

# Advanced Master's Degree

## Senior Management of Creative Industries





## Advanced Master's Degree Senior Management of Creative Industries

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Credits: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/design/advanced-master-degree/advanced-master-degree-senior-management-creative-industries](http://www.techtute.com/us/design/advanced-master-degree/advanced-master-degree-senior-management-creative-industries)

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# 01

# Introduction

The creative industries are of great importance in today's economy, not only because of the sales they generate, but also because of the fact that they create employment. This has altered the rather old fashioned perspective that creativity and business management are conflicting concepts, since nowadays, innovation plays a key role in international economic progress. Innovation is the basis of any process in the field of Design, and for this very reason TECH has launched the Senior Management of Creative Industries program, which aims to provide professionals with the latest in the field to enable them to excel in an industry that demands highly qualified professionals who are capable of leading companies to success.





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*Professionals in the field of Design who obtain a qualification in Senior Management of Creative Industries will be able to diversify their scope of action, and become leading executives and managers in innovative sectors”*

Creative businesses are principally associated with the more cultural fields. However, the emergence of new technology is of great benefit to professionals whose work is creative as it enables innovation in hitherto traditional sectors. Design, for example, is one of the sectors in which creativity is an indispensable part of the job, but professionals who wish to access high-level positions must not only have extensive training in their specialty, but also in business, since these companies common goal is to generate the highest possible profit. Therefore, it is important to know, first hand, how a business should be managed, and to consider the economic, financial, human resources and communication aspects.

TECH has designed this Advanced Master's Degree in Senior Management of Creative Industries which brings together, in a single syllabus, the most relevant factors which designers who want to access positions of great responsibility should know. The program does not focus solely on the management of artistic activities, but also aims to provide the tools to analyze the economic, social and cultural realities in which the creative industries are developed and transformed today. But, with an added value, since it also covers the very specific details expected in an MBA. Therefore, this Advanced Master's Degree has been created for designers to achieve their academic and professional goals by acquiring skills in market research, strategic vision, digital and co-creation methodologies.

A unique program that focuses on the most practical aspects of teaching, so that students will have access to a multitude of resources with which they can study as if they were facing real situations. In this way, they will be able to comfortably consolidate the theoretical concepts. Above all, they will be more qualified and able to apply everything they have learned to their daily practice, enabling them to confidently manage creative companies, a factor that will be indispensable to achieving their objectives and positioning themselves advantageously within the industry.

In addition, one of the main advantages of this program is that it will be taken 100% online, without the need for detailed schedules, so that the student themselves can manage their study schedule and the pace at which they learn, enabling them to easily combine it with the rest of their daily obligations.

This **Advanced Master's Degree in Senior Management of Creative Industries** contains the most complete and up-to-date educational program on the market. The most important features include:

- ◆ Practical cases studies are presented by experts in Design
- ◆ The graphic, schematic, and eminently practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Special emphasis on innovative methodologies in the management of creative industries
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Creative industries are becoming increasingly more competitive, so studying to become a well-qualified professional will make the difference between success and failure”*

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*TECH is a university of the 21st century and, for this reason, we are committed to taking advantage of the latest technology in education to deliver the highest quality lessons”*

Our teaching staff includes professionals from the field of design, who bring their vast experience to the program as well as recognized specialists from leading companies and prestigious universities

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to train for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise during the academic year. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

*The many practical resources offered by TECH will allow you to comfortably consolidate your knowledge in this field.*

*A 100% online program which will allow you to balance your studies with the rest of your daily obligations.*



# 02 Objectives

TECH Global University has designed this Advanced Master's Degree with the main objective of offering design professionals the necessary qualifications to successfully manage innovative and creative companies. In this way, the program brings together a wide range of topics ranging from business management to the management of this type of companies. And, all this, with the most innovative didactic methodology on the market. Undoubtedly, a unique program for students to achieve their academic and professional goals.





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*This Advanced Master's Degree will be indispensable to improving your skill set in the management of creative companies”*



## General objectives

- ◆ Develop leadership skills appropriate for business management
- ◆ Know how to manage the economic-financial areas of the company
- ◆ Gain knowledge of the new creative industries
- ◆ Gain knowledge of regulations affecting creative and intangible products, such as intellectual and industrial property or advertising law
- ◆ Understand the process of brand creation and evolution
- ◆ Use appropriate marketing and advertising techniques to reach the target audience

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*A unique program that will add value to your qualification”*





## Specific objectives

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- ◆ Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- ◆ Develop the key leadership skills that should define working professionals
- ◆ Follow the sustainability criteria set by international standards when developing a business plan
- ◆ Develop strategies to carry out decision-making in a complex and unstable environment
- ◆ Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives
- ◆ To develop the skills required to manage business activities strategically
- ◆ Design innovative strategies and policies to improve management and business efficiency
- ◆ Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits
- ◆ Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes
- ◆ Understand the logistical operations that are necessary in the business environment, so as to manage them appropriately
- ◆ Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring, etc.
- ◆ Understand how creativity and innovation have become the drivers of the economy
- ◆ Carry out problem solving in novel environments and in interdisciplinary contexts in the field of creativity management
- ◆ Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case
- ◆ Know how to manage the process of creation and implementation of novel ideas on a given topic
- ◆ Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries
- ◆ Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today
- ◆ Help students acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments
- ◆ Gain knowledge to manage companies and organizations in the new context of creative industries
- ◆ Use new information and communication technologies as tools for training and exchange of experiences in the field of study

# 03 Skills

After completing this Advanced Master's Degree in the Senior Management of Creative Industries at TECH, design professionals will have acquired the necessary skills to successfully manage companies in an increasingly competitive sector, which is carving out a niche for itself internationally. Therefore, more and more people are deciding to specialize in this field on account of the fact that further expertise and training increases employability and the chances of making a breakthrough professionally.



