Executive Master's Degree

MBA in Corporate Communications Management
(CCO, Chief Communications Officer)

M B A C C M C C O

tech technological university

![tech technological university]

Executive Master's Degree
MBA in Corporate Communications Management (CCO, Chief Communications Officer)

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **Graduates and professionals with demonstrable experience in areas related to communication and institutional or business relations**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/master-mba-corporate-communications-management-cco-chief-communications-officer**

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01
Welcome

Communication, at an integral level, plays a crucial role in fulfilling company objectives. This powerful tool can be used to direct a specific message in different channels, such as social media or traditional media, among others, expressing the values, mission and vision of the business. Therefore, it becomes essential to have professionals who understand the influence of this type of tools from a global point of view. For this reason, this program will provide the necessary tools for the development of the manager in a field of work that is in increasing professional demand. Due to the content that students will study during this program, they will be able to position themselves as Chief Communications Officer of any large company. A unique opportunity for professional success only available at TECH.

MBA in Corporate Communications Management (CCO, Chief Communications Officer). TECH Technological University

> *Acquire the skills required to perform successful communications management with this TECH program. If you want to become a successful Chief Communications Officer"*

Why Study at TECH?

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

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

At TECH Technological University

Innovation

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

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

The Highest Standards

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

95% of TECH students successfully complete their studies

Networking

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

100,000+ executives trained each year

200+ different nationalities

Empowerment

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

500+ collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities

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

Analysis

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

Academic Excellence

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

Economy of Scale

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

Learn with the best

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

Teachers representing 20 different nationalities

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

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

Objectives

This program is designed to strengthen management and leadership skills in Corporate Communication, as well as to develop new competencies and skills that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.

One of our fundamental objectives is to help you develop the essential skills to strategically manage business communication"

Your goals are our goals.
We work together to help you achieve them.
This **MBA in Marketing Management (CCO, Chief Marketing Officer)** will prepare students to:

01 Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence

03 Strengthen leadership skills and competencies of future asset managers

02 Describe the strategic role of integrated and consistent communication with all the Stakeholders

04 Establish techniques for creating a personal and professional brand

05 Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business

07 Establish complex communication strategies to achieve a link with all audiences

06 Plan and implement integral communication plans

08 Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches

09 Describe the essential elements of corporate communication management

10 Explore the characteristics of communication in specific sectors

11 Understand the international context within which the company operates

12 Acquire the necessary management skills to carry out correct corporate communication

13 Be able to manage teams and resolve any workplace conflicts

14 Plan and create strategies for brand awareness and customer loyalty

Skills

After passing the assessments for the MBA in Corporate Communications Management (CCO, Chief Communications Officer) program, students will have acquired the necessary skills to provide quality and up-to-date practice based on the most innovative teaching methodology. In this way, and thanks to the innovative and highly efficient approach of this program, the students will have the necessary skills to position themselves as a prestigious manager in the area of corporate communications (Chief Communications Officer).

A program with a fresh approach that will prepare you to work successfully as a Chief Communications Officer (CCO) in companies of all sizes"

01 Perform appropriate communication using the most advanced digital tools

04 Apply the creative processes to the field to corporate communication

02 Implement integral communication plans

03 Apply the necessary techniques for managing a communication department within different companies and institutions

05 Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business

06 Identify the audiences of media communication. Efficiently manage all aspects of the communication department of any organization

08 Design innovative strategies and policies to improve management and business efficiency

09 Plan and implement integral communication plans

07 Draw up a roadmap in terms of sustainability, transparency and social economy that will allow the company to adapt to the global ecological framework of the sector in question

10 Elaborate texts based on the structural and linguistic conventions of each textual typology

11 Implement management models which allow you to optimize internal communication

12 Identify the company environment and their target audience

13 Establish complex communication strategies to achieve a link with all audiences

14 Manage the company's reputation

15 Use social media and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

16 Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence

Structure and Content

This MBA in Corporate Communications Management (CCO, Chief Communications Officer) includes innovative and highly specialized content designed with the needs of professionals in the sector in mind. With an eminently practical, technical and business approach, the program's syllabus covers all the necessary aspects to practice communication management in an efficient and successful way.

Our comprehensive syllabus will allow you to acquire the knowledge required to develop successfully in the field of corporate communication"

Syllabus

This MBA in Corporate Communications Management (CCO, Chief Communications Officer) at TECH Technological University is an intensive program which prepares you to deal with making decisions in business communication. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Through 1,500 hours of study, you will analyze a multitude of practical cases through individual work, achieving an effective learning process that will be very useful for your daily work. It is, therefore, an authentic immersion in real business situations.

This program deals extensively with different areas of business and is designed to provide executives with specialist training in order to understand senior management from a strategic, international, and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs 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 skills to solve critical situations, creatively and efficiently.

