

# Postgraduate Certificate Production and Direction of Cultural Management



## Postgraduate Certificate Production and Direction of Cultural Management

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

Website: [www.techtute.com/us/humanities/postgraduate-certificate/production-direction-cultural-management](http://www.techtute.com/us/humanities/postgraduate-certificate/production-direction-cultural-management)

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# 01

# Introduction

Diverse and cultural scenarios that lead to art demand passionate people who generate and undertake projects for the benefit of humanity. TECH has created this program for professionals to acquire the necessary competencies to direct and produce cultural projects. That is, through the program the student acquires the skills to manage organizations at national and international level. Whether in the private sector in foundations or financial institutions or may work in the public sector aiming at social works.







*Specialize in collecting and patronage  
and become a first level expert"*

This Postgraduate Certificate provides students with excellent benefits for their professional development, since they can apply for different positions and companies. With this, you will expand their knowledge in relation to project management. In addition, they will be able to work in the largest organizations worldwide, generating high incomes with a flexible program that is 100% online. Not only that, but students also have the opportunity to learn with didactic and practical guides that will forge each step within the program.

That is to say that the graduates will acquire knowledge based on didactic tools that are designed by first level specialists. With a syllabus that focuses on instructing how to manage cultural organizations. All of this, the students will obtain it with the benefits that TECH gives them by having an online modality. With this you can download your respective module from anywhere in the world where you are.

This **Postgraduate Certificate in Production and Direction of Cultural Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Production and Direction of Cultural Management
- ♦ The graphic, schematic and practical contents of the book provide Method and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



*This program is presented to students as a great opportunity to learn about the cultural model that is managed in Europe and other countries"*

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*Within the course you will have a specific syllabus to learn about the types of cultural organizations based on the work of UNESCO"*

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in 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 students will be assisted by an innovative interactive video system created by renowned and experienced experts.

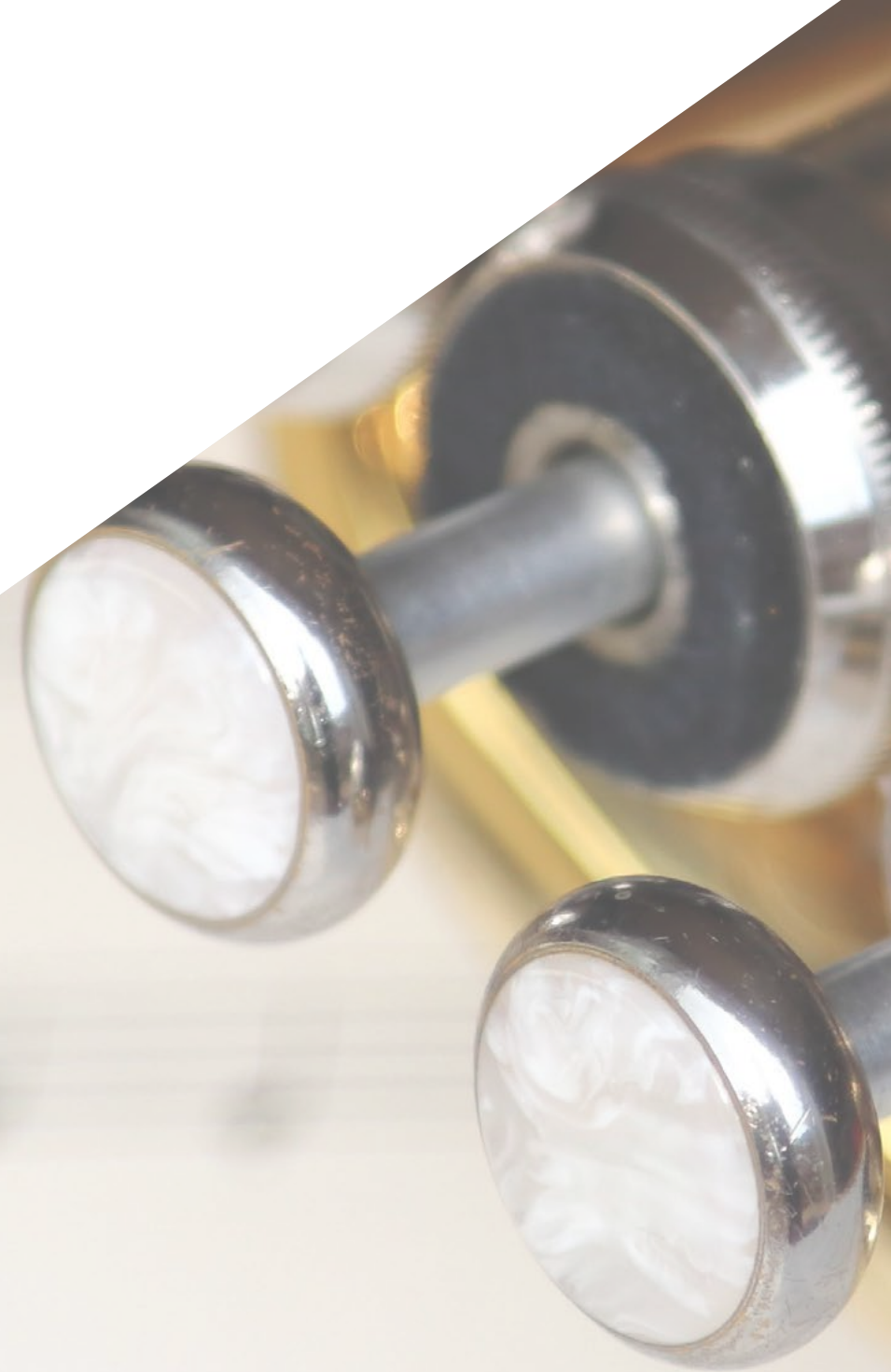
*The program will be your right hand when it comes to generating projects in public and private entities worldwide.*

