Sphere in the Information Society
5.9.4. Emerging Models of Democracy

5.10. Methods and Techniques for Public Opinion Research
5.10.1. Introduction
5.10.2. Opinion Polls
5.10.3. Types of Surveys
5.10.4. Analysis

Module 6. Structure of the Communication

6.1. **Theory, Concept and Method of the Communication Structure**
6.1.1. Introduction
6.1.2. Autonomy of the Discipline and Relationships with other Subjects
6.1.3. The Structuralist Method
6.1.4. Definition and Purpose of the Communication Structure
6.1.5. Guide to the Analysis of Communication Structure

6.2. **New International Communication Order**
6.2.1. Introduction
6.2.2. State Control: Monopolies
6.2.3. Communication Marketing
6.2.4. Cultural Dimension of Communication

6.3. **Major Information Agencies**
6.3.1. Introduction
6.3.2. What is an Information Agency?
6.3.3. News and Information
6.3.4. Before the Internet
6.3.5. News Agencies Can Be Seen Thanks to the Internet
6.3.6. The World's Major Agencies

6.4. **The Advertising Industry and its Relationship with the Media System**
6.4.1. Introduction
6.4.2. Advertising Industry
6.4.3. The Need of Advertising for the Media
6.4.4. The Structure of the Advertising Industry
6.4.5. The Media and its Relationship with the Advertising Industry
6.4.6. Advertising Regulations and Ethics

6.5. **Cinema and the Culture and Leisure Market**
6.5.1. Introduction
6.5.2. The Complex Nature of Cinema
6.5.3. The Origin of the Industry
6.5.4. Hollywood, the Film Capital of the World

6.6. **Political Power and the Media**
6.6.1. Introduction
6.6.2. Influence of the Media in the Formation of Society
6.6.3. Media and Political Power

6.7. **Media Concentration and Communication Policies**
6.7.1. Introduction
6.7.2. Media Concentration
6.7.3. Communication Policies

6.8. **Communication Structure in Latin America**
6.8.1. Introduction
6.8.2. Communication Structure in Latin America
6.8.3. New Trends

6.9. **Media System in Latin America and the Digitization of Journalism**
6.9.1. Introduction
6.9.2. Historical Approach
6.9.3. Bipolarity of the Latin American Media System
6.9.4. U.S. Hispanic Media

6.10. **Digitalization and the Future of Journalism**
6.10.1. Introduction
6.10.2. Digitalization and the New Media Structure
6.10.3. The Structure of Communication in Democratic Countries

Module 7. Written Communication

7.1. History of Communication
7.1.1. Introduction
7.1.2. Communication in Antiquity
7.1.3. The Revolution of Communication
7.1.4. Current Communication

7.2. Oral and Written Communication
7.2.1. Introduction
7.2.2. The Text and its Linguistics
7.2.3. The Text and its Properties: Coherence and Cohesion
    7.2.3.1. Coherence
    7.2.3.2. Cohesion
    7.2.3.3. Recurrence

7.3. Planning or Prewriting
7.3.1. Introduction
7.3.2. Writing Processes
7.3.3. Planning
7.3.4. Documentation

7.4. The Act of Writing
7.4.1. Introduction
7.4.2. Style
7.4.3. Lexicon
7.4.4. Sentence
7.4.5. Paragraph

7.5. Rewriting
7.5.1. Introduction
7.5.2. The Review
7.5.3. How to Use the Computer to Improve the Text?
    7.5.3.1. Dictionary
    7.5.3.2. Search/Change
    7.5.3.3. Synonyms
    7.5.3.4. Paragraph
    7.5.3.5. Shades
    7.5.3.6. Cut and Paste
    7.5.3.7. Change Control, Commenting and Version Comparison

7.6. Spelling and Grammar Issues
7.6.1. Introduction
7.6.2. Most Common Accentuation Problems
7.6.3. Capitalization
7.6.4. Punctuation Marks
7.6.5. Abbreviations and Acronyms
7.6.6. Other Signs
7.6.7. Some Problems

