

Postgraduate Certificate Transmedia Franchises





Postgraduate Certificate Transmedia Franchises

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

Website: www.techtitute.com/in/journalism-communication/postgraduate-certificate/transmedia-franchises

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01

Introduction

When a brand becomes a transmedia franchise, as in the case of the Marvel Universe movies, it generates a series of merchandising and complementary products that add to the user experience and help position the company as one of the most successful in the market. Thanks to this program, students will be able to understand the work involved in this type of business, from corporate to legal, making them one of the leading experts in the field. A high-quality qualification to give a boost to their careers and be able to access managerial positions in leading film and communication companies.





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The public demands a whole range of complementary products related to the popular films of the moment and you will have the skills to manage all those franchises that offer them”

Hollywood cinema is a clear exponent of transmedia franchises. No one thinks of a work like Star Wars without its comics, books or video games, for example. Through a single film, such a large number of complementary offers have been generated that the user experience is much more enriching. This is what is currently understood by a transmedia franchise, since the main story transcends the original format and is embodied in other types of services that seek to attract a more loyal audience, which has understood the brand values, and does not hesitate to consume all this additional material.

As a result, many companies are already opting to diversify and enter a market that goes beyond their core product. In this way, they are able to create communities that become true prescribers, reaching a much wider audience and obtaining greater economic benefits.

With the main objective of increasing the training of journalists and communicators in this field, TECH Technological University has designed this very complete syllabus, with which the student will delve into the knowledge of the different transmedia models, their legal bases, the business plan or their strategic management. This will allow you to access positions of greater responsibility within the film industry or any other sector in which transmedia franchises are gaining a foothold.

A 100% online program that will mark a before and after in the student's education and that, in addition, has multiple advantages that favor learning: a completely new teaching methodology, access to relevant case studies and the opportunity to have access to highly experienced teaching staff in the sector.

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

- ♦ The development of practical cases presented by experts in Communication
- ♦ Its graphic, schematic and eminently practical contents are designed to provide theoretical and practical information on those disciplines that are essential for professional practice
- ♦ New developments in Transmedia Franchises
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in Transmedia Franchises
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ 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



A program of great interest for those who wish to be part of the most important international film franchises”

“

Cinema is a clear exponent of transmedia franchises and, if you want to be part of it, you only have to enroll in this Postgraduate Certificate to be one step closer to achieving it”

Its teaching staff includes professionals from the field of communication, who bring to this program the experience of their work, 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 an immersive program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

By specializing in transmedia franchising you will be able to successfully face the new challenges posed by the profession.

