Professional Master's Degree
MBA in Creative Business Management

tec**h** global university

Professional Master's Degree
MBA in Creative
Business Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/design/professional-master-degree/master-mba-creative-business-management**

Index

01

Introduction

There are certain companies that, by their very nature, must rely on creativity and innovation to differentiate themselves and stand out in the market. To this end, it is necessary for professionals in the sector to obtain specific skills, especially technological ones, to help them achieve excellence in their work. It should also be noted that jobs within this professional field are constantly evolving, and so this TECH program aims to provide students with the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments.

Creativity is carving out a niche in the business world with the emergence of new companies that demand a specific professional profile with extensive technological skills"

Changes in society are leading to economic and business innovations, allowing the emergence of new professions that occupy a new niche within the market. Traditionally, creativity and management have been conceived of as opposing disciplines. Today, however, creativity and innovation have become the main drivers of economic progress, alongside technology. This reality demands new professional roles focused on the smooth and effective management of the so-called creative industries, with the latest tools.

With this program, the student will master all the necessary concepts for Creative Business Management. The program does not only focus on the management of the arts, but aims to provide the tools to analyze the economic, social and cultural contexts in which creative industries are developed and transformed today. The program is designed to achieve this by equipping professionals with skills for market research, strategic vision, digital methodologies, and co-creation.

In order to meet this demand for highly qualified professionals in the sector, TECH offers this highly specialized program tailored to the needs of creative businesses. This 100% online Professional Master's Degree will allow students to allocate their own study time, without being conditioned by fixed schedules or needing move to another physical location, having access to all the contents at any time of the day, and being able to balance their academic life with their professional and personal commitments.

This **MBA in Creative Business Management** contains the most complete and up-to-date educational program on the market. The most important features include:

♦ The examination of case studies presented by experts in Creative Business Management

♦ Graphic, schematic, and practical contents which provide scientific and practical information on the disciplines that are essential for professional practice

♦ Practical exercises where self-assessment can be carried out to improve learning

♦ Special emphasis on innovative methodologies in Creative Business 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

New technologies have led to the emergence of increasingly creative companies that demand professionals with strong digital skills"

" *Specialize in Creative Business Management and enter a booming sector"*

The multitude of case studies offered by TECH in this Professional Master's Degree will be very useful for effective learning in this field.

This program has state-of-the-art a 100% online format so that you can combine your study time with the rest of your daily commitments.
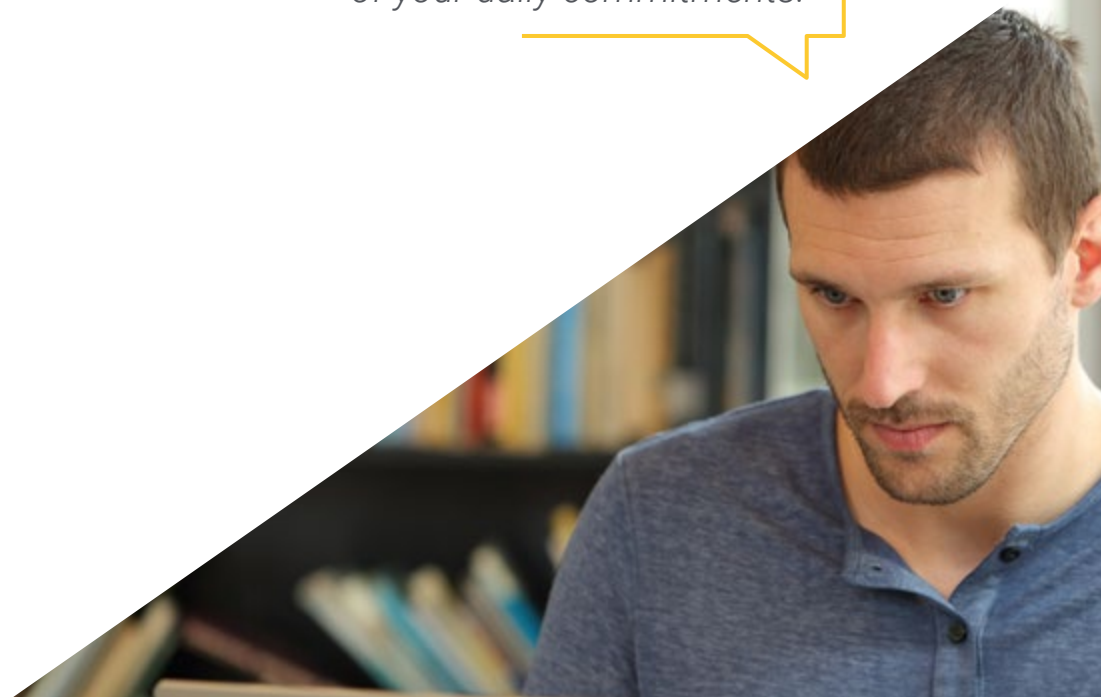
The teaching staff is made up of design professionals who bring their professional experience to this program, as well as renowned specialists from prestigious societies and universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning. aIn 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.

