

# Postgraduate Certificate Creative Industries



## Postgraduate Certificate Creative Industries

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/design/postgraduate-certificate/creative-industries](http://www.techtute.com/pk/design/postgraduate-certificate/creative-industries)

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# 01

# Introduction

The creative industries are gaining traction in the marketplace and in the economy. For this reason, more and more professionals are seeking to specialize in this field, adding a more innovative and creative dimension to their work. Designers have a fundamental role to play in the sector, since their style and methods of working are well suited to the different creative branches within in. This TECH program is aimed at providing designers with the necessary skills that will help them succeed in a booming sector.







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*Become a successful designer with expertise on Creative Industries and oversee high-value projects in a booming area"*

Recently the Creative Industries have seen continual growth. The two major areas that comprise this sector: culture and technology, are of such importance in the market and in the economy that they are gaining a huge following and more and more people are seeking related professional development. For this reason, TECH has created this Postgraduate Certificate specifically for designers, providing them with insights on the main companies within the sector.

Thus, over the course of the program, the student will obtain a thorough mastery of all the topics necessary for the management of companies and organizations in the new context of the Creative Industries. The program does not focus solely on arts management, but aims to provide the tools to analyze the economic, social and cultural realities in which the Creative Industries are developing and transforming today, whether it be in cinema, television or the plastic arts. Likewise, this program is designed to be studied with a methodology that promotes the acquisition of skills in the field of market research, strategic vision, digital tools and co-creation.

This 100% online Postgraduate Certificate will allow students to allocate their own study time, without being conditioned by fixed schedules or needing move to another physical location, having access to all the contents at any time of the day, and being able to balance their academic life with their professional and personal commitments.

This **Postgraduate Certificate in Creative Industries** contains the most complete and up-to-date program on the market. Its most notable features are:

- ◆ The development of case studies presented by experts in the management of creative companies
- ◆ The graphic, schematic, and 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 for work in 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

“*Designers who wish to specialize in Creative Industries will find the best program on the academic market in this Postgraduate Certificate*”

“*If you are looking for an academic route to a job in a creative company, sign up for this Postgraduate Certificate*”

The teaching staff is made up of design professionals who bring their professional experience to this program, as well as renowned specialists from prestigious societies and universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning. In other words, a simulated environment that will provide immersive studies designed to prepare them for real situations.

This program is designed around Problem-Based Learning, whereby the professional 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.

*Enroll with TECH and gain unlimited access to all the contents of this Postgraduate Certificate.*

*A comprehensive program in Creative Industries, designed to support your personal and professional growth.*



