

Advanced Master's Degree Senior Audiovisual Industry Management

A M D S A I M



Advanced Master's Degree Senior Audiovisual Industry Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Credits: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-audiovisual-industry-management

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01 Welcome

The audiovisual industry is one of the most important in the world, as it is consumed, in one way or another, by the vast majority of citizens through different media: television, cinema, advertising, etc. Moreover, with the popularization of the Internet, there are practically no limits to its consumption. This demonstrates the importance of this sector at an economic level and, therefore, it is important that companies have managers who, in addition to having extensive knowledge of the audiovisual aspects, are specialized in business management, using their skills to achieve the highest possible performance. With this in mind, TECH offers business professionals the best program of the moment on senior management of audiovisual companies, so that they are able to acquire the knowledge that will be essential for their daily work.



Advanced Master's Degree in Senior Audiovisual Industry Management
TECH Global University



“

Your advanced training in the field of audiovisual business management will help you create successful products, which will be consumed by citizens around the world"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+
executives trained each year

200+
different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

The main objective of this Advanced Master's Degree at TECH Global University is to provide students with the most complete and relevant information on the management of audiovisual companies, so that they are able to develop successfully in a highly competitive sector. Therefore, students will be able to learn, first hand, the most interesting aspects to understand how audiovisual production is carried out and how companies in the sector should be managed.



“

This program will help you develop the skills to successfully manage audiovisual companies”

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Advanced Master's Degree in Senior Audiovisual Industry Management** qualifies students to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

02

Develop the key leadership skills that should define working professionals

03

Develop strategies to carry out decision making in a complex and unstable environment

05

Design innovative strategies and policies to improve management and business efficiency



06

Acquire the communication skills necessary for a business leader to get their message heard and understood by the members of their community

08

Understand the logistics operations that are necessary in the business environment in order to develop an adequate management of them

09

Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate an adequate image of our company

07

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

10

Be able to develop all the phases of a business idea: design, feasibility plan, execution, follow-up



11

Have the transversal and specific skills necessary to successfully face the reality of cultural journalism in different fields

12

Know how to identify, create and develop stories with the different points that encompass it, marked by rigor and personal branding

13

Know and develop the essential guidelines for documentation in cultural journalism

14

Know the basis of the functioning of the audiovisual system (to fix fundamental contents, to know the authors/texts worked on in each topic)



15

Acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication (understanding the main ideas, relating concepts and elements)

16

Knowledge of the legal framework and legislation governing the audiovisual production sector and its impact on the different production formats

18

Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects

19

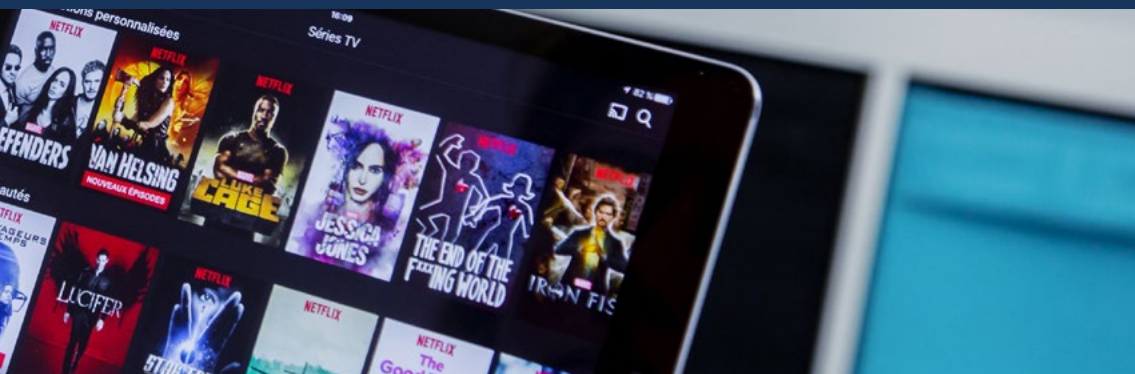
Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media

17

Analyze and design innovative strategies that contribute to the improvement of management and decision-making processes, as well as to the development of information products in line with the needs of audiences and advertisers

20

Recognize the different formats in the context of the current television panorama



05 Skills

TECH Global University is aware of the need for specialization of business professionals in different areas related to their activity and, therefore, has designed this Advanced Master's Degree in Senior Management in the Audiovisual Industry, with which students will have the opportunity to develop the necessary skills that will allow them to improve in their work practice, making them more competitive and able to apply the latest tools in the audiovisual field.





