

Professional Master's Degree

MBA in Creative Business Management





Professional Master's Degree

MBA in Creative Business Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: www.techtitute.com/us/journalism-communication/professional-master-degree/master-mba-creative-business-management

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01

Introduction

More and more companies are adhering to its methodology to promote the success of their processes. In this way they are able to promote art, culture, design, business and technology, requiring highly informed and prepared professionals to transform the value of creativity into an economic asset for the company. Accordingly, TECH has designed a program focused on managing the process of ideation and implementation of innovative proposals in an efficient manner and fostering the financial growth of an industry.





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Manages the process of creating and implementing novel ideas on a given topic"

Creativity and business management have been conceived as two different disciplines, almost antagonistic. Today, that has been changing little by little, becoming the main drivers of economic and technological progress. This new reality demands certain professional profiles with the ability to develop in a harmonious and effective way the tools of the so-called creative industries.

Therefore, and taking into account the current demands, a program has been developed for the student to obtain mastery in all the necessary subjects for the management of companies and organizations in the new context of the creative industries. At the same time, it aims to become a tool to analyze the economic, social and cultural realities in which the creative industries develop and transform today.

Likewise, the MBA program in Creative Business Management is designed to be studied following a methodology that promotes the acquisition of knowledge and skills in the field of market research, strategic vision, digital tools and co-creation.

The entire content, which includes 10 Masterclasses by a prestigious International Guest Director, is available in a 100% online mode that allows the student to take the course comfortably, wherever and whenever they want. All you need is a device with internet access to take your career one step further. A modality according to the current times with all the guarantees to position the engineer in a highly demanded sector.

This **MBA in Creative Business Management** 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 Business Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ special emphasis on innovative methodologies in the management of creative companies
- ♦ 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



Do not hesitate to take this specialization that includes 10 Masterclasses by a renowned international expert"

“

Develop your communication skills, both written and oral, as well as the ability to make effective professional presentations in everyday practice”

Acquire market research skills, strategic vision, digital and co-creation methodologies.

Learn about the latest trends in audiovisual journalism and be the best in this sector.

Its teaching staff includes professionals from the field of design, who bring to this program the experience of their work, as well as recognized specialists from leading companies 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 learning experience designed to prepare for real-life 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, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.



02

Objectives

In order to accompany its students on the path to excellence, TECH develops a series of general and specific objectives that will allow them to complete their academic profile in a satisfactory manner. In this way, the syllabus focused on the MBA in Creative Industries Management, aims to expand the student's previous information by offering useful knowledge for specialization, such as understanding creativity and innovation as the new drivers of the economy and solving problems in interdisciplinary environments.





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Organizes and plans tasks with the use of available resources in order to face them in precise time frames”



General Objective

- ♦ 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
 - ♦ Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case
 - ♦ Know how to manage the process of creation and implementation of novel ideas on a given topic
 - ♦ Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries
 - ♦ Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today
 - ♦ Acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments
 - ♦ Gain knowledge to manage companies and organizations in the new context of creative industries
 - ♦ Organize and plan tasks with the use of available resources in order to face them in precise time frames
- ♦ Use of new information and communication technologies as educational tools 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



Take a program that will help you understand what the future may look like to get ahead and create innovative strategies that will help your company grow"



Specific Objectives

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. Protection of Creative and Intangible Products

- ♦ Knowledge of regulations affecting creative and intangible products, such as intellectual and industrial property or advertising law
- ♦ Apply the standards studied to the daily work as a manager of creative companies

Module 3. Economic and Financial Management of Creative Companies

- ♦ Understanding the financial structure of a creative company
- ♦ Have sufficient knowledge to carry out the accounting and financial management of a creative company
- ♦ Understanding how investments should be made in this sector
- ♦ Knowing how to price products in the creative industry

Module 4. Futures Thinking: How to Transform Today from Tomorrow

- ♦ In-depth knowledge of the Future Thinking methodology
- ♦ Understand the signals that indicate that a change in the way of working should take place
- ♦ Understand what the future may look like in order to anticipate and create innovative strategies that favor company growth
- ♦ Thinking about sustainability as an objective to be achieved through all the actions proposed

Module 5. Consumer or User Management in Creative Businesses

- ♦ Know the new trends in consumer purchasing methods
- ♦ Understand that the customer has to be at the center of all company strategies.
- ♦ Apply design thinking techniques and tools
- ♦ Apply different research resources and techniques

Module 6. 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 7. Leadership and Innovation in 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

Module 8. Digital Transformation in the Creative Industry

- ♦ Know how to carry out digital transformation in creative companies
- ♦ Understand the impacts of the fourth industrial revolution
- ♦ Apply Big Data concepts and strategies to the creative enterprise
- ♦ Applying Blockchain technology

Module 9. 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



Module 10. Entrepreneurship in the Creative Industries

- ♦ Be able to carry out entrepreneurial projects in creative industries
- ♦ Develop appropriate leadership skills
- ♦ Know how to identify market opportunities
- ♦ Apply idea generation tools, such as Brainstorming

Module 11. Leadership, Ethics and Social Responsibility in Companies

- ♦ Analyze the impact of globalization on corporate governance and corporate management
- ♦ Evaluate the importance of effective leadership in the management and success of companies
- ♦ Define cross-cultural management strategies and their relevance in diverse business environments
- ♦ Develop leadership skills and understand the current challenges faced by leaders
- ♦ Determine the principles and practices of business ethics and their application in corporate decision making
- ♦ Structure strategies for the implementation and improvement of sustainability and social responsibility in business

Module 12. People and Talent Management

- ♦ Determine the relationship between strategic direction and human resources management
- ♦ Delve into the skills required for effective competency-based human resources management
- ♦ Delve into the methodologies for performance evaluation and performance management

- ♦ Integrate innovations in talent management and their impact on employee retention and loyalty
- ♦ Develop strategies for motivation and development of high performance teams
- ♦ Propose effective solutions for change management and conflict resolution in organizations

