

Advanced Master's Degree Senior Management of Creative Industries

A M D S M C I





Advanced Master's Degree Senior Management of Creative Industries

- » 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-management-creative-industries

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01 Welcome

Creative companies are becoming more and more numerous in the market. New working methods, new strategies and even new technological tools mark the future of professions that rely on innovation and creativity to reach a specialized and knowledgeable public, who know what they want and are looking for it in a physical or digitized environment. Therefore, the specialization of key management figures in this field will be essential to increasing their job prospects and finding a new work environment. In this way, it is essential that they control all the traditional areas of business: finance, accounting, communication, human resources, etc., but that they know how to apply them to creative environments and, above all, that they are up to date with the power offered by new technologies and social media, which are essential to reach the public today. Thanks to this TECH program, professionals will find an innovative, complete and rigorous curriculum to acquire the training that will be fundamental for their work practice.



Advanced Master's Degree in Senior Management of Creative Industries.
TECH Global University



Join TECH's educational community and specialize in Senior Management of Creative Industries. You will notice a professional growth that will help you to become a high-level manager"

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. by studying 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 Management of Creative Industries

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 creative industries are gaining great strength in the marketplace. Many of these innovative companies have found on the web an opportunity for development and, therefore, business professionals working in this field must have certain skills. The objective of this program is to provide managers with the necessary training to move successfully in these complex and unstable environments, achieving the effective development of their companies.



“

If your goal is to achieve career success in the creative industries, this is the program for you"

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree in Senior Management of Creative Industrie** will train students to:

01

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

04

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

02

Develop the key leadership skills that should define working professionals



03

Follow the sustainability criteria set by international standards when developing a business plan

05

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

06

To develop the skills required to manage business activities strategically

08

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits

09

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

07

Design innovative strategies and policies to improve management and business efficiency

10

Understand the logistical operations that are necessary in the business environment, so as to manage them appropriately



11

Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring, etc

14

Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case

12

Understand how creativity and innovation have become the drivers of the economy



13

Problem solving in novel environments and in interdisciplinary contexts in the field of creativity management

15

Know how to manage the process of creation and implementation of novel ideas on a given topic

16

Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries

18

Help students acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments

19

Gain knowledge to manage companies and organizations in the new context of creative industries

17

Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today

20

Use new information and communication technologies as tools for training and exchange of experiences in the field of study



05 Skills

TECH offers its students the opportunity to take this innovative Advanced Master's Degree in Senior Management of Creative Industries so that they have the opportunity to learn, through a single program, the characteristics that govern this type of company and the strategies that must be followed to stand out from their competitors. In this way, managers will develop specific competencies to succeed in a highly competitive sector, in which highly experienced and qualified professionals are in demand.





“

A program of great academic value thanks to which you will be able to successfully manage creative companies"

01

Manage a company as a whole, applying leadership techniques that influence the employees' performance, 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

Correctly manage teams to improve productivity and, therefore, the company's profits

04

Control the company's logistics processes, as well as purchasing and procurement

05

Delve into the new business models associated with information systems



06

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

08

Work in companies in the creative sector, knowing how to successfully manage them



09

In-depth knowledge of the functioning and global context of the new creative industries

07

Focus on innovation in all processes and areas of the company

10

Have in-depth knowledge of all aspects of creative product protection, from intellectual property protection to advertising law

11

Perform a correct economic and financial management of companies in the creative industry

14

Perform a correct change management and prediction of the future of creative industry companies

12

Know how to calculate profit, profitability and costs within projects for the creative industry



13

Possess complete competencies in Future Thinking in order to be able to apply its benefits in daily work

15

Efficient consumer management of creative businesses

16

Comprehensive communication management for companies in the creative industry

18

Have in-depth knowledge that allows the professional to manage the digitalization process in the creative industries



19

Apply innovative digital marketing strategies for creative businesses

17

Be an active part of the *Branding* process in creative companies

20

Entrepreneurship within the creative industry, making the most of your primary idea

06

Structure and Content

The structure of this Advanced Master's Degree in Senior Management of Creative Industries has been developed with the academic needs of business professionals in such a new area in mind. Thus, managers will be able to understand how they should apply all their knowledge to work in creative environments, in addition to learning new techniques and strategies that will be fundamental for their professional future. And, all this, they will study in a very comfortable way, through the Internet, and with the teaching resources that TECH has made available through its virtual campus.



