

# Postgraduate Certificate

## Cultural Industries and New Business Models





## Postgraduate Certificate Cultural Industries and New Business Models

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

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/cultural-industries-new-business-models](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/cultural-industries-new-business-models)

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01

# Introduction

The emergence of new business models has also affected the audiovisual sector. These changes, intrinsically related to social evolution, imply a new way of working for the Cultural Industries and their professionals. This program offers you to the most complete qualification, in a program of the highest quality; the signature of all TECH programs.





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*An intensive update on the new paradigm of work in the audiovisual market, with the learning quality of the largest online university in the world”.*

In order to act efficiently in the competitive and changing audiovisual industry, it is necessary to review the characteristics that determine the success or failure of any company in this sector. The cultural industry develops according to its own conditioning factors, acting in a determined manner in the different markets and sectors. Knowledge of these is essential for any professional.

But, in addition, in the current era new ways of producing, distributing and consuming the audiovisual product have burst in, which demand the control of the new business models.

This program has been created to lead you to the acquisition of all the skills you need in this area.

This **Online Postgraduate Certificate in Cultural Industries and New Business Models** offers you the characteristics of a high-level scientific, educational and technological course. These are some of its most notable features:

- ♦ The latest technology in online teaching software.
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand.
- ♦ Practical cases presented by practising experts.
- ♦ State-of-the-art interactive video systems.
- ♦ Teaching supported by tele-practice.
- ♦ Continuous updating and recycling systems.
- ♦ Autonomous learning: full compatibility with other occupations.
- ♦ Practical exercises for self-evaluation and learning verification.
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums.
- ♦ Communication with the teacher and individual reflection work.
- ♦ Content that is accessible from any fixed or portable device with an Internet connection.
- ♦ Complementary documentation banks permanently available, even after the course.



*The new ways of working in today's cultural industry, with the most up-to-date developments for the professional in the sector."*

“ *A contextualized and real educational program that will allow you to put your learning into practice through new skills*”

Our teaching staff is made up of working professionals. In this way, we ensure that we provide you with the educational update we are aiming for. A multidisciplinary team of professors trained and experienced in different environments, who will cover the theoretical knowledge in an efficient way, but, above all, will put the practical knowledge derived from their own experience at the service of the course: one of the differential qualities of this course.

Acquiring a good command of the subject is complemented by the effectiveness of this course's methodological design. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. This way, you will be able to study with a range of comfortable and versatile multimedia tools that will give you the operability you need in your training.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To achieve this remotely, we will use tele-practice: With the help of an innovative interactive video system, and learning from an expert, you will be able to acquire the knowledge as if you were actually dealing with the scenario you are learning about. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*Learn how to develop the production of fiction in a course of high interest for the professional in this area.*

*We are not satisfied with just theory: we bring you the most practical and competent expertise”*



# 02

# Objectives

The objectives we propose in each of our educational programs are focused on achieving a global impulse to the development of our students, not only in the academic field, in which we set the highest quality standards, but also in the personal field. To this end, we offer you a stimulating and flexible development that allows you to achieve the satisfaction of completing your goals effectively.





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*Get in just a few weeks the skills and knowledge you need to make a place for yourself in the new audiovisual landscape”.*



### General Objective

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- ♦ Know the current situation of the Cultural Industry and its characteristics.
- ♦ Acting on the basis of new business models



*A first-class program that will propel you in your profession with the mastery of new skills"*





## Specific Objectives

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- ♦ Study the transformations that have taken place in the cultural industries in the supply and consumption of digital networks, in their economic, political and sociocultural aspects..
- ♦ Delve into the challenges that the digital environment has posed to the business models of journalistic companies and other traditional cultural industries..
- ♦ Analyze and design innovative strategies, that contribute to the improvement of management and decision-making processes, as well as to the development of information products in line with the needs of audiences and advertisers.
- ♦ Understand the changes in the processes of organization and management of strategic, human, material and technical resources of new businesses in the digital environment..