Module 13. Economic and Financial Management

- ♦ Analyze the macroeconomic environment and its influence on the national and international financial system
- ♦ Define information systems and Business Intelligence for financial decision making
- ♦ Differentiate key financial decisions and risk management in financial management
- ♦ Evaluate strategies for financial planning and obtaining business financing

Module 14. Executive Management

- ♦ Define the concept of General Management and its relevance in business management
- ♦ Evaluate the roles and responsibilities of the manager in the organizational culture
- ♦ Analyze the importance of operations management and quality management in the value chain
- ♦ Develop interpersonal communication and public speaking skills for the formation of spokespersons

03 Skills

Upon completion of the MBA program in Creative Business Management, students will have a more complete vision and skills that will allow them to play a decisive role in this type of industry. In this way, the program becomes an academic experience that gives the professionals the opportunity to continue to grow in their careers and compete against similar profiles in any national and international environment. Consequently, you will understand the global management of a communication project in each and every one of its phases, being able to make the right decisions in the face of any eventuality and maintaining objective thinking at all times.





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Acquire sufficient knowledge to carry out the accounting and financial management of a creative company”



Basic Skills

- Work in companies in the creative sector knowing how to successfully manage them
- In-depth knowledge of the functioning and global context of the new creative industries

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After completing the program with TECH you will be able to efficiently manage the consumer of Creative Enterprises”





Specific Skills

- ♦ Have in-depth knowledge of all aspects of creative product protection, from intellectual property protection to advertising law
- ♦ Know how to perform a correct economic and financial management of companies in the creative industry
- ♦ Know how to calculate profit, profitability and costs within projects for the creative industry
- ♦ Possess complete competencies in Future Thinking methodology in order to be able to apply its benefits in daily work
- ♦ Know how to correctly manage changes and predict the future of creative industry companies
- ♦ Be able to perform efficient consumer management of creative businesses
- ♦ Know how to manage communication at an integral level for companies in the creative industry
- ♦ Be able to be an active part of the Branding process in creative companies
- ♦ Have in-depth knowledge that allows the professional to manage the digitalization process in the creative industries
- ♦ Know how to apply innovative digital marketing strategies for creative companies
- ♦ Provide the student with complete knowledge that will allow him/her to become an entrepreneur in the creative industry, making the most of his/her primary idea
- ♦ Help the professional to acquire tools to manage leadership within these industries

04

Course Management

The syllabus has the direction of an excellent group of professionals with extensive experience in the sector, joining together to create a very complete academic program that perfectly meets the demands of today's labor market. This is what will ensure students the certainty of receiving the most updated and complete information, being able to almost immediately put everything they learn in each class into practice.





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Study with the best group of professionals and apply digital marketing tools, taking into account the audience to whom the messages will reach"

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 received three awards 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 of famous Film or Television personalities. Moreover, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how they have become normalized in the modern media. At the same time, the impact of these on contemporary youth is addressed.

Throughout his professional life, Young has also delved into organization and concentration in the film industry. Specifically, he has delved into models for predicting the box office success of major motion pictures. He has also made contributions to activity-based accounting and control system design. In particular, his recognized influence on the implementation of effective management based on *the Balanced Scorecard stands out*.

Likewise, academic work has also marked his professional life, being 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 postgraduate studies have linked him to prestigious American universities such as the University of Pittsburgh and the University of Ohio.



Dr. Young, S. Mark

- ♦ Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business, at USC Marshall, Los Angeles, United States
- ♦ Official Historian of the University of Southern California Men's Tennis Team
- ♦ Academic researcher specialized in the development of predictive models for the film industry
- ♦ Co-author of the book "Narcissism and Celebrities"
- ♦ Doctor of Science in Accounting from the University of Pittsburgh
- ♦ M.S. in Accounting from The Ohio State University
- ♦ Bachelor of Science in Economics from Oberlin College
- ♦ Member of: Center for Teaching Excellence

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

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **recruitment** and **technology strategy**. Throughout her career, she has held senior positions in several technology organizations within **Fortune 50 companies** such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As Vice President of Talent Acquisition at Mastercard, she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and HR managers to meet operational and strategic hiring objectives. In particular, she aims to build **diverse**, **inclusive** and **high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held senior recruiting positions at companies in a variety of fields.

On the other hand, she has been recognized for her ability to lead organizational transformations, **integrate technologies** in **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **occupational wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami



TECH has a distinguished and specialized group of International Guest Directors, with important leadership roles in the most leading companies in the global market"

International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

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Make the most of this opportunity to learn about the latest advances in this field in order to apply them to your daily practice”

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a real impact, as they have enabled several corporations to **improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

He has also nurtured and led **high-performing teams** throughout his career that have received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: **meeting the complex decarbonization demands** of customers, **supporting “cost-effective decarbonization”** and **overhauling** overhauling a fragmented data, **digital and technology landscape**. In this way, his efforts have evidenced that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

On the other hand, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he has a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

- ♦ Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- ♦ Global Head of eCommerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- ♦ Graduate of the University of Leeds
- ♦ Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ Executive Digital Transformation Course by IMD

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Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **Global Procurement Manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award, the Search Leadership Award, Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as **Eaton, Airbus and Siemens**, where he gained valuable account and supply chain management experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an experienced **Marketing executive** whose projects have had a **significant impact** on the **Fashion sector**. Throughout his successful career he has developed different tasks related to **Product, Merchandising and Communication**. All this linked to prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and **execute concrete actions** aligned to specific **business objectives**. In addition, he is recognized for his **proactivity and adaptation to fast-paced work rhythms**. To all this, this expert adds **a strong commercial awareness, market vision** and a **genuine passion** for products.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel and accessories**. His tactics have also focused on **retail and consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design, Communication and Sales** departments.

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure, development and marketing** of **different collections**. In turn, he has been in charge of creating **effective calendars** for **buying and selling campaigns**.

He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion and Luxury**. A high managerial capacity with which he has managed to effectively implement the **positive positioning of different brands** and redefine their key performance indicators (KPI).