“

A very well-structured syllabus in a fully digital format that will allow you to self-manage your study time"

Syllabus

The Advanced Master's Degree in Senior Management of Creative Industries at TECH Global University is an intensive program that prepares students to face business challenges and decisions both nationally and internationally. 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 company and is designed for managers to understand the management of creative companies from a strategic, international and innovative perspective.

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

This program is developed over 2 years and is divided into 18 modules:

Module 1	Leadership, Ethics, and CSR.
Module 2	Strategic Management 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	New Creative Industries
Module 10	Protection of Creative and Intangible Products in Today's Marketplace
Module 11	Economic and Financial Management of Creative Companies
Module 12	Futures Thinking: How to Transform Today from Tomorrow
Module 13	Consumer or User Management in Creative Businesses
Module 14	Creative Branding: Communication and Management of Creative Brands
Module 15	Leadership and Innovation in the Creative Industries
Module 16	Digital Transformation in the Creative Industry
Module 17	New Digital Marketing Strategies
Module 18	Entrepreneurship in the Creative Industries



Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During the 2 years of training, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their 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, Codes of Ethics 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. Agenda 2030 and 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. Analysis of Organisation
- 2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy

- 2.2.1. Corporate Level Strategy
- 2.2.2. Types 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 Strategy 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. Implementing and Executing Strategy

- 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. Revising corporate strategy
- 2.7.2. Executive Management and Process Development
- 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. People Management and Strategic Alignment
- 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 Competencies 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. Organisational 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. Executive 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. Legal/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. ECommerce 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 Communications

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. The Tools of Digital Marketing
- 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 CANVAS, and Metrics
- 8.3.5. Growth and Loyalty

8.4. Project 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. New Creative Industries
9.1. New Creative Industries

- 9.1.1. From the Cultural Industry to the Creative Industry
- 9.1.2. Today's Creative Industries
- 9.1.3. Activities and Sectors that make up the Creative Industries

9.2. Economic Importance of the Creative Industries Today

- 9.2.1. Contribution
- 9.2.2. Drivers of Growth and Change
- 9.2.3. Job Outlook in the Creative Industries

9.3. New Global Context of the Creative Industries

- 9.3.1. Radiography of the Creative Industries in the World
- 9.3.2. Sources of Financing for the Creative Industries in each Country
- 9.3.3. Case Studies: Management Models and Public Policies

9.4. Natural and Cultural Heritage

- 9.4.1. Historical and Cultural Heritage
- 9.4.2. By-products and Services for Museum, Archaeological and Historical Sites and Cultural Landscapes
- 9.4.3. Intangible Cultural Heritage

9.5. Visual Arts

- 9.5.1. Plastic Arts
- 9.5.2. Photography
- 9.5.3. Crafts

9.6. Performing Arts

- 9.6.1. Theater and Dance
- 9.6.2. Music and Festivals
- 9.6.3. Fairs and Circuses

9.7. Audiovisual Media

- 9.7.1. Movies, TV and Audiovisual Content
- 9.7.2. Radio, Podcasts and Audio Content
- 9.7.3. Video Games

9.8. Current Publications

- 9.8.1. Literature, Essays and Poetry
- 9.8.2. Publishers
- 9.8.3. Press

9.9. Creative Services

- 9.9.1. Design and Fashion
- 9.9.2. Architecture and Landscaping
- 9.9.3. Advertising

9.10. Connections of the Creative Economy or Orange Economy

- 9.10.1. Cascade Model - Concentric Circles
- 9.10.2. Spillovers Creative, Production and Knowledge
- 9.10.3. Culture at the Service of the Creative Economy

Module 10. Protection of Creative and Intangible Products

10.1. Legal Protection of Intangible Assets	10.2. Intellectual Property I	10.3. Intellectual Property II	10.4. Intellectual Property III
10.5. Industrial Property I: Branding.	10.6. Industrial Property II: Industrial Designs	10.7. Industrial Property III: Patents and Utility Models	10.8. Intellectual and Industrial Property: Practice
10.9. Advertising Law I	10.10. Advertising Law II		