“

*Acquire the necessary skills to succeed
in the audiovisual sector”*

01

Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved

02

Be part of and lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Proper team management to improve productivity and, therefore, company profits

05

Carry out the economic and financial control of the company



06

Control the company's logistics, purchasing and procurement processes

08

Apply the most appropriate strategies to support e-commerce of the company's products



07

Delve into the new business models of information systems

09

Develop and lead marketing plans

10

Focus on innovation in all processes and areas of the company

11

Use social media in a journalistic environment

12

Know the composition of audiovisual production teams

13

Organize a staging appropriate to the objectives of the audiovisual project

14

Plan narrative actions adjusted to the available means

15

Master the different phases of the audiovisual project

16

Know and apply the organizational structures of audiovisual communication

17

Know how to adapt to the consumption patterns of the moment

20

Create products adjusted to available financing

18

Know the relational code of the different agents of audiovisual communication

21

Plan the amortization of audiovisual products

19

Describe the historical evolution of audiovisual production

22

Produce an audiovisual product in different media

06

Structure and Content

Professionals in the audiovisual sector must be constantly updating their specialist knowledge in order to keep up to date with the main developments in this industry, but, above all, to be able to successfully manage this type of companies. For this reason, TECH has designed this very complete program, in which students will find the most relevant information to put into practice during their working life. A high-level program aimed at professionals seeking excellence.



“

A very complete syllabus that will be fundamental to increase your competitiveness in the management of audiovisual companies”

Syllabus

The Advanced Master's Degree in Senior Audiovisual Industry Management of TECH Global University is an intensive program that prepares the student to face challenges and business decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision making in uncertain environments.

Throughout 3,000 hours of study, students will analyze a multitude of practical cases through individual work, achieving high-quality learning that can be applied to their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with the main areas of the audiovisual company and is designed for managers to understand business management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and one that prepares them to achieve excellence in the field of audiovisual business management. A program that understands students' needs and those of their company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty. This will provide them with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 18 modules:

Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Direction and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Cultural Journalism
Module 10	Theory and Realization Technique
Module 11	Structure of the Audiovisual System
Module 12	Audiovisual Production
Module 13	Fiction Production and Actors Direction
Module 14	Cultural Industries and New Communication Business Models
Module 15	Management and Promotion of Audiovisual Products
Module 16	Television Genres, Formats and Programming
Module 17	The Audiovisual Audience
Module 18	Television Scriptwriting: Programs and Fiction



Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 24 months of learning, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Leadership, Ethics, and CSR.

1.1. Globalization and Governance

- 1.1.1. Globalization and Trends: Internationalization of Markets
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

1.2. Leadership

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

1.3. Business Ethics

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Ethical Codes and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

1.4. Sustainability

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design

- 2.1.1. Organizational Culture
- 2.1.2. Organizational Analysis
- 2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy

- 2.2.1. Corporate Level Strategy
- 2.2.2. Typologies of Corporate Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns

- 2.4.1. Wealth, Value and Return on Investments
- 2.4.2. Corporate Strategy: Methodologies
- 2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management

- 2.5.1. Strategic Mission, Vision and Values
- 2.5.2. Balanced Scorecard
- 2.5.3. Analyzing, Monitoring and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

2.6. Strategic Implementation and Execution

- 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

2.7. Executive Management

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/ Problems

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision Making

Module 3. People and Talent Management
3.1. Organizational Behavior

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management

- 3.2.1. Job Design, Recruitment and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

3.3. Management and Leadership Development

- 3.3.1. Management Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

3.4. Change Management

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication

- 3.6.1. Corporate Strategy and Management Communication
- 3.6.2. Internal Communication: Influence and Impact
- 3.6.3. Interpersonal Communication: Team Management and Skills

3.7. Team Management and People Performance

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Management Meetings: Planning and Time Management

3.8. Knowledge and Talent Management

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management
4.1. Economic Environment

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Management Accounting

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making

4.3. Budget and Management Control

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Country-Case Approach

4.5. Corporate Control Systems

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

4.6. Financial Management

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

4.10. Strategic Financing

- 4.10.1. Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/ Problems

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

5.2. Purchasing Management

- 5.2.1. Stocks Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (I)

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (II) Implementation

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

5.5. Logistical Processes

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs and Tools
- 5.5.4. After-Sales Service

5.6. Logistics and Customers

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting and Replacement

5.7. International Logistics

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

5.8. Competing through Operations

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models

- 6.5.1. Technology Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce
- 6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. e-Business Strategies

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

6.8. Digital Business

- 6.8.1. Mobile E-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing and Corporate Communication
7.1. Commercial Management

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

7.2. Marketing

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

7.3. Strategic Marketing Management

- 7.3.1. Current Trends in Marketing
- 7.3.2. Marketing Tools
- 7.3.3. Marketing Strategy and Communication with Customers

7.4. Digital Marketing Strategy

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

7.6. Corporate Communication

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management
8.1. Innovation

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

8.2. Innovation Strategy

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

8.3. Business Model Design and Validation

- 8.3.1. The Lean Start-Up Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model and Metrics
- 8.3.5. Growth and Loyalty

8.4. Project Direction and Management

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

Module 9. Cultural Journalism

9.1. Cultural Journalism in the Conventional Media and its integration in the Digital World

- 9.1.1. Introduction: The Concept of Culture
- 9.1.2. Art Cultural Information
- 9.1.3. Cultural Information on the Performing Arts
- 9.1.4. Film Cultural Information
- 9.1.5. Music Cultural Information
- 9.1.6. Cultural Information in Books