Mr. La Sala, Andrea

- Global Brand and Merchandising Director at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

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The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques that simplified complex sets**, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, this expert has achieved cutting-edge skills. Because of this, he has come to be considered a **born leader of the new global economy**, entered on the impulse of data and its infinite possibilities.



Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Business Intelligence Director at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Chief Business Intelligence Consultant for SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors”

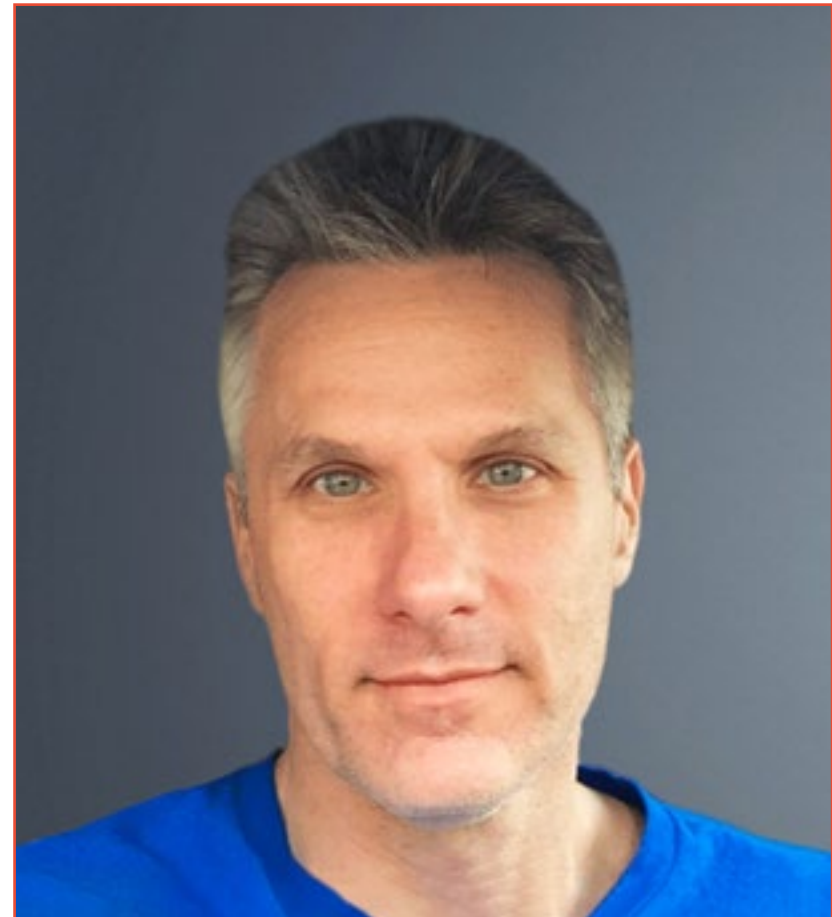
International Guest Director

Scott Stevenson is a distinguished **Digital Marketing** industry expert who, for over 19 years, has been associated with one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a crucial role in **overseeing logistics and creative workflows** across a variety of digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving **paid media production strategies**, resulting in a marked **improvement** in his company's **conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and **trailers**.

On the other hand, the expert holds a Bachelor's Degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his skills in **communication** and **storytelling**. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. As such, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



Mr. Stevenson, Scott

- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

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Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process”

International Guest Director

Eric Nyquist is an outstanding professional in the international sports field, who has built an impressive career, standing out for his strategic leadership and his ability to drive change and innovation in top-level sports organizations.

In fact, he has held senior roles such as Director of Communications and Impact at NASCAR, based in Florida, USA. With many years of experience behind him at NASCAR, Nyquist has also held several leadership positions, including Senior Vice President of Strategic Development and General Manager of Business Affairs managing more than a dozen disciplines ranging from strategic development to entertainment marketing.

Nyquist has also made a significant mark on Chicago's top sport's franchises. As Executive Vice President of the Chicago Bulls and the Chicago White Sox franchises, he has demonstrated his ability to drive business and strategic success in the world of professional sports.

Finally, it is worth noting that he began his career in sports while working in New York as senior strategic analyst for Roger Goodell in the National Football League (NFL) and, prior to that, as a Legal Intern for the United States Soccer Federation.



Mr. Nyquist, Eric

- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



Thanks to this 100% online university degree, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

Management



Dr. Velar Lera, Margarita

- ♦ Communication Consultant and Fashion Expert
- ♦ CEO of Forefashion Lab
- ♦ Corporate Marketing Director at SGN Group
- ♦ Corporate Communications Consultant at LLYC
- ♦ Freelance Communication and Branding Consultant
- ♦ Head of Communication at Villanueva University
- ♦ Professor in university studies related to Marketing
- ♦ PhD in Communication from the Carlos III University of Madrid
- ♦ Degree in Audiovisual Communication from the Complutense University of Madrid
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School

Professors

Mr. Sanjosé, Carlos

- ♦ Specialist in Digital Marketing
- ♦ Digital Marketing Manager at Designable
- ♦ Digital Marketing Manager at MURPH
- ♦ Digital Marketing Manager at 25 Gramos
- ♦ Content Manager at Unánime Creativos
- ♦ Degree in Advertising and Public Relations from CEU Cardenal Herrera University

Ms. Eyzaguirre Vilanova, Carolina

- ♦ Legal Advisor and Designer Expert in the Creative Industry
- ♦ Legal Advisor to the Association for the Self-Regulation of Commercial Communication
- ♦ Legal Advisor to the Management of the company Eley Hawk
- ♦ Designer for National Geographic and El Mueble
- ♦ Professor in postgraduate university studies.
- ♦ Degree in Law from Pompeu Fabra University
- ♦ Degree in Design from Pompeu Fabra University
- ♦ Master's Degree in Intellectual Property, Pontifical Comillas University
- ♦ Course in Advertising Law by the Association for the Self-Regulation of Commercial Communication