Module 11. Economic and Financial Management of Creative Companies

11.1. The Necessary Economic Sustainability 11.1.1. The Financial Structure of a Creative Company 11.1.2. Accounting in a Creative Company 11.1.3. Triple Balance	11.2. Revenues and Expenses of today's Creative Businesses 11.2.1. Accounting of Costs 11.2.2. Type of Costs 11.2.3. Cost Allocation	11.3. Types of Profit in the Company 11.3.1. Contribution Margin 11.3.2. Break-even Point 11.3.3. Evaluation of Alternatives	11.4. Investment in the Creative Sector 11.4.1. Investment in the Creative Industry 11.4.2. Investment Appraisal 11.4.3. The NPV Method: Net Present Value
11.5. Profitability in the Creative Industry 11.5.1. Economic Profitability 11.5.2. Time Profitability 11.5.3. Financial Profitability	11.6. Cash Flow: Liquidity and Solvency 11.6.1. Cash Flow 11.6.2. Balance Sheet and Income Statement 11.6.3. Settlement and Leverage	11.7. Financing Formulas currently on the Creative Market 11.7.1. Venture Capital Funds 11.7.2. Business Angels 11.7.3. Calls for Proposals and Grants	11.8. Product Pricing in the Creative Industry 11.8.1. Pricing 11.8.2. Profit vs. Competition 11.8.3. Pricing Strategy
11.9. Pricing Strategy in the Creative Sector 11.9.1. Types of Pricing Strategies 11.9.2. Advantages 11.9.3. Disadvantages	11.10. Operational Budgets 11.10.1. Tools of Strategic Planning 11.10.2. Elements Included in the Operational Budget 11.10.3. Development and Execution of the Operational Budget		

Module 12. Futures Thinking: How to Transform Today from Tomorrow
12.1. Methodology Futures Thinking

- 12.1.1. Futures Thinking
- 12.1.2. Benefits of using this Methodology
- 12.1.3. The Role of the "Futurist" in the Creative Enterprise

12.2. Signs of Change

- 12.2.1. The Sign of Change
- 12.2.2. Identification of the Signs of Change
- 12.2.3. Interpretation of the Signs

12.3. Types of Futures

- 12.3.1. Journey to the Past
- 12.3.2. The Four Types of Futures
- 12.3.3. Application of the Methodology Futures Thinking in the Workplace

12.4. Future Forecasting

- 12.4.1. Searching for Drivers
- 12.4.2. How to Create a Forecast for the Future
- 12.4.3. How to Design a Future Scenario

12.5. Mental Stimulation Techniques

- 12.5.1. Past, Future and Empathy
- 12.5.2. Facts vs. Experience
- 12.5.3. Alternative Routes

12.6. Collaborative Forecasting

- 12.6.1. The Future as a Game
- 12.6.2. Future Wheel
- 12.6.3. The Future from Different Approaches

12.7. Epic Victories

- 12.7.1. From Discovery to the Innovation Proposal
- 12.7.2. The Epic Victory
- 12.7.3. Fairness in the Game of the Future

12.8. Preferred Futures

- 12.8.1. The Preferred Future
- 12.8.2. Techniques
- 12.8.3. Working Backwards from the Future

12.9. From Prediction to Action

- 12.9.1. Images of the Future
- 12.9.2. Artifacts of the Future
- 12.9.3. Roadmap

12.10. ODS. A Global and Multidisciplinary Vision of the Future ODS

- 12.10.1. Sustainable Development as a Global Goal
- 12.10.2. Human Management in Nature
- 12.10.3. Social Sustainability

Module 13. Consumer or User Management in Creative Businesses
13.1. The User in the Current Context

- 13.1.1. Consumer Change in Recent Times
- 13.1.2. The Importance of Research
- 13.1.3. Trend Analysis

13.2. Strategy with the Focus on the Individual

- 13.2.1. Human Centric Strategy
- 13.2.2. Keys and Benefits of Being Human Centric
- 13.2.3. Success Stories

13.3. Data on the Human Centric Strategy

- 13.3.1. Data on the Human Centric Strategy
- 13.3.2. The Value of the Data
- 13.3.3. 360° View of the Customer

13.4. Implementation of the Human Centric Strategy in the Creative Industry

- 13.4.1. Transformation of Dispersed Information into Customer Knowledge
- 13.4.2. Opportunity Analysis
- 13.4.3. Maximization Strategies and Initiatives

13.5. Human Centric Methodology

- 13.5.1. From Research to Prototyping
- 13.5.2. Double Diamond Model: Process and Phases
- 13.5.3. Tools

13.6. Design Thinking

- 13.6.1. Design Thinking
- 13.6.2. Methodology
- 13.6.3. The Techniques and Tools of Design Thinking

13.7. Brand Positioning in the User's Mind

- 13.7.1. Positioning Analysis
- 13.7.2. Typology
- 13.7.3. Methodology and Tools

13.8. User Insights in Creative Businesses

- 13.8.1. Insights and their Importance
- 13.8.2. Customer Journey and the Relevance of the Journey Map
- 13.8.3. Research Techniques

