

# Postgraduate Diploma Creative Industries Management



## Postgraduate Diploma Creative Industries Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, postgraduates and university graduates who have previously completed any of the degrees in the field of business management, marketing, communication or design

Website: [www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-creative-industries-management](http://www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-creative-industries-management)

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# 01 Welcome

This academic program is specially designed for those students who want to acquire competencies in the area of Creative Industries Management in a fast, simple and effective way. Thereby, the professional who chooses to study this program will learn to promote the arts, culture, design, business and technology in companies of the creative sector. All this, as a means to achieve an economic and financial value of the creative proposals. This knowledge will allow students to learn everything they need to know about a booming discipline in an efficient way and with an eminently practical orientation, supported by the best experts in Creative Industries Management.



Postgraduate Diploma in Creative Industries  
Management. TECH Technological University



“

*Learn how to manage companies in the creative sector in a brilliant way and become a major asset in the industry”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*



## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH you will have access to Harvard Business School case studies"*



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

---

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

---

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

---

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve *soft* skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

The ultimate and crucial objective of all TECH programs is to internalize the latest knowledge in the market and to use it as a means to advance in their professional careers. To make this possible, this university has made a major effort to provide the student with the most complete content and the largest cadre of experts in the field who will act as professors during the Postgraduate Diploma. In this way, TECH is realizing its objectives and helping students to begin to achieve theirs.





“

*If your goal is to enter and grow in a booming sector, with demand for creative managers, then this Postgraduate Diploma is definitely for you”*



Your goals are our goals.

We work together to help you achieve them.

The **Postgraduate Diploma in Creative Industries Management** provides students with the education to:

01

To understand the knowledge useful for the students' daily life, providing them with skills for the development and application of original ideas in their personal and professional work

04

Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case

02

Understand how creativity and innovation have become the drivers of the economy

03

Problem solving novel environments and in interdisciplinary contexts in the field of creativity management



05

Know how to manage the process of creation and implementation of novel ideas on a given topic

06

Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries

07

Progressive and constant updating of knowledge in self-study environments

08

Analyze the economic, social and cultural realities in which the creative industries are developing and transforming today



09

Evolve your professional profile in both business and entrepreneurial environments

10

Manage companies and organizations in the new context of the creative industries

11

Organize and plan tasks with the use of available resources in order to face them in precise time frames





12

Use new information and communication technologies such as tools for training and the exchange of experiences in the field of study

13

Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice

14

Acquire market research skills, strategic vision, digital and co-creation methodologies



05

# Structure and Content

In their constant search to provide students with the best contents of the educational panorama, TECH professionals have designed for this Postgraduate Diploma the most complete and deepest syllabus in the sector. In addition, these contents stand out for being presented in multimedia format, thus helping students in their learning process and generating the most effective methodology in the market. Thereby, students who choose to study this Postgraduate Diploma can be fully confident that they will acquire the best knowledge from the most effective teaching material, which will become their theoretical support in the course of their professional practice.



“

*TECH provides students with the most complete teaching material on the market. In this way, their professional growth is enhanced”*

## Syllabus

Traditionally creativity and management have been conceived as antagonistic disciplines. Today, however, creativity and innovation have become the main drivers of economic progress alongside technology. This reality demands new professional profiles capable of harmoniously and efficiently developing these tools in the management of the so-called creative industries.

Through this complete Postgraduate Diploma, the student obtains mastery of all the units 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 develop and transform today.

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.

On the other hand, jobs in this sector are constantly evolving. Therefore, the program aims to provide students with the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments.

