

Postgraduate Certificate

Marketing and Data Analysis in Cultural Journalism



Postgraduate Certificate Marketing and Data Analysis in Cultural Journalism

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 8 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/marketing-data-analysis-cultural-journalism

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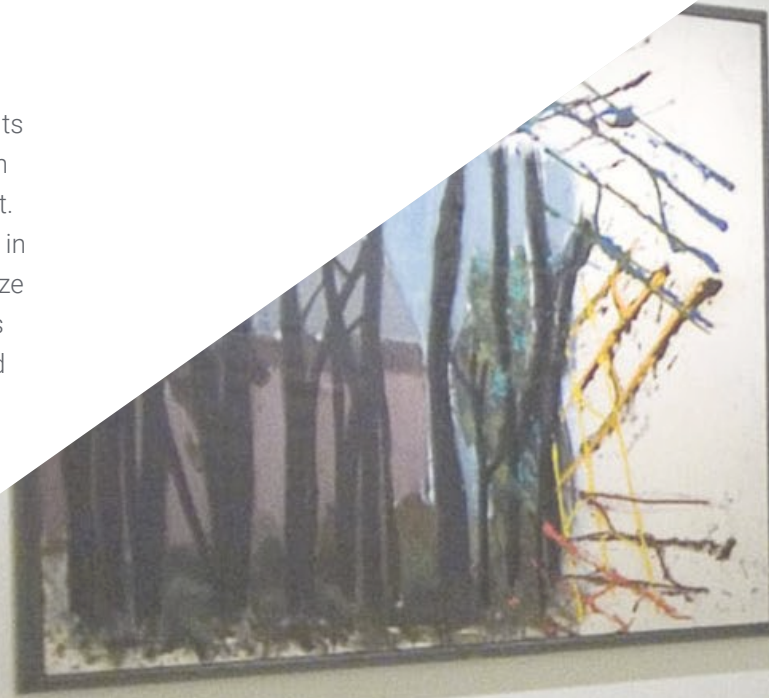
Certificate

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01

Introduction

Marketing is an important technique in the cultural field, as it allows experts to publicize events and attract more people to attend them. For this reason, cultural journalists must know which are the most effective tools to create informative campaigns that capture the public's interest. Along the same lines, these professionals are required to handle data analysis tools with skill in order to evaluate whether or not their strategies are being effective. Therefore, they will analyze the reaction of consumers and implement the appropriate measures to achieve greater news coverage. Within this framework, TECH launches an innovative 100% online program focused on the latest trends in Cultural Marketing.





“

Thanks to this Postgraduate Certificate, based on Relearning, you will incorporate into your practice the most sophisticated Marketing and Data Analysis strategies to disseminate cultural information in an optimal way”

Industry 4.0 has had a significant impact in the field of Cultural Journalism, since digital platforms have revolutionized the way in which artistic informative pieces are consumed. However, this new paradigm brings with it multiple challenges for communication professionals. In an increasingly connected world, there is an abundance of information available online that makes it difficult to capture the audience's interest and retain it over a long period of time. To overcome these challenges, professionals need to implement the most innovative Cultural Marketing tactics to promote their content and increase their visibility among the public.

In this context, TECH presents a pioneering Postgraduate Certificate in Marketing and Data Analysis in Cultural Journalism. Designed by experts in this field, the study plan will delve into aspects ranging from quality as a cross-cutting factor in news products to current trends in Marketing in the cultural industries. This will help journalists to identify important events in the cultural field and then create relevant and interesting content for the public.

In addition, the teaching materials will discuss the importance of data visualization to enhance visual appeal and clarity in the coverage of cultural topics. In addition, a renowned International Guest Director will give a rigorous Masterclass that will address the principles of interaction design in the multimedia world and the keys to achieving optimal interactive visualization.