9.2. The Art of Storytelling

- 9.2.1. Introduction
- 9.2.2. The Origins of Cultural Information in the Press
- 9.2.3. The Origins of Cultural Information in the Radio
- 9.2.4. The Origins of Cultural Information in the Television

9.3. Essential Guides to Cultural Journalism Documentation

- 9.3.1. Introduction
- 9.3.2. General Considerations
- 9.3.3. Factors of Interest and Evaluation Criteria for the Elaboration of Cultural Information

9.4. The 3.0 Philosophy of Communication

- 9.4.1. Introduction
- 9.4.2. General Sources of Cultural Information
- 9.4.3. Specific Sources of Audiovisual Information on Culture

9.5. Media and Social Media Management

- 9.5.1. Introduction
- 9.5.2. News
- 9.5.3. Interview
- 9.5.4. Chronicle
- 9.5.5. Reportage

9.6. Interactive Journalistic Content

- 9.6.1. Introduction
- 9.6.2. Press Cultural Information
- 9.6.3. Radio Cultural Information
- 9.6.4. Television Cultural Information

9.7. Communication Paradigms

- 9.7.1. Introduction
- 9.7.2. Culture and the Internet
- 9.7.3. Benefits of Culture

9.8. Web Positioning: SEO, SEM, SMO, SMM, SERM. Specialized Journalistic Content

- 9.8.1. Introduction
- 9.8.2. Cultural Marketing
- 9.8.3. How is Cultural Marketing Carried Out?

9.9. Analysis of Culture

- 9.9.1. Introduction
- 9.9.2. Theoretical and Methodological Approach to Culture
- 9.9.3. Culture, Communication and Meaning
- 9.9.4. Culture and Imaginaries

9.10. Cyberculture and Digital Journalism of Cultural Content

- 9.10.1. Introduction
- 9.10.2. Definition of Cyberculture
- 9.10.3. Digital Journalism of Cultural Contents
- 9.10.4. Keys to Digital Journalism of Cultural Content

Module 10. Theory and Realization Technique
10.1. The Realization as Construction of the Audiovisual Work. The Work Team

- 10.1.1. From the Literary Script to the Technical Script or Playbill
- 10.1.2. The Work Team

10.2. The Elements of the Screen Layout Construction Materials

- 10.2.1. Spatial Pre-Adaptation Art Direction
- 10.2.2. The Elements of the Screen Layout

10.3. Pre-Production Implementation Documents

- 10.3.1. Technical Script
- 10.3.2. The Scenographic Plan
- 10.3.3. The Storyboard
- 10.3.4. Plan
- 10.3.5. The Shooting Plan

10.4. The Expressive Value of Sound

- 10.4.1. Typology of Sound Elements
- 10.4.2. Construction of Sound Space

10.5. The Expressive Value of Light

- 10.5.1. Expressive Value of Light
- 10.5.2. Basic Lighting Techniques

10.6. Basic Single-Camera Shooting Techniques

- 10.6.1. Uses and Techniques of Single-Camera Filming
- 10.6.2. Found Footage Subgenre Fiction and Documentary Films
- 10.6.3. Single-Camera Production in Television

10.7. The Assembly

- 10.7.1. Mounting as an Assembly Space-Time Reconstruction
- 10.7.2. Non-Linear Assembly Techniques

10.8. Post-Production and Color Grading

- 10.8.1. Postproduction
- 10.8.2. Vertical Assembly Concept
- 10.8.3. Color Correction

10.9. Formats and Production Equipment

- 10.9.1. Multi-Camera Formats
- 10.9.2. The Studio and the Team

10.10. Keys, Techniques and Routines in Multi-Camera Production

- 10.10.1. Multi-Camera Techniques
- 10.10.2. Some Common Formats

Module 11. Structure of the Audiovisual System
11.1. An Introduction to Cultural Industries (C.I.)

- 11.1.1. Concepts of Culture Culture-Communication
- 11.1.2. C.I. Theory and Evolution: Typology and Models

11.2. Film Industry I

- 11.2.1. Main Characteristics and Agents
- 11.2.2. Structure of the Cinematographic System

11.3. Film Industry II

- 11.3.1. The U.S. Film Industry
- 11.3.2. Independent Production Companies
- 11.3.3. Problems and Debates in the Film Industry

11.4. Film Industry III

- 11.4.1. Film Regulation: State and Culture Policies for the Protection and Promotion of Cinematography
- 11.4.2. Study Case

11.5. Television Industry I

- 11.5.1. Economic Television
- 11.5.2. Founding Models
- 11.5.3. Transformations

11.6. Television Industry II

- 11.6.1. The U.S. Television Industry
- 11.6.2. Main Features
- 11.6.3. State Regulation

11.7. Television Industry III

- 11.7.1. Public Service Television in Europe
- 11.7.2. Crises and Debates

11.8. The Axes of Change

- 11.8.1. New Processes in the Audiovisual Industry
- 11.8.2. Regulatory Debates

11.9. Digital Terrestrial Television (DTT)

- 11.9.1. Role of the State and Experiences
- 11.9.2. The New Features of the Television System

