Postgraduate Diploma
Audiovisual Product Management

tech technological university

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Postgraduate Diploma
Audiovisual Product Management

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

Website: www.techtitute.com/in/design/postgraduate-diploma/postgraduate-diploma-audiovisual-product-management

Index

01
Introduction
p. 4

02
Objectives
p. 8

03
Structure and Content
p. 12

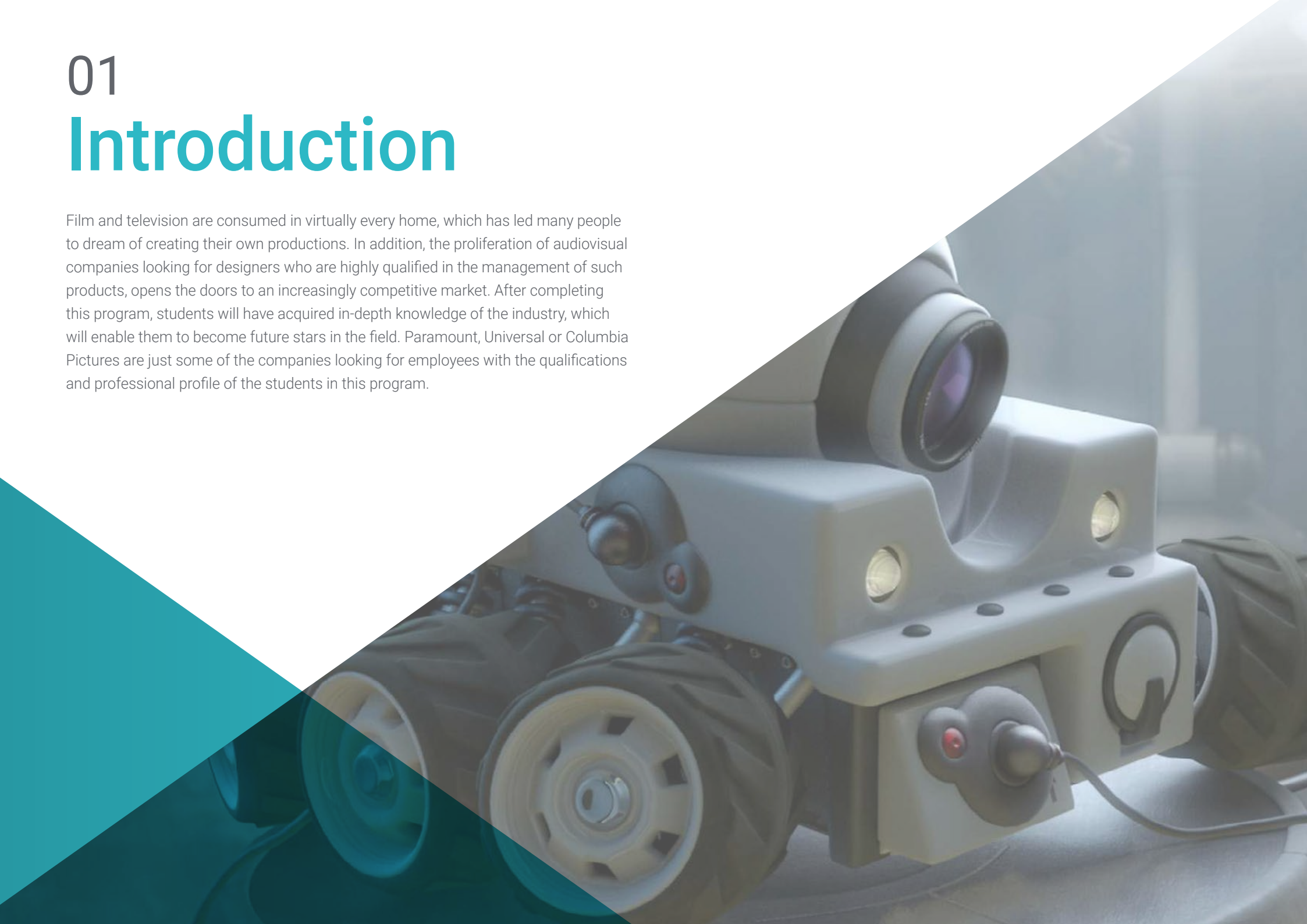
04
Methodology
p. 18

05
Certificate
p. 26

01

Introduction

Film and television are consumed in virtually every home, which has led many people to dream of creating their own productions. In addition, the proliferation of audiovisual companies looking for designers who are highly qualified in the management of such products, opens the doors to an increasingly competitive market. After completing this program, students will have acquired in-depth knowledge of the industry, which will enable them to become future stars in the field. Paramount, Universal or Columbia Pictures are just some of the companies looking for employees with the qualifications and professional profile of the students in this program.