Dr. San Miguel Arregui, Patricia

- ♦ Expert Researcher in Digital Marketing
- ♦ Founder and Director of Digital Fashion Brands
- ♦ Researcher and collaborator in Marketing studies
- ♦ Author of the book Influencer Marketing
- ♦ Author of academic publications in prestigious journals
- ♦ Regular speaker at national and international congresses and conferences on Communication and Marketing
- ♦ Professor in undergraduate and postgraduate university studies
- ♦ PhD in Digital Marketing for Fashion Companies by the University of Navarra
- ♦ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ♦ MBA in Executive Fashion by ISEM

Ms. Gallego Martínez, Ana Belén

- ♦ Business Strategy Consultant
- ♦ Independent Consultant in Belén Galmar Acompañamiento Empresarial
- ♦ Law Degree from the Complutense University of Madrid
- ♦ MBA Master Degree in Business Administration specializing in Financial Management from the Camilo José Cela University.
- ♦ Digital Transformation Executive Program by the School of Industrial Organization (Escuela de Organización Industrial)

Dr. Bravo Durán, Sandra

- ♦ CEO of UX at Myme
- ♦ CEO and founder of Ch2 Abroad & Events
- ♦ Sociologist at the Salamanca Tourist Observatory
- ♦ Digital consultant at Everis
- ♦ Researcher at Runroom
- ♦ Professor of the Master's Degree in Fashion and Luxury Marketing Management and the Master's Degree in Luxury Business Brand Management at MSMK - Madrid School of Marketing
- ♦ PhD in Applied Creativity from the University of Navarra
- ♦ Degree in Sociology from the University of Salamanca
- ♦ Degree in Economy from the University of Salamanca
- ♦ Executive Master's Degree in Fashion Business Management from the University of Navarra

Mr. Justo Rey, Rumén

- ♦ Audiovisual Producer and Mentoring Expert for Startups
- ♦ Producer of documentaries and films
- ♦ Financial and Legal Advisor in Films
- ♦ Investor in Creative Startups
- ♦ Founder and Director of the International Independent and Auteur Film Festival of the Canary Islands
- ♦ Entrepreneurship Advisor at CEOE Tenerife
- ♦ Startup Mentor at Afedes Association
- ♦ Startup Mentor at Bridge for Billions
- ♦ Graduate in Business Administration and Management from the University of La Laguna
- ♦ Master's Degree in PRL by SGS
- ♦ Postgraduate in Technology Surveillance
- ♦ Expert in Human Resources Management by the University of Vigo





Ms. Arroyo Villoria, Cristina

- ◆ Technical consultant and training project coordinator
- ◆ Partner and director of projects and entrepreneurship at the creative industries factory.
- ◆ Coordinator of Acerca Cultura Madrid
- ◆ Freelance e-learning content editor for LID Editorial
- ◆ Training Coordinator at Factoría Cultural Madrid
- ◆ Bachelor's Degree in Labor Sciences from the University of Valladolid.
- ◆ Master's Degree in Human Resources Management. from the San Pablo CEU Business School
- ◆ Master in e-Learning and Educational Technology, e-Learning Training
- ◆ Superior Technician in Risk Prevention, Specialization in Occupational Hygiene at the Institute for Integral Formation
- ◆ Higher Technician in Occupational Risk Prevention, Specialty in from Ergonomics and Occupational Psychosociology at the Institute for Integral Formation

Dr. Paule Vianez, Jessica

- ◆ Specialist in the Research Group in Business Management and Economics at the Rey Juan Carlos University
- ◆ Commercial Advisor at DKV Seguros y Reaseguros
- ◆ Administrative Assistant at the Foundation for Management Development of Cáceres
- ◆ PhD in Social and Legal Sciences from the Rey Juan Carlos University
- ◆ Master's Degree in Statistical Computational Information Processing from the Complutense University of Madrid.
- ◆ Degree in Finance and Accounting from the University of Extremadura
- ◆ Degree in Business Administration and Management from the University of Extremadura
- ◆ Member of European Academy of Business Management and Economics

05

Structure and Content

With the help of an excellent group of professionals, a program has been developed that perfectly meets the requirements of a manager in this field. With each module, the professional will be able to have specific knowledge for the management of companies and organizations in the new context of the creative industries. All this, from a global perspective for the sake of its application at an international level, incorporating all the fields of work involved in professional development in this type of work environment.





“

Apply the knowledge you acquire with this program and you will be able to position yourself as a top professional”

Módulo1. 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. Current Publications
 - 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. Protection of Creative and Intangible Products

- 2.1. Legal Protection of Intangible Assets
- 2.2. Intellectual Property I
- 2.3. Intellectual Property II
- 2.4. Intellectual Property III
- 2.5. Industrial Property I: Branding.
- 2.6. Industrial Property II: Industrial Designs
- 2.7. Industrial Property III: Patents and Utility Models
- 2.8. Intellectual and Industrial Property: Practice
- 2.9. Advertising Law I
- 2.10. Advertising Law II

Module 3. Economic and Financial Management of Creative Companies

- 3.1. The Necessary Economic Sustainability
 - 3.1.1. The Financial Structure of a Creative Company
 - 3.1.2. Accounting in a Creative Company
 - 3.1.3. Triple Balance
- 3.2. Revenues and Expenses of Today's Creative Businesses
 - 3.2.1. Accounting of Costs
 - 3.2.2. Type of Costs
 - 3.2.3. Cost Allocation
- 3.3. Types of Profit in the Company
 - 3.3.1. Contribution Margin
 - 3.3.2. Break-even Point
 - 3.3.3. Evaluation of Alternatives