11.10. New Operators in the Audiovisual Landscape

- 11.10.1. Over-the-Top (OTT) Service Platforms
- 11.10.2. Consequences of its Appearance

Module 12. Audiovisual Production

12.1. Audiovisual Production

- 12.1.1. Introductory Concepts
- 12.1.2. The Audiovisual Industry

12.2. The Production Team

- 12.2.1. The Professionals
- 12.2.2. The Producer and the Script

12.3. The Audiovisual Project

- 12.3.1. Project Management
- 12.3.2. Project Evaluation
- 12.3.3. Presentation of Projects

12.4. Production and Financing Modalities

- 12.4.1. Financing of Audiovisual Production
- 12.4.2. Modes of Audiovisual Production
- 12.4.3. Resources for Pre-Financing

12.5. The Production Team and The Script Breakdown

- 12.5.1. The Production Team
- 12.5.2. Script Breakdown

12.6. The Shooting Locations

- 12.6.1. The Locations
- 12.6.2. The Scenery

12.7. Casting and Filming Contracts

- 12.7.1. Casting
- 12.7.2. Casting Test
- 12.7.3. Contracts, Rights and Insurance

12.8. The Work Plan and Budget of the Audiovisual Work

- 12.8.1. The Work Plan
- 12.8.2. The Budget

12.9. Production in Filming or Recording

- 12.9.1. Preparation for Filming
- 12.9.2. Filming Equipment and Means

12.10. Post-Production and the Final Balance of the Audiovisual Work

- 12.10.1. Editing and Post-Production
- 12.10.2. Balance Sheet and Operations

Module 13. Fiction Production and Actors Direction

13.1. The Realization of Fiction

- 13.1.1. Introduction
- 13.1.2. The Process and its Tools

13.2. Optics and Camera

- 13.2.1. Optics and Framing
- 13.2.2. Camera Movement
- 13.2.3. Continuity

13.3. Light and Color: Theoretical Aspects

- 13.3.1. Exhibition
- 13.3.2. Color Theory

13.4. Lighting in Films

- 13.4.1. Tools
- 13.4.2. Lighting as Narrative

13.5. Color and Optics

- 13.5.1. Color Control
- 13.5.2. Optics
- 13.5.3. Image Control

13.6. Work on the Shooting

- 13.6.1. The List of Plans
- 13.6.2. The Team and its Functions

13.7. Technical Issues in Film Directing

- 13.7.1. Technical Resources

13.8. The Directors' Vision

- 13.8.1. Directors Take the Floor

13.9. Digital Transformations

- 13.9.1. Analog-Digital Transformations in Cinematographic Photography
- 13.9.2. The Reign of Digital Post-Production

13.10. Direction of Actors

- 13.10.1. Introduction
- 13.10.2. Main Methods and Techniques
- 13.10.3. Working with Actors

Module 14. Cultural Industries and New Communication Business Models**14.1. The Concepts of Culture, Economy, Communication, Technology, IC**

- 14.1.1. Culture, Economy, Communication
- 14.1.2. Cultural Industries

14.2. Technology, Communication and Culture

- 14.2.1. Craft Culture Commoditized
- 14.2.2. From Live Performance to Visual Arts
- 14.2.3. Museums and Heritage

14.3. The Major Sectors of the Cultural Industries

- 14.3.1. Editorial Products
- 14.3.2. Flow C.I.'s
- 14.3.3. Hybrid Models

14.4. The Digital Era in the Cultural Industries

- 14.4.1. Digital Cultural Industries
- 14.4.2. New Models in the Digital Era

14.5. Digital Media and Media in the Digital Age

- 14.5.1. The Online Press Business
- 14.5.2. Radio in the Digital Environment
- 14.5.3. Particularities of the Media in the Digital Age

14.6. Globalization and Diversity in Culture

- 14.6.1. Concentration, Internationalization and Globalization of Cultural Industries
- 14.6.2. The Struggle for Cultural Diversity

14.7. Cultural and Cooperation Policies

- 14.7.1. Cultural Policies
- 14.7.2. The Role of States and Country Regions

14.8. Musical Diversity in the Cloud

- 14.8.1. The Music Industry Today
- 14.8.2. The Cloud
- 14.8.3. Latin/Iberoamerican Initiatives

14.9. Diversity in the Audiovisual Industry

- 14.9.1. From Pluralism to Diversity
- 14.9.2. Diversity, Culture and Communication
- 14.9.3. Conclusions and Suggestions

14.10. Audiovisual Diversity on the Internet

- 14.10.1. The Audiovisual System in the Internet Era
- 14.10.2. Television Offerings and Diversity
- 14.10.3. Conclusions

Module 15. Management and Promotion of Audiovisual Products

15.1. Audiovisual Distribution

- 15.1.1. Introduction
- 15.1.2. Distribution Players
- 15.1.3. Marketing Products
- 15.1.4. Audiovisual Distribution Areas
- 15.1.5. National Distribution
- 15.1.6. International Distribution

15.2. The Distribution Company

- 15.2.1. Organizational Structure
- 15.2.2. Negotiation of the Distribution Agreement
- 15.2.3. International Customers