This program takes place over 12 months and is divided into three main blocks:

Block 1	Management and Leadership Development
Module 1	Organizational Management
Module 2	Managerial Skills
Module 3	Ethics and Corporate Social Responsibility

Block 2	Corporate Communication Strategy
Module 4	Corporate Communication, Brand Strategy and Reputation
Module 5	Strategic Planning in Corporate Communication
Module 6	Management Aspects of Corporate Communication

Block 3	Other Fields of Communication
Module 7	Communication in Specialized Sectors
Module 8	Marketing and Communication
Module 9	Customer Relationship Management
Module 10	Communication Strategy in the Digital World

Where, when and how is it taught?

TECH offers the possibility of taking this MBA in Corporate Communications Management (CCO, Chief Revenue Officer) completely online. Throughout the 12 months of education, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Block 1: Management and Leadership Development

Module 1. Organizational Management

1.1. Strategic Management
1.1.1. Organizational Design
1.1.2. Strategic Position of the Business
1.1.3. Competitive and Corporate Strategies

1.2. Corporate Finance
1.2.1. Financial Policy and Growth
1.2.2. Company Valuation Methods
1.2.3. Capital Structure and Financial Leverage
1.2.4. Finance for the Global Communications Officer

1.3. Strategic Leadership for Intangible Asset Economy
1.3.1. Cultural Alignment Strategies
1.3.2. Corporate and Differentiating Leadership
1.3.3. Change and Transformation Agent

1.4. Economic Situation
1.4.1. The Fundamentals of the Global Economy
1.4.2. The Globalization of Companies and Financial Markets
1.4.3. Entrepreneurship and New Markets

1.5. Innovation and Digital Transformation
1.5.1. Management and Strategic Innovation
1.5.2. Creative Thinking and Design Thinking
1.5.3. Open Innovation
1.5.4. Sharing Economy

1.6. International Context
1.6.1. Geopolitics
1.6.2. Divisive Markets and Types of Change
1.6.3. Hedging with Currency Exchange Contracts
1.6.4. Foreign Investments and Exportation Financing

Module 2. Managerial Skills

2.1. Public Speaking and Spokesperson Training
2.1.1. Interpersonal Communication
2.1.2. Communication Skills and Influence
2.1.3. Communication Barriers

2.2. Communication and Leadership
2.2.1. Leadership and Leadership Styles
2.2.2. Motivation
2.2.3. Skills and Abilities of the Leader 2.0

2.3. Personal Branding
2.3.1. Strategies for Personal Brand Development
2.3.2. Personal Branding Laws
2.3.3. Tools for Creating Personal Brands

2.4. Team Management
2.4.1. Work Teams and Meeting Management
2.4.2. Managing Change Processes
2.4.3. Managing Multicultural Teams
2.4.4. Coaching

2.5. Negotiation and Conflict Resolution
2.5.1. Effective Negotiation Techniques
2.5.2. Interpersonal Conflicts
2.5.3. Intercultural Negotiation

2.6. Emotional Intelligence
2.6.1. Emotional Intelligence and Communication
2.6.2. Assertiveness, Empathy, and Active Listening
2.6.3. Self-Esteem and Emotional Language

2.7. Relational Capital: Coworking
2.7.1. Managing Human Capital
2.7.2. Performance Analysis
2.7.3. Managing Equality and Diversity
2.7.4. Innovation in People Management

2.8. Time Management
2.8.1. Planning, Organization and Control
2.8.2. The Methodology of Time Management
2.8.3. Action Plans
2.8.4. Tools for Efficient Time Management

Module 3. Ethics and Corporate Social Responsibility

3.1. The Managerial Role and CSR
3.1.1. Strategic Vision and Corporate Social Responsibility
3.1.2. Balanced Scorecard
3.1.3. Systems and Models for Implementing CSR
3.1.4. Organization of CSR: Roles and Responsibilities

3.2. Corporate Responsibility
3.2.1. Value Creation in an Economy of Intangibles
3.2.2. CSR: Corporate Commitment
3.2.3. Social, Environmental and Economic Impact

3.3. Responsible Finance and Investment
3.3.1. Sustainability and Responsibility of the Financial Manager
3.3.2. Transparency in Information
3.3.3. Finance and Responsible Investment
3.3.4. Social Economy, Cooperativity and Corporate Social Responsibility

3.4. Business and Environment
3.4.1. Sustainable Development
3.4.3. Response of Companies to Environmental Problems
3.4.4. Waste and Emissions

3.5. Packaging and Environment
3.5.1. Packaging as a Differentiation Business Strategy
3.5.2. Encouragement and Communication at the Point of Sale
3.5.3. Packaging Design and Future Trends

3.6. Responsible Management Systems and Tools
3.6.1. Social Responsibility Management Systems
3.6.2. Integration Systems
3.6.3. Quality Management Systems, the Environment and Occupational Health and Safety
3.6.4. Audits