This program will show you the main problems of Audiovisual Production so that you will be able to apply creative solutions that will turn your work into a successful product"

The management of Audiovisual Products is becoming increasingly complex, due to increased competition and the new consumption models and broadcasting platforms that have emerged in recent years. For this reason, designers in the sector should expand their education in this field through programs such as this one, in which they will find the most relevant and necessary information to act safely. Undoubtedly, it is a unique opportunity to gain access to positions of great relevance, which will allow the student to apply the necessary commercial strategies that will place the productions among the most successful today.

Specifically, this Postgraduate Diploma will show students how audiovisual companies are structured, what the new business models in the field of communication are, or the main promotional strategies of audiovisual companies among other aspects. These are fundamental concepts for designers seeking a job opportunity in this field, achieving a professional profile in high demand in companies in the sector. Completing this program opens the doors to a highly competitive labor market that demands a professional profile with extensive qualifications and experience. Pixar, Disney, Sony Pictures, etc., are just some of the most important animation companies worldwide and where designers with studies in Audiovisual Management are in demand. For this reason, this program will mark a turning point in the qualification of the students, opening the doors to a world work marked by creativity and innovation.

A 100% online program that will allow students to manage their own study time, meaning they are not hindered by 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 Diploma in Audiovisual Product Management** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- Development of 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 in Audiovisual Product Management
- 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

Learn how to manage the resources of the Cultural Industries and place your company among the best in the sector"

TECH is a university with an international vision and, therefore, offers its students a top-quality program with which to compete in a globalized environment"

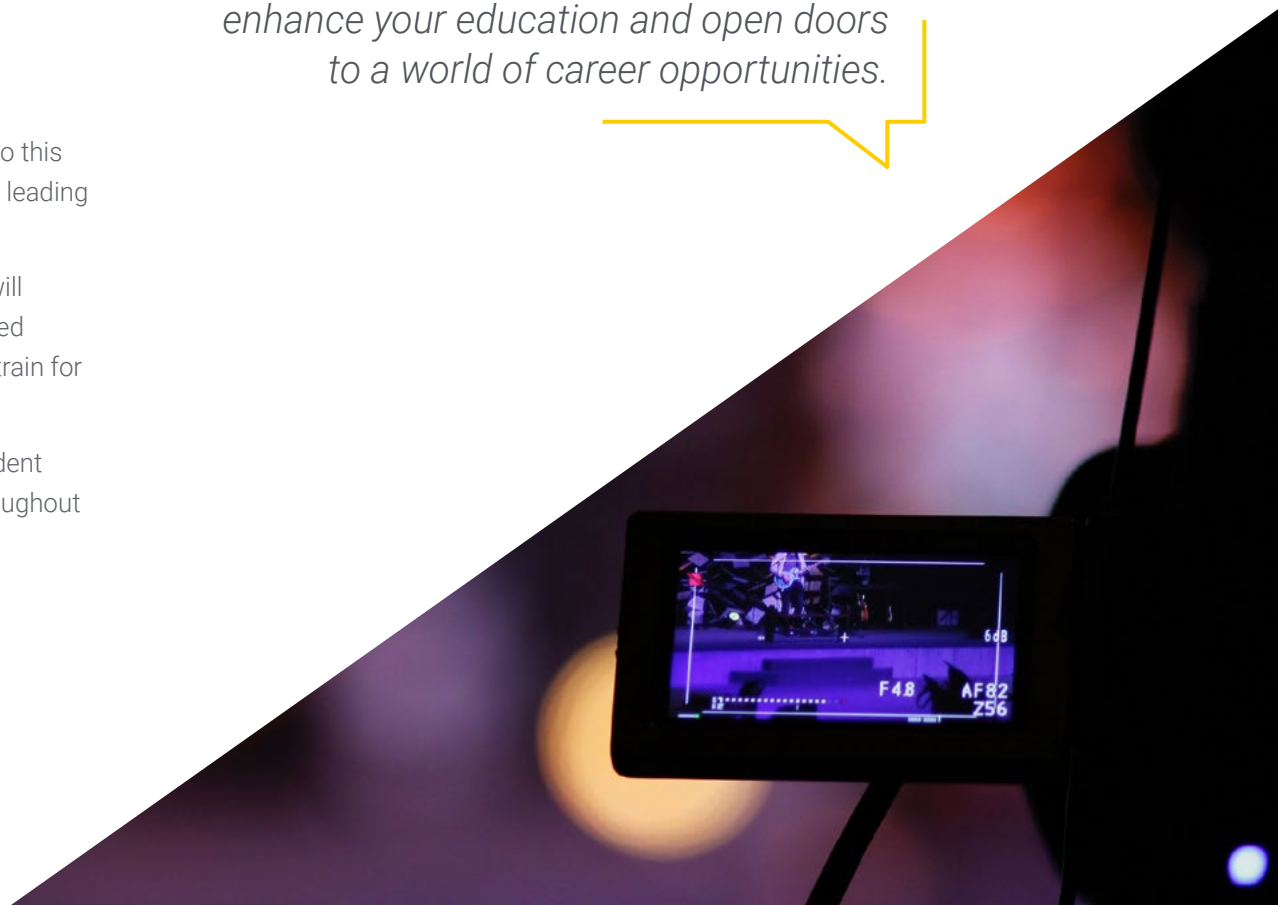
A fully online program that will be essential to combine your study time with the rest of your daily obligations.