7.7. Textual Models: The Description
7.7.1. Introduction
7.7.2. Definition
7.7.3. Types of Description
7.7.4. Description Types
7.7.5. Techniques
7.7.6. Linguistic Elements

7.8. Textual Models: Narration
7.8.1. Introduction
7.8.2. Definition
7.8.3. Features
7.8.4. Components
7.8.5. The Narrator
7.8.6. Linguistic Elements

7.9. Textual Models: The Exposition and the Epistolary Genre
7.9.1. Introduction
7.9.2. The Exposition
7.9.3. The Epistolary Genre
7.9.4. Components

7.10. Textual Models: Argumentation
7.10.1. Introduction
7.10.2. Definition
7.10.3. Elements and Structure of Argumentation
7.10.4. Types of Arguments
7.10.5. Fallacies
7.10.6. Structure
7.10.7. Linguistic Features

7.11. Academic Writing
7.11.1. Introduction
7.11.2. Scientific Work
7.11.3. Summary
7.11.4. The Review
7.11.5. The Trial
7.11.6. Appointments
7.11.7. Writing on the Internet

Module 8. Social Media Community Management

8.1. Introduction and Typology of Social Media
8.1.1. Social Media Against Traditional Media
8.1.2. What is a Social Network?
8.1.3. Evolution of Social Networks on the Internet?
8.1.4. Social Media Today
8.1.5. Features of Social Media on the Internet
8.1.6. Social Media Typology

8.2. Functions of the Community Manager
8.2.1. The Figure of the Community Manager and their Role in the Company
8.2.2. A Guide to the Community Manager
8.2.3. The Profile of the Community Manager

8.3. Social Media within the Structure of the Business
8.3.1. The Importance of Social Media in the Company
8.3.2. The Different Profiles that Work in Social Media
8.3.3. How to Choose the Best Structure for Social Media Management
8.3.4. Customer Care on Social Media
8.3.5. Relationship of the Social Media Team with Other Departments in the Company

8.4. Introduction to Digital Marketing
8.4.1. The Internet: Making Marketing Infinite
8.4.2. Objectives of Marketing on the Internet
8.4.3. Key Concepts on the Internet
8.4.4. Operative Marketing on the Web
8.4.5. Search Engine Positioning
8.4.6. Social Media
8.4.7. Community Manager
8.4.8. E-Commerce

8.5. Social Media Strategic Plan and Social Media Plan
8.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
8.5.2. Previous Analysis
8.5.3. Objectives
8.5.4. Strategy
8.5.5. Actions
8.5.6. Budget
8.5.7. Schedules
8.5.8. Contingency Plan

8.6. Online Reputation

8.7. Main Social Media Outlets I
8.7.1. Facebook: Increase the Presence of Our Brand
8.7.1.1. Introduction: What is Facebook and How Can it Help Us?
8.7.1.2. Main Elements in the Professional Field
8.7.1.3. Content Promotion
8.7.1.4. Analytics

8.7.2. Twitter: 140 Characters to Achieve the Objectives
8.7.2.1. Introduction: What is Twitter and How Can it Help Us?
8.7.2.2. Main Elements
8.7.2.3. Content Promotion
8.7.2.4. Analytics
8.7.3. LinkedIn. The Professional Social Network for Excellence
8.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
8.7.3.2. Main Elements
8.7.3.3. Content Promotion

8.8. Main Social Media Outlets II
8.8.1. YouTube: The Second Most Important Search Engine on the Internet
8.8.2. Main Elements
8.8.3. Advertising
8.8.4. YouTube Analytics
8.8.5. Success Stories
8.8.6. Instagram and Pinterest. The Power of Image
8.8.7. Instagram
8.8.8. Success Stories
8.8.9. Pinterest