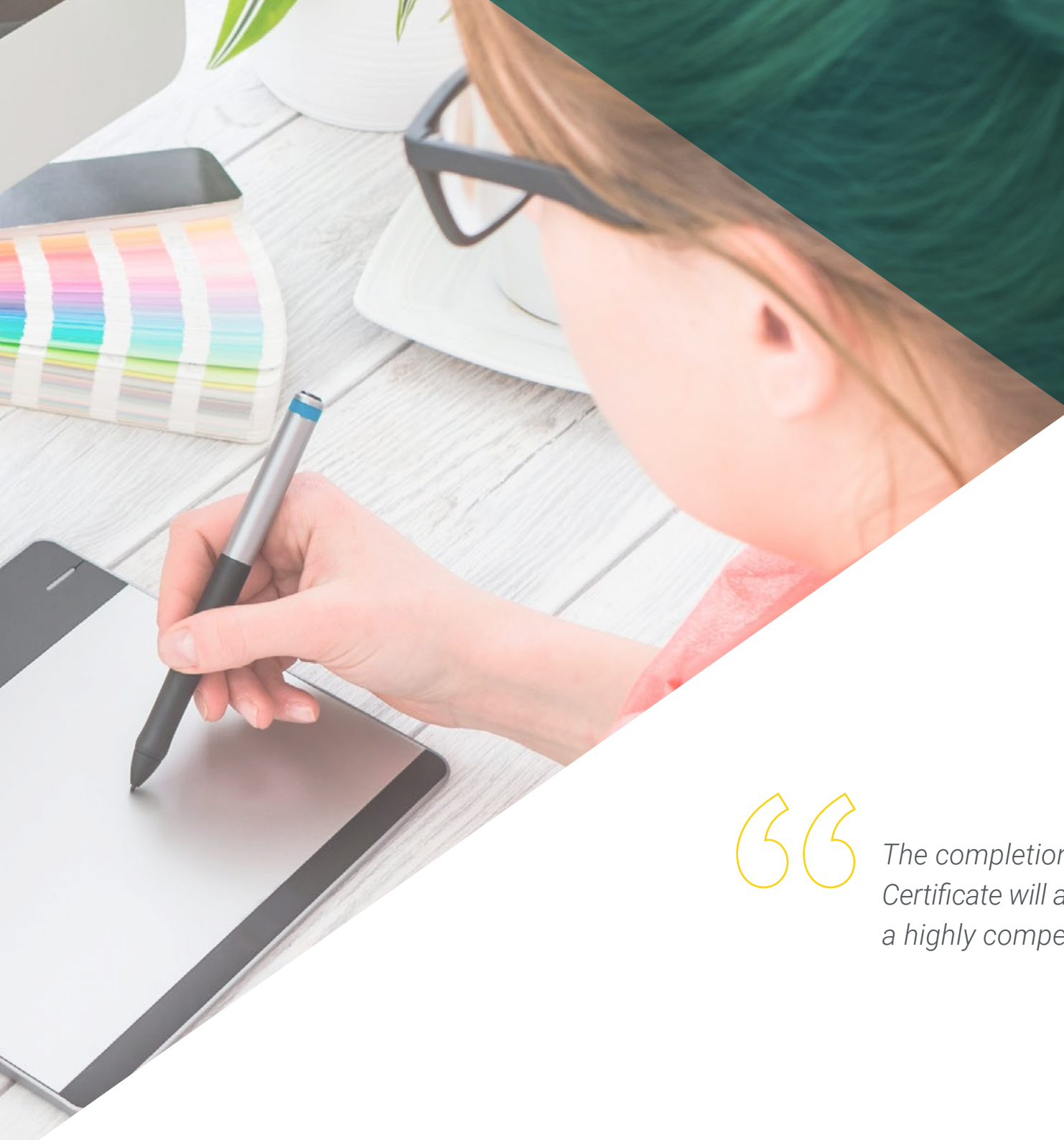


# 02 Objectives

The main objective of this TECH Postgraduate Certificate in Creative Industries is to provide designers with the necessary skills to progress and stand out in an increasingly popular sector, which requires specialists with extensive experience and in-depth knowledge to promote innovation. Undoubtedly, a program that will provide students with a broad base of knowledge, helping them to succeed in a booming sector.







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*The completion of this Postgraduate Certificate will allow you to stand out in a highly competitive sector”*



## General Objectives

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- ◆ Offer useful knowledge for the specialization of students, providing them with skills for the development and application of original ideas in their personal and professional work
- ◆ Understand how creativity and innovation have become the drivers of the economy
- ◆ Solve problems in innovative environments and interdisciplinary contexts within the ambit 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
- ◆ 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
- ◆ Organize and plan tasks, using available resources in order to deal with them in precise time frames
- ◆ Use new information and communication technologies as tools for training and exchange of experiences in the field of study
- ◆ Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice
- ◆ Acquire market research skills, strategic vision, digital and co-creation methodologies







## Specific Objectives

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- ◆ Get acquainted with the new Creative Industries
- ◆ Examine the economic importance of Creative Industries
- ◆ Study visual and performing arts in depth
- ◆ Obtain an in-depth knowledge of the historical, natural and cultural heritage

“*A world-class program to develop your skills for work in the Creative Industries*”

# 03

# Course Management

TECH has selected a team of first-rate professors for this Postgraduate Certificate in Creative Industries. They are professionals with extensive teaching and research experience who have dedicated a large part of their working lives to learning about this field and who have the necessary skills to teach students everything they need to develop successfully in such a competitive sector. In addition, they possess in-depth knowledge of new educational technologies and apply them in their teaching process.