Completing this academic program will enhance your education and open doors to a world of career opportunities.

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 student 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.



02

Objectives

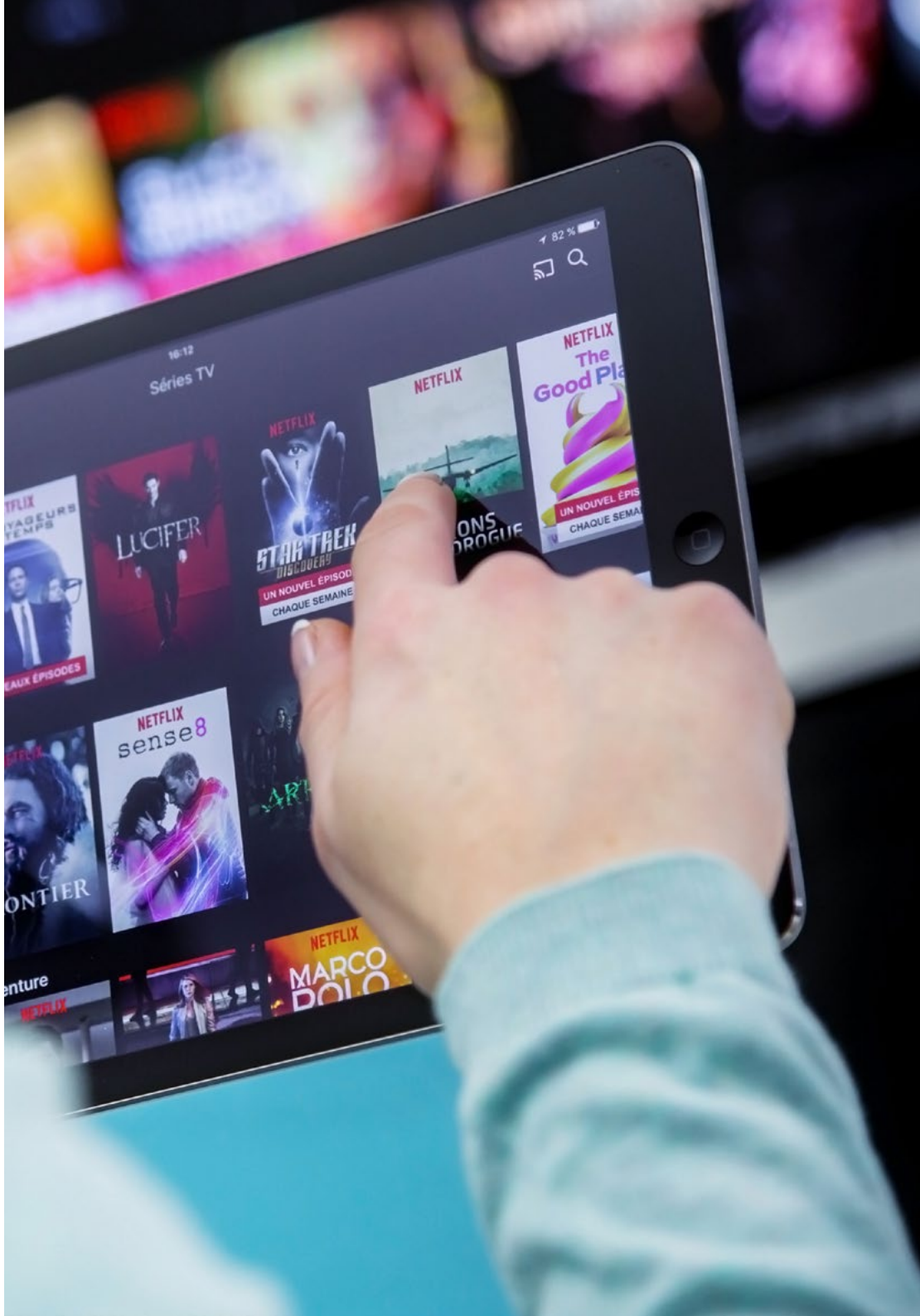
The Audiovisual Industry is in constant growth, favored by advances in technology. New tools and applications allow designers to improve their techniques to create Animation or Video Game productions that compete in highly demanding markets. This TECH Postgraduate Diploma has been designed to offer students the keys to the management of Audiovisual Products and to acquire a professional profile with which they can direct their own productions or access relevant positions in important companies in the sector such as Pixar, Disney or Dream Works.