02
Objectives

The MBA in Creative Business Management is a program aimed at design professionals who want to obtain advanced skills for the management of all the new creative businesses that have emerged in recent years, aided by the advance of new technologies. Undoubtedly, this is a brand-new field that requires high-level professionals in order to achieve desired results.

Specialize in the Creative Business Management and offer superior expertise to the companies you work for"

General Objectives

- Obtain useful knowledge and skills for the development and application of original ideas in 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

- Share knowledge with others, making informed judgements and demonstrating sound reasoning, based on 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 a 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 both written and oral communication skills, as well as the ability to make effective professional presentations in daily practice

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

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 historical, natural and cultural heritage

Module 2. Protection of Creative and Intangible Products in Today's Marketplace
- Build knowledge of regulations affecting creative and intangible products, such as intellectual and industrial property or advertising law
- Apply the standards studied to daily work as a manager of creative companies

Module 3. Economic and Financial Management of Creative Companies
- Understand the financial structure of a creative company
- Have sufficient knowledge to carry out the accounting and financial management of a creative company
- Understand how investments should be made in this sector
- Know how to price products in the creative industry

Module 4. Future Thinking How to Transform Today from Tomorrow
- Gain in-depth knowledge of *Futures Thinking* methodology
- Understand the signals that indicate that a change in the way of working should take place
- Understand what the future may look like in order to anticipate and create innovative strategies that favor company growth
- Think about sustainability as an objective to be achieved through all proposed actions

Module 5. Consumer or User Management in Creative Businesses
- Know about the new trends in consumer purchasing methods
- Understand that the customer has to be at the center of all company strategies
- Apply Design Thinking techniques and tools
- Apply different research resources and techniques

Module 6. 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 communication techniques and tools
- Be able to perform the company Briefing

Module 7. Leadership and Innovation in Creative Industries
- Apply creative resources for the development of the company
- Understand innovation as an essential part of any creative company
- Understand the obstacles to innovation in the creative industry
- Be able to lead an innovation strategy in the company

Module 8. Digital Transformation in the Creative Industry
- Know how to carry out digital transformation in creative companies
- Understand the impacts of the fourth industrial revolution
- Apply big data concepts and strategies to the creative enterprise
- Apply Blockchain technology

Module 9. New *Digital* Marketing Strategies

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

Module 10. Entrepreneurship in the Creative Industries

- Be able to carry out entrepreneurial projects in creative industries
- Develop appropriate leadership skills
- Know how to identify market opportunities
- Apply idea generation tools, such as Brainstorming

A state-of-the-art program for professionals who want to achieve professional excellence"

03

Skills

The MBA in Creative Business Management has been designed to provide designers with the necessary skills to progress successfully in a new and constantly evolving sector. As such, it will allow the students to get up to date on the main developments of an industry that has more and more followers, but that requires the highly skilled professionals to achieve desired results.

A brand-new program designed to provide you with the most up-to-date concepts on Creative Business Management"

General Skills

- Work with companies in the creative sector knowing how to successfully manage them
- Gain in-depth knowledge of the functioning and global context of new creative industries

" *Upon completing this Professional Master's Degree from TECH, you will have developed the skills required to succeed in this booming sector"*