3.7. Multinationals and Human Rights
3.7.1. Globalization, Human Rights and Multinational Companies
3.7.2. Multinational Companies and International Law
3.7.3. Specific Legal Instruments

3.9. Legal Environment and *Corporate Governance*
3.9.1. International Rules on Importation and Exportation
3.9.2. Intellectual and Industrial Property
3.9.3. International Labor Law

Block 2: Corporate Communication Strategy

Module 4. Corporate Communication, Brand Strategy and Reputation

4.1. Corporate Identity and Strategic Vision
4.1.1. Identity and Redefining Business Values
4.1.2. Corporate Business Culture
4.1.3. Communication Department Challenges
4.1.4. Public Image and Projection

4.2. Corporate Brand Strategy
4.2.1. Public Image and Stakeholders
4.2.2. Corporate Branding Strategy and Management
4.2.3. Corporate Communication Strategy in Line with Brand Identity

4.3. Reputation Theory
4.3.1. Reputation as a Paradigm of a Good Company
4.3.2. The Concept of Corporate Reputation
4.3.3. Internal Reputation
4.3.4. Influence of Internationalization on Corporate Reputation

4.4. Reputation Evaluation
4.4.1. Corporate Reputation Audit
4.4.2. Listed Companies Reputation Monitor
4.4.3. Reputational Good Governance Index
4.4.4. Analysis of Sectorial Reputation

4.5. Reputation Management
4.5.1. Corporate Reputation Management
4.5.2. Focus on Brand Reputation
4.5.3. Leadership Reputation Management

4.6. Reputation Risk and Crisis Management
4.6.1. Listening to and Managing Feedback
4.6.2. Procedures, Crisis Manual and Contingency Plans
4.6.3. Spokesperson Training in Emergency Situations

4.7. Ethical Sustainability
4.7.1. Sustainable Criteria and Strategies
4.7.2. Communication Campaigns with Sustainability Criteria
4.7.3. Sustainable Brand Positioning and Image

4.8. Brand Metrics and Analysis and Reputation
4.8.1. Introduction to the Metrics of Corporate Branding
4.8.2. Internal and External Measurement Indexes
4.8.3. Brand Management Tools
4.8.4. Brand Assessment and Ranking

Module 5. Strategic Planning in Corporate Communication

5.1. Strategic Planner
5.1.1. Strategic Planner: Origins and Functions
5.1.2. The Strategic Planner Public Businesses, Strategic Consultancies and Communication Companies
5.1.3. Stakeholders Management

5.2. Planning Models and Schools
5.2.1. Models for Intangibles Management
5.2.2. Intangibles and Strategic Plans
5.2.3. Evaluation of Intangibles
5.2.4. Reputation and Intangibles

5.3. Qualitative Research in Strategic Planning
5.3.1. Insight Detection
5.3.2. Focus Group for Strategic Planning
5.3.3. Planning of Strategic Interviews

5.4. Quantitative Research in Strategic Planning
5.4.1. Data Analysis and Drawing Conclusions
5.4.2. Use of Psychometric Techniques
5.4.3. Challenges of Applied Research in Business Communication

5.5. Creative Strategy Formulation
5.5.1. Explore Alternative Strategies
5.5.2. Counter Briefing or Creative Briefing
5.5.3. Branding and Positioning

5.6. Strategic Use of Different Media
5.6.1. 360º Campaigns
5.6.2. Launching of New Products
5.6.3. Social Trends
5.6.4. Evaluation of Effectiveness

5.7. Trends in Business Communication
5.7.1. Generation and Distribution of Corporate Content
5.7.2. Business Communication on the Web 2.0
5.7.3. Implementation of Metrics in the Communication Process

5.8. Sponsorship and Patronage
5.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
5.8.2. Communication Opportunities and Tangible and Intangible Returns
5.8.3. Hospitality and Collaboration Actions

Module 6. Managing Aspects of Corporate Communication

6.1. Communication in Organizations
6.1.1. Organizations, People and Society
6.1.2. Historical Evolution of Organizational Behavior
6.1.3. Bidirectional Communication
6.1.4. Communication Barriers

6.2. Structure, Control and Challenges in Communication Management
6.2.1. Departmental Structure in Communication Management
6.2.2. Current Trends in Management Models
6.2.3. Integration of Intangibles
6.2.4. Communication Department Challenges

6.3. Integral Communication Plans
6.3.1. Audit and Diagnosis
6.3.2. Elaboration of Communication Plan
6.3.3. Measuring results: KPIs and ROI

6.4. Effects of the Media
6.4.1. Efficiency of Commercial and Advertising Communication
6.4.2. Theories on the Effects of the Media
6.4.3. Social and Co-creation Models

