

Postgraduate Diploma Communication and Branding in Creative Industries





Postgraduate Diploma Communication and Branding in Creative Industries

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/design/postgraduate-diploma/postgraduate-diploma-communication-branding-creative-industries

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01

Introduction

Creative Industries are growing in number and, therefore, competition is increasing. Differentiation should be focused on product quality but, to attract public attention, it is essential to create a representative brand that is recognized by consumers. Therefore, designers who wish to assume senior positions in this creative companies must undertake professional development on Communication and Branding. In view of this, TECH has designed this program, which will be fundamental for their career prospects and successful professional practice in this field.



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Study Communication and Branding in Creative Industries and become an expert capable of designing a reputable brand"

Branding and Communication strategy is fundamental for any company, but especially for those in the creative sector. Branding can be defined as the process of building a brand, while communication strategy can be defined as the choice of message or messages to achieve a specific objective. It is of such importance that professionals with expertise in this field are highly sought after. In view of this, TECH has designed this academic program, which focuses on enabling designers to lead and manage Communication and Branding processes, fostering creativity, idea management and the implementation of the best options in line with company objectives.

The program includes intensive coverage of the concept of Branding and the main branding strategies. The branding process will be explained along with all the steps that go into establishing a successful brand. It is intended to show the importance and qualities of a brand, which communicates the values and vision of the company to customers and serves to differentiate it from competitors. In addition, the program will provide an overview of communication in this sector, including the strategic process, the choice of audiences, strategic planning or the most appropriate Marketing methods to put it into practice, among other important considerations in this field.

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

This **Postgraduate Diploma in Communication and Branding in Creative Industries** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The examination of case studies presented by experts in creative business management
- ◆ 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 Communication and Branding 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



Creating successful communication campaigns will raise awareness of your brand and create a reputation that matches corporate objectives"

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The future of any company depends, to a great extent, on its communication and branding campaigns, so your expertise in this field will add value to your CV"

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.

This Postgraduate Diploma employs an innovative teaching methodology, which will allow students to study in a contextual way, as if they were facing real situations.

The most complete program on Communication and Branding in Creative Industries, designed to support your personal and professional growth.



02 Objectives

This Postgraduate Diploma in Communication and Branding in Creative Industries from TECH is aimed at providing designers with the necessary skills to apply all the concepts and strategies that will allow them to build brand awareness, creating a synergy with the public that will help their company to achieve market success. Undoubtedly, this objective will be achieved with effort and dedication, and will mark the starting point for the student's future career.





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Building a successful brand requires a great deal of effort and dedication, as well as the right skills. TECH offers you this Postgraduate Diploma to help you achieve it"



General Objectives

- ◆ 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



Acquire the skills you need to manage your company's business communication"



Specific Objectives

Module 1. New Creative Industries

- ◆ 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

Module 2. Creative Branding: Communication and Management of Creative Brands

- ◆ Understand the process of brand creation and evolution
- ◆ Know how the graphic identity of the brand should be created
- ◆ Know the main techniques and tools of communication
- ◆ Be able to carry out the company's Briefing

Module 3. New Digital Marketing Strategies

- ◆ Apply Digital Marketing tools, taking into account the target audience of the messages
- ◆ Perform web analytics that provide information to the company to direct its advertising strategy
- ◆ Use social networks as Marketing and advertising tools
- ◆ Apply Inbound Marketing tools

03

Course Management

The teaching team for this TECH Postgraduate Diploma in Communication and Branding in Creative Industries is made up of professionals with extensive experience in the sector, who understand the importance of delivering high-quality programs to enhance the skills of designers in this field. Thus, they have channelled all their efforts into creating the most complete academic program on the market, which will be of great use to those who wish to advance professionally within the creative industries.



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Top-level professors will teach you the keys to Communication and Branding in Creative Industries"

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

- 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 Postgraduate Diploma in Communication and Branding in Creative Industries from TECH includes all the specific information that designers need in order to operate successfully in this sector. As such, the content of this program provides an impressive tour of the new Creative Industries, the communication of creative brands and Digital Marketing. A comprehensive syllabus providing students with indispensable knowledge that will improve their career prospects.





