

# Postgraduate Certificate Management and Promotion of Audiovisual Products





## Postgraduate Certificate Management and Promotion of Audiovisual Products

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of Hours: **150 h.**

Website: [www.techtitute.com/design/postgraduate-certificate/management-promotion-audiovisual-products](http://www.techtitute.com/design/postgraduate-certificate/management-promotion-audiovisual-products)

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# 01

# Introduction

The film industry is a sector that generates millions around the world, but this is achieved thanks to adequate distribution and promotion policies that ensure that international productions reach the widest possible audience. Columbia, Paramount and Universal Pictures, for example, are looking for a more complete professional profile that handles all aspects related to Audiovisual management and promotion. This TECH program will provide students with the keys to become top quality managers in leading international companies.





际电影电视节  
际电影节金爵盛典  
INTERNATIONAL FILM FESTIVAL

SIFF 24<sup>th</sup>

“

*Film is a globalized industry that generates millions worldwide. Specialize with this Postgraduate Certificate and become one of the leading experts in the sector"*

Audiovisual promotion is an indispensable factor in the film industry. Proper communication, advertising and marketing campaigns allow productions to garner international interest, which means the films can then be seen in different countries around the world, through film festivals and digital platforms. Netflix, for example, arrived on the scene and completely revolutionized the way we watch series, documentaries and movies. But not only this platform, HBO, Amazon Prime, Disney +, are just some of the options that users can choose to enjoy the best movies from home.

This has made film distribution through the network more competitive, and the public has access, at a very low cost and with a single click, to the best international productions. To offer design professionals the best qualification currently available in this field, TECH has designed this Postgraduate Certificate in Management and Promotion of Audiovisual Products, which will give them the keys to make their companies' films compete among the best in the sector, achieving high ratings and, therefore, placing them among the most watched films at an international level.

Specifically, the syllabus covers: Audiovisual distribution, the structure of distribution companies, market research in cinema, social networks as a means of promotion, Internet distribution and film festivals. The latter have traditionally been the most important exhibition channels worldwide and, therefore, it is important not to forget the importance of a film that is broadcasted through one of these events, as it usually acquires the favor of audiences and critics.

A 100% online program that will allow students to manage their own study time, meaning they are not hindered by fixed schedules or the need to commute to another physical location. They can access all the contents at any time of the day, allowing them to balance their professional and personal life with their academic life.

This **Postgraduate Certificate in Management and Promotion of Audiovisual Products** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- ◆ Case studies presented by design experts
- ◆ 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 self-assessment can be used to improve learning
- ◆ Special emphasis on innovative methodologies for the Management and Promotion of Audiovisual Products
- ◆ 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



*Film festivals are one of the main channels for audiovisual promotion. Study at TECH and learn about its importance within the film industry"*

“*Position yourself among the elite in film promotion and distribution and ensure that the films you work with achieve huge audience success*”

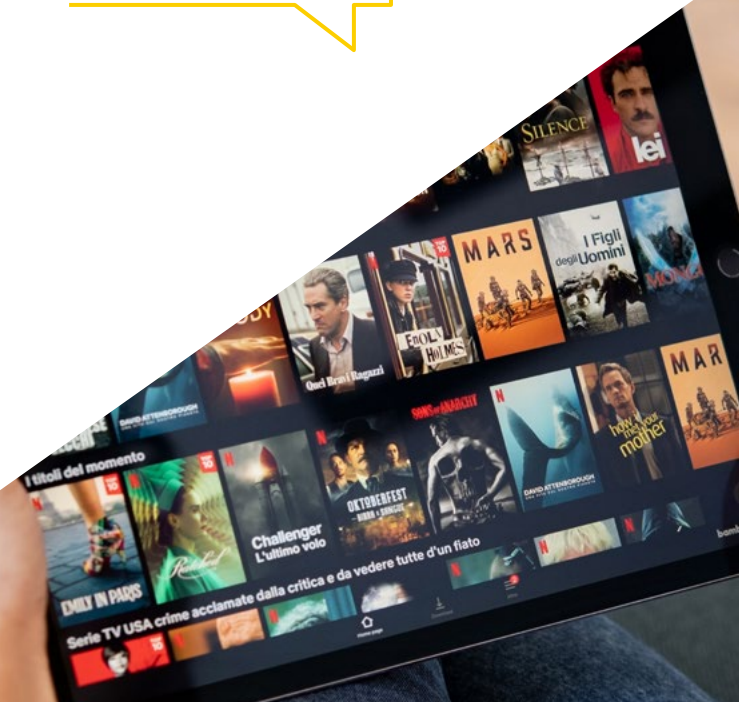
Its teaching staff includes professionals from the field of design, who bring to this program the experience of their work, as well as recognized specialists from leading companies and prestigious universities.