*By completing this program you will be able to enhance your knowledge to create methods that will help you along the way in managing your projects.*



# 02 Objectives

The Production and Direction of Cultural Management program aims to train individuals focused on creating, developing and undertaking new projects. With the syllabus established by the teachers, the student will achieve step by step to become an expert in the creation and management of various plans around a good functioning of culture, all this can be acquired 100% online.





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*If you study with TECH, you will acquire the skills to be part of the team in foundations, cultural centers, art galleries, theaters, among others"*



## General Objectives

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- ♦ Leadership of cultural organizations in the world
- ♦ Management of departments for the creation of projects
- ♦ Leading public institutions and organizations
- ♦ Manage projects that reflect the care of the cultural heritage
- ♦ Execute cultural strategies for a better use of society
- ♦ Analyze and carry out cultural processes related to UNESCO







## Specific Objectives

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- ◆ Understand the objectives of cultural management
- ◆ Recognize the different types of organizations
- ◆ Execute actions to work on projects in different populations around the world

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*With the 100% online methodology, the student will be able to enjoy the syllabus anywhere in the world”*



# 03

## Structure and Content

With this program the students will learn in a didactic way thanks to our *Relearningsystem*. It has a varied multimedia content. There the students will find video clips, readings, and case studies that will help them to better understand each subject. In addition to this, with the large amount of content designed by the group of specialists, the graduates will be able to study different techniques that will position them as leaders in the labor field. At the same time, each module is proposed for the students to perform in different jobs, from planning and marketing to community projects.





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*Develop your knowledge in cultural management and administration in diverse fields such as museums and art galleries”*

## Module 1. Production and Direction in Cultural Management

- 1.1. Tools for the Management of Cultural Organizations I
  - 1.1.1. Cultural Management
  - 1.1.2. Classification of Cultural Products
  - 1.1.3. Cultural Management Objectives
- 1.2. Tools for the Management of Cultural Organizations II
  - 1.2.1. Cultural Organizations
  - 1.2.2. Typology
  - 1.2.3. UNESCO
- 1.3. Collecting and Patronage
  - 1.3.1. The Art of Collections
  - 1.3.2. Developer of the Taste for Collecting throughout History.
  - 1.3.3. Types of Collections
- 1.4. The Role of the Foundations
  - 1.4.1. What do They Consist of?
  - 1.4.2. Associations and Foundations
    - 1.4.2.1. Differences
    - 1.4.2.2. Similarities
  - 1.4.3. Examples of Cultural Foundations Worldwide
- 1.5. Cultural Development in Third-Sector Organizations
  - 1.5.1. What are Third-Sector Organizations?
  - 1.5.2. Role of Third-Sector Organizations in Society.
  - 1.5.3. Networks
- 1.6. Public Institutions and Organizations
  - 1.6.1. Model of Organization of Cultural Policy in Europe
  - 1.6.2. Main public Institutions in Europe
  - 1.6.3. Cultural Action of the European International Organizations
- 1.7. Cultural Heritage
  - 1.7.1. Culture as a Country Brand
  - 1.7.2. Cultural Policies
    - 1.7.2.1. Institutions
    - 1.7.2.2. Figures
  - 1.7.3. Culture as Heritage of the Humanity