6.5. Press Offices and Their Relationship with Communication Media
6.5.1. Identifying Opportunities and Information Needs
6.5.2. Management of Reports and Spokesperson Interviews
6.5.3. Virtual Press Room and e-Communication
6.5.4. Buying Advertising Space

6.6. Public Relations
6.6.1. PR Strategy and Practice
6.6.2. Protocol and Ceremonial Rules
6.6.3. Event Organization and Creative Management

6.7. Lobbies and Pressure Groups
6.7.1. Opinion Groups and Their Actions in Businesses and Institutions
6.7.2. Institutional Relations and Lobbying
6.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

6.8. Internal Communication
6.8.1. Motivational Programs, Social Action, Participation and Training with HR
6.8.2. Internal Communication Support and Tools
6.8.3. Internal Communication Plan

6.9. Branding and Naming
6.9.1. Brand Management and Coordination in Launching of New Products
6.9.2. Brand Repositioning

6.10. Audience Forecasting and Data Sources
6.10.1. Measurement Units and Audience Profiles
6.10.2. Affinity, Share, Rating and GRPs
6.10.3. Current Suppliers in the Advertising Market

Block 3: Other Fields of Communication

Module 7. Communication in Specialized Sectors

7.1. Financial Communication
7.1.1. Value of Intangibles
7.1.2. Financial Communication in Listed Companies
7.1.3. The Issuers of the Financial Communication
7.1.4. Public Objective in Financial Operations

7.2. Political and Electoral Communication
7.2.1. Image in Political and Electoral Campaigns
7.2.2. Political Advertising
7.2.3. Political and Electoral Communication Plan
7.2.4. Electoral Communication Audits

7.3. Communication and Health
7.3.1. Journalism and Health Information
7.3.2. Interpersonal and Group Communication in the Field of Health
7.3.3. Communication Risk and Communicative Management in a Health Crisis

7.4. Digital Culture and Hypermedia Museography
7.4.1. Production and Diffusion of Art in the Digital Era
7.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
7.4.3. Constructive Participation in the Digital Culture

7.5. Communication at the Forefront of Public Organizations
7.5.1. Communication in the Public Sector
7.5.2. Strategy and Creation in Public Organization Communications
7.5.3. Intangible Assets in the Public Sector
7.5.4. Information Policy of Public Organizations

7.6. Communications in Non-Profit Organizations
7.6.1. NPO and Relationship with Government Agencies
7.6.2. Corporate Reputation in Non-Profit Organizations
7.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
7.6.4. Different Figures and Communication Media

Module 8. Marketing and Communication

8.1. Product Placement and Branded Content
8.1.1. Unique Forms of Communication and Brand Placement
8.1.2. Concepts, Products and Services in User-Friendly Media

8.2. Digital Media Planning and Contracting
8.2.1. Real-Time Bidding
8.2.2. Integrated Digital Campaign Planning
8.2.3. Advertising Investment Control Scorecard

8.3. Promotional Marketing
8.3.1. Consumer Promotions
8.3.2. Sales Force, Channel, Point of Sale and Special Promotions
8.3.3. Success and Cost-Effectiveness of Promotional Actions

8.4. Planning, Execution and Measurement of SEM Campaigns
8.4.1. Search Engine Marketing
8.4.2. Conversion of Traffic to Qualified Traffic
8.4.3. SEM Project Management

8.5. Metrics and Results Analysis in Public Digital Campaigns
8.5.1. Ad Servers
8.5.2. Traditional Metrics in Digital GRPs
8.5.3. Cross-Media and Interactions

8.6. Display Advertising, Rich Media and Viral Publicity
8.6.1. Media, Formats and Supports
8.6.2. The Conversion Cycle
8.6.3. Buzz Marketing and WOM

8.7. Mobile Marketing, Geo-Localization and Internet TV
8.7.1. New Mobile Marketing Applications
8.7.2. Geo-Localization
8.7.3. Applications that Integrate Websites, Geotagging and Mobile

8.8. Advertising Effectiveness
8.8.1. Research Techniques and Tracking Campaigns
8.8.2. Coverage and Effective Frequency Analysis
8.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

Module 9. Customer Relationship Management

9.1. CRM and Relational Marketing
9.1.1. Business Philosophy or Strategic Orientation
9.1.2. Customer Identification and Differentiation
9.1.3. The Company and its Stakeholders
9.1.4. Clienteling

9.2. Database Marketing and Customer Relationship Management
9.2.1. Database Marketing Applications
9.2.2. Information Sources, Storage, and Processing

9.3. Consumer Psychology and Behavior
9.3.1. The Study of Consumer Behavior
9.3.2. Internal and External Consumer Factors
9.3.3. Consumer Decision Process
9.3.4. Consumerism, Society, Marketing and Ethics