15.3. Operating Windows, Contracts and International Sales

- 15.3.1. Operating Windows
- 15.3.2. International Distribution Contracts
- 15.3.3. International Sales

15.4. Cinematographic Marketing

- 15.4.1. Film Marketing
- 15.4.2. The Film Production Value Chain
- 15.4.3. Advertising Media at the Service of Promotion
- 15.4.4. Launching Tools

15.5. Market Research in Film

- 15.5.1. Introduction
- 15.5.2. Pre-Production Phase
- 15.5.3. Post-Production Phase
- 15.5.4. Commercialization Phase

15.6. Social Media and Film Promotion

- 15.6.1. Introduction
- 15.6.2. Promises and Limits of Social Media
- 15.6.3. Objectives and Their Measurement
- 15.6.4. Promotion Calendar and Strategies
- 15.6.5. Interpreting What Social Media Networks Are Saying

15.7. Audiovisual Distribution on the Internet I

- 15.7.1. The New World of Audiovisual Distribution
- 15.7.2. The Internet Distribution Process
- 15.7.3. Products and Possibilities in the New Scenario
- 15.7.4. New Distribution Modes

15.8. Audiovisual Distribution on the Internet II

- 15.8.1. Keys to the New Scenario
- 15.8.2. The Risks of Internet Distribution
- 15.8.3. Video On Demand (VOD) as a New Distribution Window

15.9. New Spaces for Distribution

- 15.9.1. Introduction
- 15.9.2. Netflix Revolution

15.10. Film Festivals

- 15.10.1. Introduction
- 15.10.2. The Role of Film Festivals in Distribution and Exhibition

Module 16. Television Genres, Formats and Programming
16.1. Genre in Television

- 16.1.1. Introduction
- 16.1.2. Television Genres

16.2. The Format on Television

- 16.2.1. Approach to the Concept of Format
- 16.2.2. Television Formats

16.3. Create Television

- 16.3.1. The Creative Process in Entertainment
- 16.3.2. The Creative Process in Fiction

16.4. Evolution of Formats in Today's International Market I

- 16.4.1. Consolidation of the Format
- 16.4.2. The Reality Television Format
- 16.4.3. Reality TV News
- 16.4.4. Digital Terrestrial Television and Financial Crisis

16.5. Evolution of Formats in Today's International Market II

- 16.5.1. Emerging Markets
- 16.5.2. Global Brands
- 16.5.3. Television Reinvents Itself
- 16.5.4. The Era of Globalization

16.6. Selling the Format. Pitching

- 16.6.1. Sale of a Television Format
- 16.6.2. Pitching

16.7. Introduction to Television Programming

- 16.7.1. The Role of Programming
- 16.7.2. Factors Affecting Programming

16.8. Television Programming Models

- 16.8.1. United States and United Kingdom
- 16.8.2. Spain

16.9. The Professional Practice of Television Programming

- 16.9.1. The Programming Department
- 16.9.2. Programming for Television

16.10. Study of Audience

- 16.10.1. Television Audience Research
- 16.10.2. Audience Concepts and Ratings

Module 17. The Audiovisual Audience
17.1. Audiences in the Audiovisual Media

- 17.1.1. Introduction
- 17.1.2. The Constitution of the Audiences

17.2. The Study of Audiences: Traditions I

- 17.2.1. Theory of Effects
- 17.2.2. Theory of Uses and Gratifications
- 17.2.3. Cultural Studies

17.3. The Study of Audiences: Traditions II

- 17.3.1. Studies on Reception
- 17.3.2. Audiences for Humanistic Studies

17.4. Audiences from an Economic Perspective

- 17.4.1. Introduction
- 17.4.2. The Measurement of the Audiences

17.5. Theories of Reception

- 17.5.1. Introduction to the Reception Theories
- 17.5.2. Historical Approach to Reception Studies

17.6. Audiences in the Digital World

- 17.6.1. Digital Environment
- 17.6.2. Communication and Culture of Convergence
- 17.6.3. The Active Nature of the Audiences
- 17.6.4. Interactivity and Participation
- 17.6.5. The Transnationality of Audiences
- 17.6.6. The Autonomy of the Audiences

17.7. Audiences: The Essential Questions I

- 17.7.1. Introduction
- 17.7.2. Who Are They?
- 17.7.3. Why Do They Consume?

17.8. Audiences: The Essential Questions II

- 17.8.1. What Do They Consume?
- 17.8.2. How Do They Consume?
- 17.8.3. What are the Effects?