This **Postgraduate Certificate in Marketing and Data Analysis in Cultural Journalism** 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 Cultural Communication
- ♦ The graphic, schematic and practical contents with which it is conceived provide cutting- Therapeutics and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



A prestigious International Guest Director will offer you a rigorous Masterclass to help you optimize his usual journalistic praxis”

“

Do you want to design the most creative and original infographics to increase the visual appeal of your news coverage? Achieve it through this program in just 6 weeks”

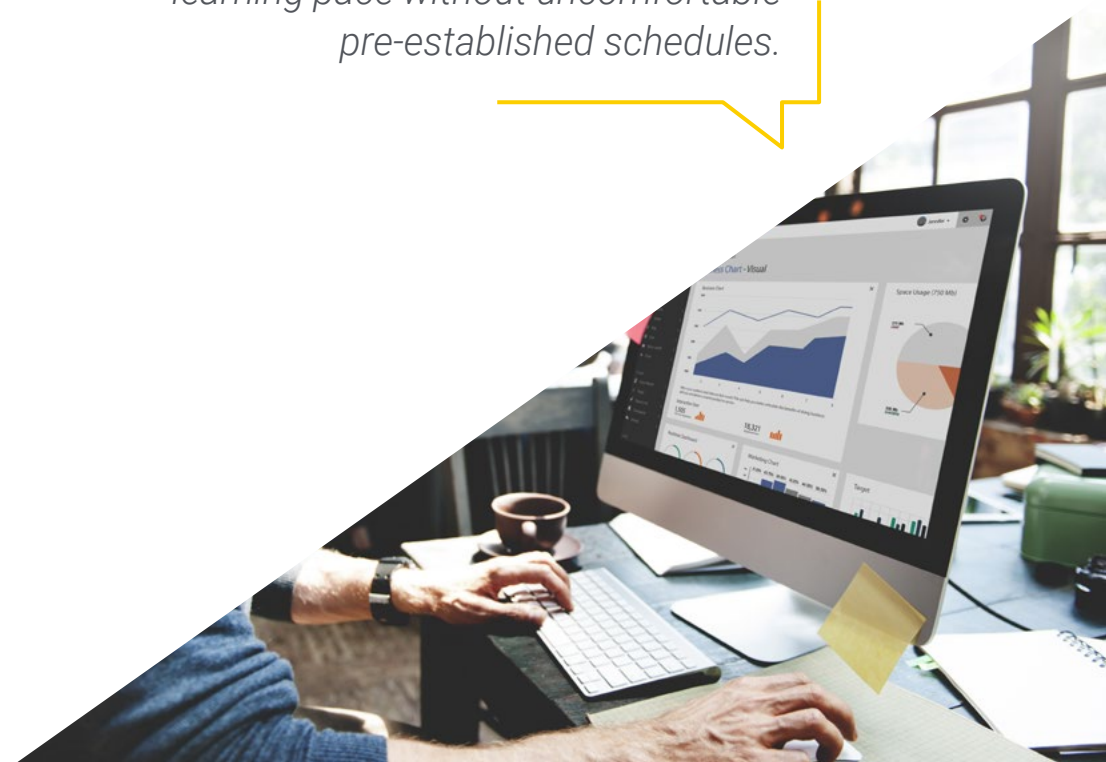
The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

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 course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will delve into the homogeneity of art to understand audience expectations and create cultural content that resonates with their interests.

A 100% online academic proposal, which will allow you to plan your learning pace without uncomfortable pre-established schedules.



02

Objectives

Through this Postgraduate Certificate, communication professionals will incorporate into their practice the latest trends in the field of Cultural Journalism. Likewise, graduates will enhance their skills to produce high quality informative pieces related to the art world. They will also develop creative skills to design marketing campaigns that connect with the minds of the audience and achieve greater reach of cultural content on digital platforms. In addition, they will handle web analysis tools to appreciate the behavior of users and identify the impact of their strategies.



