

# Postgraduate Diploma

## Communication and Branding of Creative Industries





## Postgraduate Diploma Communication and Branding of Creative Industries

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

Website: [www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-branding-creative-industries](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-communication-branding-creative-industries)

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# 01

# Introduction

Creative industries are a very special economic and cultural sector. Although they are profitable economic activities, they are very attached to culture and art, so they need their communication, dissemination and Branding to be adapted to their particularities. For that reason, this program offers the best specific contents regarding communication applied to creative industries. With this program, the student will be able to design and carry out communication and branding plans for the cultural field, becoming a specialist in this field.







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*Creative Industries need a communication adapted to their particularities: specialize and become an expert”*

Of the great variety of industries that exist in the world, those that are grouped under the Creative Industries label are one of the most special. They have many particularities, such as their proximity to the artistic field, which means that their communication has to adapt to a more cultural and creative environment than that of other economic sectors.

Likewise, the target audience is a determining element in this communication process, since it is very different to communicate and do Branding aimed at an audience related to art and culture than to do it for other types of audiences or users.

Therefore, it is necessary for professionals who want to work in this field to acquire the appropriate skills to ensure that communication is effective and generates the desired engagement.

For this reason, this Postgraduate Diploma in Communication and Branding of Creative Industries offers the necessary knowledge for journalists to specialize in communication aimed at creative and cultural industries, a field that needs specialists who know how to transmit ideas and commercial concepts in a more open and artistic environment.

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

- ♦ The development of case studies presented by experts in Communication and Branding aimed at the Creative Industries
- ♦ Highly specialized contents, prepared to respond to all the communication challenges presented in the cultural field
- ♦ The use of innovative teaching methodologies
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Communication in the Creative Industries is key: become an expert and be a valuable professional for your organization”*

“

*The Creative Industries demand talented specialists with the right skills: this Postgraduate Diploma responds to that demand”*

*Specialists in communication applied to the Creative Industries are needed: enter a professional field full of possibilities.*

*You love culture and you are a journalist or communicator: take the leap with this educational program.*

The program's teaching staff includes professionals from the 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 students will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

The main objective of this program in Communication and Branding of Creative Industries is to provide its students with the best tools to become useful professionals in this field, so that the most important companies in the sector require their services. Therefore, graduates will have very specific and in-demand skills, which can mean a great advance in their professional careers.







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*Unite your two passions, culture and communication, and become a professional in high demand by companies in the sector”*



## General Objectives

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- ♦ Use new information and communication technologies as tools for teaching and exchange of experiences in the field of study
- ♦ Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice
- ♦ Acquire market research skills, strategic vision, digital and co-creation methodologies
- ♦ 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



*You have innovative ideas to improve the Communication and Branding of the best cultural projects: get a Postgraduate Diploma and implement these ideas”*





## Specific Objectives

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### Module 1. New Creative Industries

- ♦ Be familiar with 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

### Module 2. *Creative Branding*: Communication and Management of Creative Brands

- ♦ Understand the process of brand creation and evolution
- ♦ Know how the graphic identity of the brand should be created
- ♦ Know the main techniques and tools of communication
- ♦ Be able to carry out the company's Briefing

### Module 3. New Digital Marketing Strategies

- ♦ Apply digital marketing tools, taking into account the target audience of the messages
- ♦ Perform web analytics that provide information to the company to direct its advertising strategy
- ♦ Using social networks as marketing and advertising tools
- ♦ Apply Inbound Marketing tools



03

# Course Management

Such a specialized field needs the best teachers, which is why this educational program has been designed in such a way that great specialists in Communication and Branding of Creative Industries are the ones who teach the contents. In this way, students will be able to obtain knowledge directly from the experience of the faculty, so that they can also apply it to their professional fields immediately.