A high quality program that will provide you with the necessary knowledge to understand each phase of Audiovisual Products"

General Objectives

- Know the structure of the audiovisual system
- Learn how new businesses are managed and configured in the contemporary audiovisual landscape
- Know how audiovisual content is managed and produced

After completing this program, you will be better able to produce successful audiovisual productions"



Specific Objectives

Module 1. Structure of the Audiovisual System

- Know the basics of how the Audiovisual system works: establish fundamental contents, know the authors and texts worked on in each unit
- Acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication: understanding the main ideas, relating concepts and elements)
- Study in depth the historical, economic-political, social and technological framework in which audiovisual products are produced, distributed and consumed
- Learn the nature and interrelationships between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers
- Identify current issues and debates concerning the audiovisual system

Module 2. Cultural Industries and New Communication Business Models

- Study the transformations that have taken place in the cultural industries in the supply and consumption of digital networks, in their economic, political and sociocultural aspects
- Delve into the challenges that the digital environment has posed to the business models of journalistic companies and other traditional cultural industries
- Analyze and design innovative strategies that contribute to the improvement of management and decision-making processes, as well as to the development of information products in line with the needs of audiences and advertisers
- Understand the changes in the processes of organization and management of strategic, human, material and technical resources of new businesses in the digital environment.

Module 3. Management and Promotion of Audiovisual Products

- 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 program will open a new field of expertise to designers, as they will be able to comfortably specialize in Audiovisual Product Management. To this end, the syllabus provides a great complement to the students' qualification, ranging from the structure of the Audiovisual System to the Cultural Industries or the promotion of Audiovisual Products. A comprehensive syllabus that will guide students through a first-rate academic journey.

