

Postgraduate Certificate Creative Industries





Postgraduate Certificate Creative Industries

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

Website: www.techtitute.com/us/journalism-communication/postgraduate-certificate/creative-industries

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01

Introduction

The Creative Industries are one of the most important economic and cultural sectors in the world. The artistic life of every country moves thanks to this sector, making it an indispensable element at a social level.

This means that it is a work field full of possibilities but, at the same time, there is a need for qualified professionals who understand all the problems in this field. This program offers its students the option to specialize and become experts in Creative Industries who have the solutions to the challenges of the present and the future in the sector.



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Creative industries need people with innovative ideas: specialize and bring your new knowledge to the table"

The Creative Industries offer the general public entertainment, art and a variety of leisure options. They are a fundamental axis of societies, since without this type of activities they would be empty and uninteresting communities. Culture is therefore a central element at a social and economic level. However, there are not many specialized professionals and, on occasions, companies in the sector find themselves in a problematic situation due to the lack of qualified people to fill the different positions existing in the field.

Therefore, it is a field full of job opportunities, because it is present in all societies, in all countries, but experts are needed. This Postgraduate Certificate in Creative Industries responds to this need, offering its students a specific education that brings them closer to this sector.

This educational program provides students with a specific and, at the same time, panoramic education on the state of the Creative Industries, directing its contents towards cultural management, business possibilities and existing projects, as well as an in-depth knowledge of the elements that make up this sector, so that graduates will have a general and particular vision of these industries.

To achieve this, this Postgraduate Certificate has the best teachers, who will guide the student throughout the educational process so that, at the end of the course, the student will have achieved all the knowledge and skills available.

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

- ♦ General and specific knowledge of the Creative Industries
- ♦ Your teachers, specialists in the field, who will be responsible for the proper transmission of all your knowledge
- ♦ 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



You love culture and you want to work in the sector: study this program and get it"

“

The Creative Industries are the most special economic sector: specialized professionals are needed"

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.

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 student will be assisted by an innovative interactive video system created by renowned and experienced experts.

Combine your passion for culture with you communication skills and specialize with this educational program.

The Creative Industries are full of possibilities: don't miss your chance and take this program.



02 Objectives

The objective of this program is to provide its students with all the necessary contents to get to know the Creative Industries in depth, learning all their particularities, typologies and professional possibilities.



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Your goals are TECH's goals: work in the field of culture and fulfill all your dreams”



General Objectives

- ♦ Offer useful knowledge for the specialization of students, providing them with skills for the development and application of original ideas in their personal and professional work
- ♦ Understand how creativity and innovation have become the drivers of the economy
- ♦ Problem solving novel environments and in interdisciplinary contexts in the field of creativity management
- ♦ Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case





Specific Objectives

- ◆ Gain knowledge of the new Creative Industries
- ◆ In-depth knowledge of the weight of the Creative Industries at the economic level
- ◆ Study visual and performing arts in depth
- ◆ Obtain an in-depth knowledge of the historical, natural and cultural heritage

“

You have big ambitions, and this Postgraduate Certificate will help you progress”

03

Course Management

The best specialists teach this course to provide students with the knowledge they have acquired in their professional careers. Therefore, this Postgraduate Certificate ensures that there is a transfer of knowledge between the experts and the students. Below is the list of the faculty who teach this program.





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*The knowledge you expect, delivered by
the best faculty”*

International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study "Narcissism and Celebrities", together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



Dr. Young, S. Mark

- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

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

Management



Dr. Velar, Marga

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



Professors

Ms. Arroyo Villoria, Cristina

- ♦ Partner and director of projects and entrepreneurship at the Creative Industries factory
- ♦ Strategic planning, business development, communication and marketing strategy
- ♦ Bachelor's Degree in Labor Sciences from the University of Valladolid
- ♦ Professional Master's Degree in Human Resources Management from the San Pablo CEU Business School
- ♦ Professional Master's Degree in Educational Technology by the Bureau Veritas Business School