- 1.8. Cultural Heritage Dissemination
  - 1.8.1. What is Cultural Heritage?
  - 1.8.2. Public Management
  - 1.8.3. Private Management
  - 1.8.4. Coordinated Management
- 1.9. Project Creation and Management
  - 1.9.1. What is Creation and Project Management?
  - 1.9.2. Breeding
    - 1.9.2.1. Relations
    - 1.9.2.2. Private
    - 1.9.2.3. Coproductions
    - 1.9.2.4. Others
  - 1.9.3. Cultural Management Planning
- 1.10. Art, Company and Society
  - 1.10.1 The Third-Sector as Social Opportunity
  - 1.10.2. Social Commitment of Companies through the Different Art Types
    - 1.10.2.1. Investments
    - 1.10.2.2. Profitability
    - 1.10.2.3. Promotion
    - 1.10.2.4. Profit
  - 1.10.3. Art as Inclusion and Transformation of the Society
  - 1.10.4. The Theater as Social Opportunity
  - 1.10.5. Festivals that Involve Citizenship

“Reach your goals with the most experienced professionals in Production and Direction of Cultural Management”

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 has been the most widely used learning system among the world's leading Humanities 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 will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

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

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

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





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

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

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

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



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



#### Study Material

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

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



#### Classes

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

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



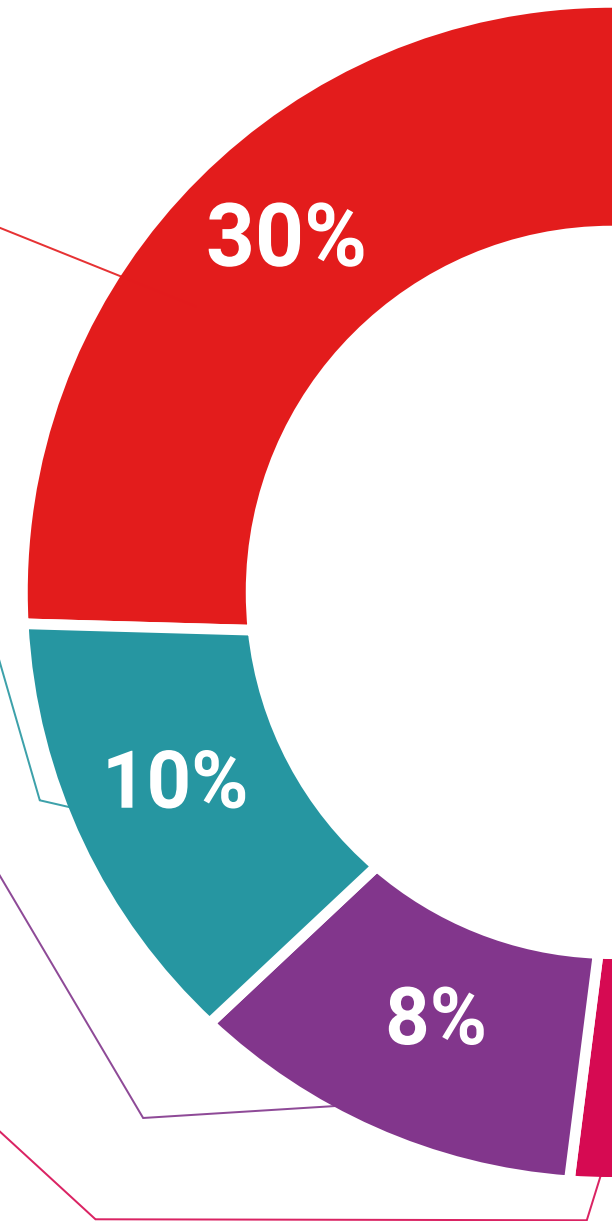
#### Practising Skills and Abilities

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



#### Additional Reading

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





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

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

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



#### Testing & Retesting

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





05

# Certificate

The Postgraduate Certificate in Production and Direction of Cultural Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Production and Direction of Cultural 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: **Postgraduate Certificate in Production and Direction of Cultural Management**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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

**tech** global  
university

**Postgraduate Certificate**  
Production and Direction  
of Cultural Management

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

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