# 03

## Structure and Content

The Postgraduate Certificate is structured as a comprehensive tour through each and every one of the concepts required to understand and work in this field. With an approach focused on practical application that will help you grow as a professional from the very beginning of your training.





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*A comprehensive syllabus focused on acquiring knowledge and converting it into real skills, created to propel you to excellence"*

## Module 1. Cultural Industries and New Communication Business Models

- 1.1. Craft Culture Commoditized
  - 1.1.1. From Live Performance to Visual Arts
  - 1.1.2. Museums and Heritage
  - 1.1.3. The City
- 1.2. Technology, Communication and Culture
  - 1.2.1. Technology, C.I. and Social Communication Technology and Utopias
- 1.3. CI Structure: Economic Nature
  - 1.3.1. Offer
  - 1.3.2. Creative Work and Intellectual Property
  - 1.3.3. Consumption
- 1.4. The Major Sectors of the C.I.
  - 1.4.1. Editorial Products
  - 1.4.2. Flow C.I.s
  - 1.4.3. Hybrid Models
- 1.5. Globalization and Diversity in C.I.s
  - 1.5.1. Concentration; Internationalization and Globalization of C.I.s.
  - 1.5.2. The Struggle for Diversity and Its Evolution towards the Information Society.
- 1.6. The Digital Era in C.I.
  - 1.6.1. On/Off Line Publishing Merchandise.
  - 1.6.2. Flow C.I.s
  - 1.6.3. New Models in the Digital Age: Digital Copyright and Its Questions.
  - 1.6.4. Free Culture and Creative Commons Licenses
  - 1.6.5. Creativity and Innovation in the Creation of Low Cost Audiovisual Projects
  - 1.6.6. What Is Low-Cost Audiovisual Content?
  - 1.6.7. Crowdfunding and the Centrality of the Internet
- 1.7. Cultural and Cooperation Policies.
  - 1.7.1. The Role of States and Regions of Countries (European Union, MERCOSUR, FTAs).





- 1.7.2. Digital Cultural Policies.
- 1.8. Challenges and Business Opportunities for the Media in the Face of Digitalization
  - 1.8.1. Legal Framework for the Development of New Communication Businesses in the Digital Environment
  - 1.8.2. Adaptation to New Digital Scenarios
  - 1.8.3. Objectives and Needs.
- 1.9. Digital Media and Media in the Digital Age I
  - 1.9.1. The Online Newspaper Business: Challenges and questions. Project Planning and Control Methods for Decision-Making in Newspaper Companies in the Digital Environment.
  - 1.9.2. Innovation and Design of Strategies for the Development of Information Products and Improvement of Management and Decision-Making Processes in the Digital Environment.
  - 1.9.3. Radio in the Digital Environment.
- 1.10. Digital Media and Media in the Digital Age II
  - 1.10.1. New Keys to Advertising Management in Digital Media Changes in Parameters for Time and Space Management Viral Marketing and Branded Content.
  - 1.10.2. Particularities of the Media in the Digital Age: Emerging Businesses The Businesses of the Blogosphere and Social Networks The New Consumers and Users Positioning strategies in the information market.
  - 1.10.3. Fiction on the Internet: Webseries.

# 04

# Methodology

As part of our global quality criteria, in this program we offer you an innovative learning method that organizes the challenges in a cyclical way: Relearning. This way of teaching facilitates the learning of the student and orients all their skills in a process of guided reiteration, achieving high levels of efficiency. This method, which originated at Harvard University, has been used for many years and has proven its effectiveness. TECH is the first online university accredited for its use: another of our differentiating features.





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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"*

In a given situation, what would you do? Throughout these months, the professional will face multiple simulated clinical cases based on real patients in which he/she will have to investigate, establish hypotheses and finally, resolve the situation. This method ensures specialists learn better as they accept more responsibility and get closer to the reality of their professional future.