“

*Specialize in Creative Industries  
with the best teaching staff around”*

## 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

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

## Professors

### Ms. Arroyo Villoria, Cristina

- ♦ Partner and director of projects and entrepreneurship at the creative industries factory
- ♦ Strategic planning, business development, communication and marketing strategy
- ♦ Bachelor's Degree in Labor Sciences from the University of Valladolid
- ♦ Professional Master's Degree in Human Resources Management from the San Pablo CEU Business School
- ♦ Professional Master's Degree in Educational Technology by the Bureau Veritas *Business School*





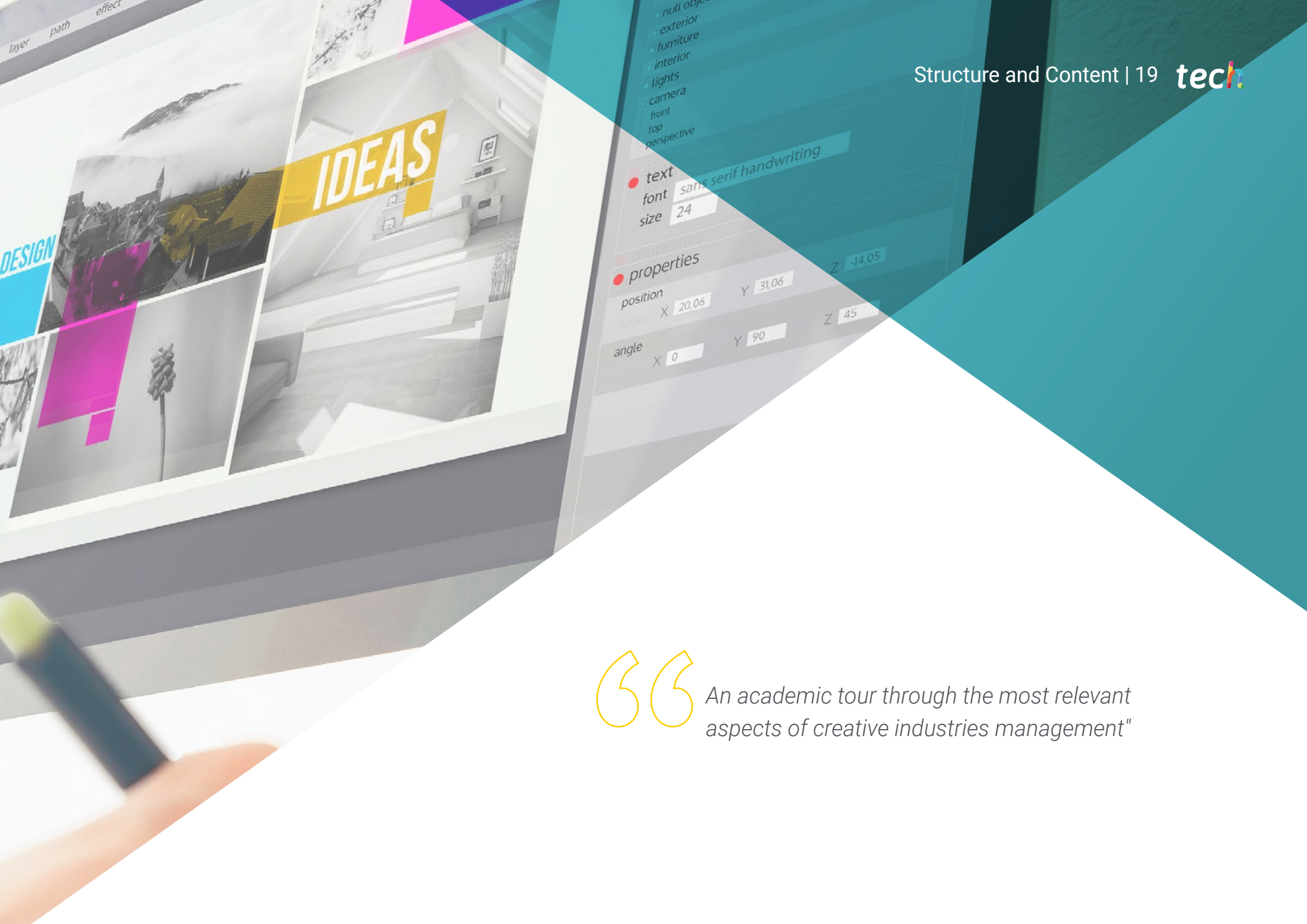
# 04

## Structure and Content

The syllabus of this TECH Postgraduate Certificate in Creative Industries has been developed to provide designers with a clear and concise understanding of the new market that is opening up and the necessary skills to advance their careers in an area that requires creativity and innovation from its professionals. To this end, the syllabus includes the most up-to-date and relevant information on the subject, which will be fundamental for students' future projects.