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*Creative companies demand highly qualified professionals, so you don't miss out on the opportunity to specialize with TECH”*



## General skills

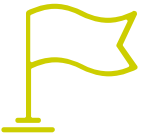
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- ◆ Control all areas of the company in an adequate manner
- ◆ Use the most appropriate techniques and tools to achieve the company's objectives
- ◆ Carry out an adequate follow-up of all company departments
- ◆ Work in companies in the creative sector, knowing how to successfully manage them
- ◆ Gain in-depth knowledge of the functioning and global context of the new creative industries

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*Develop the skills you need to manage creative companies with ease”*





## Specific skills

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- ◆ Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved
- ◆ Be part of and lead the company's corporate and competitive strategy
- ◆ Efficiently manage teams and improve productivity and, therefore, the company's profits
- ◆ Control the company's logistics processes, as well as purchasing and procurement
- ◆ Delve into the new business models associated with information systems
- ◆ Apply the most appropriate strategies to support e-commerce of the company's products
- ◆ Focus on innovation in all processes and areas of the company
- ◆ Acquire in-depth knowledge of all aspects in creative product protection, from intellectual property protection to advertising law
- ◆ Know how to manage economic and financial companies in the creative industry
- ◆ Know how to calculate profit, profitability and costs within projects for the creative industry
- ◆ Possess extensive competencies in the methodology Future Thinking in order to be able to apply its benefits to your daily work
- ◆ Use change management and predict the future of companies in the creative industry
- ◆ Ensure efficient consumer management of creative businesses
- ◆ Understand comprehensive communication management for companies in the creative industry
- ◆ Be an active part of the branding process in creative companies
- ◆ Acquire the in-depth knowledge to manage the digitalization process in the creative industries
- ◆ Apply innovative digital marketing strategies for creative businesses
- ◆ Demonstrate entrepreneurship within the creative industry, making the most of your primary idea

# 04

# Course Management

TECH has brought together the best professionals in marketing management and business intelligence for this Advanced Master's Degree. A team composed of industry specialists with extensive experience in teaching and research, who understand the need for highly qualified professionals to lead companies towards excellence in this field, and who understand the importance of the latest technology applied to education.







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*This Advanced Master's Degree compiles the most relevant information for the successful management of creative companies”*

## International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study "Narcissism and Celebrities", together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



## Dr. Young, S. Mark

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- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

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

## Management



### Dr. Velar, Marga

- ◆ Director of Corporate Marketing at SGN Group (New York)
- ◆ Forefashion Lab Address
- ◆ Professor at Villanueva University Center, at ISEM Fashion Business School and at the School of Communication of the University of Navarra
- ◆ PhD. in Communication from Carlos III University, Madrid
- ◆ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from University of Villanueva, Complutense University of Madrid
- ◆ MBA in Fashion Business Management from ISEM Fashion Business School

## Professors

### Ms. Eyzaguirre Vilanova, Carolina

- ◆ Legal counsel to the CEO of Eley Hawk Company
- ◆ Professor at the Madrid Bar Association in the Master's Degree in Digital Law, Innovation and Emerging Technologies
- ◆ Legal advisor in the field of advertising law for self-control (Association for the Self-Regulation of Commercial Communication)
- ◆ Designer in multiple projects for companies such as Estudio Mariscal, RBA Ediciones (National Geographic and El Mueble magazines) or Laboratorios Echevarne
- ◆ Degree in Law and Design from Pompeu Fabra University, Barcelona
- ◆ Specialist in Intellectual Property with an Official Master's Degree from Pontificia Comillas University (ICADE) in Madrid

### Ms. Bravo, Sandra

- ◆ Lecturer at different universities and business schools in the fashion and luxury industry
- ◆ Expert in Trend Forecasting and Customer Insights
- ◆ Sociologist and economist from the University of Salamanca
- ◆ Executive Master's Degree in Fashion Business Management from ISEM Fashion Business School
- ◆ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ◆ PhD Candidate in Applied Creativity from the University of Navarra

**Dr. San Miguel, Patricia**

- ◆ Director and creator of the digital impact analysis observatory for fashion brands Digital Fashion Brands
- ◆ Digital marketing professor at ISEM Fashion Business School and the University of Navarra
- ◆ PhD from the University of Navarra
- ◆ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ◆ Executive Fashion MBA from ISEM
- ◆ Writer of the book Influencer Marketing

**Mr. Sanjosé, Carlos**

- ◆ Head of Digital at MURPH
- ◆ Degree in Advertising and Public Relations
- ◆ Content creator for more than 8 years at Liceo25, parent company of online media such as 25 Gramos, Fleek Mag, Lenders Magazine or Libra, among others
- ◆ Specialist in digital marketing and strategy, Social Media & Social Ads, e-commerce platforms and Email Marketing

**Mr. Justo, Rumén**

- ◆ Advisor to companies and entrepreneurs at the University of La Laguna (EmprendeULL)
- ◆ Founder of JR Producciones, a production company
- ◆ Co-founder of the start-ups E-MOVE, E-CARS and SENDA ECOWAY
- ◆ Chief Executive Officer of SENDA ECOWAY
- ◆ Accredited Mentor of the Mentoring Network of Spain at the CEOE
- ◆ Lean Coach at Olympo Boxes, Santa Cruz de Tenerife Chamber of Commerce
- ◆ Degree in Business Administration
- ◆ Master's Degree in PRL from SGS
- ◆ Postgraduate degree in Technology Surveillance
- ◆ Postgraduate degree in Roadmapping from the UPC
- ◆ Postgraduate Diploma in Human Resources Management from the University of Vigo

