



ESIC PROFESSIONAL CERTIFICATION

COMMUNICATION CREATING VALUE: FROM CORPORATE EFFECTIVENESS TO MEDIA PROMINENCE

This certification will last **20 hours** for a whole week **from Monday to Thursday in the afternoons (5 hours per day)**.



Schedule:

From 16:00 to 21:00.



Spots: 30 students.

(For the course to be offered, a **minimum of 15 students** must enroll **before 3 July 2024**.)



Accreditation: ESIC Certificate.



Price:

The total price of each certification is **100 euros**.
The price for **non-ESIC students** is **400€***.



Calendar:

From **15 July (Monday)** to **18 July (Thursday)**, both days included.



Requirements:

Compulsory attendance. Attendance of at least 85% of the course is required to obtain the final certification.



Payment method:

Bank transfer to the following bank account:
ES80 0075 0989 5506 0506 1833, **after enrollment is confirmed**.

BIC/SWIFT: POPUESMMXXX



Registration:

You must send an email to: certificadosprofesionales.valencia@esic.edu by **3 July**.

Subject line: Certification enrollment

> Attaching the complete document, duly filled out and signed.

THE ENROLLMENT DEADLINE IS 3 JULY (WEDNESDAY) 2024.

Refund policy: the paid amount will only be refunded in case of cancellation of the course by ESIC due to not reaching the minimum number of enrollments. Those students enrolled will receive information on when to carry out the money transfer.

For questions about the payment, email **Ms Carmen López** | grado.valencia@esic.edu

For information about the course content, email certificadosprofesionales.valencia@esic.edu

PROFESSIONAL CERTIFICATION COMMUNICATION CREATING VALUE

COURSE DESCRIPTION:

This comprehensive course covers various aspects of business and strategic communication, focusing on equipping participants with essential tools to enhance communication effectiveness within corporate settings and achieve greater media visibility. The modules provide a holistic view of corporate communication, from foundational principles to the latest trends, preparing participants to create value through effective communication and achieve notable media presence for their organization.

COURSE OBJECTIVES:

By the end of this course, participants will have gained comprehensive skills in business communication. They will master strategies for internal and external communication, manage corporate identity, and build effective media relationships. Additionally, they will acquire spokesperson skills, equipping them to drive a company's communication strategy, adapt to changes, and maximize visibility in the current media environment.

COURSE OUTLINE

1. Module 1: Corporate Communication (5 hours)

1.1 Importance of Corporate Communication

Overview of the strategic importance of corporate communication.

1.2 Identification of Stakeholders

Techniques for identifying and understanding stakeholder needs and expectations.

1.3 Internal and External Communication

Strategies for effective internal communication and managing external communications.

1.4 Creating Corporate Identity

Steps for developing a strong and coherent corporate identity.

1.5 Crisis Management and Communication

Best practices for managing communications during crises and critical situations.

2. Module 2: Media Relations (5 hours)

2.1 Building Stable Relationships with the Media

Methods to establish and maintain productive relationships with media outlets.

2.2 Key Elements to Become Newsworthy

Understanding what makes news and how to align it with corporate messaging.

2.3 Tips for Increasing Visibility

Practical advice for enhancing media presence and visibility.

2.4 Practical Case Study

Hands-on exercise applying media relations concepts to a real-world scenario.

3. Module 3: Spokesperson Training (5 hours)

3.1 Communicating Effectively

Techniques for clear and persuasive communication.

3.2 Practical Tools for Communication

Utilization of tools and media to enhance communication effectiveness.

3.3 Practice and Constructive Feedback

Role-playing exercises followed by feedback sessions to refine communication skills.

4. Module 4: Modern Communication Channels and Technologies (5 hours)

4.1 Social Media Strategy and Management

Explore the use of social media platforms such as Twitter, Instagram, and LinkedIn for corporate communication.

4.2 Ethical Considerations in Digital Communication

Cover the ethical implications of digital communication strategies, privacy concerns, and the responsibility of communicators in a digital age.

4.3 Globalization and Communication

Discuss how globalization affects corporate communication strategies and the necessity to adapt messages for diverse, global audiences.

REGISTRATION FORM 2024

NAME & SURNAME:

ENROLMENT NUMBER:

DEGREE:

CERTIFICATION TO DO (Mark with an X only one of them):

- PROFESSIONAL CERTIFICATION 1:** Facturación Informatizada: Facturasol.
- PROFESSIONAL CERTIFICATION 2:** Excel.
- PROFESSIONAL CERTIFICATION 3:** Creatividad Disruptiva: La Importancia Del Propósito.
- PROFESSIONAL CERTIFICATION 4:** Communication Creating Value: From Corporate Effectiveness to Media Prominence.

By signing and accepting I hereby confirm the terms and conditions of this document.