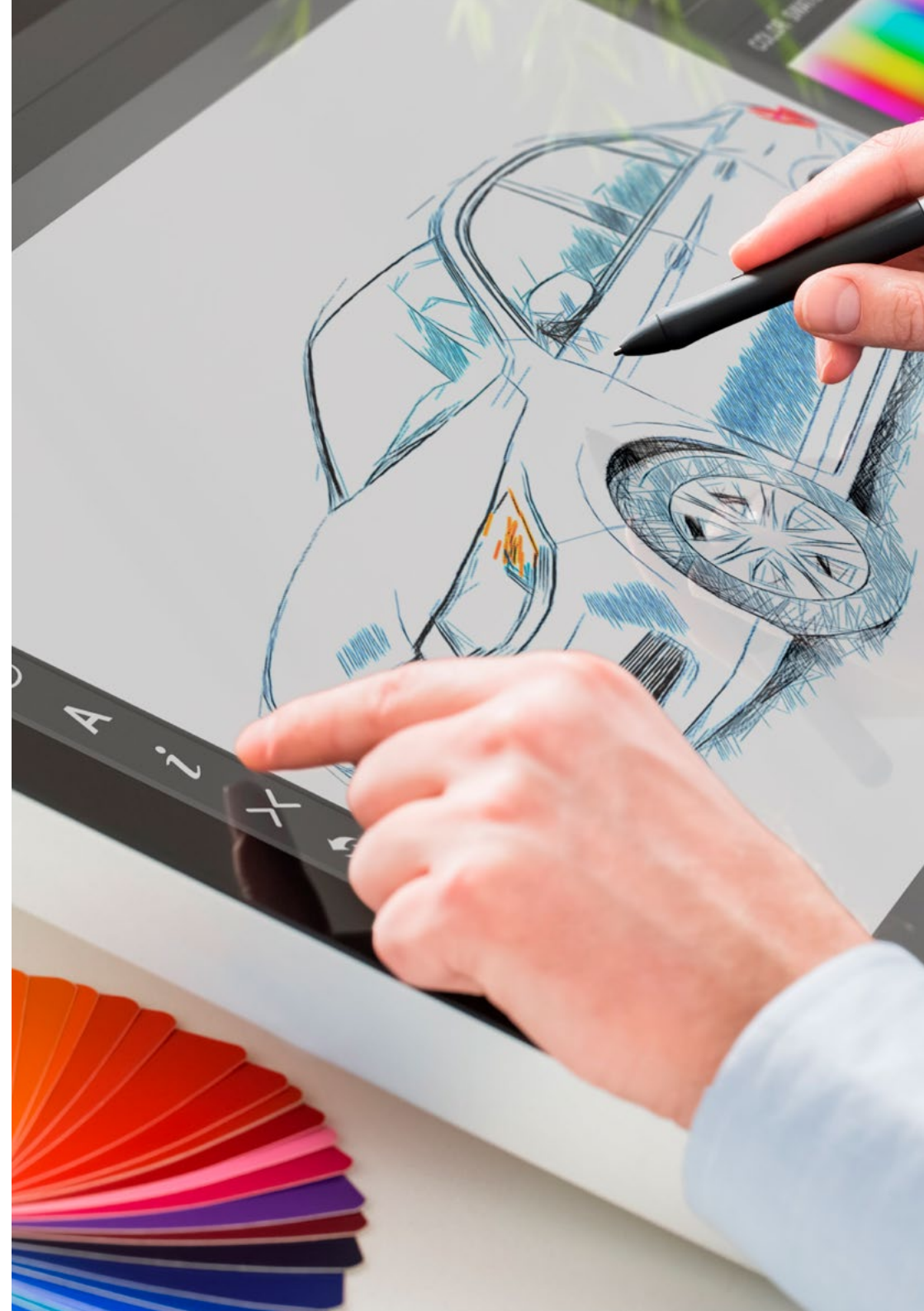




“An academic tour through the most relevant aspects of creative industries management”