All this, condensed into an academic program divided into 3 didactic modules taught over 6 months and which is intended to become a turning point in the student's professional career. In this way, and after completing the Postgraduate Diploma, the student will be able to start working in companies in the creative industry with a higher success rate.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

### Module 1

Protection of Creative and Intangible Products

### Module 2

Economic and Financial Management of Creative Companies

### Module 3

Consumer or User Management in Creative Businesses





### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Creative Industries Management completely online. Throughout the 6 months of this program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Protection of Creative and Intangible Products**

**1.1. Legal Protection of Intangible Assets**

- 1.1.1. Intellectual Property
- 1.1.2. Industrial Property
- 1.1.3. Advertising Law

**1.2. Intellectual Property I**

- 1.2.1. Applicable Regulations
- 1.2.2. Relevant Aspects and Issues
- 1.2.3. Case Studies

**1.3. Intellectual Property II**

- 1.3.1. Intellectual Property Registration
- 1.3.2. Reservation of Rights Symbols and Other Means of Protection
- 1.3.3. Licenses for Content Dissemination

**1.4. Intellectual Property III**

- 1.4.1. Management Entities
- 1.4.2. The Intellectual Property Commission
- 1.4.3. Relevant Organizations

**1.5. Industrial Property I: Branding.**

- 1.5.1. Applicable Regulations
- 1.5.2. Relevant Aspects and Issues
- 1.5.3. Real Applications

**1.6. Industrial Property II: Industrial Designs**

- 1.6.1. Applicable Regulations
- 1.6.2. Relevant Aspects and Issues
- 1.6.3. Legal practice

**1.7. Industrial Property III: Patents and Utility Models**

- 1.7.1. Applicable Regulations
- 1.7.2. Relevant Aspects and Issues
- 1.7.3. Study Cases

**1.8. Intellectual and Industrial Property: Practice**

- 1.8.1. Intellectual Property vs. Industrial Property (Comparative Law)
- 1.8.2. Practical Issues in Conflict Resolution
- 1.8.3. Case Study: Steps to Follow

**1.9. Advertising Law I**

- 1.9.1. Applicable Regulations
- 1.9.2. Relevant Aspects and Issues
- 1.9.3. Jurisprudence in Advertising Matters

**1.10. Advertising Law II**

- 1.10.1. Advertising Self-Regulation
- 1.10.2. Self-Control
- 1.10.3. Advertising Jury

**Module 2. Economic and Financial Management of Creative Companies**

**2.1. The Necessary Economic Sustainability**

- 2.1.1. The Financial Structure of a Creative Company
- 2.1.2. Accounting in a Creative Company
- 2.1.3. Triple Balance

**2.2. Revenues and Expenses of today's Creative Businesses**

- 2.2.1. Accounting of Costs
- 2.2.2. Type of Costs
- 2.2.3. Cost Allocation

**2.3. Types of Profit in the Company**

- 2.3.1. Contribution Margin
- 2.3.2. Break-even Point
- 2.3.3. Evaluation of Alternatives

**2.4. Investment in the Creative Sector**

- 2.4.1. Investment in the Creative Industry
- 2.4.2. Investment Appraisal
- 2.4.3. The NPV Method: Net Present Value

**2.5. Profitability in the Creative Industry**

- 2.5.1. Economic Profitability
- 2.5.2. Time Profitability
- 2.5.3. Financial Profitability

**2.6. Cash Flow: Liquidity and Solvency**

- 2.6.1. Cash Flow
- 2.6.2. Balance Sheet and Income Statement
- 2.6.3. Settlement and Leverage

**2.7. Financing Formulas currently on the Creative Market**

- 2.7.1. Venture Capital Funds
- 2.7.2. Business Angels.
- 2.7.3. Calls for Proposals and Grants

**2.8. Product Pricing in the Creative Industry**

- 2.8.1. Pricing
- 2.8.2. Profit vs. Competition.
- 2.8.3. Pricing Strategy

**2.9. Pricing Strategy in the Creative Sector**

- 2.9.1. Types of Pricing Strategies
- 2.9.2. Advantages
- 2.9.3. Disadvantages

**2.10. Operational Budgets**

- 2.10.1. Tools of Strategic Planning
- 2.10.2. Elements Included in the Operational Budget
- 2.10.3. Development and Execution of the Operational Budget

**Module 3. Consumer or User Management in Creative Businesses**

**3.1. The User in the Current Context**

- 3.1.1. Consumer Change in Recent Times
- 3.1.2. The Importance of Research
- 3.1.3. Trend Analysis

**3.2. Strategy with the Focus on the Individual**

- 3.2.1. Human Centric Strategy
- 3.2.2. Keys and Benefits of Being Human Centric
- 3.2.3. Success Stories