13.9. User Profiling (Archetypes and Buyer Persona)

- 13.9.1. Archetypes
- 13.9.2. Buyer persona
- 13.9.3. Methodology of Analysis

13.10. Research Resources and Techniques

- 13.10.1. Techniques in Context
- 13.10.2. Visualization and Creation Techniques
- 13.10.3. Voice Contrast Techniques

Module 14. Creative Branding: Communication and Management of Creative Brands

14.1. Brands and Branding

- 14.1.1. The Brands
- 14.1.2. The Evolution of Branding
- 14.1.3. Positioning, Brand Personality, Notoriety

14.2. Brand Building

- 14.2.1. Marketing Mix
- 14.2.2. Brand Architecture
- 14.2.3. Brand Identity

14.3. Brand Expression

- 14.3.1. Graphic Identity
- 14.3.2. Visual Expression
- 14.3.3. Other Elements that Reflect the Brand

14.4. Communication

- 14.4.1. Focuses
- 14.4.2. Brand Touchpoints
- 14.4.3. Communication Tools and Techniques

14.5. Branded Content

- 14.5.1. From Brands to Entertainment Platforms
- 14.5.2. The Rise of Branded Content
- 14.5.3. Connecting with the Audience through Unique Storytelling

14.6. Visual Storytelling

- 14.6.1. Brand Analysis
- 14.6.2. Creative Advertising Concepts
- 14.6.3. The Creative Fan

14.7. Customer Experience

- 14.7.1. Customer Experience (CX)
- 14.7.2. Customer Journey
- 14.7.3. Brand Alignment and CX

14.8. Strategic Planning

- 14.8.1. Objectives
- 14.8.2. Identification of Audiences and Insights
- 14.8.3. Designing the Corporate Strategy

14.9. Performance

- 14.9.1. Briefing
- 14.9.2. Tactics
- 14.9.3. Production plan

14.10. Assessment

- 14.10.1. What to Evaluate?
- 14.10.2. How to Evaluate (Measurement Tools)?
- 14.10.3. Results Reports

Module 15. Leadership and Innovation in the Creative Industries

15.1. Creativity Applied to Industry

- 15.1.1. Creative Expression
- 15.1.2. Creative Resources
- 15.1.3. Creative Techniques

15.2. The New Innovative Culture

- 15.2.1. The Context of the Innovation
- 15.2.2. Why does Innovation Fail?
- 15.2.3. Academic Theories

15.3. Innovation Dimensions and Levers

- 15.3.1. The Plans or Dimensions of Innovation
- 15.3.2. Attitudes for Innovation
- 15.3.3. Intrapreneurship and Technology

15.4. Constraints and Obstacles to Innovation in the Creative Industry

- 15.4.1. Personal and Group Restrictions
- 15.4.2. Social Constraints and Organizations
- 15.4.3. Industrial and Technological Restrictions

15.5. Closed Innovation and Open Innovation

- 15.5.1. From Closed Innovation to Open Innovation
- 15.5.2. Practical Classes to Implement Open Innovation
- 15.5.3. Experiences of Open Innovation in Companies

15.6. Innovative Business Models in IICCs

- 15.6.1. Business Trends in the Creative Economy
- 15.6.2. Study Cases
- 15.6.3. Sector Revolution

15.7. Leading and Managing an Innovation Strategy

- 15.7.1. Boosting Adoption
- 15.7.2. Leading the Process
- 15.7.3. Portfolio Maps

15.8. Financing Innovation

- 15.8.1. CFO: Venture Capital Investor
- 15.8.2. Dynamic Financing
- 15.8.3. Response to the Challenges

15.9. Hybridization: Innovating in the Creative Economy

- 15.9.1. Intersection of Sectors
- 15.9.2. Generation of Disruptive Solutions
- 15.9.3. The Medici Effect

15.10. New Creative and Innovative Ecosystems

- 15.10.1. Generation of Innovative Environments
- 15.10.2. Creativity as a Lifestyle
- 15.10.3. Icosystems

Module 16. Digital Transformation in the Creative Industry**16.1. Digital Future of the Creative Industry**

- 16.1.1. Digital Transformation
- 16.1.2. Situation of the Sector and its Comparison
- 16.1.3. Future Challenges

16.2. Forth Industrial Revolution

- 16.2.1. Industrial Revolution
- 16.2.2. Application
- 16.2.3. Impacts

16.3. Digital Enablers for Growth

- 16.3.1. Operational Effectiveness, Acceleration and Improvement
- 16.3.2. Continuous Digital Transformation
- 16.3.3. Solutions and Services for the Creative Industries

