Postgraduate Certificate
Cultural Management of Music and Dance

tech global university

Postgraduate Certificate
Cultural Management of Music and Dance

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Global University**
» Credits: **6 ECTS**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **University graduates, Postgraduates and Degrees holders who have previously completed any of the programs in the field of Social Sciences and Humanities**

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/cultural-management-music-dance**

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01
Welcome

The International Ballet Festival, the American Dance Festival or the Glastonbury Festival of Contemporary Performing Arts have managed to endure over time thanks to a brilliant management and adaptation each year to trends and new generations. Not an easy task, which demonstrates the need for professionals with knowledge that goes beyond music and dance. Thus, the multidisciplinary profile with a global and innovative vision is widely demanded in the cultural management of these artistic disciplines. That is why TECH has created this 100% online program that offers the specialists an intensive learning of 180 teaching hours on the keys necessary to implement any project and initiative in this cultural field. This will be possible thanks to the advanced content that can be accessed comfortably 24 hours a day from any electronic device with an Internet connection.

Postgraduate Certificate in Cultural Management of Music and Dance.
TECH Global University

" *A 100% online Postgraduate Certificate that provides you with the knowledge and security you need to successfully lead the management of any music or dance event"*

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 center for intensive managerial skills education.

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 balances 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.

+100000 executives prepared each year

+200 different nationalities

Empowerment

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

+500 collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Learn with the best

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

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

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

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

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

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

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

04
Objectives

TECH has designed this Postgraduate Certificate with the main purpose of offering the specialist the most relevant and outstanding information on the Cultural Management of Music and Dance. This will allow them to advance with firm steps in their professional career by obtaining the competencies and skills necessary to successfully lead any action in these artistic disciplines. For this purpose, this academic institution provides students with the most innovative pedagogical tools according to current academic times.

The multimedia pills will allow you to integrate in a much more attractive way the main concepts about the essential resources in any musical project"

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

The **Postgraduate Certificate in Cultural Management of Music and Dance** will enable students to:

01 Learn how to obtain sources of financing

02 Master the public and private spheres
in relation to pricing

03 Be able to choose between saturated niche
repertoires and abandoned niches

04 Understand the human and financial resources necessary for musical and dance development

05 Knowing the different infrastructures and their adaptation to the musical or dance genre

06 Identify the type of audiences for music and dance

05
Structure and Content

The effectiveness of the Relearning method, based on the reiteration of content, has made TECH apply it in each of its programs. This way, through this system the professional will be able to advance in a much more natural and progressive way by the content of this Postgraduate Certificate. In addition, you can reduce the long hours of study and memorization so frequent in other teachings.

" You have at your disposal 24 hours a day the library of multimedia resources, so you can access it when you want. Enroll now"

Syllabus

This Postgraduate Certificate in Cultural Management of Music and Dance has been created to provide the most current and comprehensive knowledge in this area. To this end, TECH has brought together a knowledgeable teaching team, who have put on the agenda their experience, as well as the most relevant and essential information on the elements and requirements essential to be able to direct any cultural action in these artistic disciplines.

A syllabus where students can achieve their career goals thanks to attractive content based on video summaries, videos in detail, reflective readings and case studies. All presented in an attractive way, so that you can acquire essential learning in a much more dynamic and enriching way.

This way, throughout the 6 weeks of this program, students will be able to delve into the evolution of the musical genres themselves worldwide, technical and human resources to develop any initiative in this area, as well as the sources of funding and their dissemination through the various existing channels and media.

No less important in the Cultural Management of Music and Dance are the determination of the repertoires, the audiences to be addressed or the infrastructures where to develop a concert, a festival or performance. That is why this program devotes a specific space to each of these elements.

The professionals are therefore before an excellent opportunity to give a boost to their career through a Postgraduate Certificate that addresses all the essential concepts to succeed in the management of cultural events where music and dance are protagonists.

This Postgraduate Certificate is developed over a period of 6 weeks and consists of 1 module:

| Module 1. | Cultural Management of Music and Dance |

Where, When and How is it Taught?

