Postgraduate Diploma
Cultural Direction and Management

tech global university

Postgraduate Diploma
Cultural Direction
and Management

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
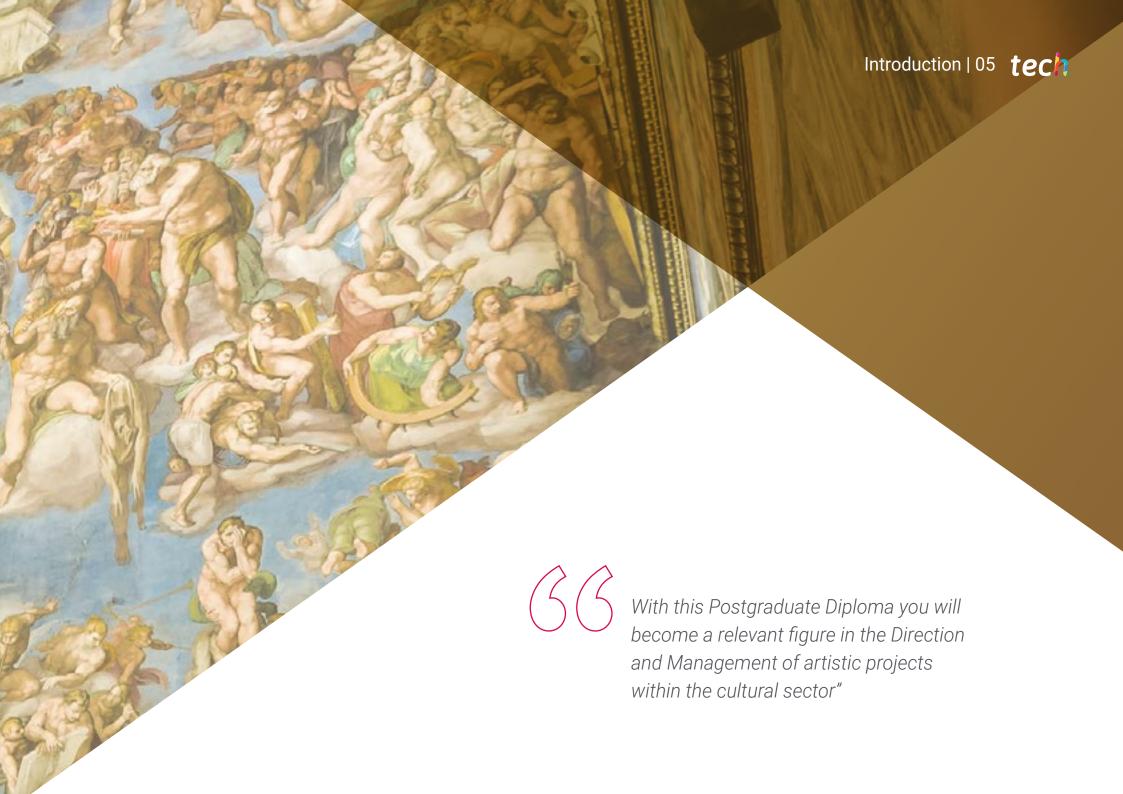- » Credits: **24 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/humanities/postgraduate-diploma/postgraduate-diploma-cultural-direction-management**

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01
Introduction

Culture continues to be an added value for society and for the countries that promote it. A clear example are cities like Paris, Rome, New York or Madrid where their museums and monuments stand out on the international scene, attracting millions of tourists and visitors throughout the year. Directing and managing these spaces or creating new cultural projects requires multidisciplinary knowledge that is in high demand in a highly competitive sector. For this reason, TECH has designed this 100% online program, which offers the graduate the most advanced and current information on cultural marketing, production, design and promotion of events, as well as cultural tourism management. All this, through multimedia content developed by specialists in this field, to which the student will have access 24 hours a day from any device with Internet connection.