9.4. Consumer Centric Marketing
9.4.1. Segmentation
9.4.2. Profitability Analysis
9.4.3. Customer Loyalty Strategies

9.5. CRM Management Techniques
9.5.1. Direct Marketing
9.5.2. Multichannel Integration
9.5.3. Viral Marketing

9.6. Advantages and Risks of Implementing CRM
9.6.1. CRM, Sales and Costs
9.6.2. Customer Satisfaction and Loyalty
9.6.3. Technology Implementation
9.6.4. Strategic and Management Errors

Module 10. Communication Strategy in the Digital World

10.1. Web 2.0 or the Social Web
10.1.1. Organization in the Age of Conversation
10.1.2. Web 2.0 Is All About People
10.1.3. Digital Environment and New Communication Formats

10.2. Digital Communication and Reputation
10.2.1. Online Reputation Report
10.2.2. Netiquette and Good Practices on Social Media
10.2.3. Branding and Networking 2.0

10.3. Designing and Planning an Online Reputation Plan
10.3.1. Brand Reputation Plan
10.3.2. General Metrics, ROI, and Social CRM
10.3.3. Online Crisis and Reputational SEO

10.4. Generalist, Professional and Microblogging Platforms
10.4.1. Facebook
10.4.2. LinkedIn
10.4.3. Twitter

10.5. Video, Image and Mobility Platforms
10.5.1. YouTube
10.5.2. Instagram
10.5.3. Flickr
10.5.4. Vimeo
10.5.5. Pinterest

10.6. Content and Storytelling Strategy
10.6.1. Corporate Blogging
10.6.2. Content Marketing Strategy
10.6.3. Creating a Content Plan
10.6.4. Content Curation Strategy

10.7. Social Media Strategies
10.7.1. Corporate PR and Social Media
10.7.2. Defining the Strategy to be Applied in Each Medium
10.7.3. Analysis and Evaluation of Results

10.8. Community Management:
10.8.1. Functions, Duties, and Responsibilities of the Community Manager
10.8.2. Social Media Manager
10.8.3. Social Media Strategist

10.9. Social Media Plan
10.9.1. Designing a Social Media Plan
10.9.2. Schedule, Budget, Expectations, and Monitoring
10.9.3. Contingency Protocol in Case of Crisis

10.10. Online Monitoring Tools
10.10.1. Management Tools and Desktop Applications
10.10.2. Monitoring and Research Tools

07
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"*

Optimal decision

Patient Values

Research Evidence

Clinical Data

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

30%

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

10%

8%

3%

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%

15%

4%
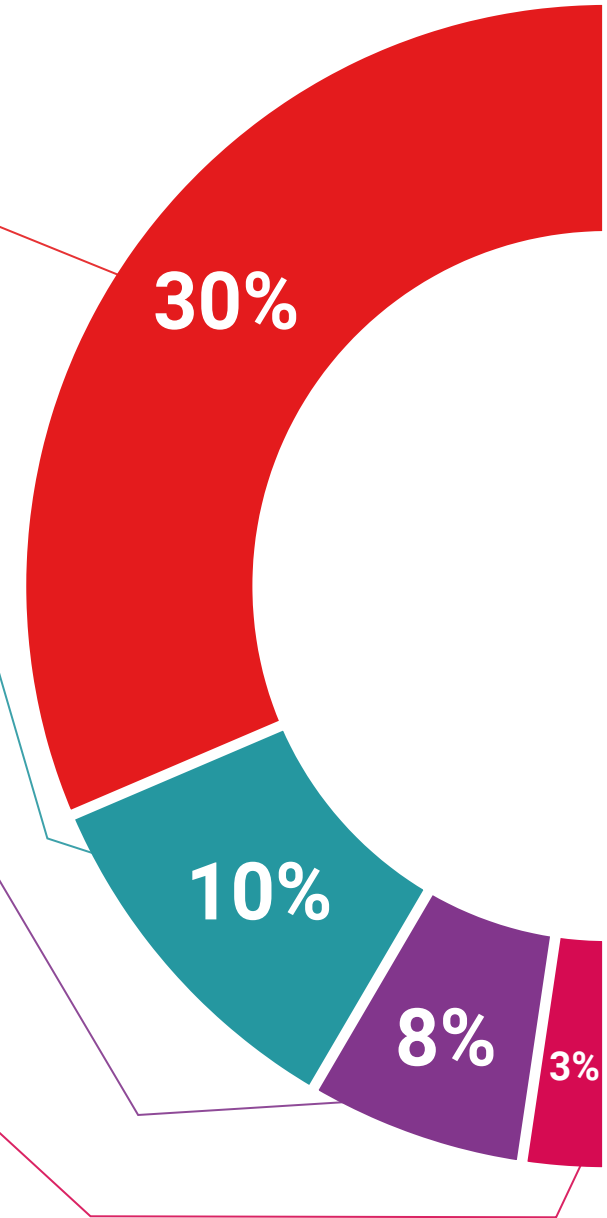
Case Studies

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 MBA in Corporate Communications Management (CCO, Chief Operating Officer) program is aimed at professionals in the field of communication who want to update their knowledge, discover new ways to manage information and communication in businesses and advance in their professional career. The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program, which is undoubtedly a plus for anyone wishing to develop in an international environment.