QUIERES
INVITADO
CONCIERTO

JUNIO 2018 / 12PM

• ALGUNAS RAZONES •

232 CONCIERTOS / 23 DISCOS

67 DUETOS / 212 PREMIOS

20 MILLONES DE DISCOS VENDIDOS ...

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You will incorporate into your practice the most sophisticated Marketing and Data Analysis strategies to disseminate your cultural content optimally on digital platforms”



General Objectives

- ♦ Broaden the knowledge and information to students with a higher level of insight in the field of journalism, although, more specifically, within the field of Cultural Journalism
- ♦ Learn to perform informative and dissemination functions in a specialized and professional environment, with emphasis on information within the different genres of Cultural Journalism





Specific Objectives

- ♦ Learn within the context of culture the basic concepts, principles and theories of cultural communication and industries
- ♦ Understand and interpret reality based on cultural skills and procedures
- ♦ Manage sources, plan projects, and organize different methods to solve problems
- ♦ Understand and apply acquired knowledge to solve new and unfamiliar problems in environment within the different disciplines
- ♦ Study, investigate and analyze cultural phenomena
- ♦ Understand the cultural reality of contemporary societies in both the creative and industrial industries
- ♦ Understand and know how to reflect on the criticism of cultural practices
- ♦ Investigate cultural phenomena
- ♦ Broaden and study the components and origins of cultural diffusion
- ♦ Know, understand and study cultural social phenomena and methodology
- ♦ Analyze artistic languages and cultural codes in order to be able to interpret and criticize different artistic and cultural subjects
- ♦ Identify the processes of Cultural Journalism in order to be able to apply them later on
- ♦ Know and understand the production techniques of the different artistic and cultural industries
- ♦ Develop the appropriate knowledge to develop techniques in traditional and new exhibition media
- ♦ Awaken a critical attitude towards the hybridization of technique and the multiple platforms that serve as containers for the transmission of an artistic message
- ♦ Make judgments, especially in the professional and academic field of culture and communication, based on criteria, external standards or personal reflections
- ♦ Know and identify the main currents and theories that formalize and criticize the cultural phenomenon from a conceptual, methodological and investigative point of view



You will achieve your professional goals with the support of TECH's didactic tools, including interactive summaries and case studies”

03

Course Management

TECH's premise is to offer the most complete and renewed degrees in the academic market, which is why it carries out a meticulous process to select the teaching staff that make up its programs. For this Postgraduate Certificate, TECH has the services of true references in the field of Cultural Journalism. These professionals stand out for their solid knowledge in subjects such as Marketing and Data Analysis, as well as for their extensive professional experience in the communication industry. Committed to teaching, these experts pour into the teaching materials the latest trends in the transmission of information in the digital world.



“

With the support of the teachers, you will be immersed in a world of possibilities where Marketing merges with Cultural Journalism to create a lasting impact on consumers”

International Guest Director

Katherine Anne Roiphe is a prominent American author and journalist known for her sharp cultural analyses and insightful literary works. She rose to international prominence with her influential nonfiction book, *The Morning After: Sex, Fear, and Feminism on Campus*. In this work, she challenged conventional feminist perspectives on sexual dynamics on college campuses, provoking debates about academic institutions and their responsibility.

Continuing her exploration of morality and social norms, Roiphe wrote *Last Night in Paradise: Sex and Morals at the Century's End*, followed by *Uncommon Arrangements*, a captivating study of marriage in literary circles in London. Her versatility as a writer extends to fiction, with the novel *Still She Haunts Me*, where she reimagines the complex relationship between Lewis Carroll and Alice Liddell.

Beyond her literary accomplishments, she has contributed to prestigious publications in *Vogue*, *Harper's* and *The New York Times*, with essays that reveal her blunt observations on culture and politics. Also, her academic prowess has led her to work at New York University's Arthur L. Carter Journalism Institute, where she directs the Program in Reporting and Cultural Criticism.

Roiphe also grew up as the daughter of psychoanalyst Herman Roiphe and renowned feminist Anne Roiphe, which laid the foundation for her intellectual interests. She attended the prestigious Brearley School before earning her B.A. at Harvard University's Radcliffe Campus. She also completed a Ph.D. in English Literature at Princeton University. Therefore, a prolific body of work and an enviable academic trajectory make this prominent essayist a leading voice in contemporary cultural discourse, challenging and provoking readers to reconsider long-held beliefs.