**3.3. Data on the Human Centric Strategy**

- 3.3.1. Data on the *Human Centric* Strategy
- 3.3.2. The Value of the Data
- 3.3.3. 360° View of the Customer

**3.4. Implementation of the Human Centric Strategy in the Creative Industry**

- 3.4.1. Transformation of Dispersed Information into Customer Knowledge
- 3.4.2. Opportunity Analysis
- 3.4.3. Maximization Strategies and Initiatives

**3.5. Human Centric Methodology**

- 3.5.1. From Research to Prototyping
- 3.5.2. Double Diamond Model: Process and Phases
- 3.5.3. Tools

**3.6. Design Thinking**

- 3.6.1. Design Thinking
- 3.6.2. Methodology
- 3.6.3. The Techniques and Tools of Design Thinking

**3.7. Brand Positioning in the User's Mind**

- 3.7.1. Positioning Analysis
- 3.7.2. Typology
- 3.7.3. Methodology and Tools

**3.8. User Insights in Creative Businesses**

- 3.8.1. Insights and their Importance.
- 3.8.2. Customer Journey and the Relevance of the Journey Map
- 3.8.3. Research Techniques

**3.9. User Profiling (Archetypes and Buyer Persona)**

- 3.9.1. Archetypes
- 3.9.2. Buyer Persona
- 3.9.3. Methodology of Analysis

**3.10. Research Resources and Techniques**

- 3.10.1. Techniques in Context
- 3.10.2. Visualization and Creation Techniques
- 3.10.3. Voice Contrast Techniques



*Advance your career in the management of creative industries with this comprehensive program that TECH has developed with the help of the best experts"*



# 06

# Methodology

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

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





“

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



## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. 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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

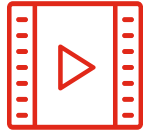
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