The best syllabus available today to help you develop the skills you need to position yourself as an industry expert"

Module 1. Structure of the Audiovisual System

1.1. An Introduction to Cultural Industries (C.I.)
- 1.1.1. Concepts of Culture. Culture-Communication
- 1.1.2. C.I. Theory and Evolution: Typology and Models

1.2. Film Industry
- 1.2.1. Main Characteristics and Agents
- 1.2.2. Structure of the Cinematographic System

1.3. Film Industry
- 1.3.1. The U.S. Film Industry
- 1.3.2. Independent Production Companies
- 1.3.3. Problems and Debates in the Film Industry

1.4. Film Industry
- 1.4.1. Film Regulation: State and Culture. Policies for the Protection and Promotion of Cinematography
- 1.4.2. Case Study

1.5. Television Industry I
- 1.5.1. Economic Television
- 1.5.2. Founder Models
- 1.5.3. Transformations

1.6. Television Industry II
- 1.6.1. The U.S. Television Industry
- 1.6.2. Main Features
- 1.6.3. State Regulation

1.7. Television Industry III
- 1.7.1. Public Service Television in Europe
- 1.7.2. Crises and Debates

1.8. The Axes of Change
- 1.8.1. New Processes in the Audiovisual Industry
- 1.8.2. Regulatory Discussion

1.9. Digital Terrestrial Television (DTT)
- 1.9.1. Role of the State and Experiences
- 1.9.2. The New Features of the Television System

1.10 New Operators in the Audiovisual Landscape
- 1.10.1. Service Platforms *Over-The-Top* (OTT)
- 1.10.2. Consequences of its Appearance

Module 2. Cultural Industries and New Communication Business Models

2.1. The Concepts of Culture, Economy, Communication, Technology
- 2.1.1. Culture, Economy, Communication
- 2.1.2. Cultural Industries

2.2. Technology, Communication and Culture
- 2.2.1. Craft Culture Commoditized
- 2.2.2. From Live Performance to Visual Arts
- 2.2.3. Museums and Heritage

2.3. The Major Sectors of the Cultural Industries
- 2.3.1. Editorial Products
- 2.3.2. Flow C.I.s
- 2.3.3. Hybrid Models

2.4. The Digital Era in the Cultural Industries
- 2.4.1. Digital Cultural Industries
- 2.4.2. New Models in the Digital Era

2.5. Digital Media and Media in the Digital Age
- 2.5.1. The Online Newspaper Business
- 2.5.2. Radio in the Digital Environment
- 2.5.3. Particularities of the Media in the Digital Age

2.6. Globalization and Diversity in Culture
- 2.6.1. Concentration, Internationalization and Globalization of Cultural Industries
- 2.6.2. The Struggle for Cultural Diversity

2.7. Cultural and Cooperation Policies
- 2.7.1. Cultural Policies
- 2.7.2. The Role of States and Country Regions

2.8. Musical Diversity in the Cloud
- 2.8.1. The Music Industry Today
- 2.8.2. Cloud
- 2.8.3. Latin/ Latin American Initiatives

2.9. Diversity in the Audiovisual Industry
- 2.9.1. From Pluralism to Diversity
- 2.9.2. Diversity, Culture and Communication
- 2.9.3. Conclusions and Suggestions

2.10. Audiovisual Diversity on the Internet
- 2.10.1. The Audiovisual System in the Internet Era
- 2.10.2. Television Offering and Diversity
- 2.10.3. Conclusions

Module 3. Management and Promotion of Audiovisual Products

3.1. Audiovisual Distribution
- 3.1.1. Introduction
- 3.1.2. Distribution Players
- 3.1.3. Marketing Products
- 3.1.4. The Audiovisual Distribution Sectors
- 3.1.5. National Distribution
- 3.1.6. International Distribution

3.2. The Distribution Company
- 3.2.1. The Organizational Structure
- 3.2.2. Negotiation of the Distribution Agreement
- 3.2.3. International Customers

3.3. Operating Windows, Contracts and International Sales
- 3.3.1. Operating Windows
- 3.3.2. International Distribution Contracts
- 3.3.3. International Sales

3.4. Film Marketing
- 3.4.1. Cinema Marketing
- 3.4.2. The Film Production Value Chain
- 3.4.3. Advertising Media at the Service of Promotion
- 3.4.4. Launching Tools

3.5. Market Research in the Film Industry
- 3.5.1. Introduction
- 3.5.2. Pre-production Phase
- 3.5.3. Post-production Phase
- 3.5.4. Commercialization Phase

3.6. Social Networks and Film Promotion
- 3.6.1. Introduction
- 3.6.2. Promises and Limits of Social Networking
- 3.6.3. Objectives and their Measurement
- 3.6.4. Promotion Calendar and Strategies
- 3.6.5. Interpreting What the Networks Are Saying