## Module 1. New Creative Industries

- 1.1. New Creative Industries
  - 1.1.1. From the Cultural Industry to the Creative Industry
  - 1.1.2. Today's Creative Industries
  - 1.1.3. Activities and Sectors that Make up the Creative Industries
- 1.2. Economic Importance of the Creative Industries Today
  - 1.2.1. Contribution
  - 1.2.2. Drivers of Growth and Change
  - 1.2.3. Job outlook in the Creative Industries
- 1.3. New Global Context of the Creative Industries
  - 1.3.1. Radiography of the Creative Industries in the World
  - 1.3.2. Sources of Financing for the Creative Industries in each Country
  - 1.3.3. Case Studies: Management Models and Public Policies
- 1.4. Natural and Cultural Heritage
  - 1.4.1. Historical and Cultural Heritage
  - 1.4.2. By-products and Services for Museum, Archaeological and Historical Sites and Cultural Landscapes
  - 1.4.3. Intangible Cultural Heritage
- 1.5. Visual Arts
  - 1.5.1. Plastic Arts
  - 1.5.2. Photography
  - 1.5.3. Crafts
- 1.6. Performing Arts
  - 1.6.1. Theater and Dance
  - 1.6.2. Music and Festivals
  - 1.6.3. Fairs and Circuses
- 1.7. Audiovisual Media
  - 1.7.1. Movies, TV and Audiovisual Content
  - 1.7.2. Radio, Podcasts and Audio Content
  - 1.7.3. Video Games







- 1.8. Publicaciones actuales
  - 1.8.1. Literature, Essays and Poetry
  - 1.8.2. Publishers
  - 1.8.3. Press
- 1.9. Creative Services
  - 1.9.1. Design and Fashion
  - 1.9.2. Architecture and Landscaping
  - 1.9.3. Advertising
- 1.10. Connections of the Creative Economy or Orange Economy
  - 1.10.1. Cascade Model - Concentric Circles
  - 1.10.2. Creative, Production and Knowledge *Spillovers*
  - 1.10.3. Culture at the Service of the Creative Economy



*Learn first-hand about the new Creative Industries and prepare to stand out in the sector"*

# 05 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.





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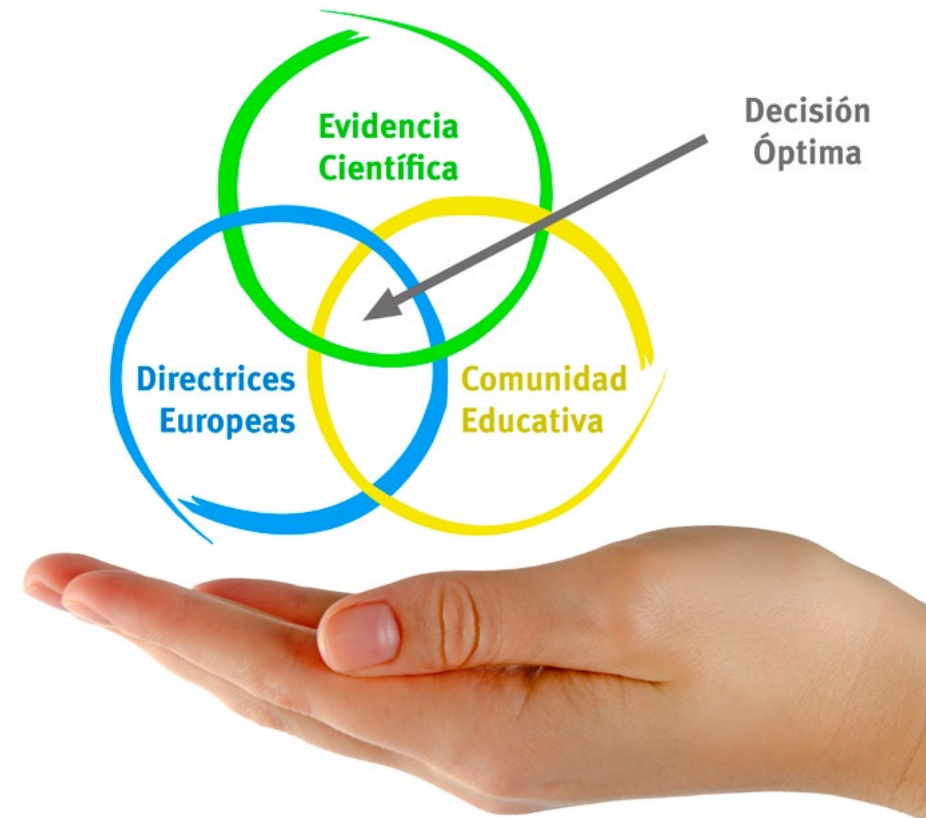
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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