"

With this Postgraduate Diploma you will become a relevant figure in the Direction and Management of artistic projects within the cultural sector"

Society is increasingly aware of the need to preserve heritage, to promote culture among young people and to create new formats that not only provide leisure and entertainment, but also knowledge. The figure of the cultural manager, capable of effectively planning, designing, producing and promoting all kinds of events in this sector, was born in response to the wide range of possibilities offered by artistic disciplines.

The multidisciplinary nature of this professional profile has given a significant boost to artistic and cultural work in recent years. Therefore, few large-scale projects can achieve success without the figure of a cultural director and manager. Given its relevance, and the need for public and private entities to have this type of specialist, TECH offers graduates the Postgraduate Diploma in Cultural Direction and Management, which can be easily completed in just 6 months and with the most innovative content.

This way, students who enroll in this program will have access to the most exhaustive and detailed information on cultural industries, the main strategies of cultural marketing, the use of new communication and information technologies for the promotion and development of culture in third sector organizations.

All this will be possible thanks to the multimedia teaching resources, which can be viewed at any time of the day from an electronic device (computer, tablet or cell phone) with Internet connection. Therefore, the student will also be able to delve into the management of cultural tourism, heritage conservation policies and success stories in the management of cultural heritage in the field of tourism.

The professional is faced with an excellent opportunity to progress in a highly competitive sector, through a university education that is at the academic forefront. With no classroom attendance or fixed class schedules, students are also free to distribute the course load according to their needs. An ideal option for people who wish to balance their work and/or personal responsibilities with a quality Postgraduate Diploma.

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

- The development of case studies presented by experts in Cultural Management
- The graphic, schematic and practical contents of the book provide technical 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

Stand out in a highly competitive sector through a 100% online university qualification that adapts to the needs of professionals"

In just 6 months you will obtain the most advanced knowledge on Marketing, promotion and production of cultural actions"

Thanks to the Relearning system, used by TECH in its qualifications, you will reduce the hours of memorization and study.

Enroll now and become a specialist in cultural tourism management.

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

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

02
Objectives

The syllabus of this Postgraduate Diploma has been designed with the main objective of offering students the most comprehensive knowledge on Cultural Management. Thanks to it, they will be able to reach high positions in public or private entities, as well as to obtain the capacity to start their own initiatives. This learning will be possible thanks to the attractive content (video summaries, detailed videos, diagrams, etc.) developed by a teaching team specialized in the cultural sector.

"

TECH provides you with a library of multimedia resources 24 hours a day, so that you can access it whenever you want from your computer with an Internet connection"

General Objectives

- Know the culture in the digital world
- Create and manage projects
- Understand and interpret reality based on cultural skills and procedures
- Identify the challenges of space management

With this university program, you will be able to manage and create international festivals capable of involving citizens"

Specific Objectives

Module 1. Marketing in Cultural Market
- Establish research as a central marketing tool
- Discover the cultural products with the greatest power in the market
- Know the culture in the digital world

Module 2. Production and Direction in Cultural Management
- Enhance cultural development in third-sector organizations
- Know disseminate the cultural heritage
- Create and manage projects

Module 3. Technology and Design for Cultural Promotion
- Learn within the context of culture the basic concepts, principles and theories of cultural communication and industries
- Learn to design and produce campaigns or products related to culture
- Understand and interpret reality based on cultural skills and procedures

Module 4. Cultural Tourism Management
- Master the strategies for cultural and tourism development of the local heritage
- Cultural events planning and management in a World Heritage City
- Identify the challenges of space management

03
Structure and Content

The effectiveness of the Relearning method, based on the reiteration of content, has led TECH to apply it in all its qualifications. With this, the students will be able to move through the syllabus of this Postgraduate Diploma in a much more agile way. In this way, students will learn about ICT used in cultural production and promotion, the most effective marketing strategies depending on the event to be carried out, as well as the balance that should exist in the management of cultural tourism and heritage conservation. All this, with an innovative teaching material that can be consulted 24 hours a day throughout the 600 teaching hours of this program.