**Students who follow this method not only achieve the**

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*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 to success”*



*It is a technique that develops critical skills and prepares the nursing professional to make decisions, defend their arguments, and contrast opinions.*

The effectiveness of the method is justified by four fundamental achievements:

01

**assimilation of concepts, but also develop their mental capacity, through exercises that evaluate real situations and the application of knowledge.**

02

**Learning is solidly translated into practical skills that allow the student to better integrate into the real world.**

03

**Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.**

04

**Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the program.**



## Relearning Methodology



*The student will be able to learn with the advantages of having access to simulated learning environments and the learning-by-observation approach, Learning from an Expert"*

*An immersive system of knowledge transmission, through participation in resolving real problems and supported by the best audiovisual technology on the educational market"*

*The Relearning method, will help you to learn and consolidate what you have learnt in a more efficient way, as well as allowing you to achieve your training goals more quickly and with less effort.*





The Relearning method, at the forefront of world pedagogy, has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university in the Spanish-speaking world. The teaching quality, the quality of the materials, the structure of the course and the objectives achieved were rated as very positive.

*With more than 150,000 professionals trained in this methodology and an international satisfaction rate of 8.01, Relearning has proven to be at the level of the most demanding assessments.*

In our system, learning is not a linear process, but rather a spiral (we learn, unlearn, forget, and re-learn). Therefore, we balance each of these elements concentrically.

More than 150,000 professionals have been trained with this methodology, achieving unprecedented success. All this in a highly demanding environment, with the highest standards of evaluation and monitoring

*This program will be based, above all, on experience.  
A process in which you will test the knowledge you will acquire, consolidating and improving it gradually.*

In this program you will have access to the best educational material, prepared with you 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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



### Video Techniques and Procedures

We introduce you to the latest techniques, with the latest educational advances, and at the forefront of education. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better understanding. And best of all, students can watch them as many times as they want.



### Interactive Summaries

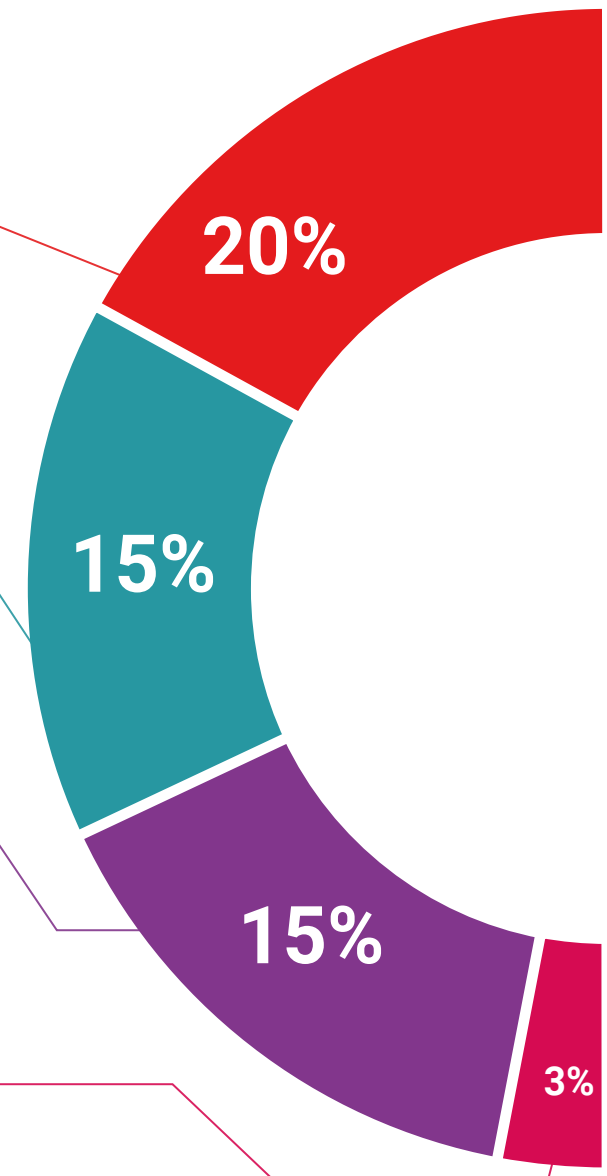
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge. This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