Dr. Roiphe, Katherine Anne

- ♦ Director of the Program in Cultural Reporting and Criticism at New York University, New York, U.S.A.
- ♦ Essayist and Cultural Critic for publications such as Vogue, Harper's and The New York Times
- ♦ Author of several fiction and non-fiction titles including. The Morning After: Sex, Fear, and Feminism on Campus and Still She Haunts Me
- ♦ Professor at the Arthur L. Carter Institute of Journalism at New York University
- ♦ Ph.D. in English Literature from Princeton University
- ♦ Degree in Literature from the University of Harvard

“

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

Management



Dr. Tobajas Gracia, María

- ♦ Journalist Expert in Cultural Journalism
- ♦ Responsible for Communication and PR SS. at the Film School Un Perro Andaluz
- ♦ Social Media Manager at Fraternidad-Muprespa
- ♦ Editor at Actúa Aragón
- ♦ Broadcaster and editor at Radio Ebro
- ♦ Assistant Photographer in a photographic studio
- ♦ PhD in Communication from San Jorge University
- ♦ Degree in Journalism from San Jorge University
- ♦ Master's Degree in Digital Marketing and Social Media, Distance University of Madrid



Structure and Content

This program will equip cultural journalists with the most cutting-edge techniques in Marketing and Data Analysis to make their pieces connect with the public. The academic itinerary will focus on issues such as art as a market product, current trends in the main cultural industries or the importance of research as a central marketing tool. The syllabus will also delve into the fundamentals of information visualization models. In this way, graduates will acquire the skills to handle data analysis tools and interpret relevant metrics to understand audience preferences.

Fre



...ES 'BUCKY' BARNES
El joven huérfano amigo de Steve Rogers y compañero de batalla del Capitán América será interpretado por Sebastian Stan.

WENGA



ARNIM ZOLA
Bioquímico de Hydra especialista en la transferencia de conciencias a cuerpos nuevos. El actor Toby Jones le da vida a este supervillano.

El costo de la producción de la película ganador fue de 3 millones de dólares.

↳ BETSABÉ GOVEA / LUIS DURÁN @Bethsha

La pantalla se llenará de emoción con el estreno de *Capitán América*, historia basada en un superhéroe, que con coraje intenta cambiar el dominio Nazi en el continente europeo. Steve Rogers surge de la pobreza y lucha en contra su debilidad. Con decisión se enlista en el ejército, pero la falta de carácter hace que sea rechazado, sin embargo es convocado para ser parte de un experimento especial y secreto.

gador, ya conquistó las taquillas de EU recaudando 68 millones de dólares, dejando en el segundo escalón a *Harry Potter y las Reliquias de la Muerte Parte 2*. Este será otro cómic que reciba el cine con adaptación para chicos y grandes, se espera los asistentes este viernes a las salas mexicanas queden satisfechos con el filme y rompa límites en las taquillas de tierras aztecas. **B**