- 3.4. Investment in the Creative Sector
 - 3.4.1. Investment in the Creative Industry
 - 3.4.2. Investment Appraisal
 - 3.4.3. The NPV Method: Net Present Value
 - 3.5. Profitability in the Creative Industry
 - 3.5.1. Economic Profitability
 - 3.5.2. Time Profitability
 - 3.5.3. Financial Profitability
 - 3.6. Cash Flow: Liquidity and Solvency
 - 3.6.1. Cash Flow
 - 3.6.2. Balance Sheet and Income Statement
 - 3.6.3. Settlement and Leverage
 - 3.7. Financing Formulas Currently on the Creative Market
 - 3.7.1. Venture Capital Funds
 - 3.7.2. *Business Angels*
 - 3.7.3. Calls for Proposals and Grants
 - 3.8. Product Pricing in the Creative Industry
 - 3.8.1. Pricing
 - 3.8.2. Profit vs. Competition
 - 3.8.3. Pricing Strategy
 - 3.9. Pricing Strategy in the Creative Sector
 - 3.9.1. Types of Pricing Strategies
 - 3.9.2. Advantages
 - 3.9.3. Disadvantages
 - 3.10. Operational Budgets
 - 3.10.1. Tools of Strategic Planning
 - 3.10.2. Elements Included in the Operational Budget
 - 3.10.3. Development and Execution of the Operational Budget
- Module 4. Future Thinking How to Transform Today from Tomorrow?**
- 4.1. Future Thinking Methodology
 - 4.1.1. Futures Thinking
 - 4.1.2. Benefits of using this Methodology
 - 4.1.3. The Role of the "Futurist" in the Creative Enterprise
 - 4.2. Signs of Change
 - 4.2.1. The Sign of Change
 - 4.2.2. Identification of the Signs of Change
 - 4.2.3. Interpretation of the Signs
 - 4.3. Types of Futures
 - 4.3.1. Journey to the Past
 - 4.3.2. The Four Types of Futures
 - 4.3.3. Application of the Methodology Future Thinking in the Workplace
 - 4.4. *Future Forecasting*
 - 4.4.1. Searching for Drivers
 - 4.4.2. How to Create a Forecast for the Future
 - 4.4.3. How to Design a Future Scenario
 - 4.5. Mental Stimulation Techniques
 - 4.5.1. Past, Future and Empathy
 - 4.5.2. Facts vs. Experience
 - 4.5.3. Alternative Routes
 - 4.6. Collaborative Forecasting
 - 4.6.1. The Future as a Game
 - 4.6.2. *Future Wheel*
 - 4.6.3. The Future from Different Approaches
 - 4.7. Epic Victories
 - 4.7.1. From Discovery to the Innovation Proposal
 - 4.7.2. The Epic Victory
 - 4.7.3. Fairness in the Game of the Future
 - 4.8. Preferred Futures
 - 4.8.1. The Preferred Future
 - 4.8.2. Techniques
 - 4.8.3. Working Backwards from the Future
 - 4.9. From Prediction to Action
 - 4.9.1. Images of the Future
 - 4.9.2. Artifacts of the Future
 - 4.9.3. Roadmap

- 4.10. A Global and Multidisciplinary Vision of the Future ODS
 - 4.10.1. Sustainable Development as a Global Goal
 - 4.10.2. Human Management in Nature
 - 4.10.3. Social Sustainability

Module 5. Consumer or User Management in Creative Businesses

- 5.1. The User in the Current Context
 - 5.1.1. Consumer Change in Recent Times
 - 5.1.2. The Importance of Research
 - 5.1.3. Trend Analysis
- 5.2. Strategy with the Focus on the Individual
 - 5.2.1. Human Centric Strategy
 - 5.2.2. Keys and Benefits of Being Human Centric
 - 5.2.3. Success Stories
- 5.3. Data on the Human Centric Strategy
 - 5.3.1. Features in the Human Centric Strategy
 - 5.3.2. The Value of the Data
 - 5.3.3. 360° View of the Customer
- 5.4. Implementation of the Human Centric Strategy in the Creative Industry
 - 5.4.1. Transformation of Dispersed Information into Customer Knowledge
 - 5.4.2. Opportunity Analysis
 - 5.4.3. Maximization Strategies and Initiatives
- 5.5. Human Centric Methodology
 - 5.5.1. From Research to Prototyping
 - 5.5.2. Double Diamond Model: Process and Phases
 - 5.5.3. Tools
- 5.6. *Design Thinking*
 - 5.6.1. Design Thinking
 - 5.6.2. Methodology
 - 5.6.3. The Techniques and Tools of Design Thinking
- 5.7. Brand Positioning in the User's Mind
 - 5.7.1. Positioning Analysis
 - 5.7.2. Typology
 - 5.7.3. Methodology and Tools



- 5.8. User Insights in Creative Businesses
 - 5.8.1. Insights and their Importance
 - 5.8.2. Customer Journey and the Relevance of the Journey Map
 - 5.8.3. Research Techniques
- 5.9. User Profiling (Archetypes and Buyer Persona)
 - 5.9.1. Archetypes
 - 5.9.2. Buyer Persona
 - 5.9.3. Methodology of Analysis
- 5.10. Research Resources and Techniques
 - 5.10.1. Techniques in Context
 - 5.10.2. Visualization and Creation Techniques
 - 5.10.3. Voice Contrast Techniques

Module 6. Creative Branding: Communication and Management of Creative Brands

- 6.1. Brands and Branding
 - 6.1.1. The Brands
 - 6.1.2. The Evolution of Branding
 - 6.1.3. Positioning, Brand Personality, Notoriety
- 6.2. Brand Building
 - 6.2.1. Marketing Mix
 - 6.2.2. Brand Architecture
 - 6.2.3. Brand Identity
- 6.3. Brand Expression
 - 6.3.1. Graphic Identity
 - 6.3.2. Visual Expression
 - 6.3.3. Other Elements that Reflect the Brand
- 6.4. Communication
 - 6.4.1. Focuses
 - 6.4.2. *Brand Touchpoints*
 - 6.4.3. Communication Techniques and Tools

- 6.5. Brand Content
 - 6.5.1. From Brands to Entertainment Platforms
 - 6.5.2. The Rise of Branded Content
 - 6.5.3. Connecting with the Audience through Unique Storytelling
- 6.6. *Visual Storytelling*
 - 6.6.1. Brand Analysis
 - 6.6.2. Creative Advertising Concepts
 - 6.6.3. The Creative Fan
- 6.7. *Customer Experience*
 - 6.7.1. Customer Experience (CX)
 - 6.7.2. *Customer Journey.*
 - 6.7.3. Brand Alignment and CX
- 6.8. Strategic Planning
 - 6.8.1. Objectives
 - 6.8.2. Identification of Audiences and Insights
 - 6.8.3. Designing the Corporate Strategy
- 6.9. *Performance*
 - 6.9.1. Briefing
 - 6.9.2. Tactics
 - 6.9.3. Production Plan
- 6.10. Assessment
 - 6.10.1. What to Assess?
 - 6.10.2. How to Assess it? (Measuring Tools)
 - 6.10.3. Results Reports