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 training experience designed to train for real-life situations.

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

*A quality program to master the main strategies for audiovisual distribution.*

*The online format of this Postgraduate Certificate will give you the opportunity to study from the comfort of your own home and at the time of your choosing.*





# 02 Objectives

This TECH Postgraduate Certificate has been developed for designers to acquire the necessary qualifications that will allow them to work successfully in the film industry, since in management or promotion positions, analyzing, managing and controlling audiovisual products are just some of the tasks in which the student must know how to handle successfully and, therefore, this program will give them the keys to do so. Undoubtedly, an education that will represent a difference in your professional development.





“

*If you have always wanted to work in the film industry, this program will give you the keys to access the best international companies"*



## General Objectives

- ◆ Learn the working protocols in the area of management in the audiovisual sector
- ◆ Know the different channels and techniques for promoting an audiovisual production



*With this program you will learn about the main Audiovisual distribution channels"*





## Specific Objectives

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- ◆ Know the fundamental concepts that govern the distribution, marketing and diffusion of an audiovisual product in contemporary society
- ◆ Identify the different audiovisual exhibition windows and monitor amortizations
- ◆ Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects
- ◆ Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media
- ◆ Know the history and contemporary problems of film festivals
- ◆ Identify the different categories and modalities of film festivals
- ◆ Analyze and interpret the economic, cultural and aesthetic logics of film festivals at local, national and global levels



# 03

# Structure and Content

The structure of this TECH Postgraduate Certificate has been designed to provide professionals with a higher qualification in the Management and Promotion of Audiovisual Products, with an emphasis on film. Marketing, distribution, market research and promotion in the world of cinema or even film festivals are just some of the areas that can be studied in this academic program, through multiple theoretical and practical resources.







*Learn about the challenges of Audiovisual distribution and become an expert in the field"*

## Module 1. Management and Promotion of Audiovisual Products

- 1.1. Audiovisual Distribution
  - 1.1.1. Introduction
  - 1.1.2. Distribution Players
  - 1.1.3. Marketing Products
  - 1.1.4. The Audiovisual Distribution Sectors
  - 1.1.5. National Distribution
  - 1.1.6. International Distribution
- 1.2. The Distribution Company
  - 1.2.1. The Organizational Structure
  - 1.2.2. Negotiation of the Distribution Agreement
  - 1.2.3. International Customers
- 1.3. Operating Windows, Contracts and International Sales
  - 1.3.1. Operating Windows
  - 1.3.2. International Distribution Contracts
  - 1.3.3. International Sales
- 1.4. Film Marketing
  - 1.4.1. Cinema Marketing
  - 1.4.2. The Film Production Value Chain
  - 1.4.3. Advertising Media at the Service of Promotion
  - 1.4.4. Launching Tools
- 1.5. Market Research in the Film Industry
  - 1.5.1. Introduction
  - 1.5.2. Pre-production Phase
  - 1.5.3. Post-production Phase
  - 1.5.4. Commercialization Phase
- 1.6. Social Networks and Film Promotion
  - 1.6.1. Introduction
  - 1.6.2. Promises and Limits of Social Networking
  - 1.6.3. Objectives and their Measurement
  - 1.6.4. Promotion Calendar and Strategies
  - 1.6.5. Interpreting What the Networks Are Saying
- 1.7. Audiovisual Distribution on the Internet I
  - 1.7.1. The New World of Audiovisual Distribution
  - 1.7.2. The Internet Distribution Process
  - 1.7.3. Products and Possibilities in the New Scenario
  - 1.7.4. New Distribution Modes
- 1.8. Audiovisual Distribution on the Internet II
  - 1.8.1. Keys to the New Scenario
  - 1.8.2. The Dangers of Internet Distribution
  - 1.8.3. Video on Demand (VOD) as a New Window for Distribution
- 1.9. New Distribution Spaces
  - 1.9.1. Introduction
  - 1.9.2. The Netflix Revolution
- 1.10. Film Festival
  - 1.10.1. Introduction
  - 1.10.2. The Role of Film Festivals in Distribution and Exhibition



*A first-rate academic tour that will guide you through the latest concepts in film promotion"*





# 04

# 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.*



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

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.





# 05 Certificate

The Postgraduate Certificate in Management and Promotion of Audiovisual Products 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 Management and Promotion of Audiovisual Products** contains the most complete and up-to-date educational program on the market.

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

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

Title: **Postgraduate Certificate in Management and Promotion of Audiovisual Products**

Official N° of Hours: **150 h.**



\*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.



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



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