17.9. The Engagement Model I

- 17.9.1. Engagement as a Metadimension of Audience Behavior
- 17.9.2. The Complex Assessment of Engagement

17.10. The Engagement Model II

- 17.10.1. Introduction to the Dimensions of Engagement
- 17.10.2. Engagement and User Experiences
- 17.10.3. Engagement as an Emotional Response from Audiences

17.10.4. Engagement as a Result of Human Cognition

- 17.10.5. Observable Behaviors of Audiences as an Expression of Engagement

Module 18. Television Scriptwriting: Programs and Fiction

18.1. Television Narrative

- 18.1.1. Concepts and Limits
- 18.1.2. Codes and Structures

18.2. Narrative Categories in Television

- 18.2.1. The Enunciation
- 18.2.2. Characters
- 18.2.3. Actions and Transformations
- 18.2.4. The Space
- 18.2.5. The Time

18.3. Television Genres and Formats

- 18.3.1. Narrative Units
- 18.3.2. Television Genres and Formats

18.4. Fiction Formats

- 18.4.1. Television Fiction
- 18.4.2. Situation Comedy
- 18.4.3. Dramatic Series
- 18.4.4. The Soap Opera
- 18.4.5. Other Formats

18.5. The Fiction Script in Television

- 18.5.1. Introduction
- 18.5.2. The Technique

18.6. The Drama on Television

- 18.6.1. Drama Series
- 18.6.2. Soap Opera

18.7. Comedy Series

- 18.7.1. Introduction
- 18.7.2. Sitcom

18.8. The Entertainment Script

- 18.8.1. The Script, Step-by-Step
- 18.8.2. Writing to Say

18.9. Entertainment Script Writing

- 18.9.1. Script Meeting
- 18.9.2. Technical Script
- 18.9.3. Production Breakdown
- 18.9.4. The Playbill

18.10. Entertainment Script Design

- 18.10.1. Magazine
- 18.10.2. Humor Program
- 18.10.3. Phases of the Accounting Cycle
- 18.10.4. Talent Show
- 18.10.5. Documentaries
- 18.10.6. Other Formats



07

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"

TECH Business School uses the 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”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



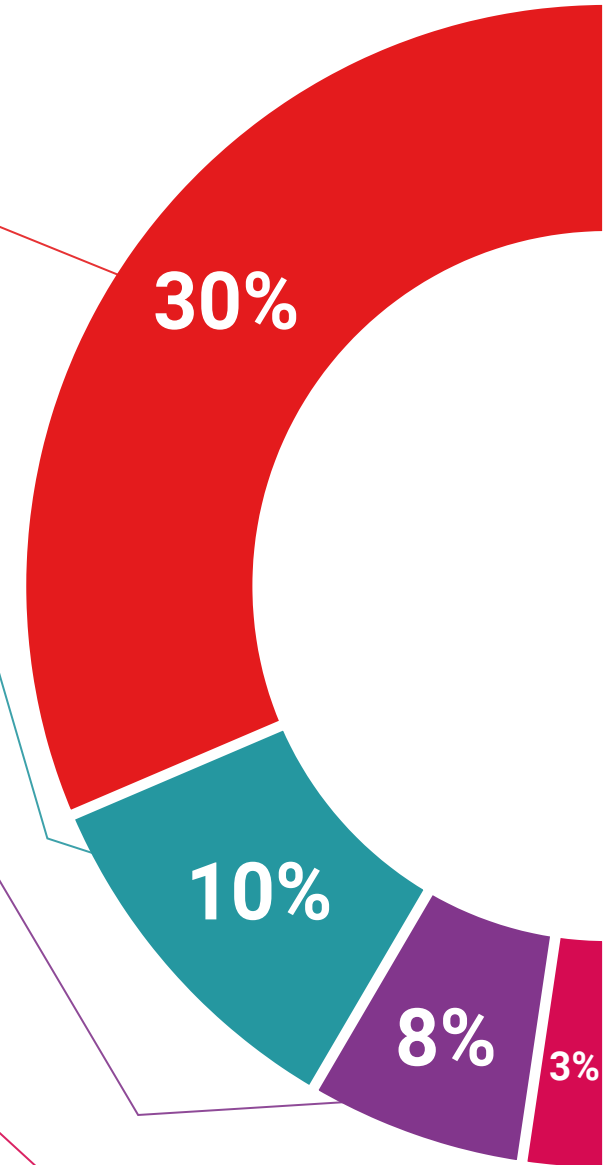
Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 senior management 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.



08

Our Students' Profiles

The profile of TECH Global University students is that of professionals with extensive training and experience, who understand the importance of continuing their studies during their working life. In this particular case, these are professionals with previous knowledge in business management, who want to expand their scope of action to the audiovisual industry, and they will achieve this through a high-quality syllabus.