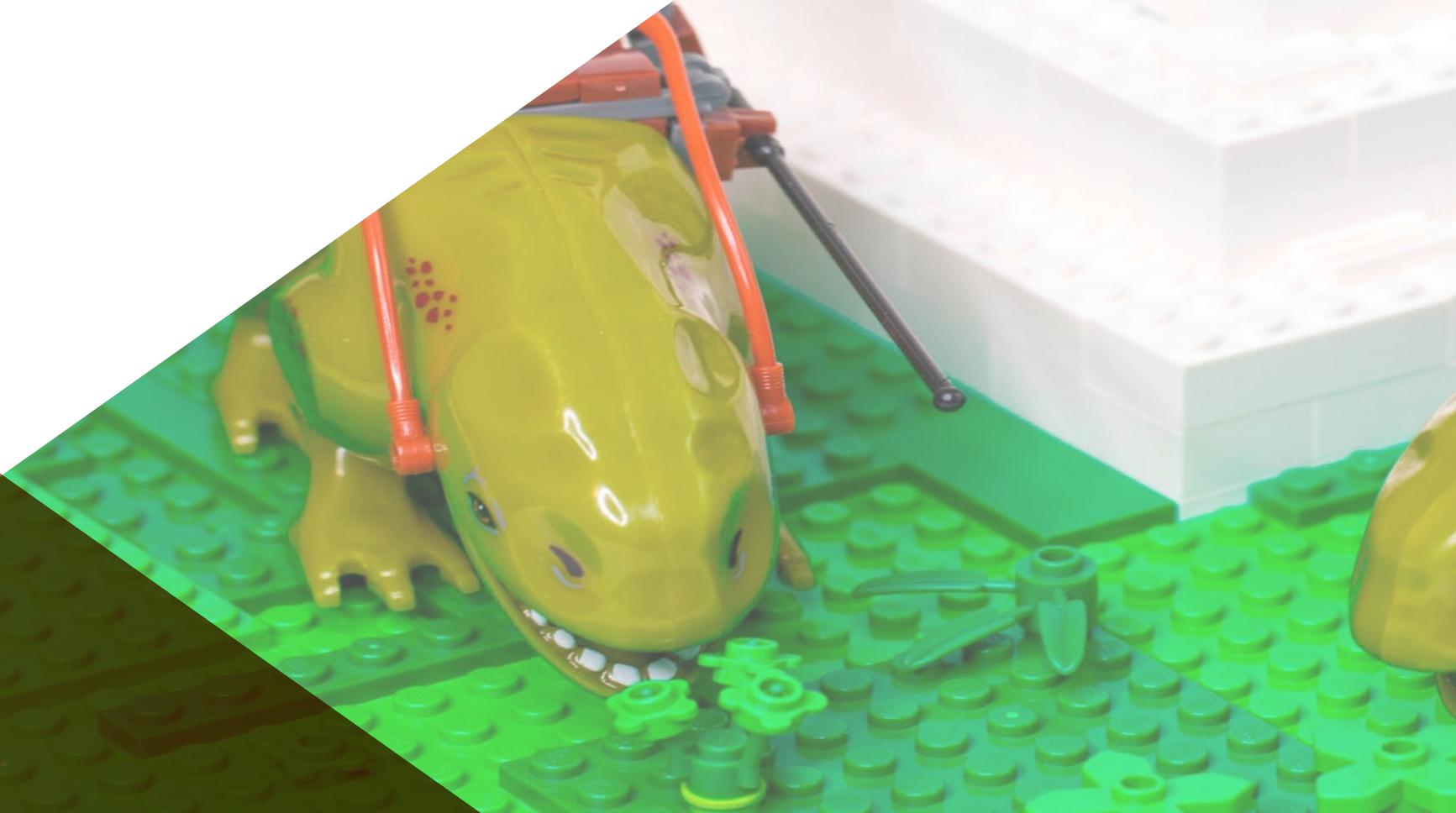
Help your agency to undertake and create franchises related to the original product.



02

Objectives

Transmedia communication is the present and the future of the industry. Most users do not stick to a single media to get information or watch a series, but look for complementary options that help them have a more enriching experience. As a result, it is the companies themselves that have decided to diversify and embark on new business ventures. In this sense, the main objective of this Postgraduate Certificate is to provide students with the necessary training to be able to manage or direct franchises that generate products related to the central story.





“

New transmedia businesses demand professionals like you, with the necessary qualifications to lead them to success”



General Objectives

- ♦ Conceptual knowledge and understanding of Transmedia Storytelling and its relevance in different professional fields (advertising, marketing, journalism, entertainment)
- ♦ Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization





Specific Objectives

- ♦ Master the fundamentals of transmedia business models
- ♦ Know the typologies, forms of monetization and details of transmedia business management



Knowing the ins and outs of transmedia franchises will help you make more profit"

03

Course Management

TECH Technological University has selected a first-class teaching staff for this Postgraduate Certificate. Professors who stand out for their experience and research work on the sector and who have selected the most relevant content on transmedia franchises to offer the student a complete teaching experience. In this way, the student will have the opportunity to learn from reputable professionals, who know in depth each area related to the subject.





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Renowned teaching staff will teach you the particularities of transmedia franchises”

International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apothetae and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.