Module 7. Leadership and Innovation in Creative Industries

- 7.1. Creativity Applied to Industry
 - 7.1.1. Creative Expression
 - 7.1.2. Creative Resources
 - 7.1.3. Creative Techniques
- 7.2. The New Innovative Culture
 - 7.2.1. The Context of the Innovation
 - 7.2.2. Why does Innovation Fail?
 - 7.2.3. Academic Theories

- 7.3. Innovation Dimensions and Levers
 - 7.3.1. The Plans or Dimensions of Innovation
 - 7.3.2. Attitudes for Innovation
 - 7.3.3. Intrapreneurship and Technology
- 7.4. Constraints and Obstacles to Innovation in the Creative Industry
 - 7.4.1. Personal and Group Restrictions
 - 7.4.2. Social Constraints and Organizations
 - 7.4.3. Industrial and Technological Restrictions
- 7.5. Closed Innovation and Open Innovation
 - 7.5.1. From Closed Innovation to Open Innovation
 - 7.5.2. Practical Classes to Implement Open Innovation
 - 7.5.3. Experiences of Open Innovation in Companies
- 7.6. Innovative Business Models in Creative Industries
 - 7.6.1. Business Trends in the Creative Economy
 - 7.6.2. Study Cases
 - 7.6.3. Sector Revolution
- 7.7. Leading and Managing an Innovation Strategy
 - 7.7.1. Boosting Adoption
 - 7.7.2. Leading the Process
 - 7.7.3. *Portfolio Maps*
- 7.8. Financing Innovation
 - 7.8.1. CFO: Venture Capital Investor
 - 7.8.2. Dynamic Financing
 - 7.8.3. Response to the Challenges
- 7.9. Hybridization: Innovating in the Creative Economy
 - 7.9.1. Intersection of Sectors
 - 7.9.2. Generation of Disruptive Solutions
 - 7.9.3. The Medici Effect
- 7.10. New Creative and Innovative Ecosystems
 - 7.10.1. Generation of Innovative Environments
 - 7.10.2. Creativity as a Lifestyle
 - 7.10.3. Ecosystems

Module 8. Digital Transformation in the Creative Industry

- 8.1. Digital Future of the Creative Industry
 - 8.1.1. Digital Transformation
 - 8.1.2. Situation of the Sector and its Comparison
 - 8.1.3. Future Challenges
- 8.2. Fourth Industrial Revolution
 - 8.2.1. Industrial Revolution
 - 8.2.2. Application
 - 8.2.3. Impacts
- 8.3. Digital Enablers for Growth
 - 8.3.1. Operational Effectiveness, Acceleration and Improvement
 - 8.3.2. Continuous Digital Transformation
 - 8.3.3. Solutions and Services for the Creative Industries
- 8.4. The Application of Big Data to the Enterprise
 - 8.4.1. Data Value
 - 8.4.2. Data in Decision-Making
 - 8.4.3. Data Driven Company
- 8.5. Cognitive Technology
 - 8.5.1. AI and Digital Interaction
 - 8.5.2. IoT and Robotics
 - 8.5.3. Other Digital Training
- 8.6. Uses and Applications of Blockchain Technology
 - 8.6.1. *Blockchain*
 - 8.6.2. Value for the Creative Industry Sector
 - 8.6.3. Transaction Versatility
- 8.7. Omnichannel and Transmedia Development
 - 8.7.1. Impacts in the Sector
 - 8.7.2. Challenge Analysis
 - 8.7.3. Evolution
- 8.8. Entrepreneurship Ecosystems
 - 8.8.1. The Role of Innovation and Venture Capital
 - 8.8.2. The Start-up Ecosystem and the Agents that Comprise it
 - 8.8.3. How to Maximize the Relationship between the Creative Agent and the Start-up

- 8.9. New Disruptive Business Models.
 - 8.9.1. Marketing-Based (Platforms and Marketplaces)
 - 8.9.2. Service-based (Freemium, Premium or Subscription models)
 - 8.9.3. Community-based (from Crowdfunding, Social Networking or Blogging)
- 8.10. Methodologies to Promote a Culture of Innovation in the Creative Industries
 - 8.10.1. Blue Ocean Innovation Strategy
 - 8.10.2. Lean Start-up Innovation Strategy
 - 8.10.3. Agile Innovation Strategy

Module 9. New Digital Marketing Strategies

- 9.1. Technology and Audiences
 - 9.1.1. Digital Strategy and Differences between User Types
 - 9.1.2. Target Audience, Exclusionary Factors and Generations
 - 9.1.3. The Ideal Customer Profile (ICP) and the Buyer Persona
- 9.2. Digital Analytics for Diagnostics
 - 9.2.1. Analytics prior to the Digital Strategy
 - 9.2.2. Moment 0
 - 9.2.3. KPIs and Metrics, Typologies, Classification according to Methodologies
- 9.3. E-entertainment: The impact of e-Commerce on the Entertainment Industry
 - 9.3.1. e-Commerce, Typologies and Platforms
 - 9.3.2. The Importance of Web Design: UX and UI
 - 9.3.3. Optimization of Online Space: Minimum Requirements
- 9.4. Social Media and Influencer Marketing
 - 9.4.1. Impact and Evolution of Network Marketing
 - 9.4.2. Persuasion, Keys to Content and Viral Actions
 - 9.4.3. Planning Social Marketing and Influencer Marketing Campaigns
- 9.5. *Mobile Marketing*
 - 9.5.1. Mobile User
 - 9.5.2. Web Mobile and Apps
 - 9.5.3. Mobile Marketing Actions
- 9.6. Advertising in Online Environments
 - 9.6.1. Advertising in Social Networks and Objectives of the Social Ads
 - 9.6.2. The Conversion Funnel or Purchase Funnel: Categories
 - 9.6.3. Social Ads Platforms