3.7. Audiovisual Distribution on the Internet I
- 3.7.1. The New World of Audiovisual Distribution
- 3.7.2. The Internet Distribution Process
- 3.7.3. Products and Possibilities in the New Scenario
- 3.7.4. New Distribution Modes

3.8. Audiovisual Distribution on the Internet II
- 3.8.1. Keys to the New Scenario
- 3.8.2. The Dangers of Internet Distribution
- 3.8.3. *Video on Demand* (VOD) as a New Window for Distribution

3.9. New Distribution Spaces
- 3.9.1. Introduction
- 3.9.2. The Netflix Revolution

3.10. Film Festival
- 3.10.1. Introduction
- 3.10.2. The Role of Film Festivals in Distribution and Exhibition

A syllabus that will propel you towards excellence in Audiovisual Product Management"

CANNES
70 ans de Festival CANNES 2017
CANNES FÊTE 70 ANS DE FESTIVAL
CANNES CELEBRATES 70 YEARS OF FESTIVAL
CANNES CÔTE D'AZUR
GRAND AUDITORIUM LOUIS LUMIERE

04

Methodology

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

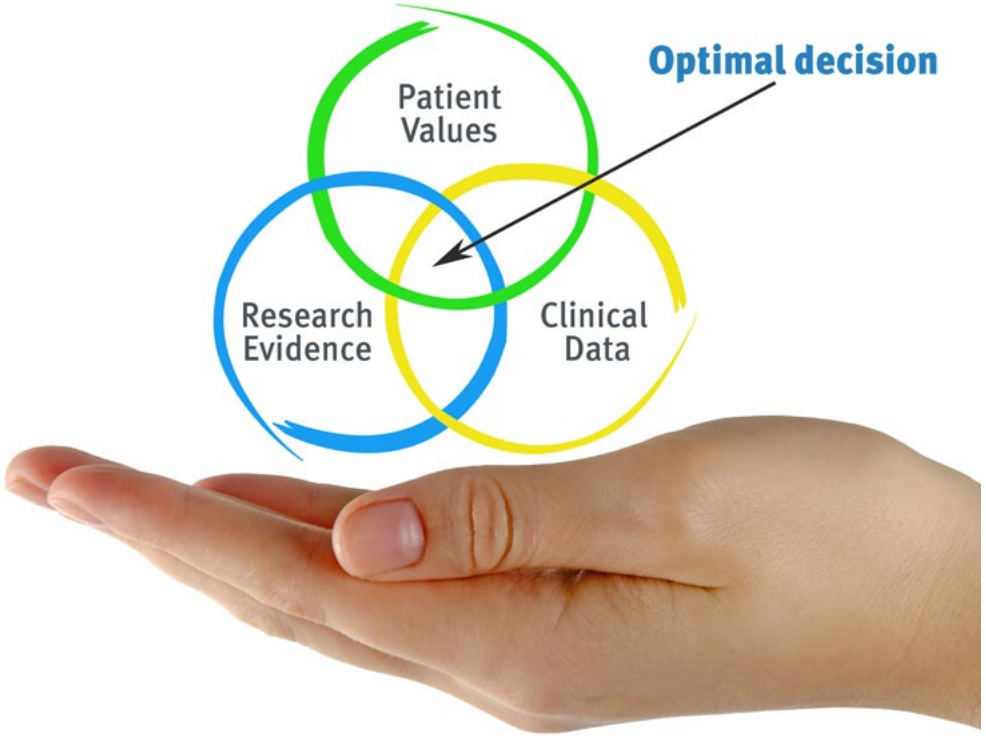
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

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.