16.4. The Application of Big Battery to the Company

- 16.4.1. Data Value
- 16.4.2. Data in Decision-Making
- 16.4.3. Data Driven Company

16.5. Cognitive Technology

- 16.5.1. AI and Digital Interaction
- 16.5.2. IoT and Robotics
- 16.5.3. Other Digital Training

16.6. Uses and Applications of Blockchain Technology

- 16.6.1. Blockchain
- 16.6.2. Value for the IICC Sector
- 16.6.3. Transaction Versatility

16.7. Omnichannel and Transmedia Development

- 16.7.1. Impacts in the Sector
- 16.7.2. Challenge Analysis
- 16.7.3. Evolution

16.8. Entrepreneurship Ecosystems

- 16.8.1. The Role of Innovation and Venture Capital
- 16.8.2. The Startup Ecosystem and the Agents that comprise it
- 16.8.3. How to Maximize the Relationship between the Creative Agent and the Startup

16.9. New Disruptive Business Models

- 16.9.1. Marketing-based (Platforms and Marketplaces)
- 16.9.2. Service-based (Freemium, Premium or Subscription models)
- 16.9.3. Community-based (from Crowdfunding, Social Networking or Blogging)

16.10. Methodologies to Promote a Culture of Innovation in the Creative Industries

- 16.10.1. Blue Ocean Innovation Strategy
- 16.10.2. Lean Star-up Innovation Strategy
- 16.10.3. Agile Innovation Strategy

Module 17. New Digital Marketing Strategies

17.1. Technology and Audiences

- 17.1.1. Digital Strategy and Differences between User Types
- 17.1.2. Target Audience, Exclusionary Factors and Generations
- 17.1.3. The Ideal Customer Profile (ICP) and Buyer Persona

17.2. Digital Analytics for Diagnostics

- 17.2.1. Analytics prior to the Digital Strategy
- 17.2.2. Moment 0
- 17.2.3. KPIs and Metrics, Typologies, Classification according to Methodologies

17.3. E-entertainment: The impact of E-Commerce in the Entertainment Industry

- 17.3.1. E-commerce, Typologies and Platforms
- 17.3.2. The Importance of Web Design: UX y UI
- 17.3.3. Optimization of Online Space: Minimum Requirements

17.4. Social Media and E-Influencer Marketing

- 17.4.1. Impact and Evolution of Network Marketing
- 17.4.2. Persuasion, Keys to Content and Viral Actions
- 17.4.3. Planning Campaigns for Social Marketing and Influencer Marketing

17.5. Mobile Marketing

- 17.5.1. Mobile User
- 17.5.2. Mobile Web and Apps
- 17.5.3. Mobile Marketing Actions

17.6. Advertising in Online Environments

- 17.6.1. Advertising in Social Networks and Objectives of the Social Ads
- 17.6.2. The Conversion Funnel or Purchase Funnel: Categories
- 17.6.3. Social Ads Platforms

17.7. The Inbound Marketing Methodology

- 17.7.1. Social Selling, Key Pillars and Strategy
- 17.7.2. The CRM Platform in a Digital Strategy
- 17.7.3. Inbound Marketing or Attraction Marketing: Actions and SEO

17.8. Marketing Automation

- 17.8.1. Email Marketing and Email Typology
- 17.8.2. Email Marketing Automation, Applications, Platforms and Advantages
- 17.8.3. The Emergence of Bot & Chatbot Marketing: Typology and Platforms

17.9. Data Management Tools

- 17.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
- 17.9.2. Big Data: Big Data, Business Analytics y Business Intelligence
- 17.9.3. Big Data, Artificial Intelligence and Data Science

17.10. Measuring Profitability

- 17.10.1. ROI: The Definition of Return on Investment and ROI vs. ROAS
- 17.10.2. ROI Optimization
- 17.10.3. Key Metrics

Module 18. Entrepreneurship in the Creative Industries

18.1. The Entrepreneurial Project

- 18.1.1. Entrepreneurship, Types and Life Cycle
- 18.1.2. Entrepreneur Profile
- 18.1.3. Topics of Interest for Entrepreneurship

18.2. Personal Leadership

- 18.2.1. Self-Knowledge
- 18.2.2. Entrepreneurial Skills
- 18.2.3. Development of Entrepreneurial Leadership Skills and Abilities