Dra. Romanska, Magda

- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

“

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

Management



Dr. Regueira, Javier

- ♦ VP and co-founder of the Spanish Association of Branded Content
- ♦ Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- ♦ Professor at Pontificia Comillas University, ESDEN, Esic, Inesdi, The Valley
- ♦ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ♦ Autor, blogger y TEDx Speaker
- ♦ Doctor in Branded Content
- ♦ Graduate in Economics and Business Administration European ICADE E4
- ♦ Master's Degree in Marketing

Professors

Mr. Sánchez López, Iván

- ♦ Collaborating Professor of the UOC in "Storytelling: Narrative Resources"
- ♦ Researcher in the Agora Group of the UHU, the Euroamerican Alfamed Network and the GAPMIL Association of Unesco
- ♦ He has worked in film and television in the areas of production and direction, holding the position of Director of Communications for the International Youth Agency



04

Structure and Content

This syllabus has been designed to offer specialized knowledge to journalism and communication professionals about transmedia franchises. In this way, they will enter a sector that is having more and more impact, since nowadays, the main agencies are betting more on diversifying their market and opening up to new interrelated business options, through which they can offer a more real and complete experience to users.





“

This syllabus will provide you with the keys to run successful transmedia businesses”

Module 1. Transmedia Franchises

- 1.1. Naming and Delimitation of Terms: Media and Business Franchising, Licensing, Merchandising, Consumer Products
 - 1.1.1. Transmedia and Media Franchising vs. Franchise Business
 - 1.1.2. Transmedia Media Franchises
 - 1.1.3. Consumer Products, Licensing and Merchandising
- 1.2. Elements for Transmedia Business Models
 - 1.2.1. Technology
 - 1.2.2. Mainstream Culture
 - 1.2.3. Fan Phenomenon
- 1.3. Transmedia Business Models: Creation, Monetization, Life Cycle
 - 1.3.1. Origins of Transmedia Franchising and Types of Franchises
 - 1.3.2. Monetization of the Franchise Business
 - 1.3.3. Franchise Life Cycle
- 1.4. Historical Evolution of Transmedia Franchises
 - 1.4.1. Background
 - 1.4.2. Old Media Franchises (1928/1977)
 - 1.4.3. Modern Media Franchises
- 1.5. Legal Basis Franchises: Intellectual Property, Audiovisual Rights, Transfer of Rights
 - 1.5.1. Intellectual Property, Author and Work
 - 1.5.2. Intellectual Property Rights: Moral Rights and Economic Rights. Copyright and Author's Rights
 - 1.5.3. Transfer of Rights: Trademark and Trademark Registration. Types of Franchise Agreements
- 1.6. Transmedia Franchise Management: Media, Chronology, Partners
 - 1.6.1. The Strategy
 - 1.6.2. Key Categories and Partners Selection
 - 1.6.3. Product and Service Development
- 1.7. Franchise Management Tools
 - 1.7.1. Franchise Agreement (Standard Clauses)
 - 1.7.2. Evaluation and Approval Forms
 - 1.7.3. Style Guide
- 1.8. Brand Marketing in Franchise Management
 - 1.8.1. Business Plan
 - 1.8.2. Royalties and Sell-Off
 - 1.8.3. Guaranteed Minimum and Other Fees
- 1.9. Financial Aspects
 - 1.9.1. Brand Marketing Plan
 - 1.9.2. 360° Marketing Campaign
 - 1.9.3. Consumer Behavior
- 1.10. Transmedia Franchise Management Diagram
 - 1.10.1. Strategy Management, Partners Selection and Franchise Agreement
 - 1.10.2. Production and Marketing Management



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A complete syllabus that will allow you to cover the management of different companies related to your project”

