

# Postgraduate Certificate Audiovisual Audiences





## Postgraduate Certificate Audiovisual Audiences

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates and graduates who have previously completed any of the degrees in the field of Audiovisual Communication

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/audiovisual-audiences](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/audiovisual-audiences)

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# 01

# Welcome

A person has access to a variety of content from a mobile device, from gaming applications to a complete catalog of movies and series of all genres. This has caused the industry to become more competitive, demanding certain skills from its professionals, specifically, knowing what the audience wants and developing a strategy that pleases them. Thus, this program will help interested students to understand their target audience in order to carry out projects that suit them. In turn, they will develop the skills that will help them to work in a direct position in an audiovisual company.



Postgraduate Certificate in Audiovisual Audiences.  
TECH Technological University



“

*With this program you will achieve your goal of directing a project in an international audiovisual company”*

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 Technological 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:



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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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.



### Learn with the best

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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 Harvard Business School case studies"*

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

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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

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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

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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 Technological University community.

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

# 04 Objectives

This Postgraduate Certificate in Audiovisual Audiences will offer students the opportunity to not only understand the audience to which they will direct their work, but also to understand the link that the audience generates with the content and the contribution of social networks to this relationship. This will help those interested to become fluent in their field of work. To this end, a series of objectives will be available to guide learning at all times.



“

*The audience is your greatest source of inspiration for creating unique audiovisual work"*

Your goals are our goals.

We work together to help you achieve them.

The **Postgraduate Certificate** in Audiovisual Audiences will train the student:

01

Know, at a theoretical level, the currents of studies dedicated to audiovisual reception

02

Identify the differences between the different approaches to the study of audiovisual reception

03

Understand the functioning of social networks as a fundamental part of today's audiovisual environment







04

Understanding the links between audience and content

05

Have the ability to understand the transformations resulting from digitization

06

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

05

# Structure and Content

The syllabus of this Postgraduate Certificate in Audiovisual Audiences offers the opportunity to do it completely online, so students can adapt it to their schedule. In this way, it will be easier for you to take the theoretical contents of each class to your daily practice almost immediately.



“

*The advantage of online training is that you can tailor the program to you"*

## Syllabus

The Postgraduate Certificate in Audiovisual Audiences at TECH Technological University is an intensive program that provides students with a set of skills to face new work challenges. Taking into account the critical thinking that every director must have.

The program is structured in such a way as to ensure the development of students' managerial competencies. In this way, they will be able to understand in a theoretical and didactic way the needs of the audience in today's society.

The program will address the different ways in which an audiovisual reception study is carried out and the impact that social networks can have on this process. The latter is fundamental for any student who seeks to understand how, from before the launch, a series or program already obtains the support or rejection of the public.

Therefore, this program is focused on encouraging the student to aspire to become a prestigious director or producer. Thus, supported by innovative content and the best teaching methodology, it meets the needs and requirements of large production companies, providing the necessary skills to identify the points to improve in a project, following the recommendations of the audience.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

### Module 1

### Audiovisual Audiences



### Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Certificate in Audiovisual Audiences online. During the 6 weeks of the specialization, 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. Audiovisual Audiences**

**1.1. Audiences in the Audiovisual Media**

- 1.1.1. Introduction
- 1.1.2. The Constitution of the Hearings

**1.2. The Study of Audiences: Traditions I**

- 1.2.1. Theory of Effects
- 1.2.2. Theory of Uses and Gratifications
- 1.2.3. Cultural Studies

**1.3. The Study of Audiences: Traditions II**

- 1.3.1. Studies conducted on Reception
- 1.3.2. Audiences for Humanistic Studies

**1.4. Audiences from an Economic Perspective**

- 1.4.1. Introduction
- 1.4.2. Audience Measurement

**1.5. Theories of Reception**

- 1.5.1. Introduction to Reception Theories
- 1.5.2. Historical Approach to Reception Studies

**1.6. Audiences in the Digital World**

- 1.6.1. Digital Environment
- 1.6.2. Communication and Convergence Culture
- 1.6.3. The Active Nature of the Audiences
- 1.6.4. Interactivity and Participation

- 1.6.5. The Transnationality of Audiences
- 1.6.6. Fragmented Audiences
- 1.6.7. The Autonomy of Audiences

**1.7. Audiences: The Essential Questions I**

- 1.7.1. Introduction
- 1.7.2. Who Are They?
- 1.7.3. Why Do They Consume?