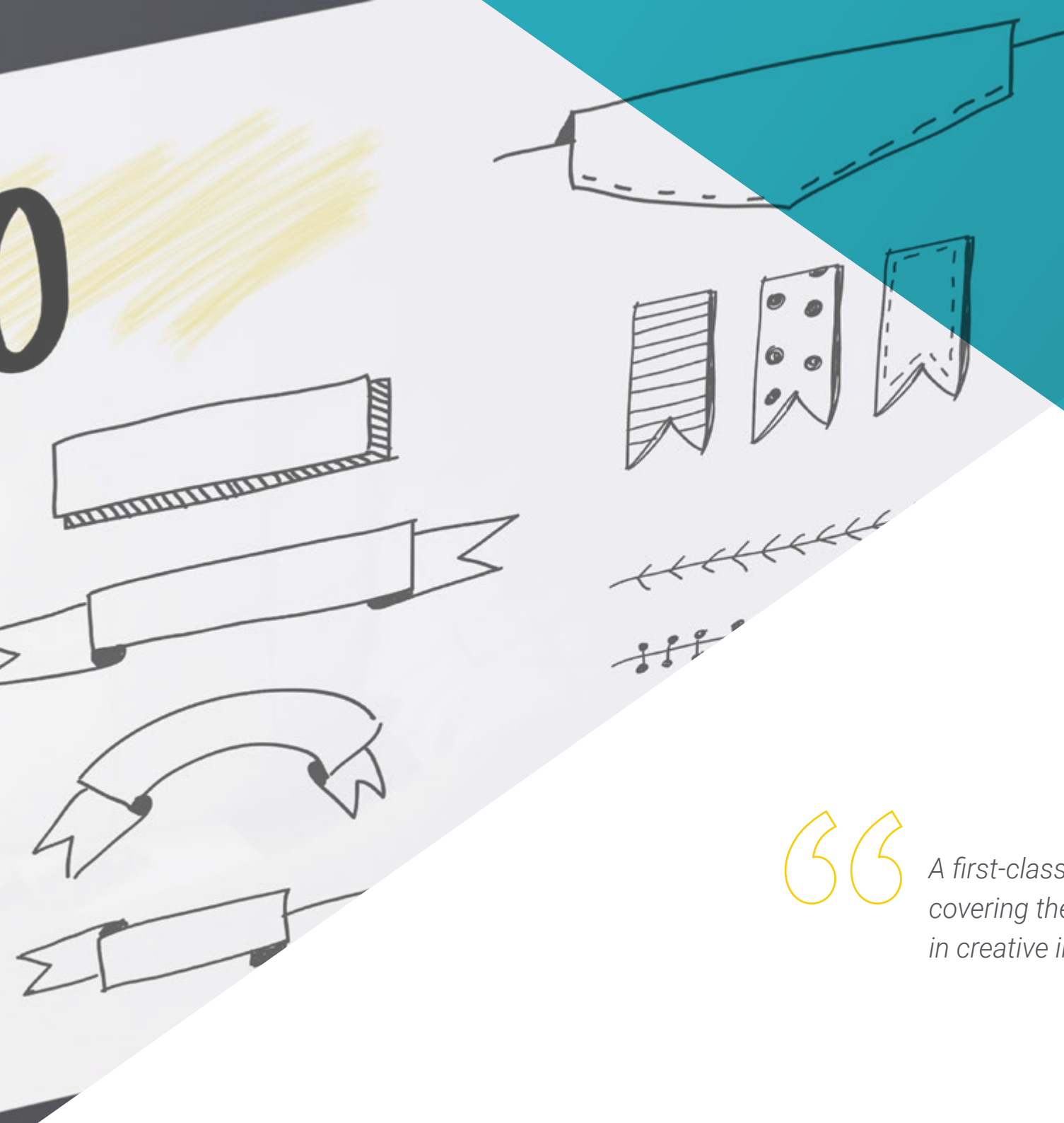
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# Structure and Content

The structure of this Advanced Master's Degree in the Senior Management of Creative Industries has been designed with the main objective of providing students with a comprehensive overview of the most relevant aspects in this field. Therefore, in this program, design professionals will find a multitude of theoretical and practical resources that they can study at their own pace, and dictate their own schedule. A unique syllabus that unifies the concepts and strategies in business management with the management of creative companies.

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*A first-class academic program covering the most relevant aspects in creative industries management”*

## Module 1. Leadership, Ethics, and CSR

- 1.1. Globalization and Governance
  - 1.1.1. Globalization and Trends: Internationalization of Markets
  - 1.1.2. Economic Environment and Corporate Governance
  - 1.1.3. Accountability
- 1.2. Leadership
  - 1.2.1. Intercultural Environment
  - 1.2.2. Leadership and Business Management
  - 1.2.3. Management Roles and Responsibilities
- 1.3. Business Ethics
  - 1.3.1. Ethics and Integrity
  - 1.3.2. Ethical Behavior in Companies
  - 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
  - 1.3.4. Fraud and Corruption Prevention
- 1.4. Sustainability
  - 1.4.1. Business and Sustainable Development
  - 1.4.2. Social, Environmental, and Economic Impact
  - 1.4.3. Agenda 2030 and SDGs
- 1.5. Corporate Social Responsibility
  - 1.5.1. Corporate Social Responsibility
  - 1.5.2. Roles and Responsibilities
  - 1.5.3. Implementing Corporate Social Responsibility







## Module 2. Strategic Direction and Executive Management

- 2.1. Organizational Analysis and Design
  - 2.1.1. Organizational Culture
  - 2.1.2. Analysis of Organization
  - 2.1.3. Designing the Organizational Structure
- 2.2. Corporate Strategy
  - 2.2.1. Corporate Level Strategy.
  - 2.2.2. Types of Corporate Level Strategies.
  - 2.2.3. Determining the Corporate Strategy
  - 2.2.4. Corporate Strategy and Reputational Image
- 2.3. Strategic Planning and Strategy Formulation
  - 2.3.1. Strategic Thinking
  - 2.3.2. Strategic Planning and Strategy Formulation
  - 2.3.3. Sustainability and Corporate Strategy
- 2.4. Strategy Models and Patterns
  - 2.4.1. Wealth, Value, and Return on Investments
  - 2.4.2. Corporate Strategy: Methodologies
  - 2.4.3. Growing and Consolidating the Corporate Strategy
- 2.5. Strategic Management
  - 2.5.1. Strategic Mission, Vision, and Values
  - 2.5.2. Balanced Scorecard
  - 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
  - 2.5.4. Strategic Management and Reporting
- 2.6. Implementing and Executing Strategy
  - 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
  - 2.6.2. Strategic Alignment and Supervision
  - 2.6.3. Continuous Improvement Approach
- 2.7. Executive Management
  - 2.7.1. Revising corporate strategy
  - 2.7.2. Executive Management and Process Development
  - 2.7.3. Knowledge Management
- 2.8. Analyzing and Solving Cases/Problems
  - 2.8.1. Problem Solving Methodology
  - 2.8.2. Case Method
  - 2.8.3. Positioning and Decision Making

