

# Postgraduate Certificate

Leading Innovation in  
Creative Industries



## Postgraduate Certificate

### Leading Innovation in Creative Industries

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/leading-innovation-creative-industries](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/leading-innovation-creative-industries)

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# 01

# Introduction

The creative industries are one of the most important economic and cultural sectors in the world. These changes are sometimes brought about by social or economic transformations, and sometimes they are brought about by the innovation of a few experts who know how to break new ground in these cultural fields, producing enormous cultural and economic benefits. This program helps students to become leaders in innovation in the creative industries, giving them all the knowledge they need to transform their artistic environments, making a huge impact on the social and business levels.



“

*Steve Jobs transformed the world through his ability to innovate: TECH teaches you to follow his path"*

Every day there is some change or novelty in the field of cultural industries. It is, therefore, a sector in constant evolution, subject to different trends and social and economic conjunctures. But there is also the possibility that these changes are brought about by visionaries who manage to find solutions to structural problems in the industry thanks to their innovative approach to the challenges they face.

These visionaries are considered leaders because they are able to anticipate setbacks or find solutions to difficult issues. As such, they are highly valued in the industry because they are rare and bring a very creative perspective based on the concept of *Thinking Outside the Box*. This concept means being able to find solutions by adopting an unusual point of view that others are not able to put forward.

Learning in this field is highly regarded by the industry, as it benefits from the talent of present and future leaders who transform the artistic and cultural reality of their environment. For this reason, this Postgraduate Certificate in Leading Innovation in the Creative Industries is the starting point for all those students who want to become the next reference professionals in innovation applied to the creative industries.

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

- » The development of case studies on innovation in cultural industries
- » Specific contents, especially prepared for students who wish to learn everything about innovation and creativity
- » Practical exercises where the self-assessment process can be carried out to improve learning
- » Content that is accessible from any fixed or portable device with an Internet connection



*Innovation leaders are the most valued people in the industry:  
You could be one of them"*

“

*Innovation is the most valued and scarce product: seize the opportunity and be a reference professional in the sector”*

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.

*Creative industries need talent like yours.*

*Companies will value your creative and strategic thinking: learn how to achieve it with this Postgraduate Certificate.*



# 02

# Objectives

The objective of this program is to guide its students on the exciting path of innovation in the creative industries, so that they are able to propose disruptive ideas in their professional environment, becoming talented leaders highly valued by their company and clients.







“

*Follow the path of the great geniuses of social and cultural innovation”*



## General Objectives

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- » 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
- » Know how to manage the process of creation and implementation of novel ideas on a given topic





## Specific Objectives

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### Module 1. Leadership and Innovation in the Creative Industries

- » Apply creative resources in 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



*You are ambitious and this Postgraduate Certificate gives you all the tools to achieve your goals"*

03

# Course Management

In order to provide you with the best content and innovation strategies, TECH offers its students a first class education with a teaching staff specialized in creative techniques. This faculty will turn students into experts in innovation and potential leaders of change in the creative industries.





“

*The best teachers guide you  
on your path to innovation”*

## 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

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- 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 Centro Universitario Villanueva, at ISEM Fashion 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 in Fashion Business Management by ISEM Fashion 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 Leading Innovation in the Creative Industries are prepared for students to obtain all the necessary skills and knowledge to be able to transform their cultural environment, positively influencing society and their company.





“ You are demanding, that's why TECH has prepared the best content for you”

## Module 1. Leadership and Innovation in Creative Industries

- 1.1. Creativity Applied to Industry
  - 1.1.1. Creative Expression
  - 1.1.2. Creative Resources
  - 1.1.3. Creative Techniques
- 1.2. The New Innovative Culture
  - 1.2.1. The Context of the Innovation
  - 1.2.2. Why does Innovation Fail?
  - 1.2.3. Academic Theories
- 1.3. Innovation Dimensions and Levers
  - 1.3.1. The Plans or Dimensions of Innovation
  - 1.3.2. Attitudes for Innovation
  - 1.3.3. Intrapreneurship and Technology
- 1.4. Constraints and Obstacles to Innovation in the Creative Industry
  - 1.4.1. Personal and Group Restrictions
  - 1.4.2. Social Constraints and Organizations
  - 1.4.3. Industrial and Technological Restrictions
- 1.5. Closed Innovation and Open Innovation
  - 1.5.1. From Closed Innovation to Open Innovation
  - 1.5.2. Practical Classes to Implement Open Innovation
  - 1.5.3. Experiences of Open Innovation in Companies
- 1.6. Innovative Business Models in Creative Industries
  - 1.6.1. Business Trends in the Creative Economy
  - 1.6.2. Study Cases
  - 1.6.3. Sector Revolution
- 1.7. Leading and Managing an Innovation Strategy
  - 1.7.1. Boosting Adoption
  - 1.7.2. Leading the Process
  - 1.7.3. *Portfolio Maps*





- 1.8. Financing Innovation
  - 1.8.1. CFO: Venture Capital Investor
  - 1.8.2. Dynamic Financing
  - 1.8.3. Response to the Challenges
- 1.9. Hybridization: Innovating in the Creative Economy
  - 1.9.1. Intersection of Sectors
  - 1.9.2. Generation of Disruptive Solutions
  - 1.9.3. The Medici Effect
- 1.10. New Creative and Innovative Ecosystems
  - 1.10.1. Generation of Innovative Environments
  - 1.10.2. Creativity as a Lifestyle
  - 1.10.3. Ecosystems

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*With this knowledge you will  
be an expert in innovation:  
don't wait any longer"*

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.