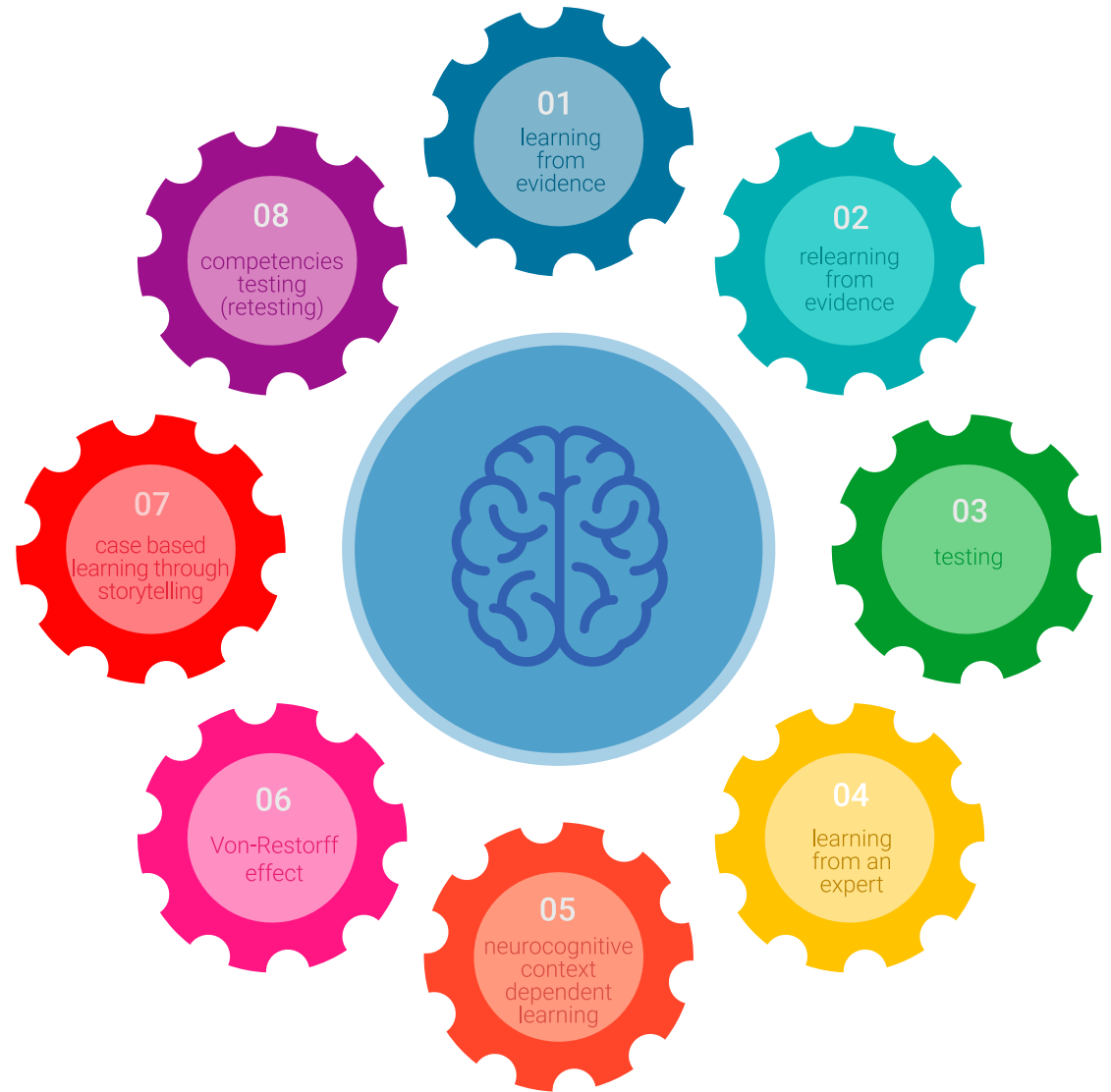
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

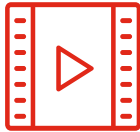
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