### Module 3. People and Talent Management

- 3.1. Organizational Behavior
  - 3.1.1. Organizational Theory
  - 3.1.2. Key Factors for Change in Organizations
  - 3.1.3. Corporate Strategies, Types, and Knowledge Management
- 3.2. Strategic People Management
  - 3.2.1. People Management and Strategic Alignment
  - 3.2.2. Human Resources Strategic Plan: Design and Implementation
  - 3.2.3. Job Analysis: Design and Selection of People
  - 3.2.4. Training and Professional Development
- 3.3. Management and Leadership Development
  - 3.3.1. Management Skills: 21st Century Competencies and Abilities
  - 3.3.2. Non-Managerial Skills
  - 3.3.3. Map of Skills and Abilities
  - 3.3.4. Leadership and People Management
- 3.4. Change Management
  - 3.4.1. Organizational Analysis
  - 3.4.2. Strategic Approach
  - 3.4.3. Change Management: Key Factors, Process Design and Management
  - 3.4.4. Continuous Improvement Approach
- 3.5. Negotiation and Conflict Management
  - 3.5.1. Negotiation Objectives Differentiating Elements
  - 3.5.2. Effective Negotiation Techniques
  - 3.5.3. Conflicts: Factors and Types
  - 3.5.4. Efficient Conflict Management: Negotiation and Communication
- 3.6. Executive Communication
  - 3.6.1. Corporate Strategy and Management Communication
  - 3.6.2. Internal Communication: Influence and Impact
  - 3.6.3. Interpersonal Communication: Team Management and Skills

- 3.7. Team Management and People Performance
  - 3.7.1. Multicultural and Multidisciplinary Environment
  - 3.7.2. Team and People Management
  - 3.7.3. Coaching and People Performance
  - 3.7.4. Management Meetings: Planning and Time Management
- 3.8. Knowledge and Talent Management
  - 3.8.1. Identifying Knowledge and Talent in Organizations
  - 3.8.2. Corporate Knowledge and Talent Management Models
  - 3.8.3. Creativity and Innovation

### Module 4. Economic and Financial Management

- 4.1. Economic Environment
  - 4.1.1. Organizational Theory
  - 4.1.2. Key Factors for Change in Organizations
  - 4.1.3. Corporate Strategies, Types, and Knowledge Management
- 4.2. Executive Accounting
  - 4.2.1. International Accounting Framework
  - 4.2.2. Introduction to the Accounting Cycle
  - 4.2.3. Company Financial Statements
  - 4.2.4. Analysis of Financial Statements: Decision Making
- 4.3. Budget and Management Control
  - 4.3.1. Budgetary Planning
  - 4.3.2. Management Control: Design and Objectives
  - 4.3.3. Supervision and Reporting
- 4.4. Corporate Tax Responsibility
  - 4.4.1. Corporate Tax Responsibility
  - 4.4.2. Tax Procedure: A Country-Case Approach

- 4.5. Corporate Control Systems
  - 4.5.1. Types of Control
  - 4.5.2. Legal/Regulatory Compliance
  - 4.5.3. Internal Auditing
  - 4.5.4. External Auditing
- 4.6. Financial Management
  - 4.6.1. Introduction to Financial Management
  - 4.6.2. Financial Management and Corporate Strategy
  - 4.6.3. Chief Financial Officer (CFO): Managerial Skills
- 4.7. Financial Planning
  - 4.7.1. Business Models and Financing Needs
  - 4.7.2. Financial Analysis Tools
  - 4.7.3. Short-Term Financial Planning
  - 4.7.4. Long-Term Financial Planning
- 4.8. Corporate Financial Strategy
  - 4.8.1. Corporate Financial Investments
  - 4.8.2. Strategic Growth: Types
- 4.9. Macroeconomic Context
  - 4.9.1. Macroeconomic Analysis
  - 4.9.2. Economic Indicators
  - 4.9.3. Economic Cycle
- 4.10. Strategic Financing
  - 4.10.1. Banking Business: Current Environment
  - 4.10.2. Risk Analysis and Management
- 4.11. Money and Capital Markets
  - 4.11.1. Fixed Income Market
  - 4.11.2. Equity Market
  - 4.11.3. Valuation of Companies
- 4.12. Analyzing and Solving Cases/Problems
  - 4.12.1. Problem-Solving Methodology
  - 4.12.2. Case Method

## Module 5. Operations and Logistics Management

- 5.1. Operations Management
  - 5.1.1. Define the Operations Strategy
  - 5.1.2. Supply Chain Planning and Control
  - 5.1.3. Indicator Systems
- 5.2. Purchasing Management
  - 5.2.1. Stocks Management
  - 5.2.2. Warehouse Management
  - 5.2.3. Purchasing and Procurement Management
- 5.3. Supply Chain Management (1)
  - 5.3.1. Costs and Efficiency of the Operations Chain
  - 5.3.2. Change in Demand Patterns
  - 5.3.3. Change in Operations Strategy
- 5.4. Supply Chain Management (2). Implementation
  - 5.4.1. Lean Manufacturing/Lean Thinking
  - 5.4.2. Logistics Management
  - 5.4.3. Purchasing
- 5.5. Logistical Processes
  - 5.5.1. Organization and Management by Processes
  - 5.5.2. Procurement, Production, Distribution
  - 5.5.3. Quality, Quality Costs, and Tools
  - 5.5.4. After-Sales Service
- 5.6. Logistics and Customers
  - 5.6.1. Demand Analysis and Forecasting
  - 5.6.2. Sales Forecasting and Planning
  - 5.6.3. Collaborative Planning, Forecasting, and Replacement
- 5.7. International Logistics
  - 5.7.1. Customs, Export and Import Processes
  - 5.7.2. Methods and Means of International Payment
  - 5.7.3. International Logistics Platforms
- 5.8. Competing through Operations
  - 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
  - 5.8.2. Emerging Technologies and Sciences
  - 5.8.3. Information Systems in Operations

## Module 6. Information Systems Management

- 6.1. Information Systems Management
  - 6.1.1. Business Information Systems
  - 6.1.2. Strategic Decisions
  - 6.1.3. The Role of the CIO
- 6.2. Information Technology and Business Strategy
  - 6.2.1. Company and Industry Sector Analysis
  - 6.2.2. Online Business Models
  - 6.2.3. The Value of IT in a Company
- 6.3. IS Strategic Planning
  - 6.3.1. The Process of Strategic Planning
  - 6.3.2. Formulating the IS Strategy
  - 6.3.3. Strategy Implementation Plan
- 6.4. Information Systems and Business Intelligence
  - 6.4.1. CRM and Business Intelligence
  - 6.4.2. Business Intelligence Project Management
  - 6.4.3. Business Intelligence Architecture
- 6.5. New ICT-Based Business Models
  - 6.5.1. Technology-Based Business Models.
  - 6.5.2. Innovation Abilities
  - 6.5.3. Redesigning the Value Chain Processes
- 6.6. E-Commerce
  - 6.6.1. E-Commerce Strategic Plan
  - 6.6.2. Logistics Management and Customer Service in E-Commerce
  - 6.6.3. E-Commerce as an Opportunity for Internationalization
- 6.7. E-Business Strategies
  - 6.7.1. Social Media Strategies
  - 6.7.2. Optimizing Service Channels and Customer Support
  - 6.7.3. Digital Regulation
- 6.8. Digital Business
  - 6.8.1. Mobile E-Commerce
  - 6.8.2. Design and Usability
  - 6.8.3. E-Commerce Operations