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

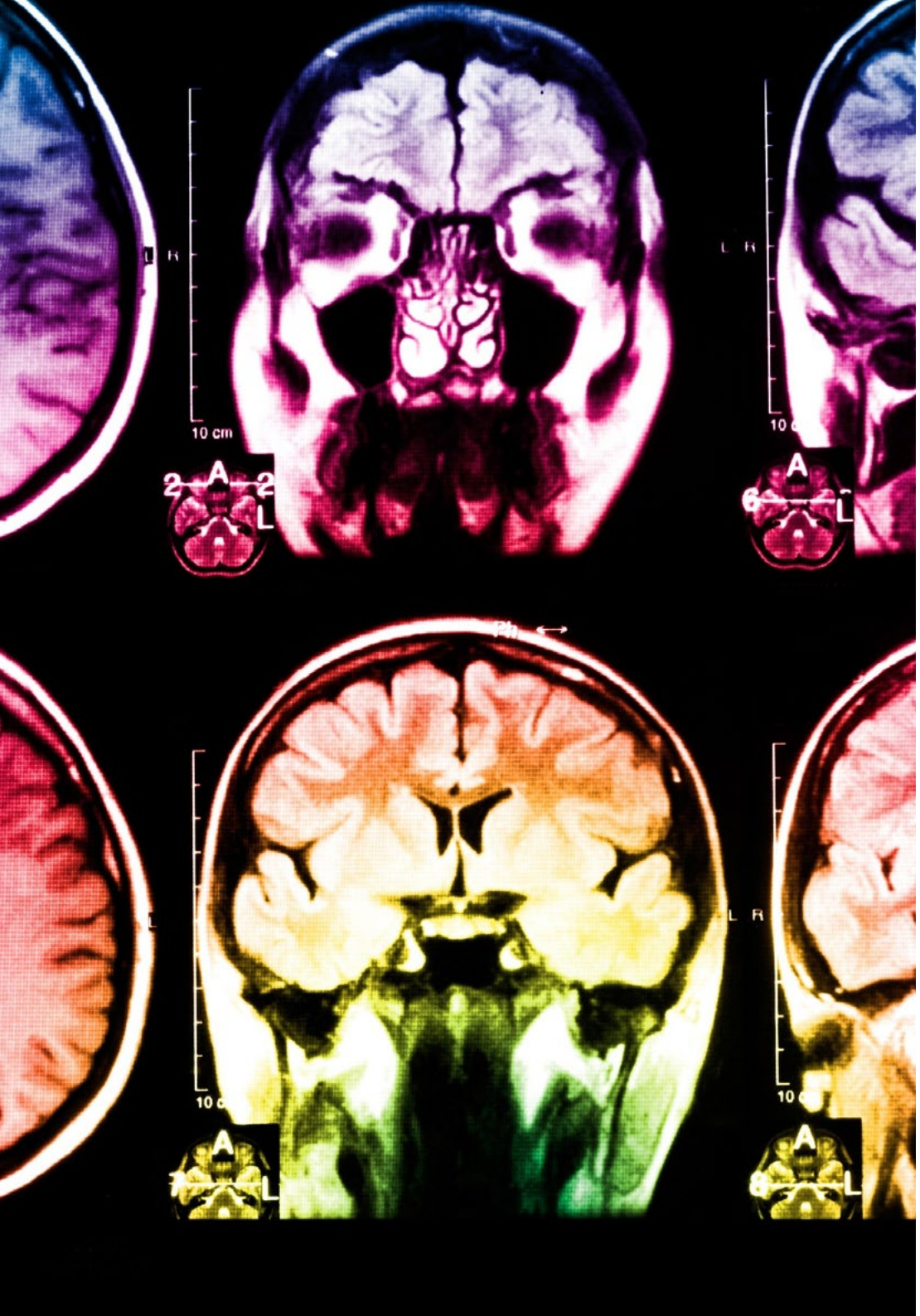
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