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

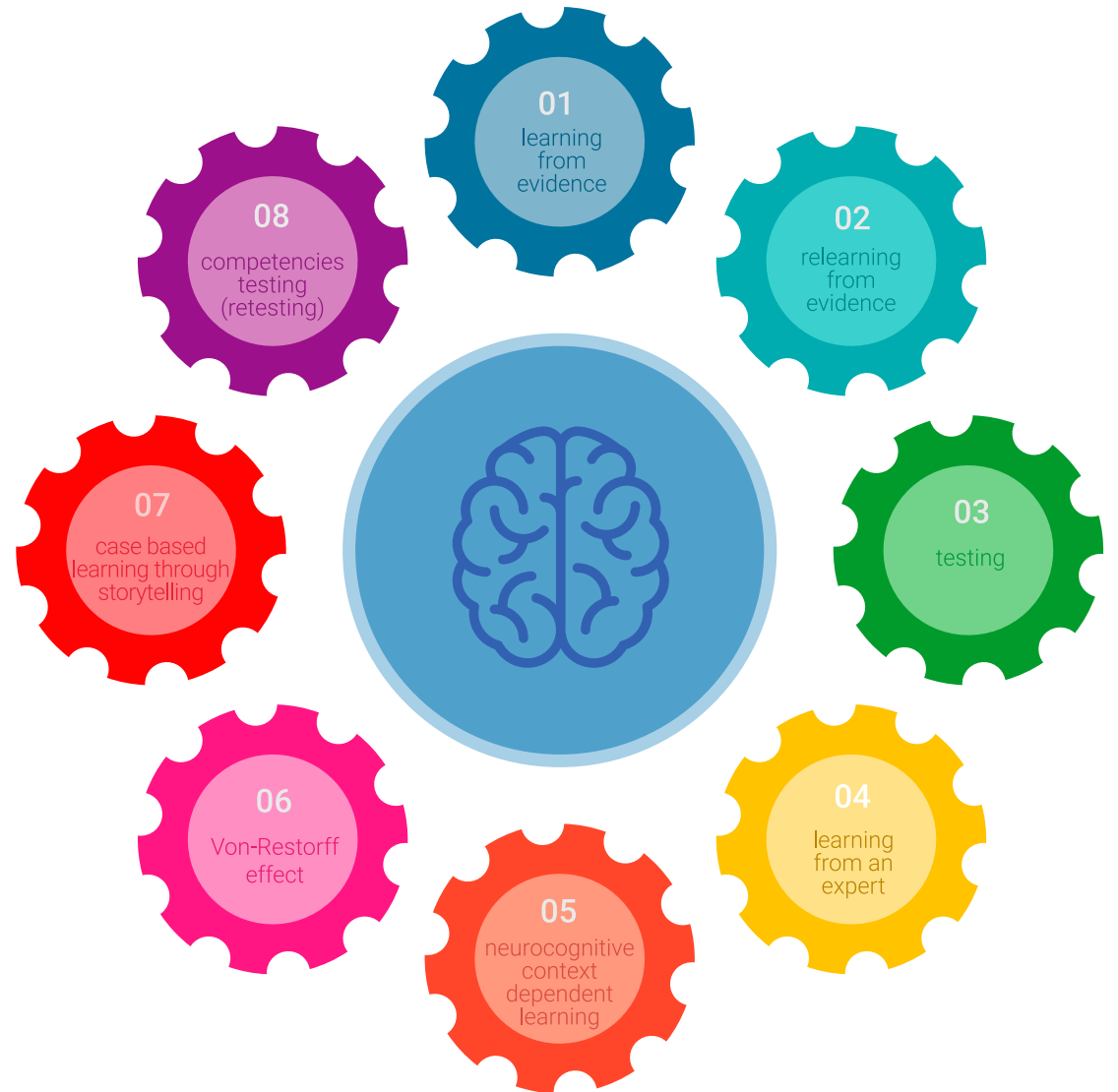
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.