## Module 7. Commercial Management, Marketing, and Corporate Communications

- 7.1. Commercial Management
  - 7.1.1. Sales Management
  - 7.1.2. Commercial Strategy
  - 7.1.3. Sales and Negotiation Techniques
  - 7.1.4. Management of Sales Teams
- 7.2. Marketing
  - 7.2.1. Marketing and the Impact on the Company
  - 7.2.2. Basic Marketing Variables
  - 7.2.3. Marketing Plan
- 7.3. Strategic Marketing Management
  - 7.3.1. Current Trends in Marketing
  - 7.3.2. Marketing Tools
  - 7.3.3. Marketing Strategy and Communication with Customers
- 7.4. Sales and Communication Strategy
  - 7.4.1. Positioning and Promotion
  - 7.4.2. Public Relations
  - 7.4.3. Sales and Communication Strategy
- 7.5. Corporate Communication
  - 7.5.1. Internal and External Communication
  - 7.5.2. Communication Departments
  - 7.5.3. Communication Managers: Managerial Skills and Responsibilities
- 7.6. Corporate Communication Strategy
  - 7.6.1. Corporate Communication Strategy
  - 7.6.2. Communication Plan
  - 7.6.3. Press Release/Clipping/Publicity Writing

## Module 8. Innovation and Project Management

- 8.1. Innovation
  - 8.1.1. Macro Concept of Innovation
  - 8.1.2. Types of Innovation
  - 8.1.3. Continuous and Discontinuous Innovation
  - 8.1.4. Training and Innovation
- 8.2. Innovation Strategy
  - 8.2.1. Innovation and Corporate Strategy
  - 8.2.2. Global Innovation Project: Design and Management
  - 8.2.3. Innovation Workshops
- 8.3. Business Model Design and Validation
  - 8.3.1. The Lean Start-Up Methodology
  - 8.3.2. Innovative Business Initiative: Stages
  - 8.3.3. Financing Arrangements
  - 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
  - 8.3.5. Growth and Loyalty
- 8.4. Project Management
  - 8.4.1. Innovation Opportunities
  - 8.4.2. Feasibility Study and Proposal Specification
  - 8.4.3. Project Definition and Design
  - 8.4.4. Project Execution
  - 8.4.5. Project Closure

## Module 9. New Creative Industries

- 9.1. New Creative Industries
  - 9.1.1. From the Cultural Industry to the Creative Industry
  - 9.1.2. Today's Creative Industries
  - 9.1.3. Activities and Sectors that Make up the Creative Industries
- 9.2. Economic Importance of the Creative Industries Today
  - 9.2.1. Contribution
  - 9.2.2. Drivers of Growth and Change
  - 9.2.3. Job Outlook in the Creative Industries

- 9.3. New Global Context of the Creative Industries
  - 9.3.1. Radiography of the Creative Industries in the World
  - 9.3.2. Sources of Financing for the Creative Industries in Each Country
  - 9.3.3. Case Studies: Management Models and Public Policies
- 9.4. Natural and Cultural Heritage
  - 9.4.1. Historical and Cultural Heritage
  - 9.4.2. By-Products and Services for Museum, Archeological and Historical Sites and Cultural Landscapes
  - 9.4.3. Intangible Cultural Heritage
- 9.5. Visual Arts
  - 9.5.1. Plastic Arts
  - 9.5.2. Photography
  - 9.5.3. Crafts
- 9.6. Performing Arts
  - 9.6.1. Theater and Dance
  - 9.6.2. Music and Festivals
  - 9.6.3. Fairs and Circuses
- 9.7. Audiovisual Media
  - 9.7.1. Movies, TV and Audiovisual Content
  - 9.7.2. Radio, Podcasts and Audio Content
  - 9.7.3. Video Games
- 9.8. Recent Publications
  - 9.8.1. Literature, Essays and Poetry
  - 9.8.2. Publishers
  - 9.8.3. Press
- 9.9. Creative Services
  - 9.9.1. Design and Fashion
  - 9.9.2. Architecture and Landscaping
  - 9.9.3. Advertising
- 9.10. Connections of the Creative Economy or Orange Economy
  - 9.10.1. Cascade Model - Concentric Circles
  - 9.10.2. Spillovers Creative, Production and Knowledge
  - 9.10.3. Culture at the Service of the Creative Economy

## Module 10. Protection of Creative and Intangible Products

- 10.1. Legal Protection of Intangible Assets
- 10.2. Intellectual Property I
- 10.3. Intellectual Property II
- 10.4. Intellectual Property III
- 10.5. Industrial Property I: Branding.
- 10.6. Industrial Property II: Industrial Designs
- 10.7. Industrial Property III: Patents and Utility Models
- 10.8. Intellectual and Industrial Property: Practice
- 10.9. Advertising Law I
- 10.10. Advertising Law II

