

# Postgraduate Certificate

## Cultural Industries and New Business Models in Communications





## Postgraduate Certificate Cultural Industries and New Communication Business Models

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed any of the degrees in the field of Audiovisual Communication.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/cultural-industries-new-business-models-communications](http://www.techtute.com/us/school-of-business/postgraduate-certificate/cultural-industries-new-business-models-communications)

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# 01

# Welcome

The entertainment industry has undergone many changes in recent years. One of the most notorious is due to the incursion of digital media to market and distribute new projects, as well as to give cultural visibility to each country. The director of a creative department knows how to use these two aspects to his advantage, including them in his work to guarantee the final success. This new way of doing business and using the Internet to benefit the industry will be shown in depth in this program, which has been designed for audiovisual communication students who aspire to become a new benchmark in the film industry.



Postgraduate Certificate in Cultural Industries and New Business Models in Communications.  
TECH Global University



“

*The digital world will be your ally to become the leader of a creative team in an 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 Global University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### 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 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

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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 the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

# 04 Objectives

It is TECH's goal to help students achieve their maximum competencies. For this reason, it has focused the following program on those aspects they need to handle to understand and apply the new business models, namely the transformation that the cultural industry has undergone and the challenges it faces in a digital environment.



“

*This program is the ideal opportunity to improve your skills as a director or audiovisual producer”*

Your goals are our goals.

We work together to help you achieve them.

The **Postgraduate Certificate in Cultural Industries and New Business Models in Communications** will enable the student to:

01

Study the transformations that have taken place in the cultural industries in the supply and consumption of digital networks, in their economic, political and socio-cultural aspects

02

Delve into the challenges that the digital environment has posed to the business models of journalistic companies and other traditional cultural industries







03

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

04

Understand the changes in the processes of organization and management of strategic, human, material and technical resources of new businesses in the digital environment

05

# Structure and Content

Preparing students for the workplace is possible with up-to-date, unlimited-access programs. This Postgraduate Certificate has a carefully designed syllabus that guarantees the understanding of the theoretical concepts and their almost immediate application to practice. This is achieved thanks to the teaching staff, which has many years of experience, and the completely online modality, which facilitates access from anywhere in the world.



“

*This content is designed to  
boost your management career  
in an audiovisual company”*

## Syllabus

The Postgraduate Certificate in Cultural Industries and New Business Models in Communications from TECH Global University is an intensive program that provides students with a range of knowledge to face new work challenges. Take into account the critical thinking of a director.

The program is structured in such a way as to ensure the development of students' managerial and creative skills. Thus, they will create the relevant digital strategy to develop a project taking into account the new distribution platforms.

During the program, the transformation of the cultural industry in the supply and consumption of social networks will be studied, taking economic, political and socio-cultural aspects as a reference. This will be followed by a discussion of the challenges that have arisen in the business models of newspaper companies and other traditional cultural industries. At the end of the program, the student will be able to develop and design new strategies for the development of new communicative products.

Therefore, this program is focused on encouraging the student who aspires to become the director of a creative department. Thus, supported by innovative content and the best teaching methodology, it meets the needs and requirements of large journalistic companies, providing the necessary skills to create a new work that captures the attention of the public in social networks and gives visibility to the country's culture.

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

### Module 1

### Cultural Industries and New Business Models in Communications



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

TECH offers the possibility of taking this program completely online. During the 6 weeks of the 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. Cultural Industries and New Communication Business Models**

**1.1. The Concepts of Culture, Economy, Communication, Technology, IC**

- 1.1.1. Culture, Economy, Communication
- 1.1.2. Cultural Industries

**1.2. Technology, Communication and Culture**

- 1.2.1. Craft Culture Commoditized
- 1.2.2. From Live Performance to Visual Arts
- 1.2.3. Museums and Heritage

**1.3. The Major Sectors of the Cultural Industries**

- 1.3.1. Editorial Products
- 1.3.2. Flow C.I.s
- 1.3.3. Hybrid Models

**1.4. The Digital Era in the Cultural Industries**

- 1.4.1. Digital Cultural Industries
- 1.4.2. New models in the Digital Era

**1.5. Digital Media and Media in the Digital Age**

- 1.5.1. The Online Press Business
- 1.5.2. The Radio in the Digital Environment
- 1.5.3. Particularities of the Media in the Digital Age

**1.6. Globalization and Diversity in Culture**

- 1.6.1. Concentration, Internationalization and Globalization of Cultural Industries
- 1.6.2. The Struggle for Cultural Diversity

**1.7. Cultural and Cooperation Policies**

- 1.7.1. Cultural Policies
- 1.7.2. The Role of States and Country Regions

**1.8. Musical Diversity in the Cloud**

- 1.8.1. The Music Industry Today
- 1.8.2. The Cloud
- 1.8.3. Latin/Iberoamerican Initiatives

**1.9. Diversity in the Audiovisual Industry**

- 1.9.1. From Pluralism to Diversity
- 1.9.2. Diversity, Culture and Communication
- 1.9.3. Conclusions and Suggestions

**1.10. Audiovisual Diversity on the Internet**

- 1.10.1. The Audiovisual System in the Internet Era
- 1.10.2. Television Offering and Diversity
- 1.10.3. Conclusions



# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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.