"If you have experience in the communication sector, and are looking for an interesting career boost while continuing to work, then this is the program for you"

Average Age

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

Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

10 to 15 years **35%**

5 to 10 years **32%**

Training

Economics and Business **17%**

Journalism **35%**

Marketing **27%**

Social Sciences **8%**

Other **13%**

Academic Profile

Communication Managers **23%**

Journalists **33%**

Entrepreneurs **11%**

Heads of Marketing **25%**

Other **8%**
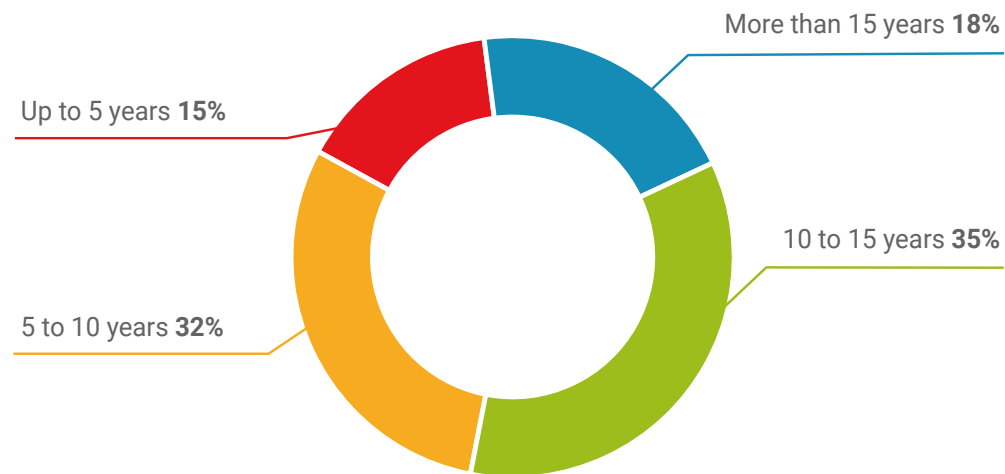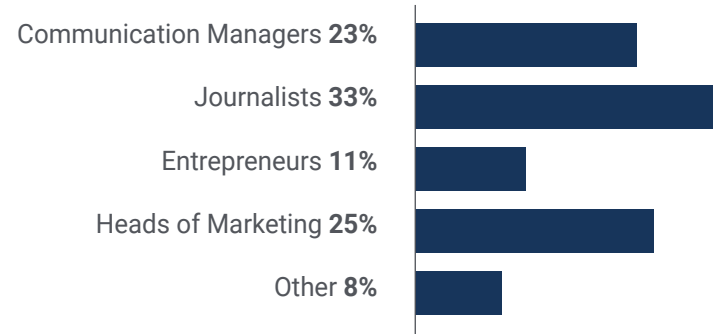
Geographical Distribution

USA **9%**
Spain **38%**
Mexico **21%**
Colombia **7%**
Chile **5%**
Argentina **12%**
Peru **2%**
Other **6%**
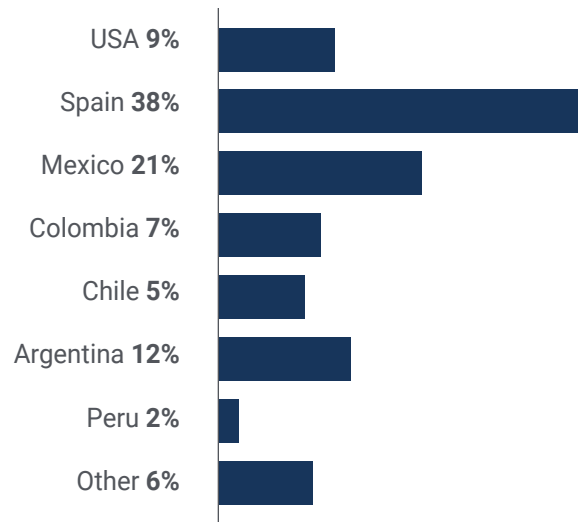
José Huertas

Head of Communication

The world of communication has a series of characteristics which you can only learn through working in the field and in the area of corporate communication, this premise is even more important. However, thanks to this MBA at TECH, I have been able to update my knowledge on the latest developments in the sector and apply everything I have learnt to my daily work, achieving great things in a short space of time"

Course Management

In our university, we have professionals specialized in each area of knowledge, who contribute their work experience to our educational programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.