## Module 11. Economic and Financial Management of Creative Companies

- 11.1. The Necessary Economic Sustainability
  - 11.1.1. The Financial Structure of a Creative Company
  - 11.1.2. Accounting in a Creative Company
  - 11.1.3. Triple Balance
- 11.2. Revenues and Expenses of Today's Creative Businesses
  - 11.2.1. Accounting of Costs
  - 11.2.2. Type of Costs
  - 11.2.3. Cost Allocation
- 11.3. Types of Profit in the Company
  - 11.3.1. Contribution Margin
  - 11.3.2. Break-Even Point
  - 11.3.3. Evaluation of Alternatives
- 11.4. Investment in the Creative Sector
  - 11.4.1. Investment in the Creative Industry
  - 11.4.2. Investment Appraisal
  - 11.4.3. The VAN Method: Net Present Value
- 11.5. Profitability in the Creative Industry
  - 11.5.1. Economic Profitability
  - 11.5.2. Time Profitability
  - 11.5.3. Financial Profitability
- 11.6. Cash Flow: Liquidity and Solvency
  - 11.6.1. Cash Flow
  - 11.6.2. Balance Sheet and Income Statement
  - 11.6.3. Settlement and Leverage
- 11.7. Financing Formulas Currently on the Creative Market
  - 11.7.1. Venture Capital Funds
  - 11.7.2. Business Angels
  - 11.7.3. Calls for Proposals and Grants
- 11.8. Product Pricing in the Creative Industry
  - 11.8.1. Pricing
  - 11.8.2. Profit vs. Competition
  - 11.8.3. Pricing Strategy
- 11.9. Pricing Strategy in the Creative Sector
  - 11.9.1. Types of Pricing Strategies
  - 11.9.2. Advantages
  - 11.9.3. Disadvantages
- 11.10. Operational Budgets
  - 11.10.1. Tools of Strategic Planning
  - 11.10.2. Elements Included in the Operational Budget
  - 11.10.3. Development and Execution of the Operational Budget

**Module 12. Future Thinking: How to Transform Today from Tomorrow**

- 12.1. Methodology Futures Thinking
  - 12.1.1. Future Thinking
  - 12.1.2. Benefits of using this Methodology
  - 12.1.3. The Role of the "Futurist" in the Creative Enterprise
- 12.2. Signs of Change
  - 12.2.1. The Sign of Change
  - 12.2.2. Identification of the Signs of Change
  - 12.2.3. Interpretation of the Signs
- 12.3. Types of Futures
  - 12.3.1. Journey to the Past
  - 12.3.2. The Four Types of Futures
  - 12.3.3. Application of the Methodology Futures Thinking in the Workplace
- 12.4. Future Forecasting
  - 12.4.1. Searching for Drivers
  - 12.4.2. How to Create a Forecast for the Future
  - 12.4.3. How to Design a Future Scenario
- 12.5. Mental Stimulation Techniques
  - 12.5.1. Past, Future and Empathy
  - 12.5.2. Facts vs. Experience
  - 12.5.3. Alternative Routes
- 12.6. Collaborative Forecasting
  - 12.6.1. The Future as a Game
  - 12.6.2. Future Wheel
  - 12.6.3. The Future from Different Approaches
- 12.7. Epic Victories
  - 12.7.1. From Discovery to the Innovation Proposal
  - 12.7.2. The Epic Victory
  - 12.7.3. Fairness in the Game of the Future
- 12.8. Preferred Futures
  - 12.8.1. The Preferred Future
  - 12.8.2. Techniques
  - 12.8.3. Working Backwards from the Future

- 12.9. From Prediction to Action
  - 12.9.1. Images of the Future
  - 12.9.2. Artifacts of the Future
  - 12.9.3. Roadmap
- 12.10. A Global and Multidisciplinary Vision of the Future ODS
  - 12.10.1. Sustainable Development as a Global Goal
  - 12.10.2. Human Management in Nature
  - 12.10.3. Social Sustainability

**Module 13. Consumer or User Management in Creative Businesses**

- 13.1. The User in the Current Context
  - 13.1.1. Consumer Change in Recent Times
  - 13.1.2. The Importance of Research
  - 13.1.3. Trend Analysis
- 13.2. Strategy with the Focus on the Individual
  - 13.2.1. Human Centric Strategy
  - 13.2.2. Keys and Benefits of Being Human Centric
  - 13.2.3. Success Stories
- 13.3. Data on the Human Centric Strategy
  - 13.3.1. Data on the Human Centric Strategy
  - 13.3.2. The Value of the Data
  - 13.3.3. 360° View of the Customer
- 13.4. Implementation of the Human Centric Strategy in the Creative Industry
  - 13.4.1. Transformation of Dispersed Information into Customer Knowledge
  - 13.4.2. Opportunity Analysis
  - 13.4.3. Maximization Strategies and Initiatives
- 13.5. Human Centric Methodology
  - 13.5.1. From Research to Prototyping
  - 13.5.2. Double Diamond Model: Process and Phases
  - 13.5.3. Tools
- 13.6. Design Thinking
  - 13.6.1. Design Thinking
  - 13.6.2. Methodology
  - 13.6.3. The Techniques and Tools of Design Thinking

- 13.7. Brand Positioning in the User's Mind
  - 13.7.1. Positioning Analysis
  - 13.7.2. Typology
  - 13.7.3. Methodology and Tools
- 13.8. User Insights in Creative Businesses
  - 13.8.1. Insights and Their Importance
  - 13.8.2. Customer Journey and the Relevance of the Journey Map
  - 13.8.3. Research Techniques
- 13.9. User Profiling (Archetypes and Buyer Persona)
  - 13.9.1. Archetypes
  - 13.9.2. Buyer persona
  - 13.9.3. Methodology of Analysis
- 13.10. Research Resources and Techniques
  - 13.10.1. Techniques in Context
  - 13.10.2. Visualization and Creation Techniques
  - 13.10.3. Voice Contrast Techniques

## Module 14. Creative Branding: Communication and Management of Creative Brands

- 14.1. Brands and Branding
  - 14.1.1. The Brands
  - 14.1.2. The Evolution of Branding
  - 14.1.3. Positioning, Brand Personality, Notoriety
- 14.2. Brand Building
  - 14.2.1. Marketing Mix
  - 14.2.2. Brand Architecture
  - 14.2.3. Brand Identity
- 14.3. Brand Expression
  - 14.3.1. Graphic Identity
  - 14.3.2. Visual Expression
  - 14.3.3. Other Elements that Reflect the Brand

- 14.4. Communication
  - 14.4.1. Focuses
  - 14.4.2. Brand Touchpoints
  - 14.4.3. Communication Tools and Techniques
- 14.5. Branded Content
  - 14.5.1. From Brands to Entertainment Platforms
  - 14.5.2. The Rise of Branded Content
  - 14.5.3. Connecting with the Audience through Unique Storytelling
- 14.6. Visual Storytelling
  - 14.6.1. Brand Analysis
  - 14.6.2. Creative Advertising Concepts
  - 14.6.3. The Creative Fan
- 14.7. Customer Experience Storytelling
  - 14.7.1. Customer Experience(CX)
  - 14.7.2. Customer Journey
  - 14.7.3. Brand Alignment and CX
- 14.8. Strategic Planning
  - 14.8.1. Objectives
  - 14.8.2. Identification of Audiences and Insights
  - 14.8.3. Designing the Corporate Strategy
- 14.9. Performance
  - 14.9.1. The Briefing
  - 14.9.2. Tactics
  - 14.9.3. Production Plan
- 14.10. Assessment
  - 14.10.1. What to Evaluate
  - 14.10.2. How to Assess it (Measuring Tools)
  - 14.10.3. Results Reports