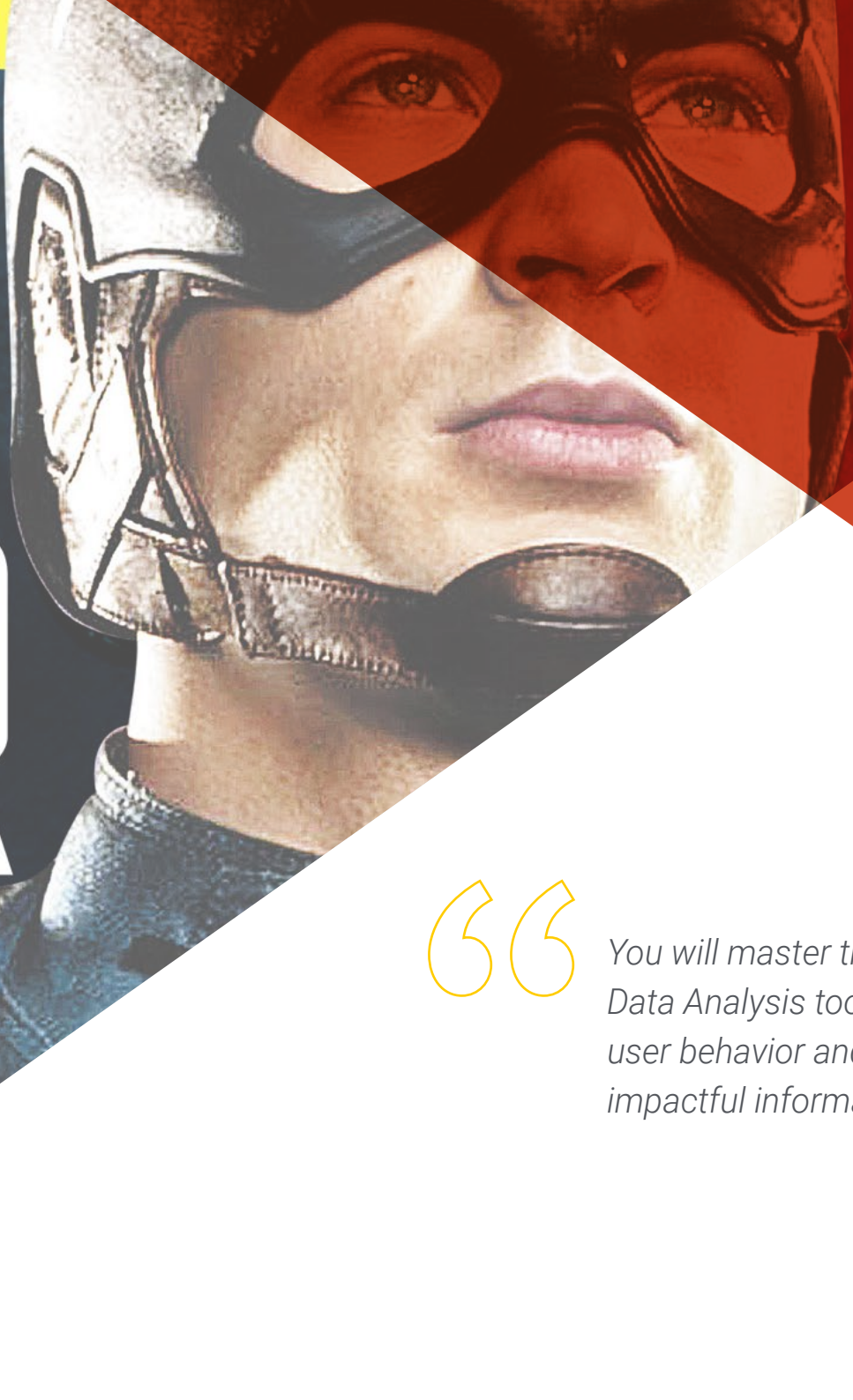
...ero
...migo de
...s, Johann
...se destaca en la
...na como el fundador
de Hydra.



LOS COMANDOS AULLADORES

La unidad especial formada por Nick Fury en los cómics de los 60's hace su aparición para enfrentar las tropas de Hidra.

DOR



Structure and Content | 19 **tech**

Chris Evans Steve Rogers

De acuerdo con Marvel, Evans casi de la mi

70 años de ilumin

1.82 1.88

Peso: Pe



You will master the most innovative Data Analysis tools to understand user behavior and create the most impactful information campaigns"

Module 1. Cultural Research, Management and Marketing

- 1.1. Introduction to Marketing
 - 1.1.1. The 4 Ps
 - 1.1.1.1. Basic Aspects of Marketing
 - 1.1.1.2. Marketing Mix
 - 1.1.1.3. The Necessity (or not) of Marketing in the Cultural Market
 - 1.1.2. Marketing and Consumerism
 - 1.1.2.1. Culture Consumption in Spain
 - 1.1.2.2. Quality as a Cross-Cutting Factor in Information Products
- 1.2. Marketing and Value: Art for Art's Sake, Art in Ideological Programs, and Art as a Market Product
 - 1.2.1. Art for Art's Sake
 - 1.2.1.1. The Art of the Masses The Homogeneity of Art and Its Value
 - 1.2.1.2. Is Art Created for the Media or Does the Media Transmit Art?
 - 1.2.2. Art within Ideological Programs
 - 1.2.2.1. Art, Politics and Activism
 - 1.2.2.2. Basic Symbolism in Art
 - 1.2.3. Art as a Market Product
 - 1.2.3.1. Art in Advertising
 - 1.2.3.2. Cultural Management for a Successful Development of the Work
- 1.3. Marketing of the Main Cultural Industries
 - 1.3.1. Current Trends in the Main Cultural Industries
 - 1.3.1.1. The Needs of Consumers as Represented in Companies
 - 1.3.1.2. Successful Cultural Products in the Media
 - 1.3.2. Research as a Central Marketing Tool
 - 1.3.2.1. Collection of Market and Consumer Data
 - 1.3.2.2. Differentiation in Relation to Competitors
 - 1.3.2.3. Other Investigative Strategies
- 1.4. The Future of Cultural Marketing
 - 1.4.1. The Future of Cultural Marketing
 - 1.4.1.1. Cultural Marketing Tendencies
 - 1.4.1.2. The Cultural Products with the Greatest Power in the Market