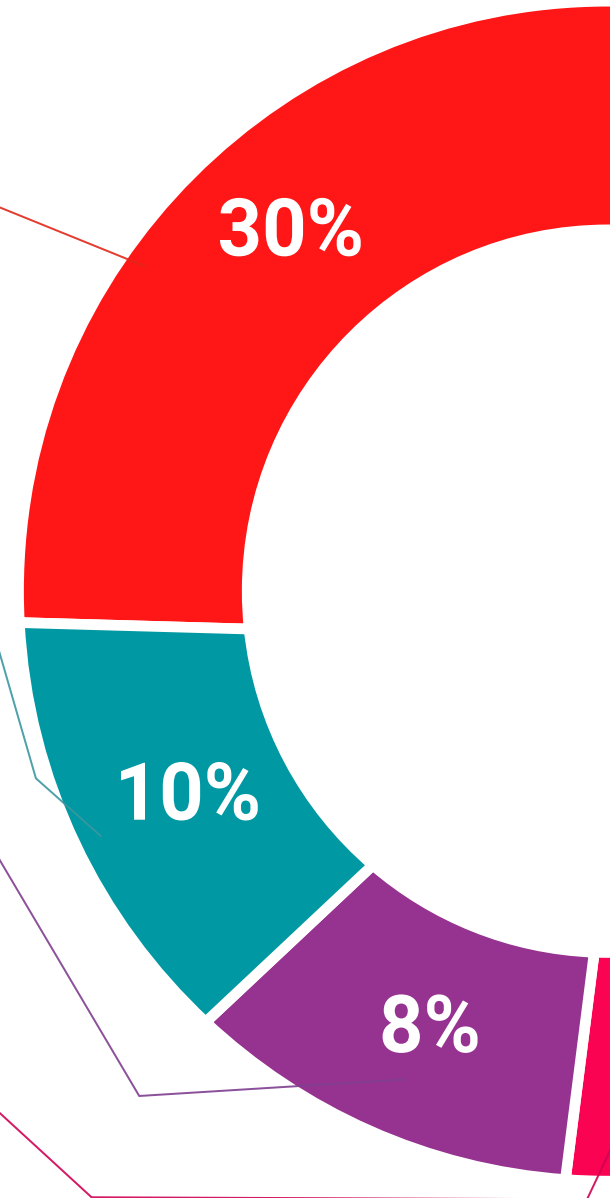
### Practising Skills and Abilities

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.

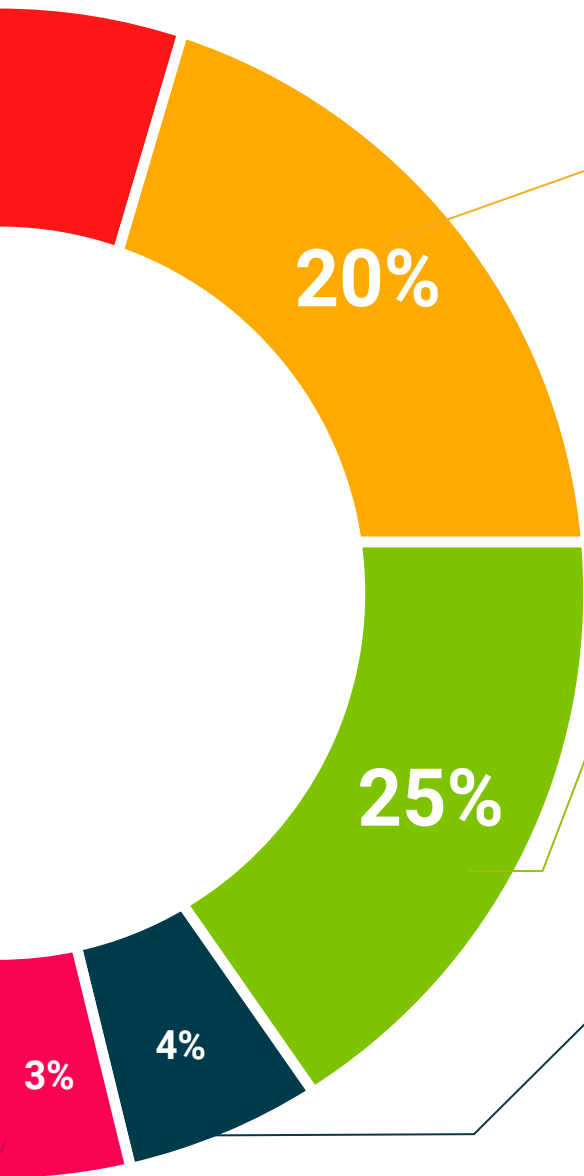


### Additional Reading

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.





# 06 Certificate

The Postgraduate Certificate in Creative Industries guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Creative Industries** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in Postgraduate Certificate, and it meets the requirements commonly demanded by job markets, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Creative Industries**

Official N° of Hours: **150 h.**



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



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