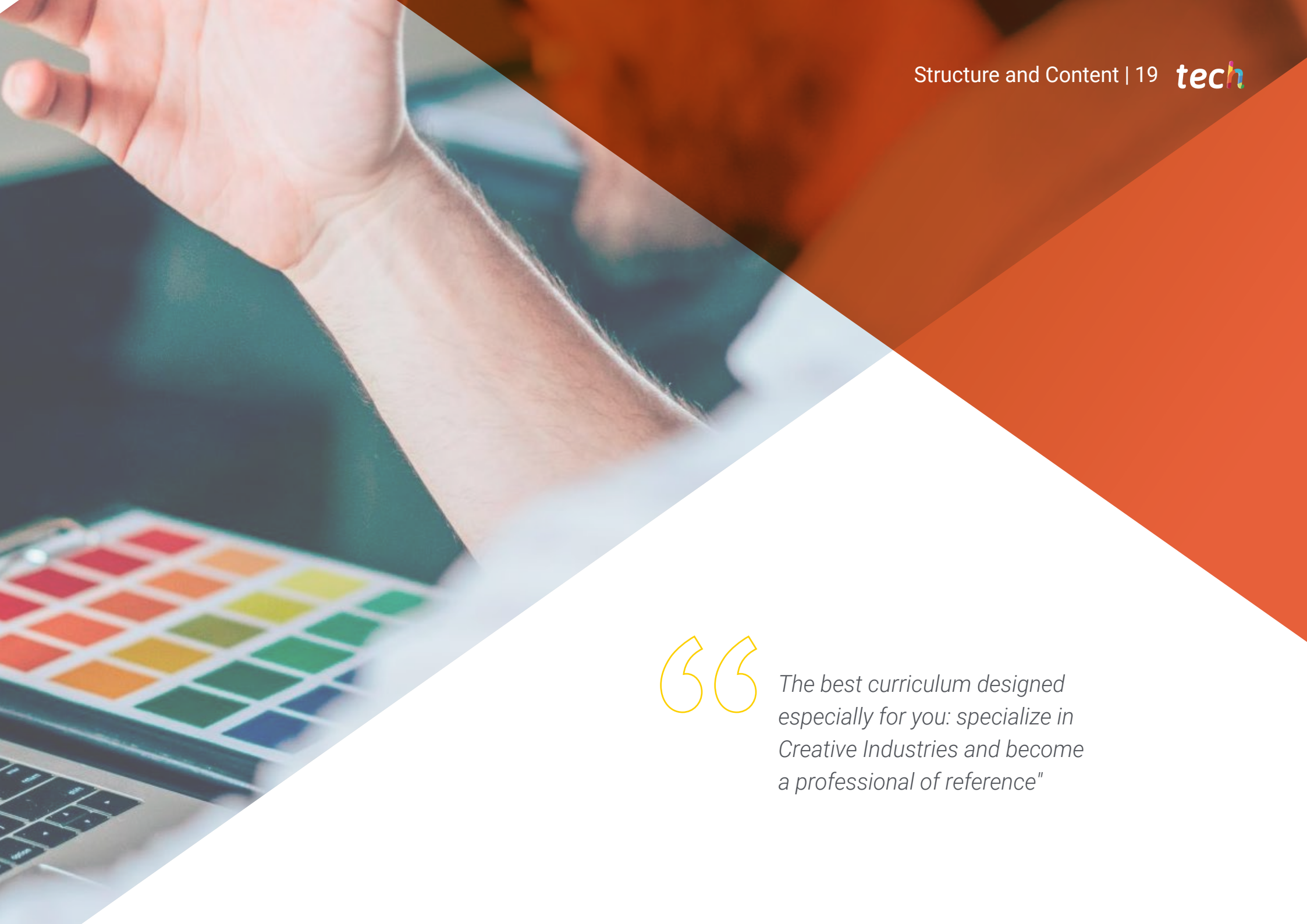
The leading professionals in the field have come together to offer you the most comprehensive knowledge in this field, so that you can develop with total guarantees of success"

04

Structure and Content

The contents of this Postgraduate Certificate in Creative Industries have been designed by real experts in the cultural and artistic industries sector, so they know exactly the professional needs of this field and what knowledge is necessary to succeed in the labor market.





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The best curriculum designed especially for you: specialize in Creative Industries and become a professional of reference"

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



A detailed, in-depth program that lives up to your expectations"

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, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 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 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.

This methodology has 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, and financial markets and 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.