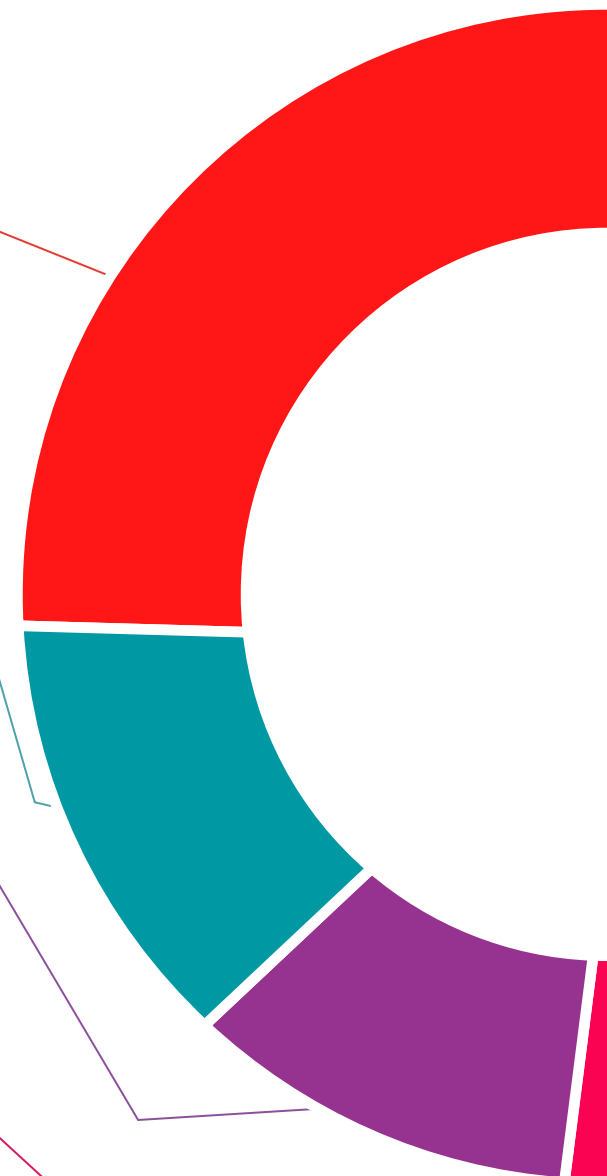
Practising Skills and Abilities

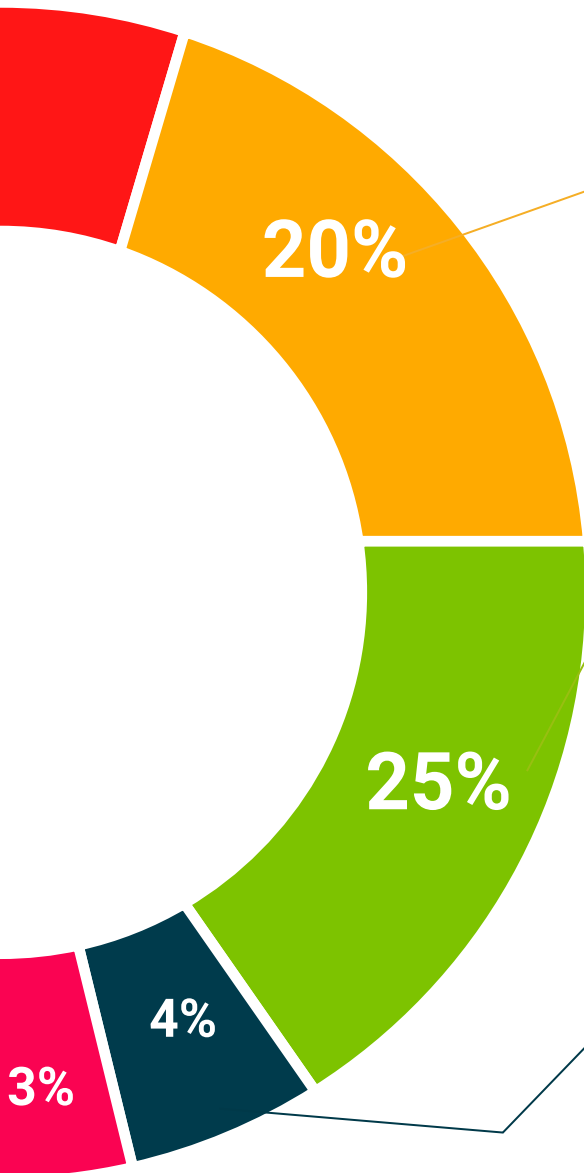
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



05

Certificate

The Postgraduate Certificate in Transmedia Franchises 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 Transmedia Franchises** 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 certificate 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 Transmedia Franchises**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate 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
development language
virtual classroom



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