07

# Our Students' Profiles

The Postgraduate Certificate in Cultural Industries and New Business Models in Communications 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.

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







“

*You will be the leader of tomorrow.  
Create a new ad and lead your team  
to business success”*

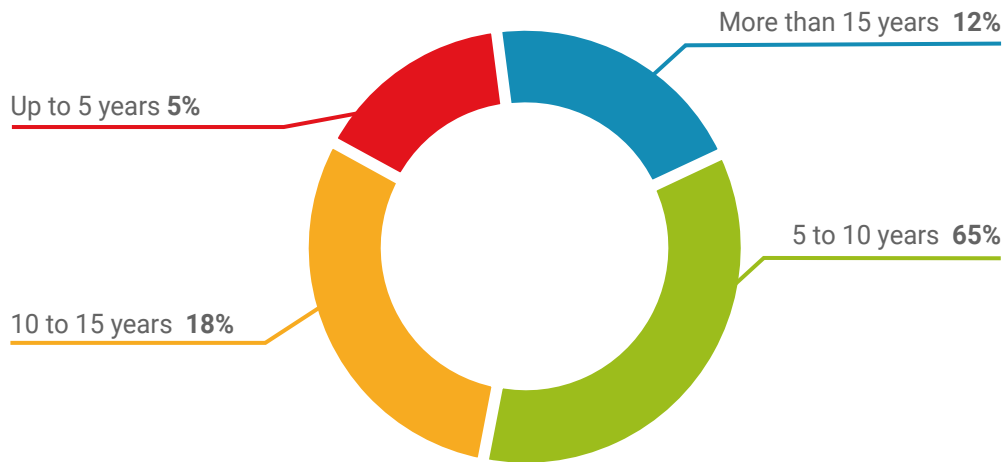
### Average Age

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

### Years of Experience

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### Training

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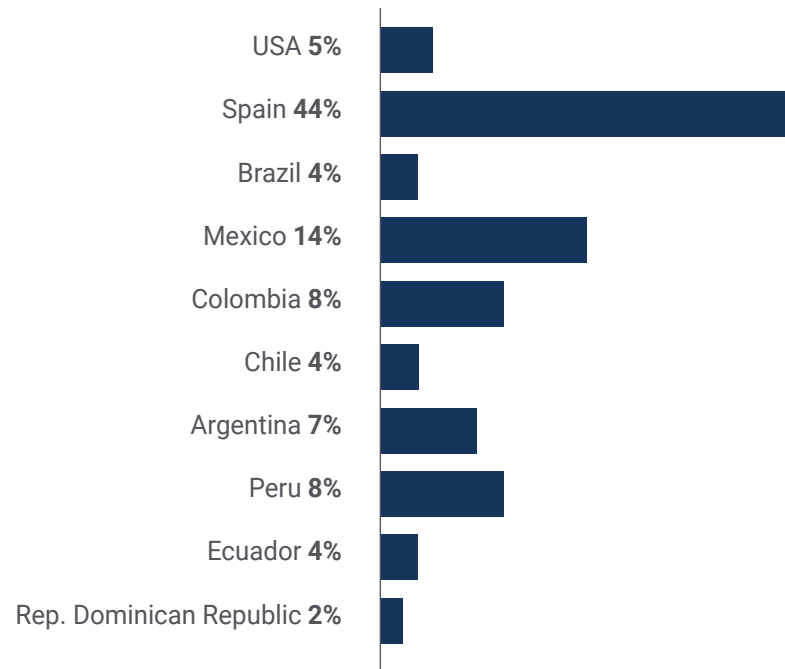
### Academic Profile

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## Geographical Distribution