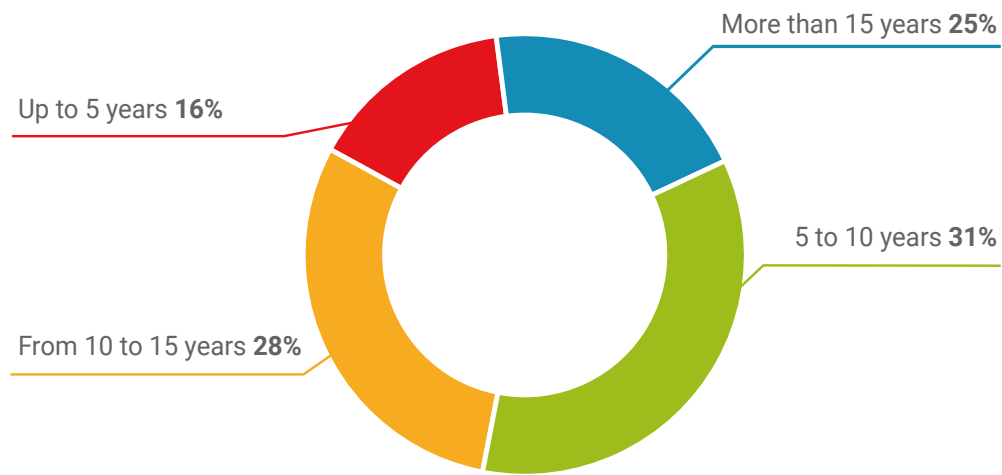
“

This program is aimed at people interested in improving their employability thanks to first class syllabus"

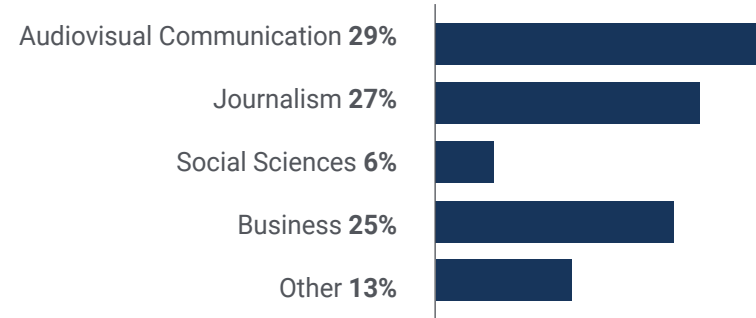
Average Age

Between **35** and **45** years old

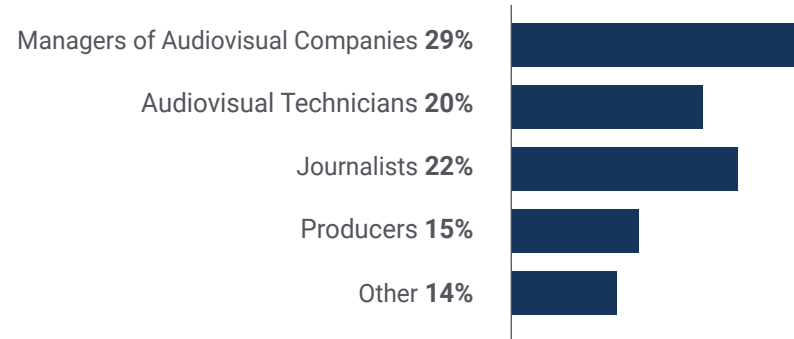
Years of Experience



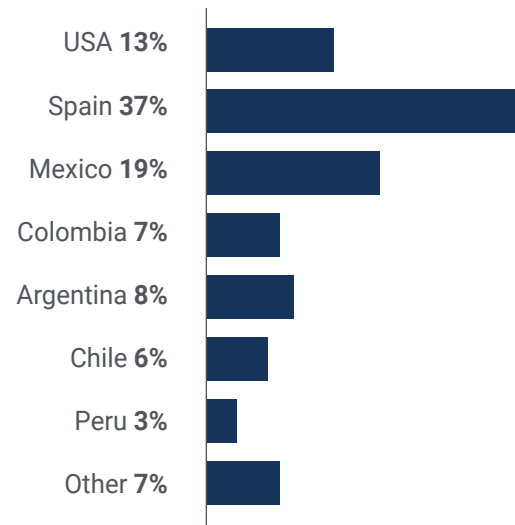
Training



Academic Profile



Geographical Distribution



Martín Rodríguez

Manager of an Audiovisual Company

"This program has allowed me to get up to date in a sector of great relevance today and one which I had been thinking about entering for some time. Fortunately, the knowledge acquired in this Advanced Master's Degree has given me the necessary impulse to create my own company. A step I would not have taken without TECH"

09

Course Management

The teaching staff in charge of the development of this Advanced Master's Degree has been carefully selected by TECH due to their advanced skills in direction, management and leadership in the Audiovisual Industry. Students will have access to content created by professionals with extensive experience in the sector who will share the most effective secrets and working methods to help students reach the top positions in audiovisual management with the most perfected skills.



“

Take advantage of the knowledge and extensive professional experience of a multifaceted and multidisciplinary teaching staff from the world of the Audiovisual Industry"

International Guest Director

Awarded by Women We Admire for her leadership in the news sector, Amirah Cissé is a prestigious expert in **Audiovisual Communication**. In fact, she has spent most of her professional career managing international projects for renowned brands based on the most innovative **marketing** strategies.

In this sense, her strategic skills and ability to integrate emerging technologies into multimedia content narratives in an avant-garde way have allowed her to be part of renowned institutions on a global scale. For example **Google**, **NBCUniversal** or **Frederator Networks** in New York. In this way, her work has focused on the creation of communication campaigns for various companies, generating highly creative **audiovisual content** that connects emotionally with audiences. Thanks to this, multiple companies have succeeded in building consumer loyalty over a long period of time; while the companies have also strengthened their market presence and ensured their long-term sustainability.