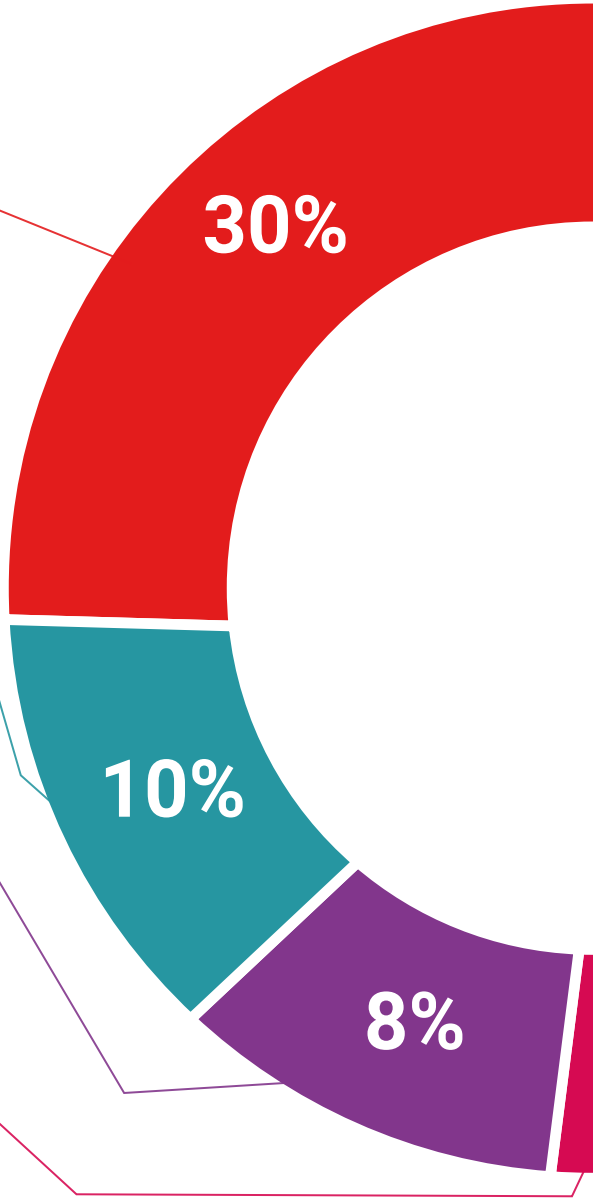
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

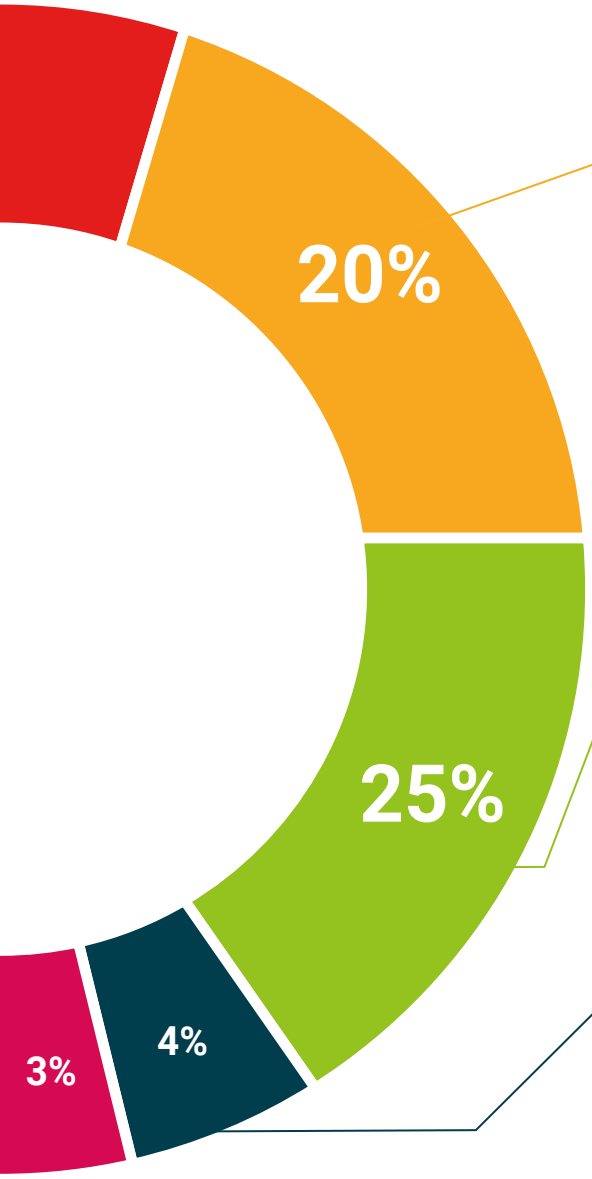
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject 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 Diploma in Audiovisual Product Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

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

This **Postgraduate Diploma in Audiovisual Product Management** 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Audiovisual Product Management**

Official N° of Hours: **450 h.**

tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Audiovisual Product Management

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro

Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates

*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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Postgraduate Diploma
Audiovisual Product Management

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

Postgraduate Diploma
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