“

*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, 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.



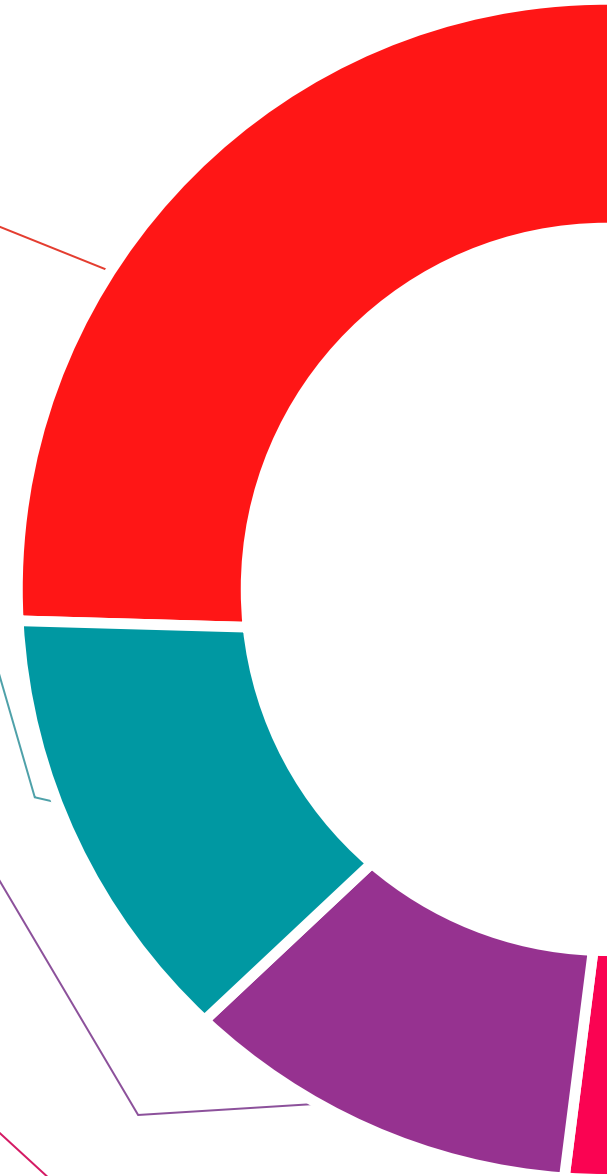
### Practising Skills and Abilities

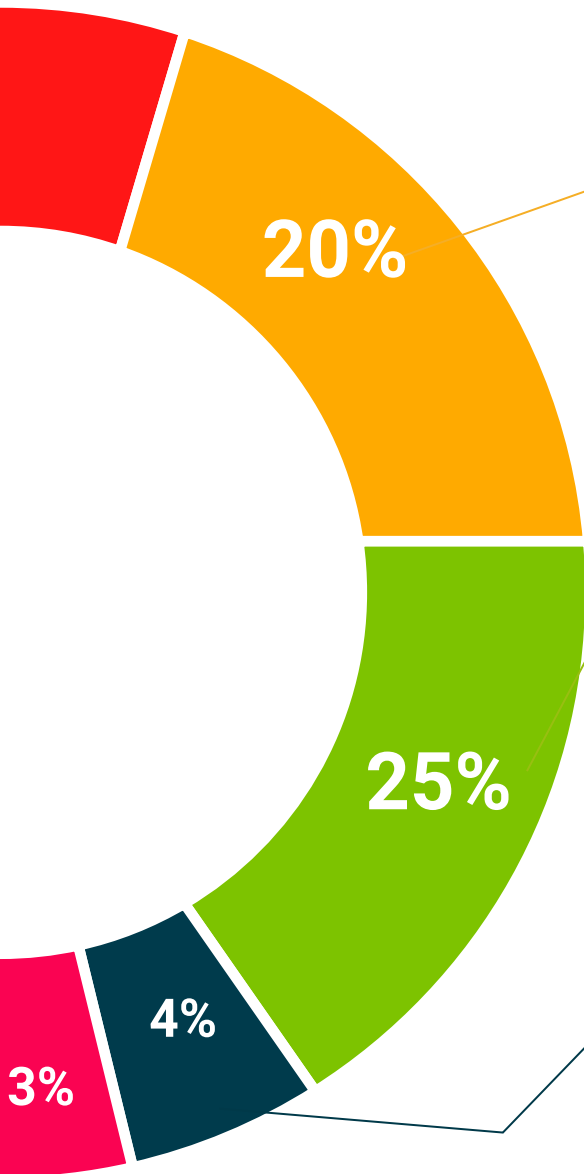
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Leading Innovation in Creative Industries guarantees students, in addition to the most rigorous and up-to-date education, access to a 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 Leading Innovation 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 Leading Innovation 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 languages  
virtual classroom



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