Specific Skills

- Possess in-depth knowledge of all aspects of creative product protection, from intellectual property protection to advertising law
- Know how to conduct effective economic and financial management of companies in the creative industry
- Know how to calculate profit, profitability and costs within creative industry projects.
- Possess comprehensive expertise on Futures Thinking methodology in order to be able to apply it in daily work and reap its benefits
- Know how to correctly manage change and predict the future of creative industry companies
- Be able to perform efficient consumer management for creative businesses
- Know how to manage integrated communication for creative industry companies
- Be able to participate actively in the branding process for creative companies.
- Possess in-depth knowledge allowing the management of the digitalization process for creative industries
- Know how to apply innovative Digital Marketing strategies for creative companies.
- Gain the comprehensive knowledge necessary to become a creative industry entrepreneur in the creative industry, making the most of an initial idea
- Acquire tools for leadership within creative industries

04
Course Management

The teachers of this MBA in Creative Business Management are professionals with extensive experience, who have joined forces to create the most complete academic program on the educational market, with the main objective of offering design professionals valuable learning about this booming sector. Without a doubt, they have selected the best possible information adapted to the needs of 21st century learners.

tech

"*Study with today's best teachers and learn everything they have to offer*"

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 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 Carlos III University, Madrid.
- Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Complutense University, Madrid.
- MBA in Fashion Business Management from ISEM Fashion Business School

Professors

Ms. Eyzaguirre Vilanova, Carolina

- Legal counsel to the CEO of Eley Hawk Company
- 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
- Specialist in Intellectual Property with an Official Master's Degree from Pontificia Comillas University (ICADE) in Madrid

Mr. Sanjosé, Carlos

- Head of Digital at MURPH
- Content creator for more than 8 years at Liceo25, parent company of online media such as 25 Gramos, Fleek Mag, Lenders Magazine or Libra, among others
- Specialist in Digital Marketing and Strategy, Social Media & Social Ads, e-Commerce Platforms and Email Marketing
- Degree in Advertising and Public Relations

Dr. San Miguel, Patricia

- Director and creator of the digital impact analysis observatory for fashion brands Digital Fashion Brands
- Professor of Digital Marketing at ISEM Fashion Business School and the University of Navarra
- PhD from the University of Navarra
- Degree in Advertising and Public Relations from the Complutense University of Madrid
- Executive Fashion MBA by ISEM
- Writer of the book Influencer Marketing

Ms. Bravo Durán, Sandra

- Lecturer at different universities and business schools in the fashion and luxury industry.
- Trend Forecasting and Customer Insight Expert
- Sociologist and economist from the University of Salamanca.
- Executive Master's Degree in Fashion Business Management from 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

Mr. Justo, Rumén
- Advisor to companies and entrepreneurs at the University of La Laguna (EmprendeULL)
- Founder of JR Producciones, a production company.
- Co-founder of the start-ups E-MOVE, E-CARS and SENDA ECOWAY.
- Chief Executive Officer of SENDA ECOWAY
- Accredited Mentor of the Mentoring Network of Spain at the CEOE.
- Lean Coach at Olympo Boxes, in the Santa Cruz de Tenerife Chamber of Commerce.
- Degree in Business Administration
- Master's Degree in PRL by SGS
- Postgraduate in Technology Surveillance
- Postgraduate in Roadmapping by the UPC
- Postgraduate Diploma in Human Resources Management by the University of Vigo

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

Dr. Paule Vianez, Jessica

- Professor of Finance / Department of Business Economics at Rey Juan Carlos University
- PhD with International Mention in Social and Legal Sciences from the International Doctoral School from Rey Juan Carlos University
- Degree in Finance and Accounting from the University of Extremadura
- Degree in Business Administration and Management from University of Extremadura
- Professional Master's Degree in Statistical Computational Information Processing from the Complutense University of Madrid.

Ms. Gallego Martínez, Ana Belén

- Independent Consultant Belen Galmar Business Accompaniment
- Law degree from Complutense University of Madrid.
- MBA - Master's Degree in Business Administration, specializing in financial management, Camilo José Cela University
- Digital Transformation Executive Program for the School of Industrial Organization (Escuela de Organización Industrial)

05

Structure and Content

The content of this TECH Professional Master 's Degree has been strategically designed to offer students essential professional development in the Creative Business Management. It will allow students to enter into the study of a totally innovative field, which is constantly changing in response to continuous technological advances. Thus, they will have the opportunity to learn about all those creative companies that have emerged in recent years and gained a foothold in society.