## Module 15. Leadership and Innovation in the Creative Industries

- 15.1. Creativity Applied to Industry
  - 15.1.1. Creative Expression
  - 15.1.2. Creative Resources
  - 15.1.3. Creative Techniques
- 15.2. The New Innovative Culture
  - 15.2.1. The Context of the Innovation
  - 15.2.2. Why does Innovation Fail?
  - 15.2.3. Academic Theories
- 15.3. Innovation Dimensions and Levers
  - 15.3.1. The Plans or Dimensions of Innovation
  - 15.3.2. Attitudes for Innovation
  - 15.3.3. Intrapreneurship and Technology
- 15.4. Constraints and Obstacles to Innovation in the Creative Industry
  - 15.4.1. Personal and Group Restrictions
  - 15.4.2. Social Constraints and Organizations
  - 15.4.3. Industrial and Technological Restrictions
- 15.5. Closed Innovation and Open Innovation
  - 15.5.1. From Closed Innovation to Open Innovation
  - 15.5.2. Practical Classes to Implement Open Innovation
  - 15.5.3. Experiences of Open Innovation in Companies
- 15.6. Innovative Business Models in IICCs
  - 15.6.1. Business Trends in the Creative Economy
  - 15.6.2. Study Cases
  - 15.6.3. Sector Revolution
- 15.7. Leading and Managing an Innovation Strategy
  - 15.7.1. Boosting Adoption
  - 15.7.2. Leading the Process
  - 15.7.3. Portfolio Maps
- 15.8. Financing Innovation
  - 15.8.1. CFO: Venture Capital Investor
  - 15.8.2. Dynamic Financing
  - 15.8.3. Response to the Challenges

- 15.9. Hybridization: Innovating in the Creative Economy
  - 15.9.1. Intersection of Sectors
  - 15.9.2. Generation of Disruptive Solutions
  - 15.9.3. The Medici Effect
- 15.10. New Creative and Innovative Ecosystems
  - 15.10.1. Generation of Innovative Environments
  - 15.10.2. Creativity as a Lifestyle
  - 15.10.3. Icosystems

## Module 16. Digital Transformation in the Creative Industry

- 16.1. Digital Future of the Creative Industry
  - 16.1.1. Digital Transformation
  - 16.1.2. Situation of the Sector and its Comparison
  - 16.1.3. Future Challenges
- 16.2. Forth Industrial Revolution
  - 16.2.1. Industrial Revolution
  - 16.2.2. Application
  - 16.2.3. Impacts
- 16.3. Digital Enablers for Growth
  - 16.3.1. Operational Effectiveness, Acceleration and Improvement
  - 16.3.2. Continuous Digital Transformation
  - 16.3.3. Solutions and Services for the Creative Industries
- 16.4. The Application of Big Data to the Enterprise
  - 16.4.1. Data Value
  - 16.4.2. Data in Decision Making
  - 16.4.3. Data Driven Company
- 16.5. Cognitive Technology
  - 16.5.1. AI and Digital Interaction
  - 16.5.2. IoT and Robotics
  - 16.5.3. Other Digital Training
- 16.6. Uses and Applications of Blockchain Technology
  - 16.6.1. Blockchain
  - 16.6.2. Value for the IICC Sector
  - 16.6.3. Transaction Versatility

- 16.7. Omnichannel and Transmedia Development
  - 16.7.1. Impacts in the Sector
  - 16.7.2. Challenge Analysis
  - 16.7.3. Evolution
- 16.8. Entrepreneurship Ecosystems
  - 16.8.1. The Role of Innovation and Venture Capital
  - 16.8.2. The Start-Up Ecosystem and the Agents that Comprise it
  - 16.8.3. How to Maximize the Relationship between the Creative Agent and the Start-Up
- 16.9. New Disruptive Business Models.
  - 16.9.1. Marketing-Based (Platforms and Marketplaces)
  - 16.9.2. Service-Based (Freemium, Premium or Subscription Models)
  - 16.9.3. Community-Based (from Crowdfunding, Social Networking or Blogging)
- 16.10. Methodologies to Promote a Culture of Innovation in the Creative Industries
  - 16.10.1. Blue Ocean Innovation Strategy
  - 16.10.2. Lean Start-Up Innovation Strategy
  - 16.10.3. Agile Innovation Strategy

## Module 17. New Digital Marketing Strategy

- 17.1. Technology and Audiences
  - 17.1.1. Digital Strategy and Differences between User Types
  - 17.1.2. Target Audience, Exclusionary Factors and Generations
  - 17.1.3. The Ideal Customer Profile (ICP) and Buyer Persona
- 17.2. Digital Analytics for Diagnostics
  - 17.2.1. Analytics Prior to the Digital Strategy
  - 17.2.2. Moment 0
  - 17.2.3. KPIs and Metrics, Typologies, Classification According to Methodologies
- 17.3. E-Entertainment: The Impact of E-Commerce in the Entertainment Industry
  - 17.3.1. E-commerce, Typologies and Platforms
  - 17.3.2. The Importance of Web Design: UX and UI
  - 17.3.3. Optimization of Online Space: Minimum Requirements