SIGNATURE:

Student:

NAME:

ID:

SIGN AND SEND BY MAIL THIS FORM TO:

certificadosprofesionales.valencia@esic.edu

SUBJECT > Certificate

DEAD LINE DATE: **WEDNESDAY, 3 JULY 2024**

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AUTORIZO a ESIC a la captación, mediante medios audiovisuales, de imágenes, voz y opiniones y/o filmaciones de mi persona, en el marco de actos o eventos de ESIC y ofrezco mi colaboración, testimonio y aportación a la obra que ESIC realice (dentro del ámbito de promoción académica y de la imagen de la Escuela). Ello implicará que, tras la captación de su voz e imagen, el alumno/a autoriza su reproducción y fijación audiovisual, fotográfica, en formato electrónico o en papel, así como para su posterior divulgación y explotación académica y/o comercial por cualesquiera medios, soportes y formatos (incluyendo, de forma enunciativa y no limitativa: notas de prensa, cartelería, publicidad, páginas de Internet, perfiles en redes sociales, blogs, mensajería instantánea, telefonía móvil, aplicaciones para móviles, etc.), sin limitación espacial, territorial, ni temporal, con el fin de que la escuela pueda difundir la OBRA realizada, en todo o en parte, y sus fotogramas u otras obras derivadas de las anteriores, a través de los medios y soportes que ESIC estime convenientes.

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Students indefinitely transfer to ESIC, with the power of assignment to third parties, all the exploitation rights of the WORK or works that ESIC or its employees, can generate in application of the previous paragraph in any form, especially, those of fixation, reproduction, distribution, public communication and dubbing in any language, even in their own, of their image, voice, interpretations, testimonials and performances in the WORK. All this, in order to exploit it on paper, cardboard and other analog, television or other formats of any kind (or any other form of broadcast, transmission or retransmission of video, whether digital, online or analog), cinematographic, videographic, internet, web pages, blogs, social networks, mobile devices, tablets or similar or any other type of support for exploitation or audio-visual recording, sequence, scene or frame of the WORK, including partial reproduction, even summaries, photographs, etc. of their voice and image in any format or medium that is known or may be invented in the future.

INFORMACIÓN IMPORTANTE SOBRE PROTECCIÓN DE DATOS

Te ofrecemos información básica sobre los datos de carácter personal que nos proporcionas. Puedes entrar en el enlace para obtener información más detallada. Esta información se realiza en dos capas sobre la base de la regulación europea (arts. 13 y 14 del Reglamento General de Protección de Datos) y según las recomendaciones de la Agencia Española de Protección de Datos.

RESPONSABLE ESIC Business & Marketing School

FINALIDAD Gestión de la prestación de servicios precontractuales y docentes e información sobre actividades de la Escuela. Se elaborarán perfiles académicos y comerciales para una mejor experiencia de usuario. Nos autorizas a mantener tus datos después de finalizar tus estudios.

LEGITIMACIÓN Consentimiento del propio interesado en ser admitido en ESIC y contractual de servicios docentes. Los datos familiares son aportados por el propio interesado para los fines expresados en el apartado procedencia.

DESTINATARIOS En general, ESIC no cede datos a terceros, salvo en caso de traslado de expediente o comunicación de datos básicos para elaboración de encuestas y rankings, para lo que manifiestas tu consentimiento. Si realizas un programa de intercambio docente, el alumno está de acuerdo con que se proporcionen datos académicos al centro de destino.

DERECHOS Puedes acceder, rectificar, suprimir los datos y ejercitar el resto de derechos, según se explica en la información adicional. **PROCEDENCIA** Del propio interesado. Los datos familiares se utilizarán según se establece en la información adicional. En <https://www.esic.edu/legalidad.php?id=5&area> (Tratamiento 4.1) puedes consultar información adicional y detallada sobre Protección de Datos.

FUNDAMENTAL INFORMATION ABOUT DATA PROTECTION

You will find hereunder the essential information about the personal data you have provided to us. This information is based on the European General Data Protection Regulation (Art. 13 and 14 of the GDPR) and follows the recommendations given by the Spanish Data Protection Agency (AGPD.)

INSTITUTION ESIC Business & Marketing School

OBJECTIVE To provide academic services and offer information about the School's activities. We will create academic and commercial profiles in order to improve user experience. You authorize us to keep your data archived after your studies are completed.

LEGAL CAPACITY Consent given by the candidate that is requiring academic services. Personal and family information provided by the candidate will be used in favor of the academic purposes detailed in the Background section.

CONSIGNEE ESIC shall not transfer the candidate's information to third parties, except for record transfers, conduction of surveys, or elaboration of rankings, for which you indicate your consent. In the case of an academic exchange, you consent to the transfer of your academic data to the host university.

INDIVIDUAL RIGHTS The student shall access, rectify, restrict, and/or exercise his or her rights, as detailed in the additional information section.

BACKGROUND The candidate's background information and his or her family data shall be used as detailed in the additional information section. You can find additional and detailed information about Data Protection here: <https://www.esic.edu/legalidad.php?id=5&area> (Section 4.1).