18.3. Identification of Innovative and Entrepreneurial Opportunities

- 18.3.1. Analysis of Megatrends and Competitive Forces
- 18.3.2. Consumer Behavior and Demand Estimation
- 18.3.3. Evaluation of Business Opportunities

18.4. Business Idea Generation in the Creative Industry

- 18.4.1. Tools for the Generation of Ideas: Brainstorming, Mind Maps, Drawstorming, etc.
- 18.4.2. Value Proposition Design: CANVAS, 5 w
- 18.4.3. Development of the Value Proposition

18.5. Prototyping and Validation

- 18.5.1. Prototype Development
- 18.5.2. Validation
- 18.5.3. Prototyping Adjustments

18.6. Business Model Design

- 18.6.1. The Business Model
- 18.6.2. Methodologies for the Creation of Business Models
- 18.6.3. Business Model Design for Proposed Idea

18.7. Team Leadership

- 18.7.1. Team Profiles according to Temperaments and Personality
- 18.7.2. Team Leadership Skills
- 18.7.3. Teamwork Methods

18.8. Cultural Markets

- 18.8.1. Nature of Cultural Markets
- 18.8.2. Types of Cultural Markets
- 18.8.3. Identification of Local Cultural Markets

18.9. Marketing Plan and Personal Branding

- 18.9.1. Projection of the Personal and Entrepreneurial Project
- 18.9.2. Short- and Medium-term Strategic Plan
- 18.9.3. Variables for Measuring Success

18.10. Sales Pitch

- 18.10.1. Project Presentation for Investors
- 18.10.2. Development of Attractive Presentations
- 18.10.3. Development of Effective Communication Skills

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.



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.

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

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

This Advanced Master's Degree in Senior Management of Creative Industries is aimed at business professionals who wish to broaden their training with high level academic programs focused on the creative industries, due to the great power they are acquiring in the market. These are students who understand the need to continue their studies during their working lives and who are looking for programs that are compatible with the rest of their daily obligations.





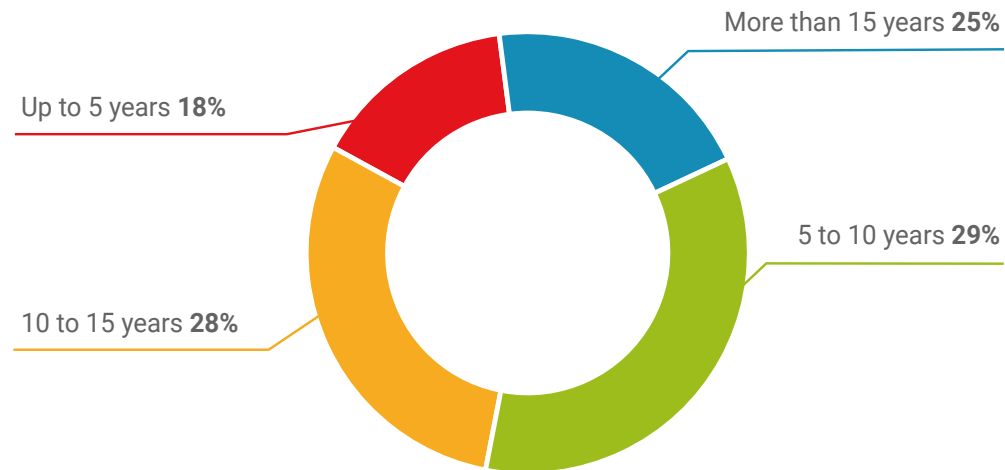
“

A first-class program aimed at professionals seeking academic and professional excellence”