A syllabus designed to offer you the most advanced knowledge on the promotion and management of the cultural market. Enroll now"

Module 1. Marketing in Cultural Market

1.1. Culture outside the Industry

    1.1.1. The Art Market

        1.1.1.1. Environment of the Cultural and Creative Industry: The Place of Cultural Organizations in Society

        1.1.1.2. The Global Economic Impact of the Cultural and Creative Industry

    1.1.2. Cultural Heritage and the Performing Arts

        1.1.2.1. Cultural Heritage and the Performing Arts in Society

        1.1.2.2. Cultural Heritage and the Performing Arts in the Media

1.2. Cultural Industries

    1.2.1. The Concept of Cultural Industry

        1.2.1.1. The Publishing Industry

        1.2.1.2. The Musical Industry

        1.2.1.3. The Film Industry

1.3. Journalism and Art

    1.3.1. New and Old Forms of Communication

        1.3.1.1. Beginnings and Evolution of Art in the Media

        1.3.1.2. New Forms of Communication and Writing

1.4. Culture in the Digital World

    1.4.1. Culture in the Digital World

    1.4.2. The Omnipresence of the Visual. Controversies of the Digital Age

    1.4.3. The Transmission of Information through Video Games

    1.4.4. Collaborative Art

1.5. The Media Structure

    1.5.1. The Audiovisual and Press Sector

        1.5.1.1. The Impact of Large Media Groups on Culture

        1.5.1.2. Live Platforms, a Challenge for Conventional Media

    1.5.2. The Cultural Journalism Sector

        1.5.2.1. The Cultural Market in a Global World Towards Homogenization or Diversification?

1.6. Introduction to Marketing

    1.6.1. The 4 Ps

        1.6.1.1. Basic Aspects of Marketing

        1.6.1.2. Marketing Mix

        1.6.1.3. The Necessity (or not) of Marketing in the Cultural Market

    1.6.2. Marketing and Consumerism

        1.6.2.1. The Culture Consumption

        1.6.2.2. Quality as a Cross-Cutting Factor in Information Products

1.7. Marketing and Value: Art for Art's Sake, Art in Ideological Programs, and Art as a Market Product

    1.7.1. Art for Art's Sake

        1.7.1.1. The Art of the Masses The Homogeneity of Art and Its Value

        1.7.1.2. Is Art Created for the Media or Does the Media Transmit Art?

    1.7.2. Art within Ideological Programs

        1.7.2.1. Art, Politics and Activism

        1.7.2.2. Basic Symbolism in Art

    1.7.3. Art as a Market Product

        1.7.3.1. Art in Advertising

        1.7.3.2. Cultural Management for a Successful Development of the Work

1.8. Marketing of the Main Cultural Industries

    1.8.1. Current Trends in the Main Cultural Industries

        1.8.1.1. The Needs of Consumers as Represented in Companies

        1.8.1.2. Successful Cultural Products in the Media

1.9. Research as a Central Marketing Tool

    1.9.1. Collection of Market and Consumer Data

        1.9.1.1. Differentiation in Relation to Competitors

        1.9.1.2. Other Investigative Strategies

1.10. The Future of Cultural Marketing

    1.10.1. The Future of Cultural Marketing

        1.10.1.1. Cultural Marketing Tendencies

        1.10.1.2. The Cultural Products with the Greatest Power in the Market

Module 3. Technology and Design for Cultural Promotion

Module 4. Cultural Tourism Management

A 100% online program that brings you closer to the latest trends in the use of new technologies and cultural promotion"

04
Methodology

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

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

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

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

"

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

The case method 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.

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 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.

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 Postgraduate Diploma in Cultural Direction and Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.

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

This program will allow you to obtain your **Postgraduate Diploma in Cultural Direction and 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 Diploma in Cultural Direction and Management**

Modality: **online**

Duration: **6 months**

Accreditation: **24 ECTS**

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

Postgraduate Diploma in Cultural Direction and Management

This is a program of 600 hours of duration equivalent to 24 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
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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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