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## Alejandra Ramón

Production Manager and Project Manager

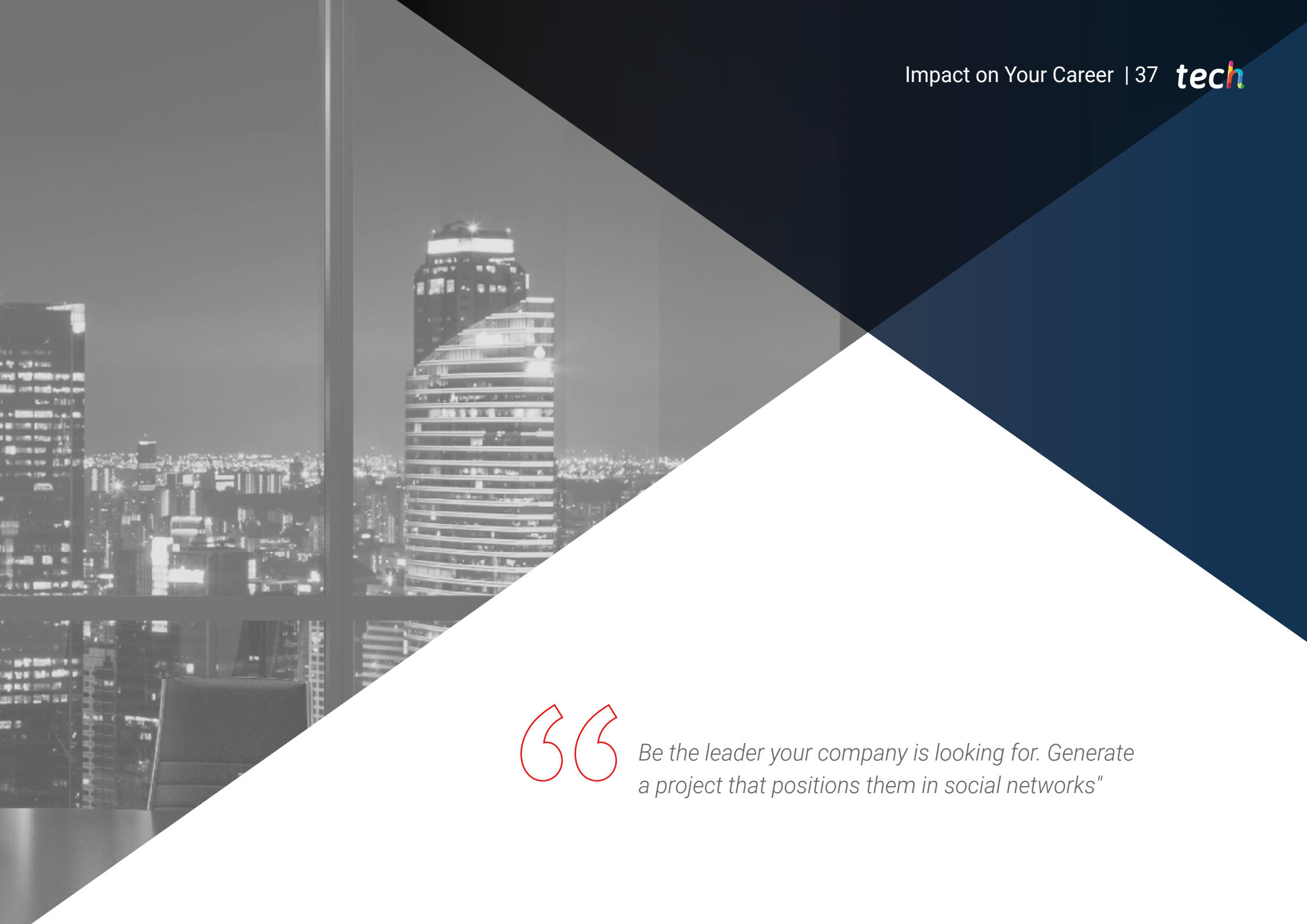
*"Finding a program that fits my schedule had been a Herculean task. But with this Postgraduate Certificate, not only have I learned about the importance of policy and digital diversity, but I have been able to do it my way. So now I manage the visual art team for the company I work for"*

08

# Impact on Your Career

The Postgraduate Certificate program is a great economic, professional and, of course, personal investment. For this reason, TECH will always maintain the vision of providing all the indispensable tools to guarantee the success of its students' careers. Therefore, it has an innovative methodology that will motivate the student in each class. Thus, a satisfactory labor insertion is guaranteed in a sector that demands quality and excellence.





“

*Be the leader your company is looking for. Generate a project that positions them in social networks”*

*Achieve the positive change you need to boost your career and profession with the Postgraduate Certificate in Cultural Industries and New Business Models in Communications.*

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

The Postgraduate Certificate in Cultural Industries and New Business Models in Communications 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 your personal and professional growth. Help you achieve success.

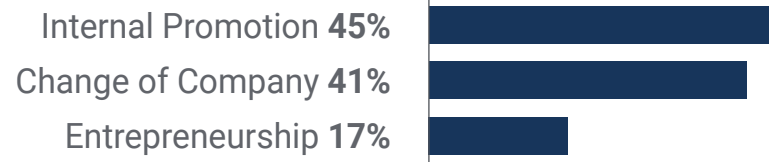
So, if they want to better themselves, make a positive change professionally and network with the best, this is the place for them.

*This is your chance to emerge as a strong candidate for a management position in a creative department.*

#### 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 Cultural Industries and New Business Models in Communications contributes to elevate the organization's talent to its maximum potential by training high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.







“

*Be a reference and generate a critical strategy taking into account the cultural diversity of the audience”*

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**

The manager can work on a current project or develop new projects in the field of R&D or Business Development within their 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 Cultural Industries and New Business Models in Communications guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Certificate in Cultural Industries and New Business Models in Communications** 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: **Postgraduate Certificate in Cultural Industries and New Business Models in Communications**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 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.



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