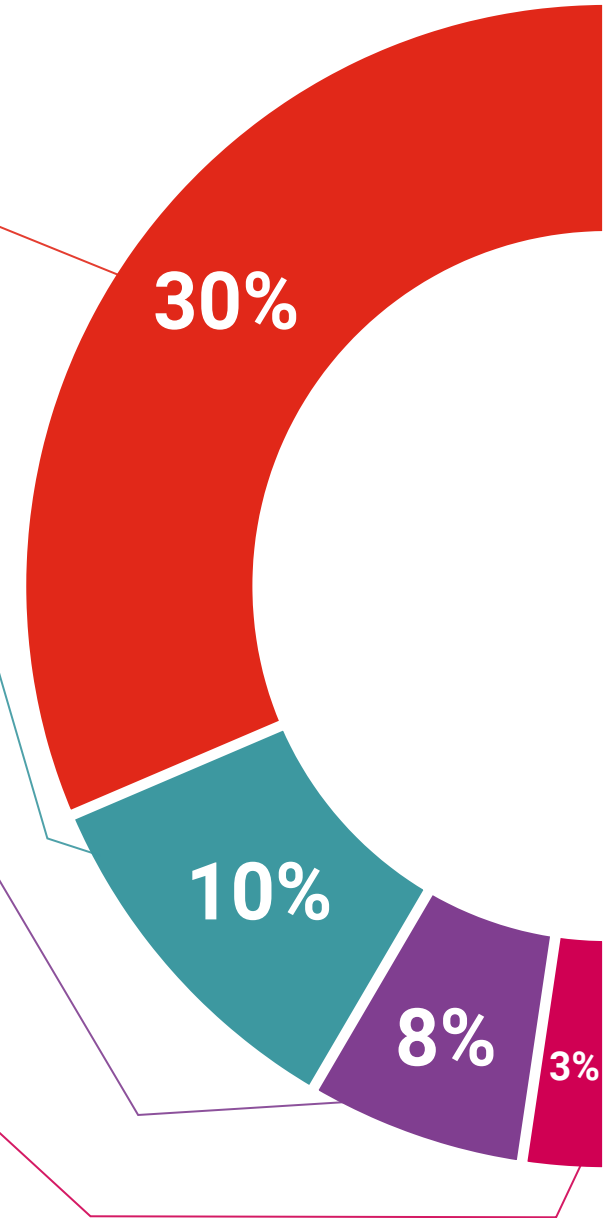
### Management Skills Exercises

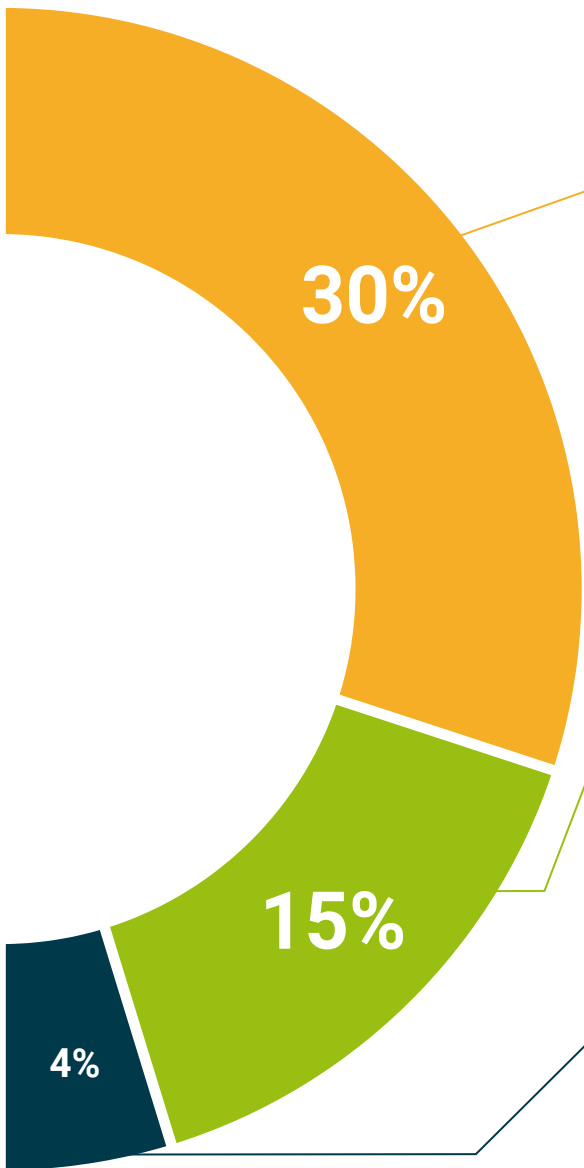
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management specialists in the world.



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

The Postgraduate Diploma is aimed at university graduates, Postgraduate Certificate holders and university graduates who have previously completed any of the following degrees in the field of Business Administration, Marketing, Design or Communication.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Creative Industries Management.





“

*This academic program will give you the professional credit you need to take the lead in creative businesses in multiple fields"*

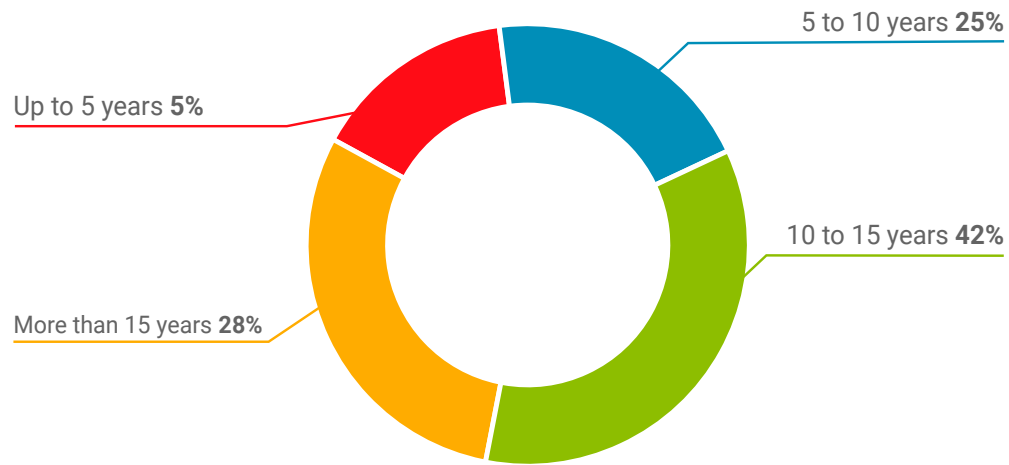
### Average Age

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Between **35** and **45** years old