8.9. Blogs and Personal Branding
8.9.1. Definition
8.9.2. Typology

8.10. Tools for the Community Manager
8.10.1. Monitoring and Programming. Hootsuite
8.10.2. Specific Tools for Each Social Network
8.10.3. Active Listening Tools
8.10.4. URL Shortening Tools
8.10.5. Tools for the Generation of Content

Module 9. Lobbying and Persuasion

9.1. Introduction to Lobbying
9.1.1. What is a Lobby?
9.1.2. Background to Lobbying
9.1.3. Public Affairs Strategies

9.2. The Lobbyist
9.2.1. A Day in the Life of a Lobbyist
9.2.2. Lobbying, Vocation or Training
9.2.3. Ten Qualities of a Good Lobbyist

9.3. The Basics of Lobbying
9.3.1. Mobilization in Digital Environments
9.3.2. Clients
9.3.3. Lobbying and Internationalization

9.4. Lobbying in Small Businesses
9.4.1. Association
9.4.2. Approach
9.4.3. Anticipation
9.4.4. Activation
9.4.5. Access
9.4.6. Assessment

9.5. Case Studies
9.5.1. Public-Private Collaboration: The Case of PPP Forum
9.5.2. A Success Story: Introduction to Hybrid Technology
9.5.3. "Varicella and Public Health" Case

9.6. Lobbying Strategies
9.6.1. A View of Lobbying in the Pre-Legislative Administration
9.6.2. The Butterfly Effect
9.6.3. Light and Stenographers

9.7. Lobbying in The Media
9.7.1. Lobbying on the Internet and Social Media
9.7.2. Most Popular Social Media Used by Lobbyists
9.7.3. Lobbies in Conventional Media

9.8. Types of Groups
9.8.1. Opinion Groups
9.8.2. Stakeholders
9.8.3. Power Groups

9.9. Types of Lobbying
9.9.1. According to their Organizational Aspect
9.9.2. According to their Legal Nature
9.9.3. According to their Goals, Objectives and Interests

9.10. Positive and Negative Aspects of Lobbying
9.10.1. Positive Aspects
9.10.2. Negative Aspects
9.10.3. Lobbyists' Vision

Module 10. Research in Digital Media

10.1. The Scientific Method and its Techniques

10.1.1. Introduction
10.1.2. The Scientific Method and its Techniques
10.1.3. Scientific Method and Methodological Techniques
10.1.4. Research Design and Phases
10.1.5. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
10.1.6. Research Approaches and Perspectives
10.1.7. Ethical and Deontological Rules

10.2. Methodology I

10.2.1. Introduction
10.2.2. Measurable Aspects: Quantitative Method
10.2.3. Quantitative Techniques
10.2.4. Types of Surveys
10.2.5. Questionnaire Preparation and Presentation of Results

10.3. II Methodology

10.3.1. Introduction
10.3.2. Measurable Aspects: Qualitative Method
10.3.3. Qualitative Techniques
10.3.4. Individual Interviews and their Typology
10.3.5. The Group Interview and its Variables: Discussion Groups or Focus Groups
10.3.6. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
10.3.7. Participatory – Action Research

10.4. III Methodology

10.4.1. Introduction
10.4.2. Revealing Communicative Behaviors and Interactions: Observation and its Variants
10.4.3. Observation as a Scientific Method
10.4.4. The Procedure: Planning Systematic Observation
10.4.5. Different Types of Observation
10.4.6. Online Observation: Virtual Ethnography

10.5. IV Methodology

10.5.1. Introduction
10.5.2. Uncovering the Content of Messages: Content and Discourse Analysis
10.5.3. Introduction to Quantitative Content Analysis
10.5.4. Sample Selection and Category Design
10.5.5. Data Processing
10.5.6. Critical Discourse Analysis
10.5.7. Other Techniques for the Analysis of Media Texts