Our expert teaching staff in MBA in Corporate Communications Management (CCO, Chief Communications Officer) will help you to achieve success in your profession"

Management

Mr. Larrosa Guirao, Salvador
  • Specialist professor in finance with vast experience in this field and in teaching

Professors

Ms. Gomis Noriega, Silvia
  • Professor of Innovation
  • Professional with extensive experience and background in teaching

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. And, for this, we offer you the highest level academic program which will add to your skills and, therefore, you will be able to make a leap in your professional career.

"
This program at TECH will allow you to acquire the necessary skills to successfully advance in your profession"

An internal promotion is one of the best options to improve your career, so don't hesitate any longer and take this training to achieve greater success in your company.

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

This MBA in Corporate Communications Management (CCO, Chief Operating Officer) from TECH is an intense program that prepares you to face challenges and decisions in corporate and business communication in both the on and off-line fields The main objective is to promote your personal and professional growth. Helping you achieve success.

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

Achieve a positive change in your career, thanks to the completion of this specialization program.

When the change occurs

During the program	During the first year	After 2 years
16%	**44%**	**40%**

Type of change

Internal Promotion **25%**

Change of Company **44%**

Entrepreneurship **31%**
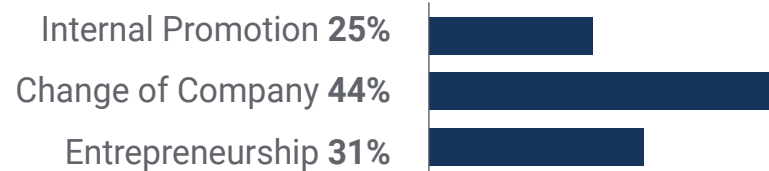
Salary increase

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

Salary before	A salary increase of	Salary after
$77,000	**25.22%**	**$96,419**

Benefits for Your Company

This MBA in Corporate Communications Management (CCO, Chief Communications Officer) helps raise the organization's talent to its maximum potential 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.

TECH will allow you to learn the main tools to handle yourself with ease in your profession"

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

01

Intellectual Capital and TalentGrowth
You will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain
This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

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

04

Increased international expansion possibilities
Thanks to this program, the company will come into contact with the main markets in the world economy.
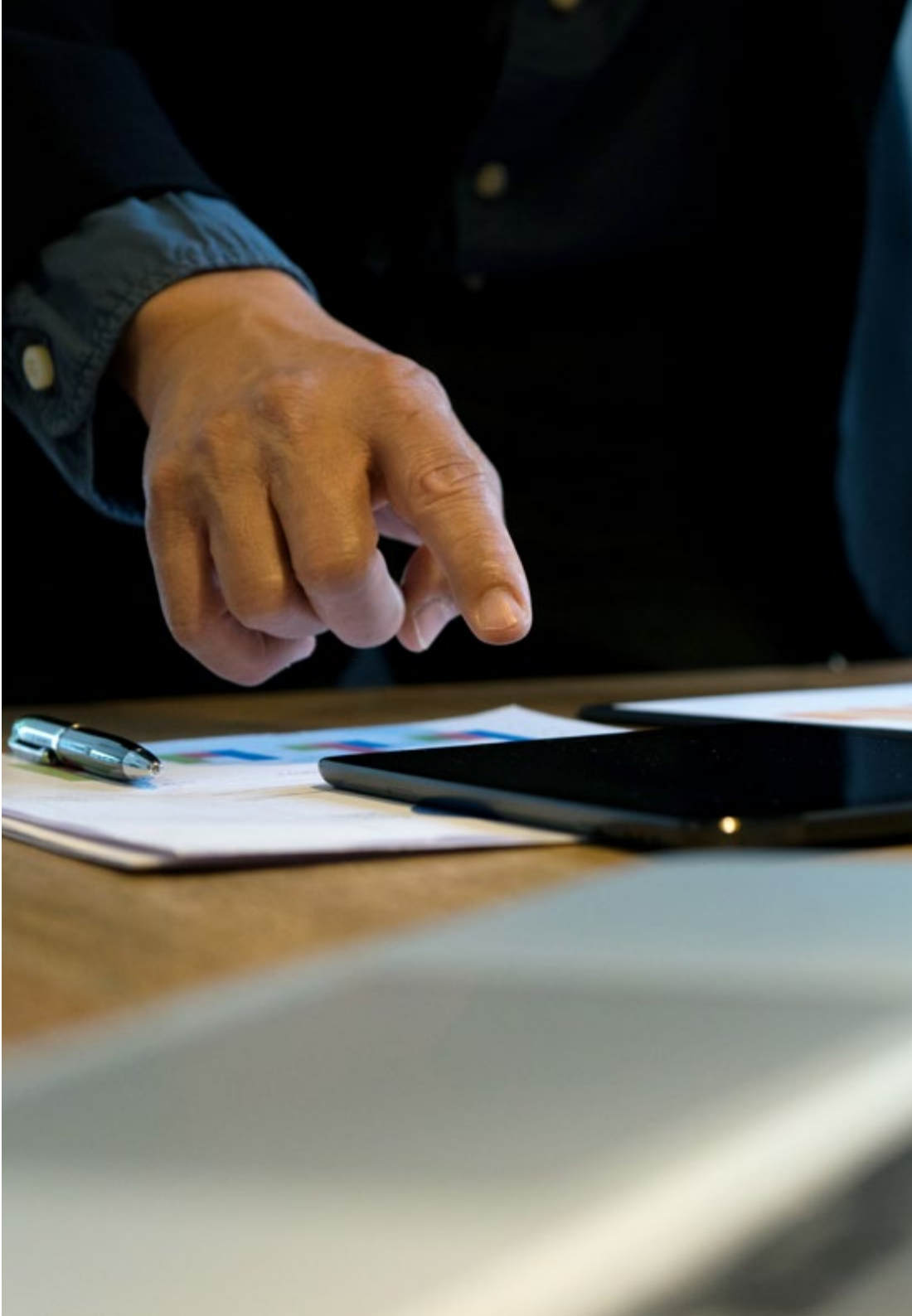
05