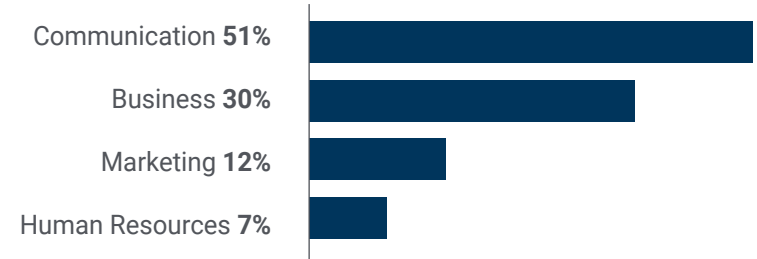
### Years of Experience

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### Training

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### Academic Profile

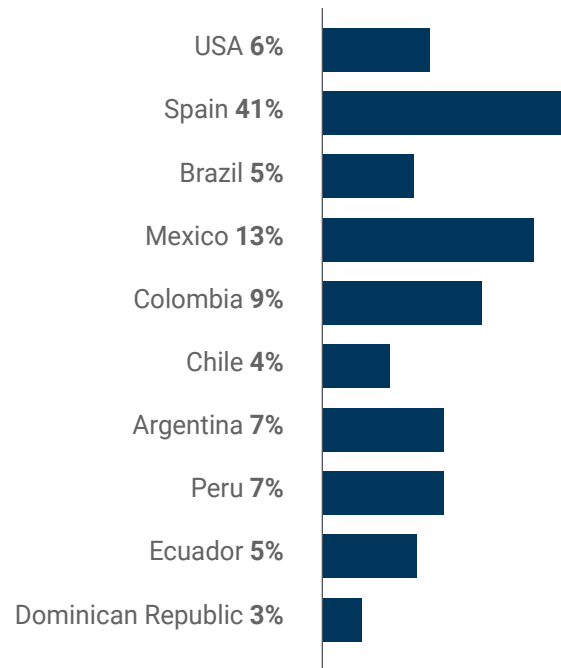
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## Geographical Distribution

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## Ariadna González Suárez

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CEO of Textile Company

*"I would like to highlight the constant availability of the teachers and the high quality of the syllabus. It has certainly been a pleasant surprise for me to find an online curriculum with this quality. I would definitely take it again".*

08

# Course Management

In its quest for quality education that lays the foundations for students' professional growth, TECH has brought together the most complete and specialized group of working professionals on the international scene for this Postgraduate Diploma. This will ensure that students who update their knowledge at this University will have the certainty of having the most complete and effective knowledge on the market, thereby being able to work in the creative sector industries with a higher success rate.





“

*We have a teaching team with extensive experience that will help you to specialize in this sector”*

## 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

“

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



## Management



### **Dr. Velar, Marga**

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



## Professors

### Ms. Bravo Durán, Sandra

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

### Ms. Eyzaguirre Vilanova, Carolina

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

09

# Impact on Your Career

TECH is fully aware that taking a program of this magnitude is a great economic, professional and, of course, personal investment.

Therefore, the student's ultimate goal in carrying out this great effort should be to achieve professional growth.





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*Boost your career towards the most prestigious management positions by acquiring all the knowledge you need to become a true expert in creative industrial management"*

### Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Diploma in Creative Industries Management is an intensive program that prepares the professional to face challenges and business decisions in the field of idea, project and work management. Its main objective is to promote the personal and professional growth of students, developing their creativity and helping them to be able to foster the creativity of others. In this way, TECH motivates the professional to be on the road to success.

If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

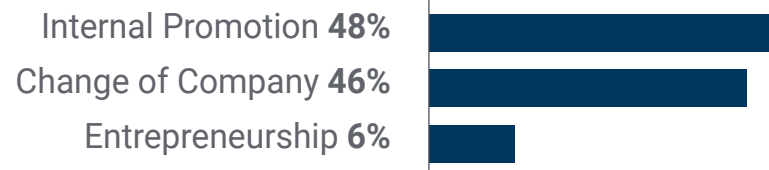
*A unique, key and decisive program when it comes to boosting your career and achieving the salary improvements you desire.*

*If you want to lay the foundation for your professional growth, then this program is for you.*

#### When the change occurs



#### Type of change





## Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Postgraduate Diploma in Creative Industries Management contributes to elevating organizational talent to its maximum potential through the education of high-level leaders.