**1.8. Audiences: The Essential Questions II**

- 1.8.1. What They Consume
- 1.8.2. How They Consume
- 1.8.3. With What Effects

**1.9. The Engagement Model I**

- 1.9.1. Engagement as a Metadimension of Audience Behavior
- 1.9.2. The Complex Assessment of Engagement

**1.10. The Engagement Model II**

- 1.10.1. Introduction. The Dimensions of Engagement
- 1.10.2. Engagement and User Experiences
- 1.10.3. Engagement as an Emotional Response from Audiences

- 1.10.4. Engagement as a Result of Human Cognition
- 1.10.5. The Observable Behaviors of Audiences as an Expression of Engagement



*Your audience will engage with your work if you provide them with quality performance"*



# 06

# Methodology

This training program offers 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"*

## At TECH Business School we use the Harvard case method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world"*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



## A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“*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

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies 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.



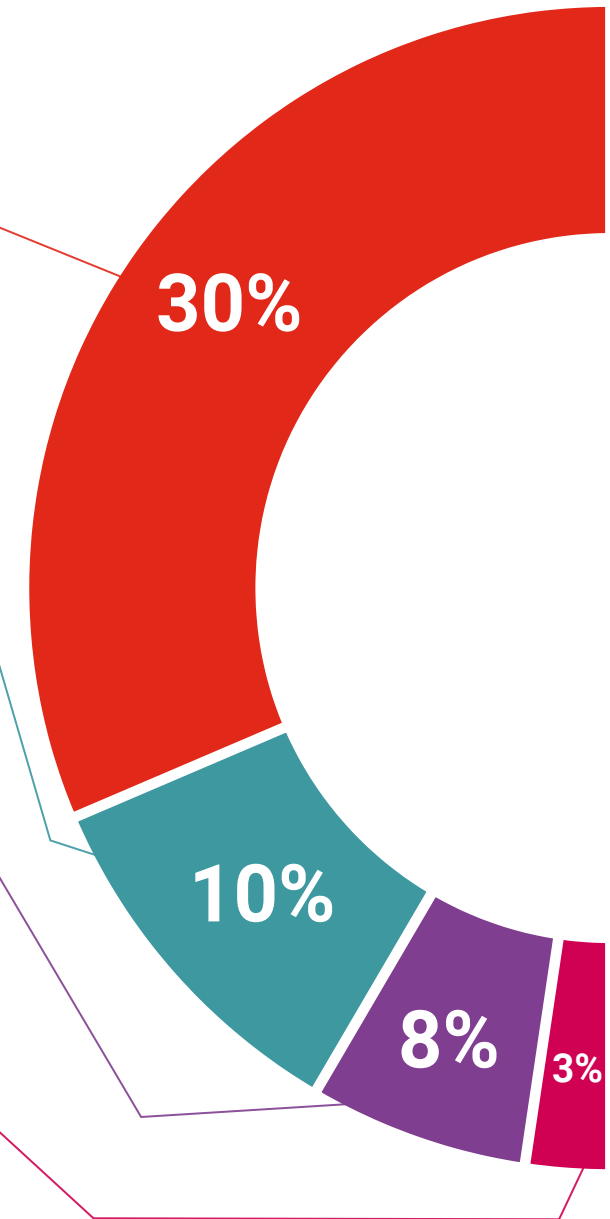
### Management Skills Exercises

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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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 multimedia content presentation training Exclusive system 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 your goals.



07

# Our Students' Profiles

The Postgraduate Certificate in Audiovisual Audiences is aimed at university graduates, who have previously completed any of the following degrees in design, advertising, digital business, audiovisual communication or any other branch related to the area of this field of work.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.







“

*This program is the best opportunity to raise your professional profile to excellence”*