- 9.7. The Inbound Marketing Methodology
 - 9.7.1. Social Selling, Key Pillars and Strategy
 - 9.7.2. The CRM Platform in a Digital Strategy
 - 9.7.3. Inbound Marketing or Attraction Marketing: Actions and SEO
- 9.8. Automization of Marketing
 - 9.8.1. Email Marketing and Email Typology
 - 9.8.2. Email Marketing Automation, Platforms and Advantages
 - 9.8.3. The Emergence of Bot & Chatbot Marketing: Typology and Platforms
- 9.9. Data Management Tools
 - 9.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
 - 9.9.2. Big Data: Big Data, Business Analytics and Business Intelligence
 - 9.9.3. Big Data, Artificial Intelligence and Data Science
- 9.10. Measuring Profitability
 - 9.10.1. ROI: the Definition of Return on Investment and ROI vs. ROAS
 - 9.10.2. ROI Optimization
 - 9.10.3. Key Metrics

Module 10. Entrepreneurship in Creative Industries

- 10.1. The Entrepreneurial Project
 - 10.1.1. Entrepreneurship, Types and Life Cycle
 - 10.1.2. Entrepreneur Profile
 - 10.1.3. Topics of Interest for Entrepreneurship
- 10.2. Personal Leadership
 - 10.2.1. Self-Knowledge
 - 10.2.2. Entrepreneurial Skills
 - 10.2.3. Development of Entrepreneurial Leadership Skills and Abilities
- 10.3. Identification of Innovative and Entrepreneurial Opportunities
 - 10.3.1. Analysis of Megatrends and Competitive Forces
 - 10.3.2. Consumer Behavior and Demand Estimation
 - 10.3.3. Evaluation of Business Opportunities
- 10.4. Business Idea Generation in the Creative Industry
 - 10.4.1. Tools for the Generation of Ideas: Brainstorming, Mental Maps, Drawstorming, etc.
 - 10.4.2. Value Proposition Design: Canvas, 5W
 - 10.4.3. Development of the Value Proposition

- 10.5. Prototyping and Validation
 - 10.5.1. Prototype Development
 - 10.5.2. Validation
 - 10.5.3. Prototyping Adjustments
- 10.6. Business Model Design
 - 10.6.1. The Business Model
 - 10.6.2. Methodologies for the Creation of Business Models
 - 10.6.3. Business Model Design for Proposed Idea
- 10.7. Team Leadership
 - 10.7.1. Team Profiles according to Temperaments and Personality
 - 10.7.2. Team Leadership Skills
 - 10.7.3. Teamwork Methods
- 10.8. Cultural Markets
 - 10.8.1. Nature of Cultural Markets
 - 10.8.2. Types of Cultural Markets
 - 10.8.3. Identification of Local Cultural Markets
- 10.9. Marketing and Personal Branding Plan
 - 10.9.1. Projection of the Personal and Entrepreneurial Project
 - 10.9.2. Short- and Medium-Term Strategic Plan
 - 10.9.3. Variables for Measuring Success
- 10.10. Sales Pitch
 - 10.10.1. Project Presentation for Investors
 - 10.10.2. Development of Attractive Presentations
 - 10.10.3. Development of Effective Communication Skills

Module 11. Leadership, Ethics and Social Responsibility in Companies

- 11.1. Globalization and Governance
 - 11.1.1. Governance and Corporate Governance
 - 11.1.2. The Fundamentals of Corporate Governance in Companies
 - 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 11.2. Leadership
 - 11.2.1. Leadership. A Conceptual Approach
 - 11.2.2. Leadership in Companies
 - 11.2.3. The Importance of Leaders in Business Management





- 11.3. *Cross-Cultural Management*
 - 11.3.1. Concept of Cross-Cultural Management
 - 11.3.2. Contributions to the Knowledge of National Cultures
 - 11.3.3. Diversity Management
- 11.4. Management and Leadership Development
 - 11.4.1. Concept of Management Development
 - 11.4.2. Concept of Leadership
 - 11.4.3. Leadership Theories
 - 11.4.4. Leadership Styles
 - 11.4.5. Intelligence in Leadership
 - 11.4.6. The Challenges of Today's Leader
- 11.5. Business Ethics
 - 11.5.1. Ethics and Morality
 - 11.5.2. Business Ethics
 - 11.5.3. Leadership and Ethics in Companies
- 11.6. Sustainability
 - 11.6.1. Sustainability and Sustainable Development
 - 11.6.2. The 2030 Agenda
 - 11.6.3. Sustainable Companies
- 11.7. Corporate Social Responsibility
 - 11.7.1. International Dimensions of Corporate Social Responsibility
 - 11.7.2. Implementing Corporate Social Responsibility
 - 11.7.3. The Impact and Measurement of Corporate Social Responsibility
- 11.8. Responsible Management Systems and Tools
 - 11.8.1. CSR: Corporate Social Responsibility
 - 11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 11.8.4. Tools and Standards of CSR
- 11.9. Multinationals and Human Rights
 - 11.9.1. Globalization, Multinational Corporations and Human Rights
 - 11.9.2. Multinational Corporations and International Law
 - 11.9.3. Legal Instruments for Multinationals in the Field of Human Rights

- 11.10. Legal Environment and Corporate Governance
 - 11.10.1. International Rules on Importation and Exportation
 - 11.10.2. Intellectual and Industrial Property
 - 11.10.3. International Labor Law