A fundamental program for the effective study of Creative Business Management"

Module 1. New Creative Industries

1.1.   New Creative Industries
   1.1.1.   From the Cultural Industry to the Creative Industry
   1.1.2.   Today's Creative Industries
   1.1.3.   Activities and Sectors that Make up the Creative Industries
1.2.   Economic Importance of the Creative Industries Today
   1.2.1.   Contribution
   1.2.2.   Drivers of Growth and Change
   1.2.3.   Job Prospects 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.   Contemporary Publications
   1.8.1.   Literature, Essays and Poetry
   1.8.2.   Publishers
   1.8.3.   Press
1.9.   Creative Services
   1.9.1.   Design and Fashion
   1.9.2.   Architecture and Landscaping
   1.9.3.   Advertising
1.10.   Connections of the Creative Economy or Orange Economy
   1.10.1.   Cascade Model - Concentric Circles
   1.10.2.   Creative, Production and Knowledge Spillovers
   1.10.3.   Culture at the Service of the Creative Economy

Module 2. Protection of Creative and Intangible Products in Today's Marketplace

2.1.   Legal Protection of Intangible Assets
2.2.   Intellectual Property I
2.3.   Intellectual Property II
2.4.   Intellectual Property III
2.5.   Industrial Property I: Branding.
2.6.   Industrial Property II: Industrial Designs
2.7.   Industrial Property III: Patents and Utility Models
2.8.   Intellectual and Industrial Property: Practice
2.9.   Advertising Law I
2.10.   Advertising Law II

Module 3. Economic and Financial Management of Creative Companies

3.1.   The Necessary Economic Sustainability
    3.1.1.   The Financial Structure of a Creative Company
    3.1.2.   Accounting in a Creative Company
    3.1.3.   Triple Balance

3.2.   Revenues and Expenses of today's Creative Businesses
    3.2.1.   Cost Accounting
    3.2.2.   Type of Costs
    3.2.3.   Cost Allocation

3.3.   Types of Profit in the Company
    3.3.1.   Contribution Margin
    3.3.2.   Break-Even Point
    3.3.3.   Evaluation of Alternatives

3.4.   Investment in the Creative Sector
    3.4.1.   Investment in the Creative Industry
    3.4.2.   Investment Appraisal
    3.4.3.   The NPV Method: Net Present Value

3.5.   Profitability in the Creative Industry
    3.5.1.   Economic Profitability
    3.5.2.   Time Profitability
    3.5.3.   Financial Profitability

3.6.   Cash Flow: Liquidity and Solvency
    3.6.1.   Cash Flow
    3.6.2.   Balance Sheet and Income Statement
    3.6.3.   Settlement and Leverage

3.7.   Financing Formulas in the Current Creative Market
    3.7.1.   Venture Capital Funds
    3.7.2.   Business Angels
    3.7.3.   Calls for Proposals and Grants

3.8.   Product Pricing in the Creative Industry
    3.8.1.   Pricing
    3.8.2.   Profit vs. Competition
    3.8.3.   Pricing Strategy

3.9.   Pricing Strategy in the Creative Sector
    3.9.1.   Types of Pricing Strategies
    3.9.2.   Advantages
    3.9.3.   Disadvantages

3.10.   Operational Budgets
    3.10.1.   Tools for Strategic Planning
    3.10.2.   Elements Included in the Operational Budget
    3.10.3.   Development and Execution of the Operational Budget

Module 4. Future Thinking How to Transform Today from Tomorrow

4.1.   Methodology Futures Thinking
    4.1.1.   Futures Thinking
    4.1.2.   Benefits of Using this Methodology
    4.1.3.   The Role of the "Futurist" in the Creative Enterprise

4.2.   Signs of Change
    4.2.1.   The Sign of Change
    4.2.2.   Identification of the Signs of Change
    4.2.3.   Interpretation of the Signs

4.3.   Types of Futures
    4.3.1.   Journey to the Past
    4.3.2.   The Four Types of Futures
    4.3.3.   Application of the Futures Thinking Methodology in the Workplace

4.4.   Future Forecasting
    4.4.1.   Searching for Drivers
    4.4.2.   How to Create a Future Forecast
    4.4.3.   How to Design a Future Scenario