10.6. Techniques for Collecting Digital Data

10.6.1. Introduction
10.6.2. Knowing the Reactions: Experimenting in Communication
10.6.3. Introduction to Experiments
10.6.4. What is an Experiment in Communication?
10.6.5. Experimentation and its Types
10.6.6. The Practical Design of the Experiment

10.7. Techniques for Organizing Digital Data

10.7.1. Introduction
10.7.2. Digital Information
10.7.3. Problems and Methodological Proposals
10.7.4. Online Press: Characteristics and Approach to its Analysis

10.8. Participatory Instrumental Services

10.8.1. Introduction
10.8.2. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
10.8.3. Internet as an Object of Study
10.8.4. Criteria for Evaluating the Quality and Reliability of Content on the Internet

10.9. Internet Quality as a Source: Validation and Confirmation Strategies

10.9.1. Introduction
10.9.2. Research on the Internet and Digital Platforms
10.9.3. Searching and Browsing in the Online Environment
10.9.4. Approach to Research on Digital Formats: Blogs
10.9.5. Approach to Social Network Research Methods
10.9.6. Hyperlink Research

10.10. Diffusion of Research Activity

10.10.1. Introduction
10.10.2. Research Trends in Communication
10.10.3. Introduction to the Contemporary Environment of Research in Communication
10.10.4. The Readaptation of the Classic Objects of Communication Research
10.10.5. The Emergence of Classical Research Objects
10.10.6. Towards Interdisciplinarity and Methodological Hybridization

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 Executive Master's Degree is aimed at students who have previously completed degrees in the fields of Social and Legal Sciences or Administrative and Economic Sciences, as well as graduates of other related branches with experience in this sector, who want to deepen and update their knowledge in the field of digital communication and crisis management.

The diversity of participants with different academic profiles and from multiple nationalities adds to the multidisciplinary approach of this program.

You will develop the skills that are critical to managing your company's reputation on social media"

Average Age

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

Years of Experience

+ 14 years **8.4%**

12-13 years **14%**

10-11 years **18.9%**

8-9 years **27%**

5 years **7.7%**

6-7 years **23.1%**

Training

Business **50%**

Economics **29%**

Engineering **12%**

Social Sciences **9%**

Academic Profile

Operations **18%**

Sales and Marketing **16%**

Finance **15%**

General Management **14%**

Project Management **16%**

Consulting **12%**

Planning and Accounting **9%**
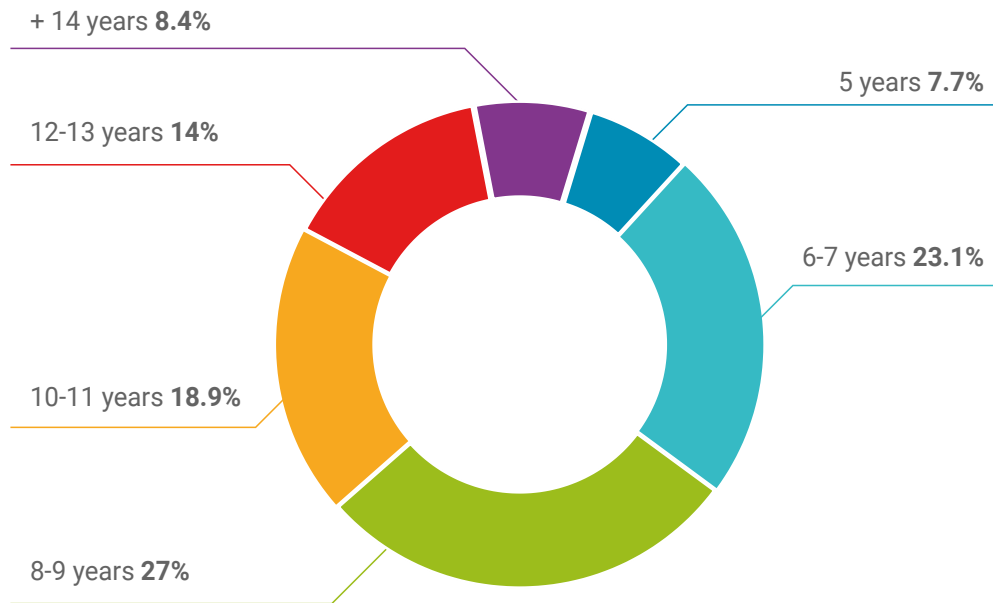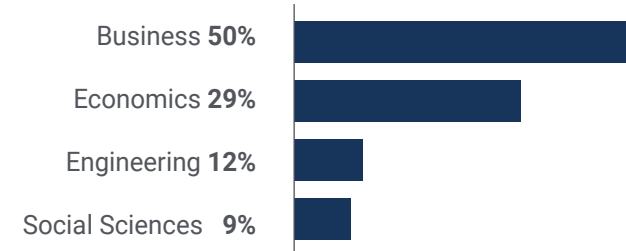
Geographical Distribution