- 17.4. Social Media and Influencer Marketing
  - 17.4.1. Impact and Evolution of Network Marketing
  - 17.4.2. Persuasion, Keys to Content and Viral Actions
  - 17.4.3. Planning Campaigns for Social Marketing and Influencer Marketing
- 17.5. Mobile Marketing
  - 17.5.1. Mobile User
  - 17.5.2. Web Mobile and Apps
  - 17.5.3. Actions Mobile Marketing
- 17.6. Advertising in Online Environments
  - 17.6.1. Advertising in Social Media and Objectives of the Social Ads
  - 17.6.2. The Conversion Funnel or Purchase Funnel: Categories
  - 17.6.3. Social Ads Platforms
- 17.7. The Inbound Marketing Methodology
  - 17.7.1. Social Selling, Key Pillars and Strategy
  - 17.7.2. The CRM Platform in a Digital Strategy
  - 17.7.3. Inbound Marketing or Attraction Marketing: Actions and SEO
- 17.8. Marketing Automation
  - 17.8.1. Email Marketing and Email Typology
  - 17.8.2. Email Marketing Automation, Applications, Platforms and Advantages
  - 17.8.3. The Emergence of Bot & Chatbot Marketing: Typology and Platforms
- 17.9. Data Management Tools
  - 17.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
  - 17.9.2. Big Data: Business Analytics and Business Intelligence
  - 17.9.3. Big Data, Artificial Intelligence and Data Science
- 17.10. Measuring Profitability
  - 17.10.1. ROI: the Definition of Return on Investment and ROI vs. ROAS
  - 17.10.2. ROI Optimization
  - 17.10.3. Key Metrics

**Module 18. Entrepreneurship in the Creative Industries**

- 18.1. The Entrepreneurial Project
  - 18.1.1. Entrepreneurship, Types and Life Cycle
  - 18.1.2. Entrepreneur Profile
  - 18.1.3. Topics of Interest for Entrepreneurship
- 18.2. Personal Leadership
  - 18.2.1. Self-Knowledge
  - 18.2.2. Entrepreneurial Skills
  - 18.2.3. Development of Entrepreneurial Leadership Skills and Abilities
- 18.3. Identification of Innovative and Entrepreneurial Opportunities
  - 18.3.1. Analysis of Megatrends and Competitive Forces
  - 18.3.2. Consumer Behavior and Demand Estimation
  - 18.3.3. Evaluation of Business Opportunities
- 18.4. Business Idea Generation in the Creative Industry
  - 18.4.1. Tools for the Generation of Ideas: Brainstorming, Mind Maps, Drawstorming, etc
  - 18.4.2. Value Proposition Design: Canvas, 5W
  - 18.4.3. Development of the Value Proposition
- 18.5. Prototyping and Validation
  - 18.5.1. Prototype Development
  - 18.5.2. Validation
  - 18.5.3. Prototyping Adjustments
- 18.6. Business Model Design
  - 18.6.1. The Business Model
  - 18.6.2. Methodologies for the Creation of Business Models
  - 18.6.3. Business Model Design for Proposed Idea
- 18.7. Team Leadership
  - 18.7.1. Team Profiles According to Temperaments and Personality
  - 18.7.2. Team Leadership Skills
  - 18.7.3. Teamwork Methods
- 18.8. Cultural Markets
  - 18.8.1. Nature of Cultural Markets
  - 18.8.2. Types of Cultural Markets
  - 18.8.3. Identification of Local Cultural Markets
- 18.9. Marketing Plan and Personal Branding
  - 18.9.1. Projection of the Personal and Entrepreneurial Project
  - 18.9.2. Short- and Medium-term Strategic Plan
  - 18.9.3. Variables for Measuring Success
- 18.10. Sales Pitch
  - 18.10.1. Project Presentation for Investors
  - 18.10.2. Development of Attractive Presentations
  - 18.10.3. Development of Effective Communication Skills



*A truly indispensable and  
unique academic experience  
for your professional career”*

06

# Methodology

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

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





“

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

## 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”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method is the most widely used learning system in the best faculties in the world. 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 will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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





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

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

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



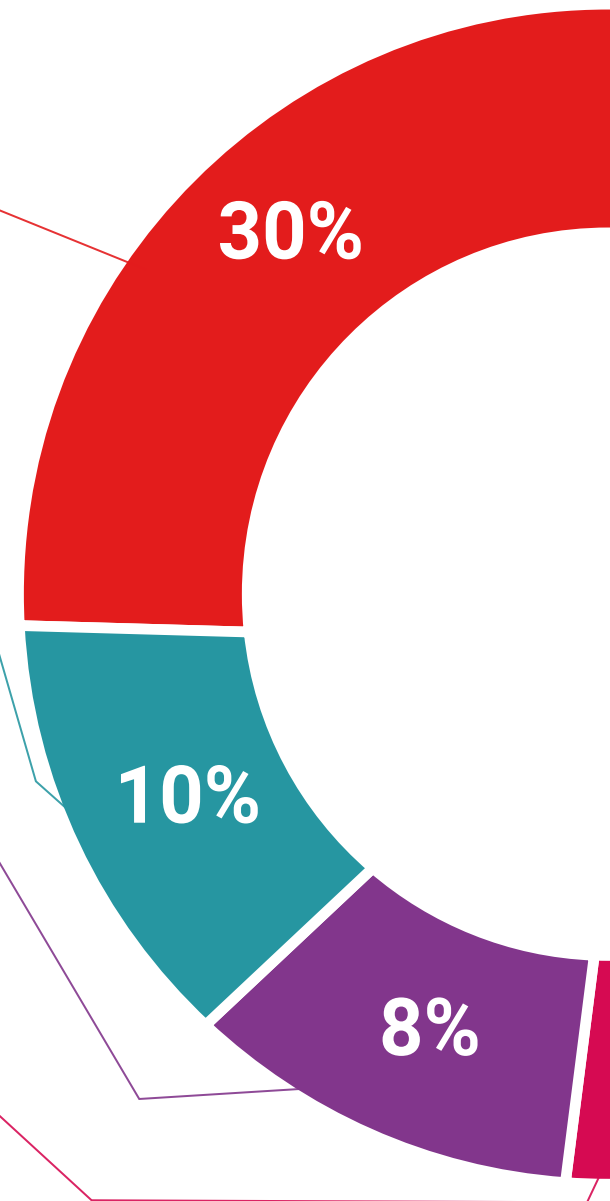
### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

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





#### Case Studies

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



#### Interactive Summaries

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

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



#### Testing & Retesting

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



# 07 Certificate

The Advanced Master's Degree in Senior Management of Creative Industries guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Global University.



“

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

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Management of Creative Industries** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Advanced Master's Degree in Senior Management of Creative Industries**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
online training  
development language  
classroom



Advanced Master's  
Degree  
Senior Management  
of Creative Industries

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Credits: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

# Advanced Master's Degree Senior Management of Creative Industries