“

*Authentic specialists teach you all  
the keys to the profession”*

## 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 Villanueva University Center, Complutense University
- ♦ MBA Fashion Business Management by ISEM Marketing Business School



## Professors

### Mr. Sanjosé, Carlos

- ◆ Head of Digital at MURPH
- ◆ Content creator for more than 8 years at Liceo25, parent company of online media such as 25 Gramos, Fleek Mag, Lenders Magazine or Libra, among others
- ◆ Specialist in Digital Marketing and Strategy, Social Media & Social Ads, ecommerce platforms and Email Marketing
- ◆ Degree in Advertising and Public Relations

### Dr. San Miguel, Patricia

- ◆ Director and creator of the observatory for the analysis of the digital impact of fashion brands *Digital Marketing Brands*
- ◆ Professor of Digital Marketing at ISEM Marketing Business School and the University of Navarra
- ◆ PhD from the University of Navarra
- ◆ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ◆ Executive Marketing MBA by ISEM
- ◆ Writer of the book *Influencer Marketing*

### 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



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# Structure and Content

The contents of this Postgraduate Diploma in Communication and Branding of Creative Industries have been structured in three modules, of 10 topics each, through which students can learn everything they need to carry out the communication, marketing and *branding* of cultural and artistic projects in companies throughout the sector.







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*The contents of this Postgraduate Diploma have been designed for you to become the leading specialist”*

## Módulo 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 outlook 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. Publicaciones actuales
  - 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

## Module 2. Creative Branding: Communication and Management of Creative Brands

### 2.1. Brands and Branding

- 2.1.1. The Brands
- 2.1.2. The Evolution of Branding
- 2.1.3. Positioning, Brand Personality, Notoriety

### 2.2. Brand Building

- 2.2.1. Marketing Mix
- 2.2.2. Brand Architecture
- 2.2.3. Brand Identity

### 2.3. Brand Expression

- 2.3.1. Graphic Identity
- 2.3.2. Visual Expression
- 2.3.3. Other Elements that Reflect the Brand

### 2.4. Communication

- 2.4.1. Focuses
- 2.4.2. Brand Touchpoints
- 2.4.3. Communication Techniques and Tools

### 2.5. Branded Content

- 2.5.1. From Brands to Entertainment Platforms
- 2.5.2. The Rise of Branded Content
- 2.5.3. Connecting with the Audience through Unique Storytelling

### 2.6. Visual Storytelling

- 2.6.1. Brand Analysis
- 2.6.2. Creative Advertising Concepts
- 2.6.3. The Creative Fan

## 2.7. Customer Experience

- 2.7.1. Customer Experience(CX)
- 2.7.2. Customer Journey
- 2.7.3. Brand Alignment and CX

## 2.8. Strategic Planning

- 2.8.1. Objectives
- 2.8.2. Identification of Audiences and Insights
- 2.8.3. Designing the Corporate Strategy:

## 2.9. Performance

- 2.9.1. Briefing
- 2.9.2. Tactics
- 2.9.3. Production plan

## 2.10. Assessment

- 2.10.1. What to Assess?
- 2.10.2. How to Assess it? (Measuring Tools)
- 2.10.3. Results Reports

# Module 3. New Digital Marketing Strategies

## 3.1. Technology and Audiences

- 3.1.1. Digital Strategy and Differences between User Types
- 3.1.2. Target Audience, Exclusionary Factors and Generations
- 3.1.3. The Ideal Customer Profile (ICP) and the Buyer Persona

## 3.2. Digital Analytics for Diagnostics

- 3.2.1. Analytics prior to the Digital Strategy
- 3.2.2. Moment 0
- 3.2.3. KPIs and Metrics, Typologies, Classification according to Methodologies

## 3.3. E-entertainment: The impact of e-Commerce on the Entertainment Industry

- 3.3.1. e-Commerce, Typologies and Platforms
- 3.3.2. The Importance of Web Design: UX and UI
- 3.3.3. Optimization of Online Space: Minimum Requirements

## 3.4. Social Media and Influencer Marketing

- 3.4.1. Impact and Evolution of Network Marketing
- 3.4.2. Persuasion, Keys to Content and Viral Actions
- 3.4.3. Planning Social Marketing and Influencer Marketing Campaigns

## 3.5. Mobile Marketing

- 3.5.1. Mobile User
- 3.5.2. Web Mobile and Apps
- 3.5.3. Actions Mobile Marketing