Country	%
USA	5%
Spain	44%
Brazil	4%
Mexico	14%
Colombia	8%
Argentina	7%
Chile	4%
Peru	8%
Ecuador	4%
Dominican Dominican Republic	2%
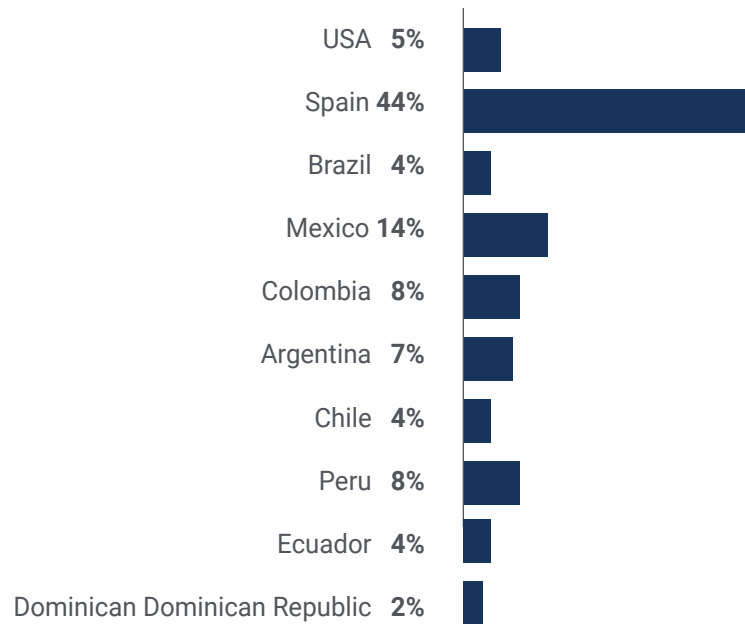
Rebeca Domínguez

Social Media

"Thanks to this Executive Master's Degree I have learned to develop the skills required to manage the crises that brand profiles are exposed to on social networks, achieving a considerable improvement in my day-to-day work."

Impact on Your Career

TECH University is aware that taking this type of program implies major economic, professional and personal investment on the part of the student. The ultimate goal of carrying out this great effort should be to achieve professional growth, so that the professional's career or promotion prospects are in line with expectations. TECH is committed to this objective and achieves it through the design of competitive programs with the best experts in the sector.

The Executive Master's Degree in Digital Communication and Reputation Management is what you have been looking for to stand out in your company and grow as a professional"

If you want to achieve a conclusive change in your career, the Executive Master's Degree in Digital Communication and Reputation Management will help you achieve it.

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

The Executive Master's Degree in Digital Communication and Reputation Management from TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the digital communication environment, within a global sector with its own language.

Therefore, its main objective is to promote the personal and professional growth to achieve career success.

Do not miss this opportunity offered by TECH and immerse yourself in the world of successful digital communication.