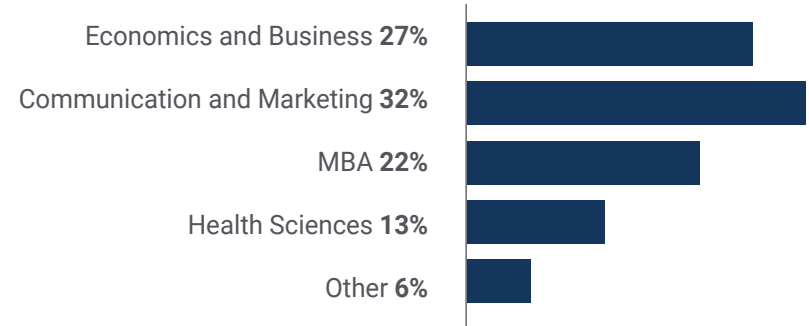
Average Age

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

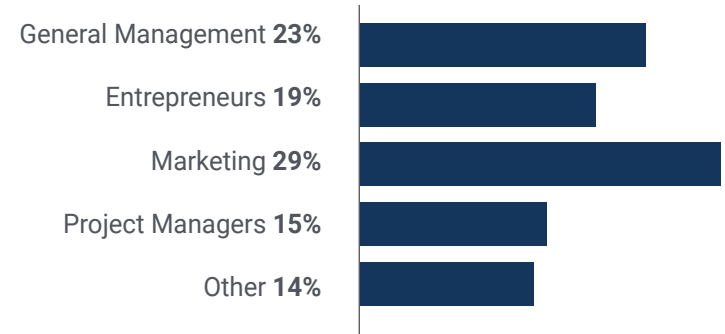
Years of Experience



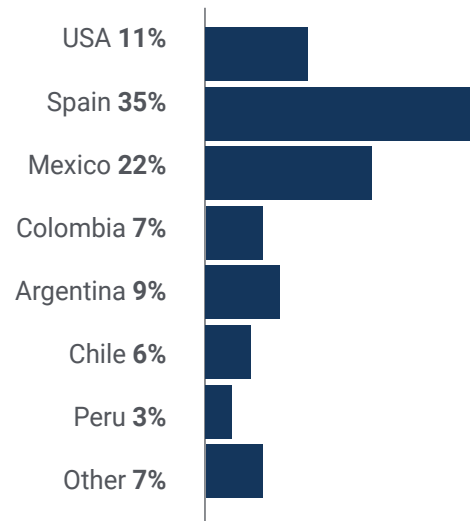
Training



Academic Profile



Geographical Distribution



Miriam Díaz

Director of a Creative Company

"The creative companies are gaining greater importance in the marketplace. Therefore, I had been looking for a long time for a way to specialize in this field and be able to broaden my scope of work. Thanks to this TECH program, I have been able to improve my qualifications and I have made the definitive leap in my career, to become a director of a creative company"

09

Course Management

This Advanced Master's Degree in Senior Management of Creative Industries of TECH Global University has been created by a first-class teaching staff, composed of active professionals who have found in teaching the way to offer all their knowledge to professionals who want to open a niche in a highly demanding economic sector such as this one. Undoubtedly, they are teachers who understand the importance of study at all stages of work.



“

The best teachers are at the best university. Don't miss the opportunity to train with the best"

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 been honored three times 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 on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been 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 graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



Dr. Young, S. Mark

- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

“

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

Management



Dr. Velar, Marga

- ♦ Corporate Marketing Manager in SGN Group (Nueva York)
- ♦ Management at Forefashion Lab
- ♦ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid
- ♦ PhD. in Communication from Universidad Carlos III de Madrid
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School
- ♦ Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra

Professors

Ms. Bravo, Sandra

- ◆ Lecturer at different universities and business schools in the fashion and luxury industry
- ◆ Expert in Trend Forecasting and Customer Insights
- ◆ Sociologist and economist from the University of Salamanca
- ◆ Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- ◆ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ◆ PhD Candidate in Applied Creativity from the University of Navarra

Ms. Eyzaguirre Vilanova, Carolina

- ◆ Legal Counsel to the CEO of Eley Hawk Company
- ◆ Professor at the Madrid Bar Association in the Master's Degree in Digital Law, Innovation and Emerging Technologies
- ◆ Legal advice in the field of advertising law for Autocontrol (Association for the Self-Regulation of Commercial Communication)
- ◆ Designer in multiple projects for companies such as Estudio Mariscal, RBA Ediciones (National Geographic and El Mueble magazines) or Echevarne Laboratories
- ◆ Degree in Law and Design from Pompeu Fabra University, Barcelona
- ◆ Specialized in Intellectual Property with an Official Master's Degree from Universidad Pontificia Comillas (ICADE) in Madrid

Mr. Justo, Rumén

- ◆ Advisor to companies and entrepreneurs at the University of La Laguna (EmprendeULL)
- ◆ Founder of JR Producciones, a production company
- ◆ Co-founder of the start-ups E-MOVE, E-CARS and SENDA ECOWAY
- ◆ Chief Executive Officer of SENDA ECOWAY
- ◆ Accredited Mentor of the Mentoring Network of Spain at the CEOE

- ◆ Lean Coach at Olympo Boxes, in the Santa Cruz de Tenerife Chamber of Commerce
- ◆ Degree in Business Administration
- ◆ Master in PRL by SGS
- ◆ Postgraduate in Technology Surveillance
- ◆ Postgraduate degree in Roadmapping by the UPC
- ◆ Postgraduate Diploma in Human Resources Management by the University of Vigo

Dr. San Miguel, Patricia

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

Mr. Sanjosé, Carlos

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

10

Impact on Your Career

The completion of this Advanced Master's Degree in Senior Management of Creative Industries at TECH is a unique opportunity to achieve the professional change that students desire. In this way, the program offers the most relevant and innovative information in this field of work, which will be essential for them to develop the necessary skills to successfully manage and lead a business. Undoubtedly, an academic experience that should not be missed.