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.





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*Learn how to manage creativity from an efficient and effective perspective and make the leap in quality that you deserve"*

Developing and retaining talent in companies is the best long-term investment.

01

### Intellectual Capital and Talent Growth

The professional will bring new concepts, strategies and perspectives to the company that can bring about creative changes in the organization.

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02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### Project Development

The professional can work on a real project or develop new projects in the creative field of their company.

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06

### Increased competitiveness

This Postgraduate Diploma will equip your professionals with the skills to take on new challenges and thus drive the organization forward.



11

# Certificate

The Postgraduate Diploma in Creative Industries Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Creative Industries 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 diploma 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 Creative Industries Management**

Official N° of Hours: **450 h.**



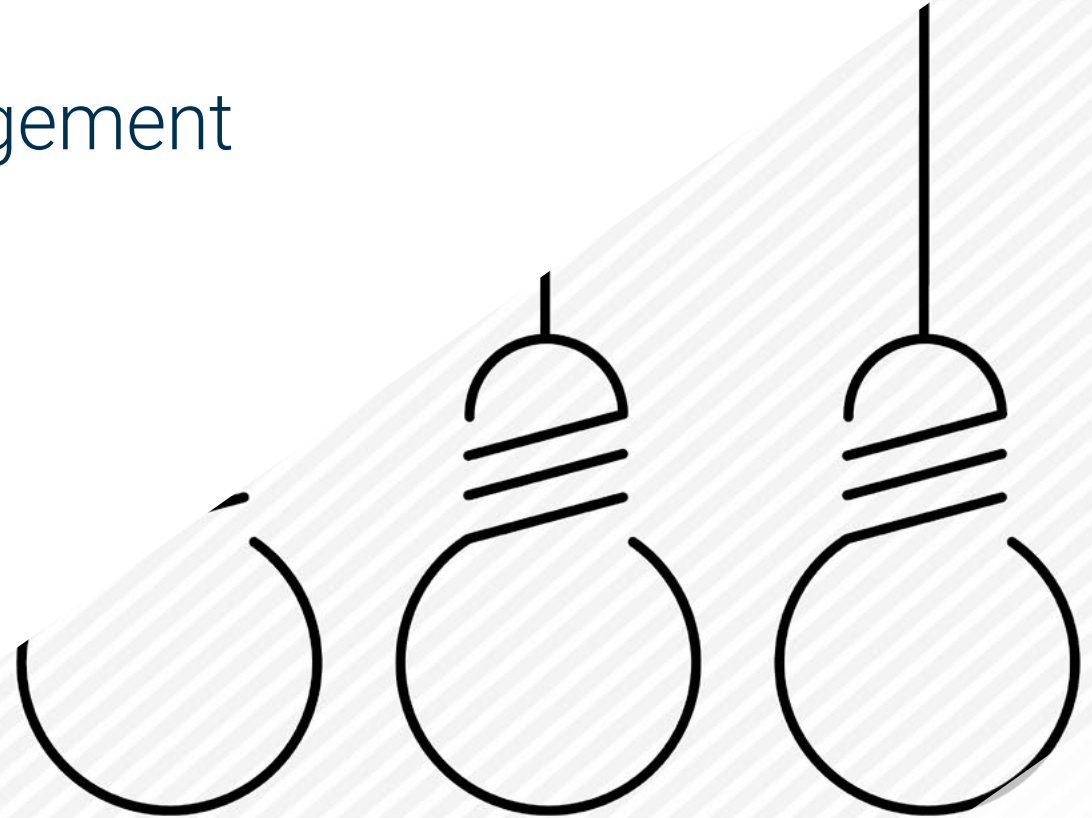
\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Diploma Creative Industries Management

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

# Postgraduate Diploma Creative Industries Management



**C**REATIVE

**tech** technological  
university