Project Development
You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

06

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

12
Certificate

This MBA in Corporate Communications Management (CCO, Chief Communications Officer) guarantees you, in addition to the most rigorous and updated training, access to a Professional Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university degree without travel or laborious paperwork"

This **Executive Master's Degree in MBA in Corporate Communications Management (CCO, Chief Communications Officer)** contains the most complete and up-to-dated program on the market

After the student has passed the evaluations, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** via tracked delivery*.
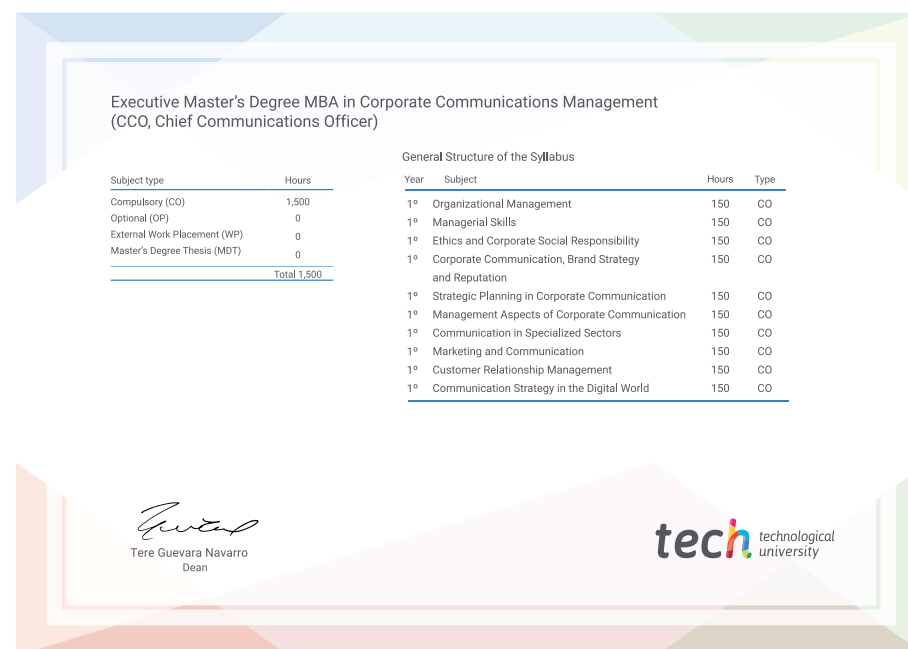
The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Executive Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer)**
Official Nº of hours: **1,500 h.**

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

MBA in Corporate Communications Management
(CCO, Chief Communications Officer)
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 MBA in Corporate Communications Management
(CCO, Chief Communications Officer)

General Structure of the Syllabus

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

Year	Subject	Hours	Type
1º	Organizational Management	150	CO
1º	Managerial Skills	150	CO
1º	Ethics and Corporate Social Responsibility	150	CO
1º	Corporate Communication, Brand Strategy and Reputation	150	CO
1º	Strategic Planning in Corporate Communication	150	CO
1º	Management Aspects of Corporate Communication	150	CO
1º	Communication in Specialized Sectors	150	CO
1º	Marketing and Communication	150	CO
1º	Customer Relationship Management	150	CO
1º	Communication Strategy in the Digital World	150	CO

Tere Guevara Navarro
Dean

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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

tech *technological university*

Executive Master's Degree
MBA in Corporate Communications Management (CCO, Chief Communications Officer)

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

Executive Master's Degree

MBA in Corporate Communications Management (CCO, Chief Communications Officer)

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