4.5.   Mental Stimulation Techniques
    4.5.1.   Past, Future and Empathy
    4.5.2.   Facts Vs. Experience
    4.5.3.   Alternative Routes
4.6.   Collaborative Forecasting
    4.6.1.   The Future as a Game
    4.6.2.   Future Wheel
    4.6.3.   The Future from Different Approaches
4.7.   Epic Victories
    4.7.1.   From Discovery to the Innovation Proposal
    4.7.2.   The Epic Victory
    4.7.3.   Fairness in the Game of the Future
4.8.   Preferred Futures
    4.8.1.   The Preferred Future
    4.8.2.   Techniques
    4.8.3.   Working Backwards from the Future
4.9.   From Prediction to Action
    4.9.1.   Images of the Future
    4.9.2.   Artifacts from the Future
    4.9.3.   Roadmap
4.10.   Sustainable Development Objectives (SDO): A Global and Multidisciplinary Vision of the Future
    4.10.1.   Sustainable Development as a Global Goal
    4.10.2.   Management of Humans in Nature
    4.10.3.   Social Sustainability

Module 5. Consumer or User Management in Creative Businesses

5.1.   The User in the Current Context
    5.1.1.   Changing Consumers in Recent Times
    5.1.2.   The Importance of Research
    5.1.3.   Trend Analysis
5.2.   Strategy with the Focus on the Individual
    5.2.1.   Human Centric Strategy
    5.2.2.   Keys and Benefits of Being Human Centric
    5.2.3.   Success Stories
5.3.   Data on the Human Centric Strategy
    5.3.1.   Data on the Human Centric Strategy
    5.3.2.   The Value of Data
    5.3.3.   360º View of the Customer
5.4.   Implementation of the Human Centric Strategy in the Creative Industry
    5.4.1.   Transformation of Dispersed Information into Customer Knowledge
    5.4.2.   Opportunity Analysis
    5.4.3.   Maximization Strategies and Initiatives
5.5.   Human Centric Methodology
    5.5.1.   From Research to Prototyping
    5.5.2.   Double Diamond Model: Process and Phases
    5.5.3.   Data Science
5.6.   Design Thinking
    5.6.1.   Design Thinking
    5.6.2.   Methodology
    5.6.3.   The Techniques and Tools of Design Thinking
5.7.   Brand Positioning in the User's Mind
    5.7.1.   Positioning Analysis
    5.7.2.   Typology
    5.7.3.   Methodology and Tools