Module 2. Data Visualization in Cultural Journalism

- 2.1. Visual Layout of Information
 - 2.1.1. The Fundamentals of Information Visualization Modeling
 - 2.1.1.1. The Image in the Press
 - 2.1.1.2. Information Visualisation
- 2.2. Evolution of Journalistic Infographics
 - 2.2.1. Infographics in the Press, Precision Journalism and Analytical Visualization
 - 2.2.1.1. Infographics in the Press
 - 2.2.1.2. Precision Journalism
 - 2.2.1.3. Analytical Visualization
- 2.3. Classification of Infographics
 - 2.3.1. Towards a New Journalistic Model
 - 2.3.1.1. Data Digitization
 - 2.3.1.2. The Interaction of Data in the Media From Advertising to Information
 - 2.3.2. Analytical Visualization and the Information Society
 - 2.3.2.1. Elimination of the Superfluous
 - 2.3.2.2. Tables, Diagrams, Graphs, Charts, Maps, Data Boxes, Infograms, Infographics, Stories
- 2.4. The Role of the Journalism and Infographics Professional
 - 2.4.1. Build an Infographics Section in the Different Media
 - 2.4.1.1. Infographics Creation Tools
 - 2.4.1.2. Adaptation of Information to the Media
 - 2.4.1.3. The Infographics Agency
- 2.5. Digitalization and Interactivity
 - 2.5.1. Interactive Visualization in a Multimedia and Multiplatform World
 - 2.5.1.1. Interactive Visualization
 - 2.5.1.2. Essential Principles of Interaction Design
 - 2.5.1.3. Multi-Mediality
- 2.6. Elements of Infographics in Journalism
 - 2.6.1. Selection and Planning. Data and Information. Work Distribution. Day-to-Day Work. The Choice of Software. Texts: Headlines and Body of the Information Illustrations. Sources. The Signature
 - 2.6.1.1. Selection and Planning. Data and Information. Work Distribution. Day-to-Day Work.
 - 2.6.1.2. Texts: Headlines and Body of the Information
 - 2.6.1.3. Illustrations. Sources. The Signature
 - 2.6.2. The Importance of Typographic Choice. Colors and Size are also Information
 - 2.6.2.1. The Importance of Typographic Choice
 - 2.6.2.2. Colors and Size



An intensive university program that will bring you up to date with the latest trends in Data Analysis in Cultural Journalism. Enroll now!"

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.