Module 12. People and Talent Management

- 12.1. Strategic People Management
 - 12.1.1. Strategic Human Resources Management
 - 12.1.2. Strategic People Management
- 12.2. Human Resources Management by Competencies
 - 12.2.1. Analysis of the Potential
 - 12.2.2. Remuneration Policy
 - 12.2.3. Career/Succession Planning
- 12.3. Performance Evaluation and Performance Management
 - 12.3.1. Performance Management
 - 12.3.2. Performance Management: Objectives and Process
- 12.4. Innovation in Talent and People Management
 - 12.4.1. Strategic Talent Management Models
 - 12.4.2. Talent Identification, Training and Development
 - 12.4.3. Loyalty and Retention
 - 12.4.4. Proactivity and Innovation
- 12.5. Motivation
 - 12.5.1. The Nature of Motivation
 - 12.5.2. Expectations Theory
 - 12.5.3. Needs Theory
 - 12.5.4. Motivation and Financial Compensation
- 12.6. Developing High Performance Teams
 - 12.6.1. High-Performance Teams: Self-Managing Teams
 - 12.6.2. Methodologies for Managing High Performance Self-Managed Teams
- 12.7. Change Management
 - 12.7.1. Change Management
 - 12.7.2. Types of Change Management Processes
 - 12.7.3. Stages or Phases in Change Management

- 12.8. Negotiation and Conflict Management
 - 12.8.1. Negotiation
 - 12.8.2. Conflict Management
 - 12.8.3. Crisis Management
- 12.9. Executive Communication
 - 12.9.1. Internal and External Communication in the Business Environment
 - 12.9.2. Communication Departments
 - 12.9.3. The Head of Communication of the Company. The Profile of the Dircom
- 12.10. Productivity, Attraction, Retention and Activation of Talent
 - 12.10.1. Productivity
 - 12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

- 13.1. Economic Environment
 - 13.1.1. Macroeconomic Environment and the National Financial System
 - 13.1.2. Financial Institutions
 - 13.1.3. Financial Markets
 - 13.1.4. Financial Assets
 - 13.1.5. Other Financial Sector Entities
- 13.2. Executive Accounting
 - 13.2.1. Basic Concepts
 - 13.2.2. The Company's Assets
 - 13.2.3. The Company's Liabilities
 - 13.2.4. The Company's Net Worth
 - 13.2.5. The Income Statement
- 13.3. Information Systems and Business Intelligence
 - 13.3.1. Fundamentals and Classification
 - 13.3.2. Cost Allocation Phases and Methods
 - 13.3.3. Choice of Cost Center and Impact
- 13.4. Budget and Management Control
 - 13.4.1. The Budgetary Model
 - 13.4.2. The Capital Budget
 - 13.4.3. The Operating Budget
 - 13.4.5. The Cash Budget
 - 13.4.6. Budget Monitoring

- 13.5. Financial Management
 - 13.5.1. The Company's Financial Decisions
 - 13.5.2. The Financial Department
 - 13.5.3. Cash Surpluses
 - 13.5.4. Risks Associated with Financial Management
 - 13.5.5. Risk Management of the Financial Management
- 13.6. Financial Planning
 - 13.6.1. Definition of Financial Planning
 - 13.6.2. Actions to Be Taken in Financial Planning
 - 13.6.3. Creation and Establishment of the Business Strategy
 - 13.6.4. The Cash Flow Chart
 - 13.6.5. The Working Capital Chart
- 13.7. Corporate Financial Strategy
 - 13.7.1. Corporate Strategy and Sources of Financing
 - 13.7.2. Corporate Financing Financial Products
- 13.8. Strategic Financing
 - 13.8.1. Self-financing
 - 13.8.2. Increase in Shareholder's Equity
 - 13.8.3. Hybrid Resources
 - 13.8.4. Financing through Intermediaries
- 13.9. Financial Analysis and Planning
 - 13.9.1. Analysis of the Balance Sheet
 - 13.9.2. Analysis of the Income Statement
 - 13.9.3. Profitability Analysis
- 13.10. Analyzing and Solving Cases/Problems
 - 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Executive Management

- 14.1. General Management
 - 14.1.1. The Concept of General Management
 - 14.1.2. The Role of the CEO
 - 14.1.3. The CEO and their Responsibilities
 - 14.1.4. Transforming the Work of Management
- 14.2. Manager Functions: Organizational Culture and Approaches
 - 14.2.1. Manager Functions: Organizational Culture and Approaches
- 14.3. Operations Management
 - 14.3.1. The Importance of Management
 - 14.3.2. Value Chain
 - 14.3.3. Quality Management
- 14.4. Public Speaking and Spokesperson Education
 - 14.4.1. Interpersonal Communication
 - 14.4.2. Communication Skills and Influence
 - 14.4.3. Communication Barriers
- 14.5. Personal and Organizational Communication Tools
 - 14.5.1. Interpersonal Communication
 - 14.5.2. Interpersonal Communication Tools
 - 14.5.3. Communication in the Organization
 - 14.5.4. Tools in the Organization
- 14.6. Communication in Crisis Situations
 - 14.6.1. Crisis
 - 14.6.2. Phases of the Crisis
 - 14.6.3. Messages: Contents and Moments
- 14.7. Preparation of a Crisis Plan
 - 14.7.1. Analysis of Possible Problems
 - 14.7.2. Planning
 - 14.7.3. Adequacy of Personnel
- 14.8. Emotional Intelligence
 - 14.8.1. Emotional Intelligence and Communication
 - 14.8.2. Assertiveness, Empathy, and Active Listening
 - 14.8.3. Self-Esteem and Emotional Communication
- 14.9. Personal Branding
 - 14.9.1. Strategies for Personal Brand Development
 - 14.9.2. Personal Branding Laws
 - 14.9.3. Tools for Creating Personal Brands
- 14.10. Leadership and Team Management
 - 14.10.1. Leadership and Leadership Styles
 - 14.10.2. Leadership Skills and Challenges
 - 14.10.3. Managing Change Processes
 - 14.10.4. Managing Multicultural Teams

06

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.



07

Certificate

The MBA in Creative Business Management guarantees, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Global University.



“

*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 **MBA in Creative Business Management** 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: **Professional Master's Degree in MBA in Creative Business Management**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University 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 quality
development language
virtual classroom



Professional Master's Degree

MBA in Creative Business Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Professional Master's Degree

MBA in Creative Business Management