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A high-quality program that will mark a before and after in your professional development”

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. Spillovers Creative, Production and Knowledge
 - 1.10.3. Culture at the Service of the Creative Economy

Module 2. Creative Branding: Communication and Management of Creative Brands

- 2.1. Brands and Branding
 - 2.1.1. The Brands
 - 2.1.2. The Evolution of Branding
 - 2.1.3. Positioning, Brand Personality, Notoriety
- 2.2. Brand Building
 - 2.2.1. Marketing Mix
 - 2.2.2. Brand Architecture
 - 2.2.3. Brand Identity
- 2.3. Brand Expression
 - 2.3.1. Graphic Identity
 - 2.3.2. Visual Expression
 - 2.3.3. Other Elements that Reflect the Brand
- 2.4. Communication
 - 2.4.1. Focuses
 - 2.4.2. Brand Touchpoints
 - 2.4.3. Communication Techniques and Tools



- 2.5. Branded Content
 - 2.5.1. From Brands to Entertainment Platforms
 - 2.5.2. The Rise of Branded Content
 - 2.5.3. Connecting with the Audience through Unique Storytelling
- 2.6. Visual Storytelling
 - 2.6.1. Brand Analysis
 - 2.6.2. Creative Advertising Concepts
 - 2.6.3. The Creative Fan
- 2.7. Customer Experience
 - 2.7.1. Customer Experience(CX)
 - 2.7.2. Customer Journey
 - 2.7.3. Brand Alignment and CX
- 2.8. Strategic Planning
 - 2.8.1. Objectives
 - 2.8.2. Identification of Audiences and Insights
 - 2.8.3. Designing the Corporate Strategy:
- 2.9. Performance
 - 2.9.1. Briefing
 - 2.9.2. Tactics
 - 2.9.3. Production plan
- 2.10. Assessment
 - 2.10.1. What to Evaluate?
 - 2.10.2. How to Evaluate (Measurement Tools)
 - 2.10.3. Results Reports

Module 3. New Digital Marketing Strategy

- 3.1. Technology and Audiences
 - 3.1.1. Digital Strategy and Differences between User Types
 - 3.1.2. Target Audience, Exclusionary Factors and Generations
 - 3.1.3. The Ideal Customer Profile (ICP) and the Buyer Persona
- 3.2. Digital Analytics for Diagnostics
 - 3.2.1. Analytics prior to the Digital Strategy
 - 3.2.2. Moment 0
 - 3.2.3. KPIs and Metrics, Typologies, Classification according to Methodologies
- 3.3. E-entertainment: The Impact of e-Commerce in the Entertainment Industry
 - 3.3.1. E-commerce, Typologies and Platforms
 - 3.3.2. The Importance of Web Design: UX and UI
 - 3.3.3. Optimization of Online Space: Minimum Requirements
- 3.4. Social Media and Influencer Marketing
 - 3.4.1. Impact and Evolution of Network Marketing
 - 3.4.2. Persuasion, Keys to Content and Viral Actions
 - 3.4.3. Planning Social Marketing and Influencer Marketing Campaigns
- 3.5. Mobile Marketing
 - 3.5.1. Mobile User
 - 3.5.2. Mobile Web and Apps
 - 3.5.3. Mobile Marketing Actions
- 3.6. Advertising in Online Environments
 - 3.6.1. Advertising in Social Networks and Objectives of the Social Ads
 - 3.6.2. The Conversion Funnel or Purchase Funnel: Categories
 - 3.6.3. Social Ads Platforms



- 3.7. The Inbound Marketing Methodology
 - 3.7.1. Social Selling, Key Pillars and Strategy
 - 3.7.2. The CRM Platform in a Digital Strategy
 - 3.7.3. Inbound Marketing or Attraction Marketing: Actions and SEO
- 3.8. Automization of Marketing
 - 3.8.1. Email Marketing and Email Typology
 - 3.8.2. Email Marketing Automation, Applications, Platforms and Advantages
 - 3.8.3. The Emergence of Bot & Chatbot Marketing: Typology and Platforms
- 3.9. Data Management Tools
 - 3.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
 - 3.9.2. Big Data: Big Data, Business Analytics and Business Intelligence
 - 3.9.3. Big Data, Artificial Intelligence and Data Science
- 3.10. Measuring Profitability
 - 3.10.1. ROI: the Definition of Return on Investment and ROI vs. ROAS
 - 3.10.2. ROI Optimization
 - 3.10.3. Key Metrics

“*Deepen your knowledge in the field of communication and branding and be more effective in your daily work*”



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.

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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.



06 Certificate

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



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

This program will allow you to obtain your **Postgraduate Diploma in Communication and Branding in 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: **Postgraduate Diploma in Communication and Branding in Creative Industries**

Modality: **online**

Duration: **6 months**

Accreditation: **18 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.



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