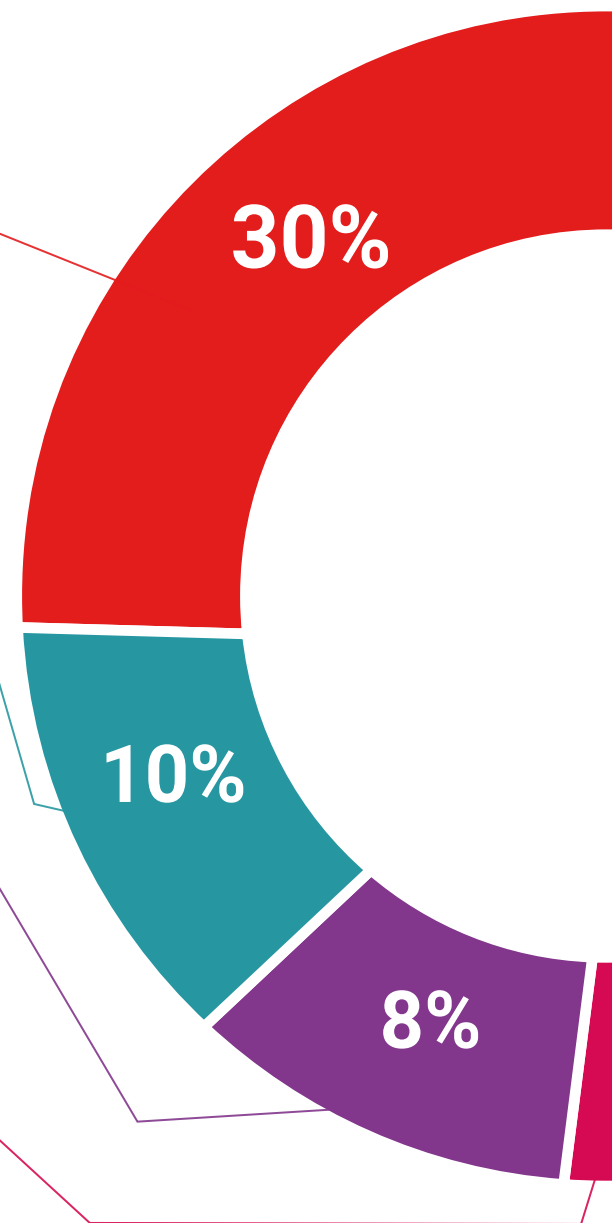
Practising Skills and Abilities

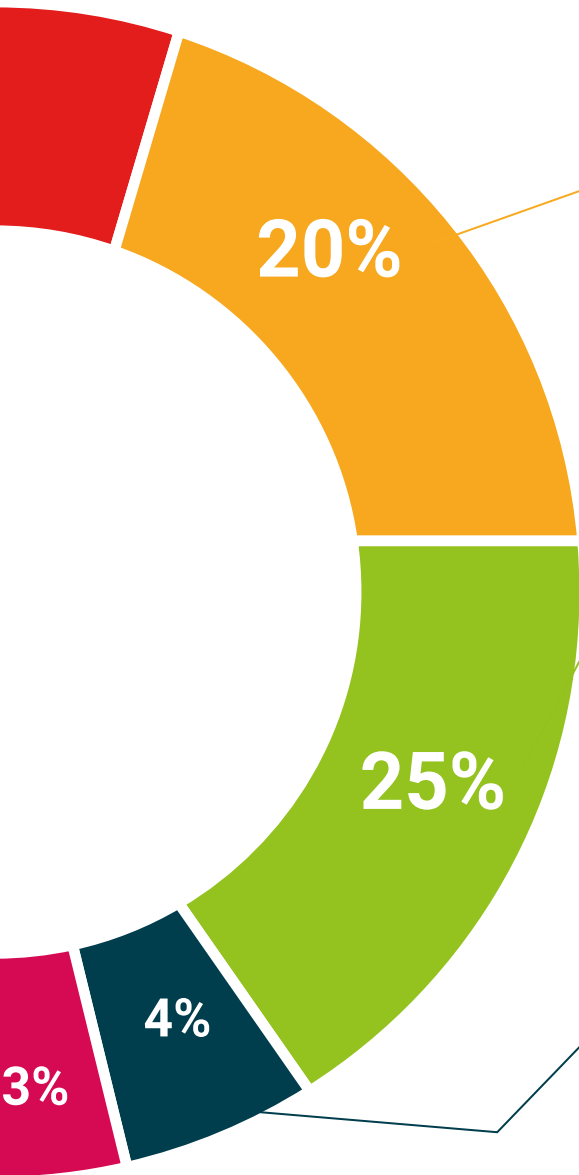
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Marketing and Data Analysis in Cultural Journalism in 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 private qualification will allow you to obtain a **Postgraduate Certificate in Marketing and Data Analysis in Cultural Journalism** 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** private qualification, 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 Marketing and Data Analysis in Cultural Journalism**

Modality: **Online**

Duration: **6 weeks**

Accreditation: **8 ECTS**





Postgraduate Certificate
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in Cultural Journalism

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Postgraduate Certificate

Marketing and Data Analysis in Cultural Journalism