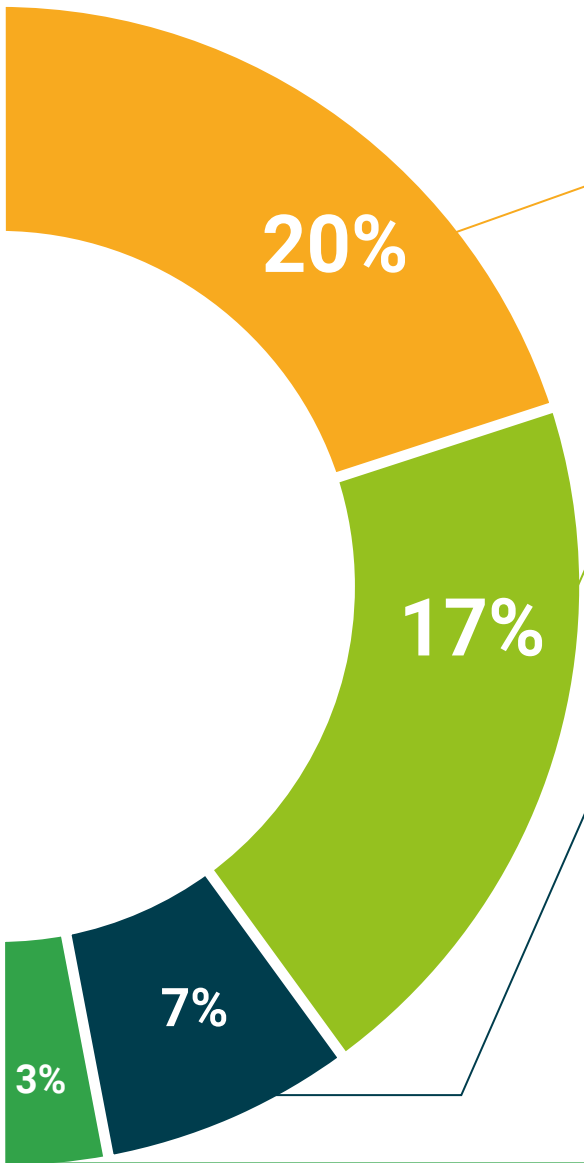


### Additional Reading

By participating in this course you will have access to a virtual library where you will be able to complement and keep your training up-to-date with the latest articles on the subject, consensus documents, international guidelines...

An invaluable resource that you will be able to use even when you finish your course with us.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through the care provided and the resolution of different situations: a clear and direct way to achieve the highest level of understanding.



**Testing & Retesting**

We periodically evaluate and re-evaluate your knowledge throughout the program through assessment and self-assessment activities and exercises: so that you can see how you are achieving your goals.



**Learning From an Expert**

Watching a course perform a task is the most effective way of learning. It is called *Learning From an Expert*: a proven way to reinforce knowledge and memory of what has been learned. That's why we include this type of learning in our courses through our masterclasses.

There is scientific evidence suggesting that observing third-party experts can be useful. Learning from an expert strengthens knowledge and recall, and generates confidence in our future difficult decisions



**Quick Action Guides**

We offer students the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



05

# Certificate

The Postgraduate Certificate in Cultural Industries and New Business Models 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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*Include in your education a Postgraduate Certificate in Cultural Industries and New Business Models of and add a highly competitive plus to your CV".*

This program will allow you to obtain your **Postgraduate Certificate in Cultural Industries and New Business Models** 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 Cultural Industries and New Business Models**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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