“

A program that offers you the most up-to-date academic resources on the market to give you the impetus you need to turn your career around"

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

The Advanced Master's Degree in Senior Management of Creative Industries at TECH Global University is an intensive program that prepares students to face business challenges and decisions, both nationally and internationally. The main objective is to promote your personal and professional growth, helping you achieve success.

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

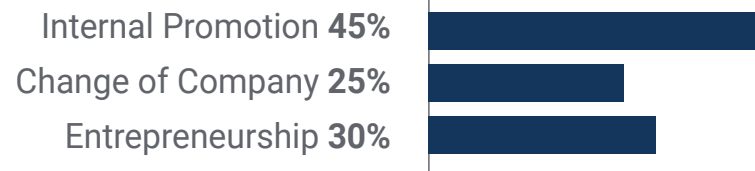
This program will help you achieve the promotion you deserve after so many years of effort.

A large majority of our ex-students have achieved a job improvement in a short period of time.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students.



11

Benefits for Your Company

The completion of this Advanced Master's Degree in Senior Management of Creative Industries at TECH will not only improve students' skills, but also provide a competitive advantage for the companies in which they develop professionally. This is because this program covers specific issues on the management of creative industries that they will be able to apply, later on, to their work environment, following the rules that govern the new market trends.





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Study at TECH and bring a new working method to your company, more dynamic, more effective, more adapted to the needs of the 21st century"

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 his or her company

06

Increased competitiveness

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

12 Certificate

The Advanced Master's Degree in Senior Management of Creative Industries guarantees, in addition to the most rigorous and update training, access to a Advanced Master's Degree issued by TECH Global University.





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*Successfully complete this training
and receive your university degree
without travel or laborious paperwork”*

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Management of Creative Industries** 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.

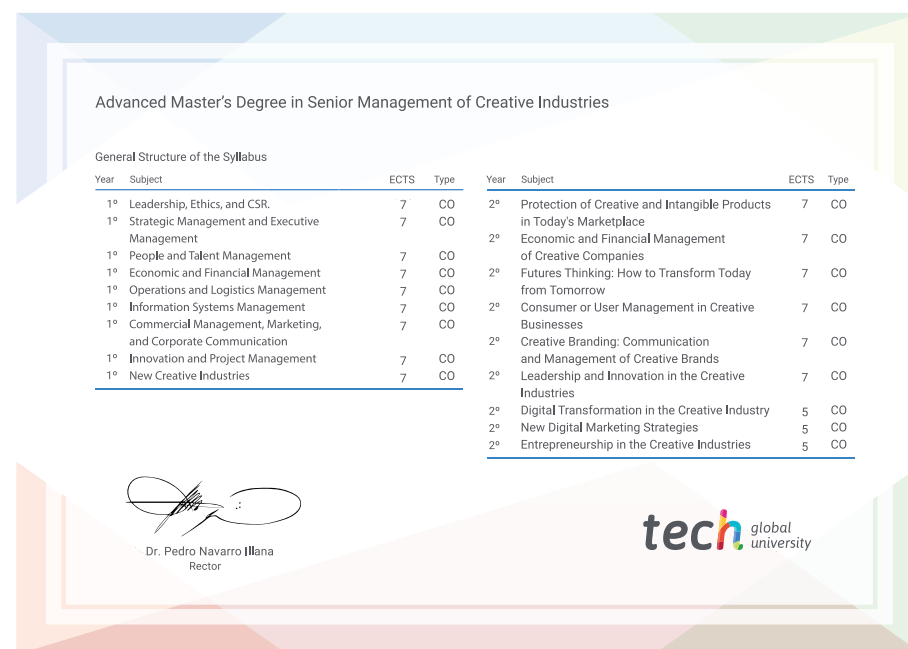
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Advanced Master's Degree in Senior Management of Creative Industries**

Modality: **online**

Duration: **2 years**

Accreditation: **120 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.



Advanced Master's Degree Senior Management of Creative Industries

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

Advanced Master's Degree Senior Management of Creative Industries