When the change occurs

During the program	During the first year	After 2 years
12%	**62%**	**26%**

Type of change

Internal Promotion **46%**

Change of Company **44%**

Entrepreneurship **10%**

Salary increase

This program represents a salary increase of more than **25.22%** for our students.

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

10
Benefits for Your Company

The Executive Master's Degree in Digital Communication and Reputation Management helps to optimize organizational talent by training high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

An Executive Master's Degree like this one will make you a leading figure in the social media business environment"

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.

03

Building agents of change

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

02

Retaining high-potential executives to avoid talent drain

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

04

Increased international expansion possibilities

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

tech

05 Project Development

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

06 Increased competitiveness

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

11

Certificate

The Executive Master's Degree in Digital Communication and Reputation Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Technological University.

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Successfully complete this program and receive your Executive Master's Degree without having to travel or fill out laborious paperwork"
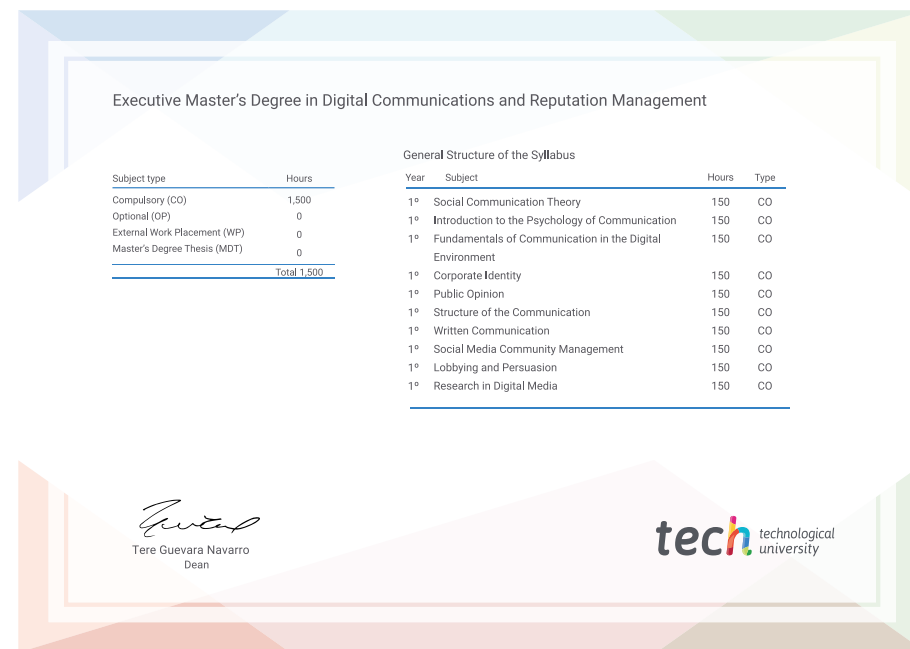
This **Executive Master's Degree in Digital Communications and Reputation Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** diploma issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Executive Master's Degree, and will meet the requirements commonly demanded by job exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree in Digital Communications and Reputation Management**
Official Nº of hours: **1,500 h.**

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tech technological university

Awards the following
DIPLOMA
to

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

EXECUTIVE MASTER'S DEGREE
in

Digital Communications and Reputation Management

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree in Digital Communications and Reputation Management

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 1,500	

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Social Communication Theory	150	CO
1º	Introduction to the Psychology of Communication	150	CO
1º	Fundamentals of Communication in the Digital Environment	150	CO
1º	Corporate Identity	150	CO
1º	Public Opinion	150	CO
1º	Structure of the Communication	150	CO
1º	Written Communication	150	CO
1º	Social Media Community Management	150	CO
1º	Lobbying and Persuasion	150	CO
1º	Research in Digital Media	150	CO

Tere Guevara Navarro
Dean

tech technological university

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*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.

Executive Master's Degree
Digital Communication and Reputation Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
Digital Communication and Reputation Management

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