## 3.6. Advertising in Online Environments

- 3.6.1. Advertising in Social Media and Objectives of the Social Ads
- 3.6.2. The Conversion Funnel or Purchase Funnel: Categories
- 3.6.3. Social Ads Platforms

## 3.7. The Inbound Marketing Methodology

- 3.7.1. Social Selling, Key Pillars and Strategy
- 3.7.2. The CRM Platform in a Digital Strategy
- 3.7.3. Inbound Marketing or Attraction Marketing: Actions and SEO

## 3.8. Automization of Marketing

- 3.8.1. Email Marketing and Email Typology
- 3.8.2. Email Marketing Automation, Platforms and Advantages
- 3.8.3. The Emergence of Bot & Chatbot Marketing: Typology and Platforms

## 3.9. Data Management Tools

- 3.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
- 3.9.2. Big Data: Big Data, Business Analytics and Business Intelligence
- 3.9.3. Big Data, Artificial Intelligence and Data Science

## 3.10. Measuring Profitability

- 3.10.1. ROI: the Definition of Return on Investment and ROI vs. ROAS
- 3.10.2. ROI Optimization
- 3.10.3. Key Metrics



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.



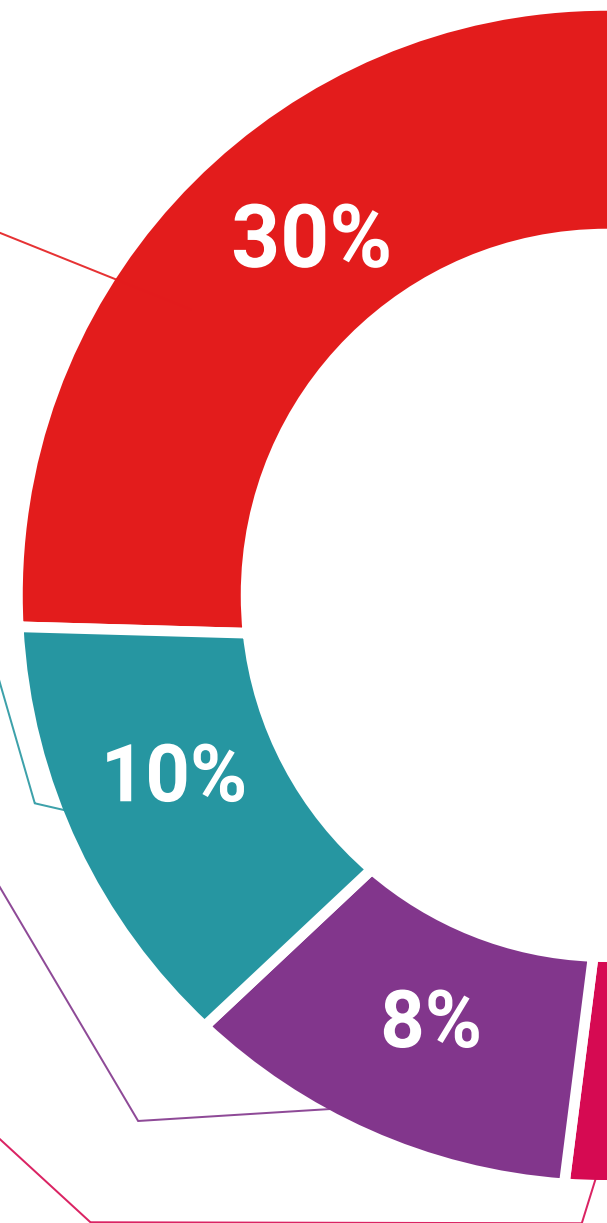
### Practising Skills and Abilities

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 Diploma in Communication and Branding of Creative Industries guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



The image features two black graduation caps (mortarboards) against a bright blue sky with light, wispy clouds. One cap is in the foreground on the left, and another is slightly behind it on the right. The bottom right corner of the image is overlaid with a large white triangle that contains text.

“

*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork"*

This **Postgraduate Diploma in Communication and Branding of 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Communication and Branding of Creative Industries**

Official N° of Hours: **450 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.





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