It is worth noting that her extensive work experience ranges from the **production of television programs** or the creation of sophisticated **marketing techniques** to the management of visual content on the main **social networks**. At the same time, she is considered a true **strategist** who identifies culturally relevant opportunities for clients. In doing so, she has developed tactics aligned with both audience expectations and needs; enabling entities to implement cost-effective solutions.

Firmly committed to the advancement of the audiovisual industry and excellence in her daily practice, she has combined these functions with her role as a **researcher**. As such, she has written multiple scientific articles specialized in emerging areas such as the dynamics of user behavior on the Internet, the impact of **eSports** in the field of entertainment and even the latest trends to enhance **creativity**.



Ms. Cissé, Amirah

- Director of Global Client Strategy, NBCUniversal, New York, United States
- Strategy Expert at Horizon Media, New York
- Engagement Manager at Google, California
- Cultural Strategist at Spaks & honey, New York
- Account Manager at Reelio, New York
- Account Coordinator at Jun Group, New York
- Content Strategy Specialist at Frederator Networks, New York
- Researcher at the Genealogical and Biographical Society of New York
- Academic Internship in Sociology and Anthropology at Kanda Gaigo University
- Bachelor of Fine Arts with a major in Sociology from Williams College
- Certification in: Leadership Training and Executive Coaching, Marketing Research

“

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

Management



Mr. Ledesma Carrillo, Carlos Atxoña

- ♦ Head of the International / Legal Area at Transporte Interurbanos de Tenerife SAU
- ♦ Legal manager en Avalon Biz Consulting
- ♦ Rgpd trainer at ESFOCC Canary Islands Superior School of Training and Qualification
- ♦ Legal Advisor in Interurban Transports of Tenerife SAU
- ♦ Law degree at La Laguna University
- ♦ Expert in labor management from the European School of Management and Business. Madrid
- ♦ Diploma in Corporate Knowledge Management from Rey Juan Carlos I University
- ♦ MBA Master in Business Administration and Management at the European University of the Canary Islands

Professors

Ms. González, Mónica

- ♦ Financial Director of the bank Cajasiete in Tenerife, Canary Islands
- ♦ Co-founder of the Stock Market Investment Club of the Business School
- ♦ Degree in Business Administration from Las Palmas de Gran Canaria University
- ♦ Diploma in Business Studies from Las Palmas de Gran Canaria University
- ♦ Master's Degree in Taxation and Tax Consultancy from the Centro de Estudios Financieros in collaboration with the Spanish Association of Tax Advisors
- ♦ Executive Master's Degree in Financial Management and Advanced Finance from the Higher School of Banking Techniques and Practices
- ♦ Expert in Financial Planning and Management Control in Banking from International Financial Analysts
- ♦ Management Development Expert in Portfolio Management from the International Financial Analysts



10

Impact on Your Career

This TECH program is absolutely essential for all those business professionals who wish to turn their careers around, specializing in a complex and highly intense area such as audiovisual companies. An Advanced Master's Degree that includes the most relevant aspects in this area, and that will represent a sign of quality on the CV of the students. Undoubtedly, the opportunity they were waiting for to improve their career.





“

Thanks to this program, you will learn how to successfully manage audiovisual companies”

Are you ready to take the leap? Excellent professional development awaits you

The Advanced Master's Degree in Senior Audiovisual Industry Management at TECH Global University is an intensive program that prepares the student to face challenges and business decisions at both national and international levels. The main objective is to promote their personal and professional growth, helping them to achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

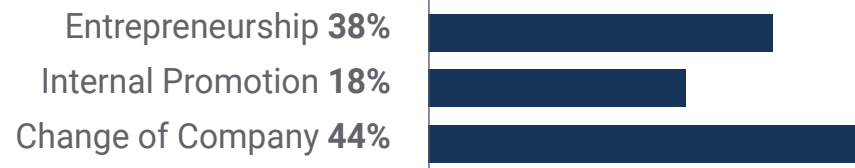
A large percentage of our students achieve employment success after studying with us.

If you want to make a positive change in your profession, don't miss the opportunity to specialize with TECH.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students.



11

Benefits for Your Company

This TECH program has been designed thinking about the training needs of business professionals in the top management of audiovisual companies, but also about what the students will be able to contribute to the companies in which they work. Therefore, it will not only be a competitive advantage for the students themselves, providing them with greater employability, but also for the companies, where they will be able to contribute all their value and knowledge.





“

Bring a new, more up-to-date and competitive management model to the audiovisual companies in which you work"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining High-Potential Executives to Avoid Talent Drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building Agents of Change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased International Expansion Possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The manager will be able to work on a real project or develop new projects in the R&D or Business Development area of their company.

06

Increased Competitiveness

This Advanced Master's Degree will equip students with the necessary skills to take on new challenges and consequently drive the organization forward.

12 Certificate

The Advanced Master's Degree in Senior Audiovisual Industry Management guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Global University.





“

*Successfully complete this program
and receive your university degree
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