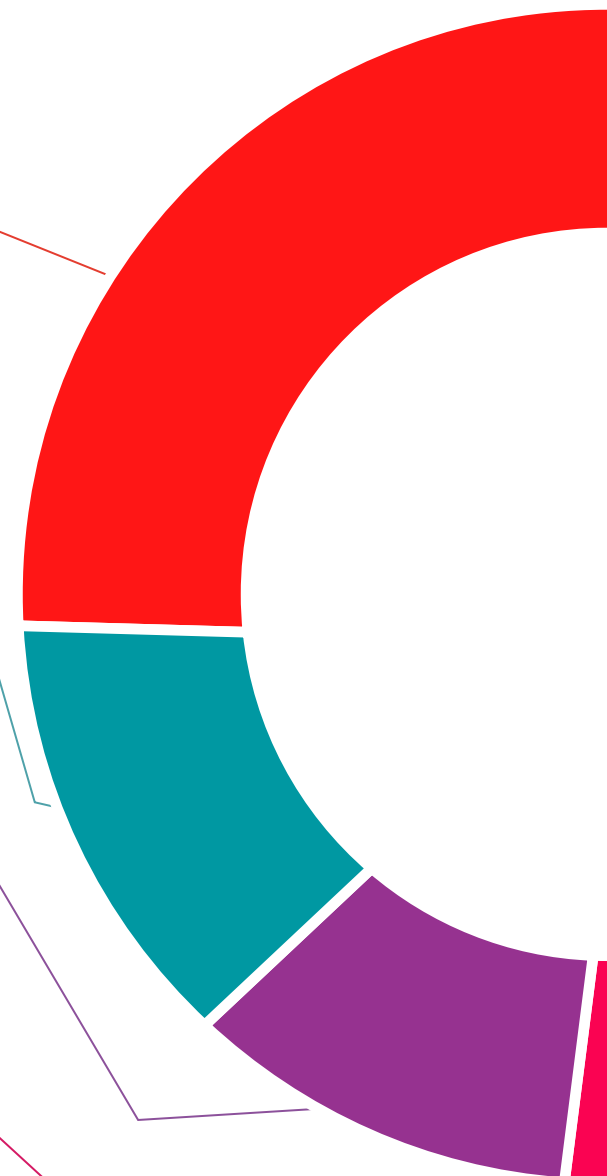
Practising Skills and Abilities

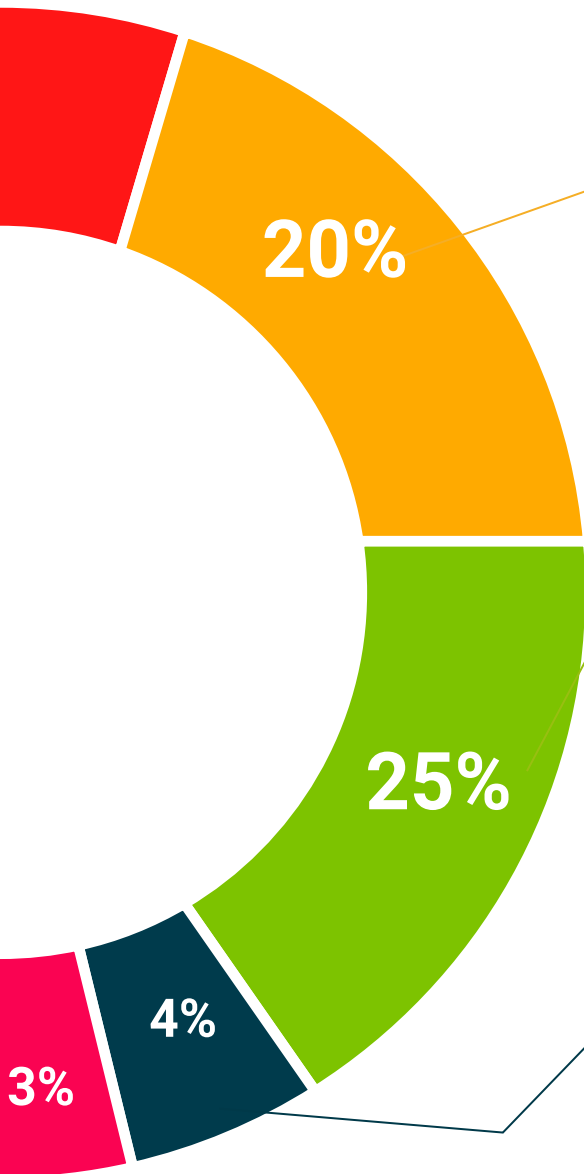
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



06

Certificate

The Postgraduate Certificate in Creative Industries guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Creative Industries** 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 Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Creative Industries**

Official N° of hours: **150 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.

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



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

Postgraduate Certificate Creative Industries

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