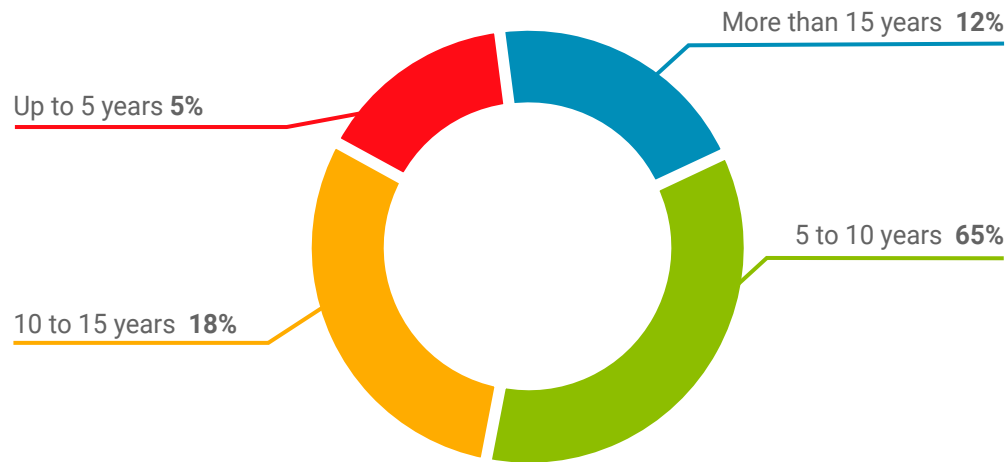
### Average Age

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

### Years of Experience

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### Training

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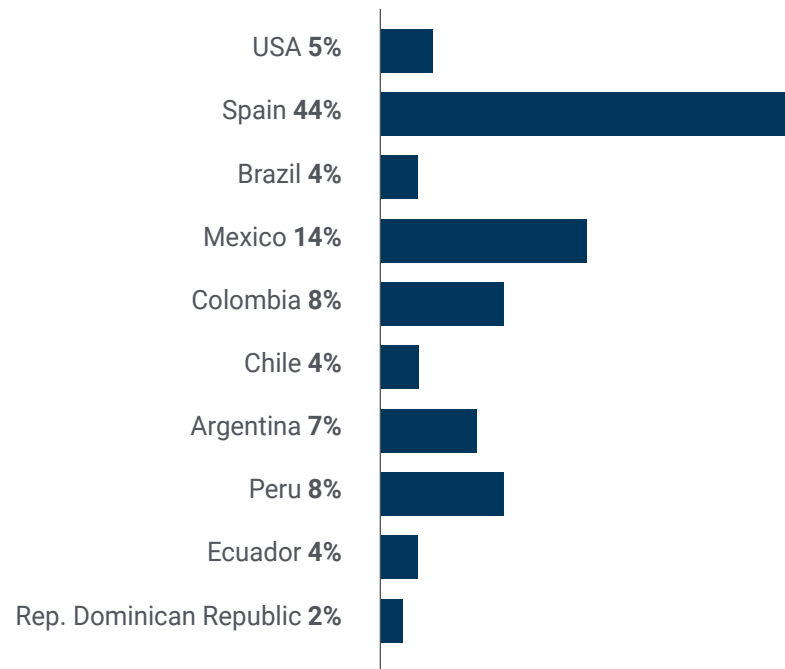
### Academic Profile

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## Geographical Distribution

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## Alejandra Ramón

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Production Manager and Project Manager

*"With this program I developed new skills to attend to the public's interaction with a project. This has allowed me to plan new digital media strategies and content adapted to their needs. I am very pleased with the contents of this program"*

08

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. For this reason, the ultimate goal will always be to provide all the necessary tools and an innovative methodology to motivate students in each class. This will guarantee a satisfactory labor insertion in a sector that demands quality and excellence.





“

*At TECH you will find all the tools you need to prepare yourself. Be the director that production companies are looking for"*

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

The Postgraduate Certificate in Audiovisual Audiences is an intensive program that prepares future graduates to face challenges and business decisions in the field of audiovisual business management. The main objective is to promote personal and professional growth. Help you achieve success.

So if you want to better yourself, make a positive change professionally and related with the best, this is the place for you.

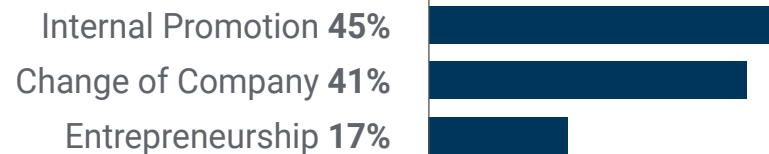
*Face new professional challenges. It's your best chance to improve.*

*Achieve the positive change you need to boost your career and profession with the Postgraduate Certificate in Audiovisual Audiences.*

### When the change occurs



### Type of change



### Salary increase

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



09

# Benefits for Your Company

The Postgraduate Certificate in Audiovisual Audiences contributes to elevate the organization's talent to its maximum potential by training high-level leaders.

Participating in this Postgraduate Certificate's program is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.







“

*Do you want to be the best? Achieve it with the best TECH program to train new audiovisual directors”*

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

**01**

### **Intellectual Capital and Talent Growth**

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

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**02**

### **Retaining high-potential executives to avoid talent drain**

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

**03**

### **Building agents of change**

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

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**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**

You will be able to work on a real project or develop new projects in the field of R&D or Business Development of your company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Audiovisual Audiences guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this training program and receive your university certificate without travel or laborious paperwork"*

This **Postgraduate Certificate in Audiovisual Audiences** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** by tracked delivery\*.

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

Title: **Postgraduate Certificate in Audiovisual Audiences**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Audiovisual Audiences

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

# Postgraduate Certificate Audiovisual Audiences