Module 6. Creative Branding: Communication and Management of Creative Brands

Module 7. Leadership and Innovation in Creative Industries

Module 8. Digital Transformation in the Creative Industry

8.5.   Cognitive Technology

    8.5.1.   AI and Digital Interaction

    8.5.2.   IoT and Robotics

    8.5.3.   Other Digital Practices

8.6.   Uses and Applications of Blockchain Technology

    8.6.1.   Blockchain.

    8.6.2.   Value for the Creative Industry Sector

    8.6.3.   Transaction Versatility

8.7.   Omnichannel and Transmedia Development

    8.7.1.   Impact on the Sector

    8.7.2.   Challenge Analysis

    8.7.3.   Evolution

8.8.   Entrepreneurship Ecosystems

    8.8.1.   The Role of Innovation and Venture Capital

    8.8.2.   The Start-up Ecosystem and the Stakeholders that Comprise It

    8.8.3.   How to Maximize the Relationship between the Creative Stakeholder and the Start-up

8.9.   New Disruptive Business Models

    8.9.1.   Marketing-Based (Platforms and Marketplaces)

    8.9.2.   Service-Based (Freemium, Premium or Subscription Models)

    8.9.3.   Community-Based (from Crowdfunding, Social Networking or Blogging)

8.10.   Methodologies to Promote a Culture of Innovation in the Creative Industries

    8.10.1.   Blue Ocean Innovation Strategy

    8.10.2.   Lean Start-up Innovation Strategy

    8.10.3.   Agile Innovation Strategy

Module 9. New Digital Marketing Strategies

9.1.   Technology and Audiences

    9.1.1.   Digital Strategy and Differences between User Types

    9.1.2.   Target Audience, Exclusionary Factors and Generations

    9.1.3.   The Ideal Costumer Profile (ICP) and Buyer Persona

9.2.   Digital Analytics for Diagnostics

    9.2.1.   Analytics prior to the Digital Strategy

    9.2.2.   Moment 0

    9.2.3.   KPIs and Metrics, Typologies, Classification according to Methodologies

9.3.   E-entertainment: the impact of e-commerce in the Entertainment Industry

    9.3.1.   E-commerce, Typologies and Platforms

    9.3.2.   The Importance of Web Design: UX and UI

    9.3.3.   Optimization of Online Space: Minimum Requirements

9.4.   Social Media and Influencer Marketing

    9.4.1.   Impact and Evolution of Network Marketing

    9.4.2.   Persuasion, Keys to Content and Viral Actions

    9.4.3.   Planning Social Marketing and Influencer Marketing Campaigns

9.5.   Mobile Marketing

    9.5.1.   Mobile User

    9.5.2.   Mobile Web and Apps

    9.5.3.   Mobile Marketing Actions

9.6.   Advertising in Online Environments

    9.6.1.   Advertising in Social Networks and Objectives of Social Ads

    9.6.2.   The Conversion or Purchase Funnel: Categories

    9.6.3.   Social Ads Platforms

9.7.   The Inbound Marketing Methodology

    9.7.1.   Social Selling, Key Pillars and Strategy

    9.7.2.   The CRM Platform in a Digital Strategy

    9.7.3.   Inbound Marketing or Attraction Marketing: Actions and SEO

9.8.   Automization of Marketing

    9.8.1.   Email Marketing and Email Typology

    9.8.2.   Email Marketing Automation, Applications, Platforms and Advantages

    9.8.3.   The Emergence of Bot & Chatbot Marketing: Typology and Platforms

9.9.   Data Management Tools
   9.9.1.   CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
   9.9.2.   Big Data: Big Data, Business Analytics and Business Intelligence
   9.9.3.   Big Data, Artificial Intelligence and Data Science
9.10.   Measuring Profitability
   9.10.1.   ROI: Definition of Return on Investment and ROI vs. ROAS
   9.10.2.   ROI Optimization
   9.10.3.   Key Metrics

Module 10. Entrepreneurship in the Creative Industries

10.1.   The Entrepreneurial Project
   10.1.1.   Entrepreneurship, Types and Life Cycle
   10.1.2.   Entrepreneur Profile
   10.1.3.   Topics of Interest for Entrepreneurship
10.2.   Personal Leadership
   10.2.1.   Self-Knowledge
   10.2.2.   Entrepreneurial Skills
   10.2.3.   Development of Entrepreneurial Leadership Skills and Abilities
10.3.   Identification of Innovative and Entrepreneurial Opportunities
   10.3.1.   Analysis of Megatrends and Competitive Forces
   10.3.2.   Consumer Behavior and Demand Estimation
   10.3.3.   Evaluation of Business Opportunities
10.4.   Business Idea Generation in the Creative Industry
   10.4.1.   Idea Generation Tools: Brainstorming, Mind Mapping, Drawstorming, etc,
   10.4.2.   Value Proposition Design: CANVAS, 5 w
   10.4.3.   Development of the Value Proposition
10.5.   Prototyping and Validation
   10.5.1.   Prototype Development
   10.5.2.   Validation
   10.5.3.   Prototyping Adjustments

10.6.   Business Model Design
   10.6.1.   The Business Model
   10.6.2.   Methodologies for the Creation of Business Models
   10.6.3.   Business Model Design for Proposed Idea
10.7.   Team Leadership
   10.7.1.   Team Profiles according to Temperaments and Personality
   10.7.2.   Team Leadership Skills
   10.7.3.   Teamwork Methods
10.8.   Cultural Markets
   10.8.1.   Nature of Cultural Markets
   10.8.2.   Types of Cultural Markets
   10.8.3.   Identification of Local Cultural Markets
10.9.   Personal Marketing and Branding Plan
   10.9.1.   Projection of the Personal and Entrepreneurial Project
   10.9.2.   Short- and Medium-Term Strategic Plan
   10.9.3.   Variables for Measuring Success
10.10. Sales Pitch
   10.10.1. Project Presentation for Investors
   10.10.2. Development of Attractive Presentations
   10.10.3. Development of Effective Communication Skills

An academic experience that will be fundamental to improving your skills in this professional field"

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

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

Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%
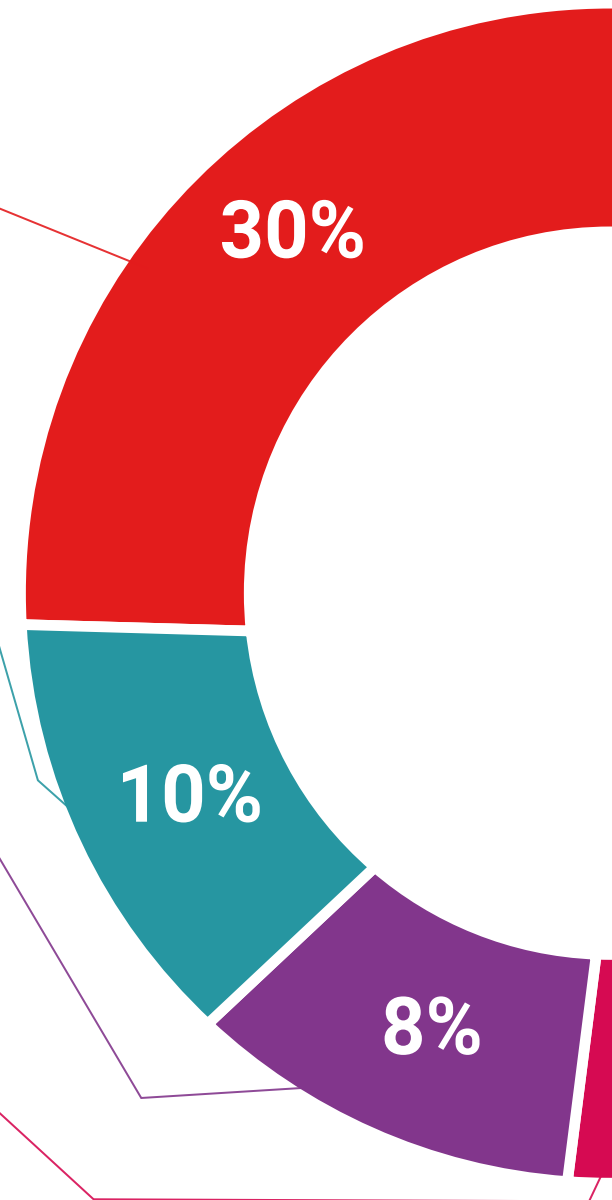
Case Studies

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.

Certificate

The MBA in Creative Business Management guarantees, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Global University.

Successfully complete this program and receive your Professional Master's Degree without having to travel or fill out laborious paperwork"

This program will allow you to obtain your **Professional Master's Degree diploma MBA in Creative Business Management** 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: **Professional Master's Degree MBA in Creative Business Management**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

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tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Professional Master's Degree MBA in Creative Business Management

This is a program of 1,500 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Chancellor

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Professional Master's Degree MBA in Creative Business Management

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	60

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	New Creative Industries	6	CO
1º	Protection of Creative and Intangible Products in Today's Marketplace	6	CO
1º	Economic and Financial Management of Creative Companies	6	CO
1º	Future Thinking How to Transform Today from Tomorrow	6	CO
1º	Consumer or User Management in Creative Businesses	6	CO
1º	Creative Branding: Communication and Management of Creative Brands	6	CO
1º	Leadership and Innovation in Creative Industries	6	CO
1º	Digital Transformation in the Creative Industry	6	CO
1º	New Digital Marketing Strategies	6	CO
1º	Entrepreneurship in the Creative Industries	6	CO

Dr. Pedro Navarro Illana
Chancellor

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*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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Professional Master's Degree
MBA in Creative Business Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **60 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Professional Master's Degree
MBA in Creative
Business Management

FASHION BLOG
YOUR GUIDE TO THE WORLD OF STYLE

12th MAR *by Ingrid*

11th MAR *by Erika*

BACK

...s saying because it perfectly applies to clothing
...r whatever color you want as long as it's black.

STYLE IS KNOWING YOURSELF

Fashion is what you buy. Style is what you do with it. Fashion changes, style stays forever. Fashion is everyone, style is you.

I DON'T GIVE A...

Be happy. It drives people crazy.

A *by Mia*

10th MAR *by Erika*

9th MAR *by Mike*

SHOP LIKE THERE'S NO TO...

It's not easy. It's not simple. It takes practice. Tod...
everything you need to know about black belt i...

BE TRUE TO YOURSELF

One of the greatest challenges in life is being yourself in a world
that's trying to make you like everyone else.

SHHHH...

...u are the only person who's going to see it.

tech global university