TECH offers the possibility to develop this Postgraduate Certificate in Cultural Management of Music and Dance completely online. During the 6 weeks of the specialization, the students will be able to access all the contents of this program at any time, which will allow the students 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 Management of Music and Dance

1.1. Conceptualizations and Sources
1.1.1. Relationships in Cultural Management
    1.1.1.1. Economy
    1.1.1.2. Sociology
    1.1.1.3. Art
1.1.2. The Scarcity of Reliable Databases and Surveys
1.1.3. Sources
    1.1.3.1. Websites
    1.1.3.2. Critique
    1.1.3.3. Press (All Types)

1.2. Music and Dance
1.2.1. Arts
    1.2.1.1. In Time
    1.2.1.2. In Space
1.2.2. Human Resources to Develop Music and Dance
1.2.3. Record and Video
1.2.4. Summary of Genres at Global Level

1.3. Sources of Financing
1.3.1. Historic Sketches
1.3.2. Grants for the Arts of the Classical Canon in the Last 70 Years
1.3.3. Reflections on the Models
1.3.4. Non-Classical Canon Music and Dance

1.4. Types of Organization Organization and Human Resources
1.4.1. Questions of Principle
    1.4.1.1. Producer Entities
    1.4.1.2. Programming Entities
    1.4.1.3. Mixed Entities
1.4.2. Symphony Orchestras
    1.4.2.1. Figure of the Manager
    1.4.2.2. Figure of the Musical Director

1.4.3. Chamber Orchestras
1.4.4. Opera Companies
1.4.5. Ballet Companies
1.4.6. Auditoriums
1.4.7. Festivals
1.4.8. Most important Musical Bands Worldwide

1.5. The Infrastructures
1.5.1. Typology
    1.5.1.1. Theaters
    1.5.1.2. Museums
    1.5.1.3. Stages
    1.5.1.4. Colliseums
    1.5.1.5. Others
1.5.2. Sizes and Capacity
1.5.3. Location and Transportation

1.6. The Audience
1.6.1. What Type of Audience is Found in Music and Dance?
1.6.2. Relationship Between Offer and Public
1.6.3. The Consumption Type Variable
1.6.4. Age Variable
1.6.5. The Educational-Cultural Variable
1.6.6. The Socioeconomic Variable

1.7. Prices and Their Main problems
1.7.1. Organization of the Offer
    1.7.1.1. Cycles
    1.7.1.2. Seasons
    1.7.1.3. Subscriptions
    1.7.1.4. Programs
    1.7.1.5. Functions
1.7.2. Public and Private Spheres in Relation to Prices
1.7.3. From Madonna to Gregorian Chant

1.8. The Choice of Repertoires of Saturated Niches vs. Abandoned Niches
1.8.1. Problems
1.8.2. Before the Artist than his/her Art
1.8.3. Is there an Excess of Formats and Repertoires?
1.8.4. Do the Agents of Opinion Have a Negative Influence?
1.8.5. The Profile of Programmers
1.8.6. The Personal Taste and Musical Culture of the Programmers
1.8.7. Are there Solutions?

1.9. Necessary Elements
1.9.1. Music and Dance Management
1.9.2. Politicians
1.9.3. Concert Agencies and Agents
1.9.4. Music Critique
1.9.5. Radio and Television
1.9.6. Record and Video Labels

1.10. The Management of Musical Heritage and Copyright
1.10.1. Written Materials and Copyright
    1.10.1.1. Musical
    1.10.1.2. Choreographic
    1.10.1.3. Copyrights
1.10.2. Historical Repertoires
    1.10.2.1. Problems of Editions
    1.10.2.2. Facilities for Self-Publishing
1.10.3. Classic Repertoirs
    1.10.3.1. Problems with Costs
    1.10.3.2. Problems with Low Collections

1.10.4. Premiere Repertoires in Popular Urban and Jazz Canons
1.10.5. Music Archives of Unpublished Repertoire, Manuscript or Written
1.10.6. The Phonotheques
1.10.7. The Peculiar Case of Dances

Enter a university program that will allow you to efficiently manage festivals, cycles or seasons of dance"

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

Our Students' Profiles

This Postgraduate Certificate in Cultural Management of Music and Dance is aimed at university graduates, postgraduates and degree holders who have previously completed any of the following programs in the fields of Social and Legal Sciences, Humanities and Economics.

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

Likewise, those professionals who, being university graduates in any area, have work experience in the field of conservation and cultural management, may also take the Postgraduate Certificate.
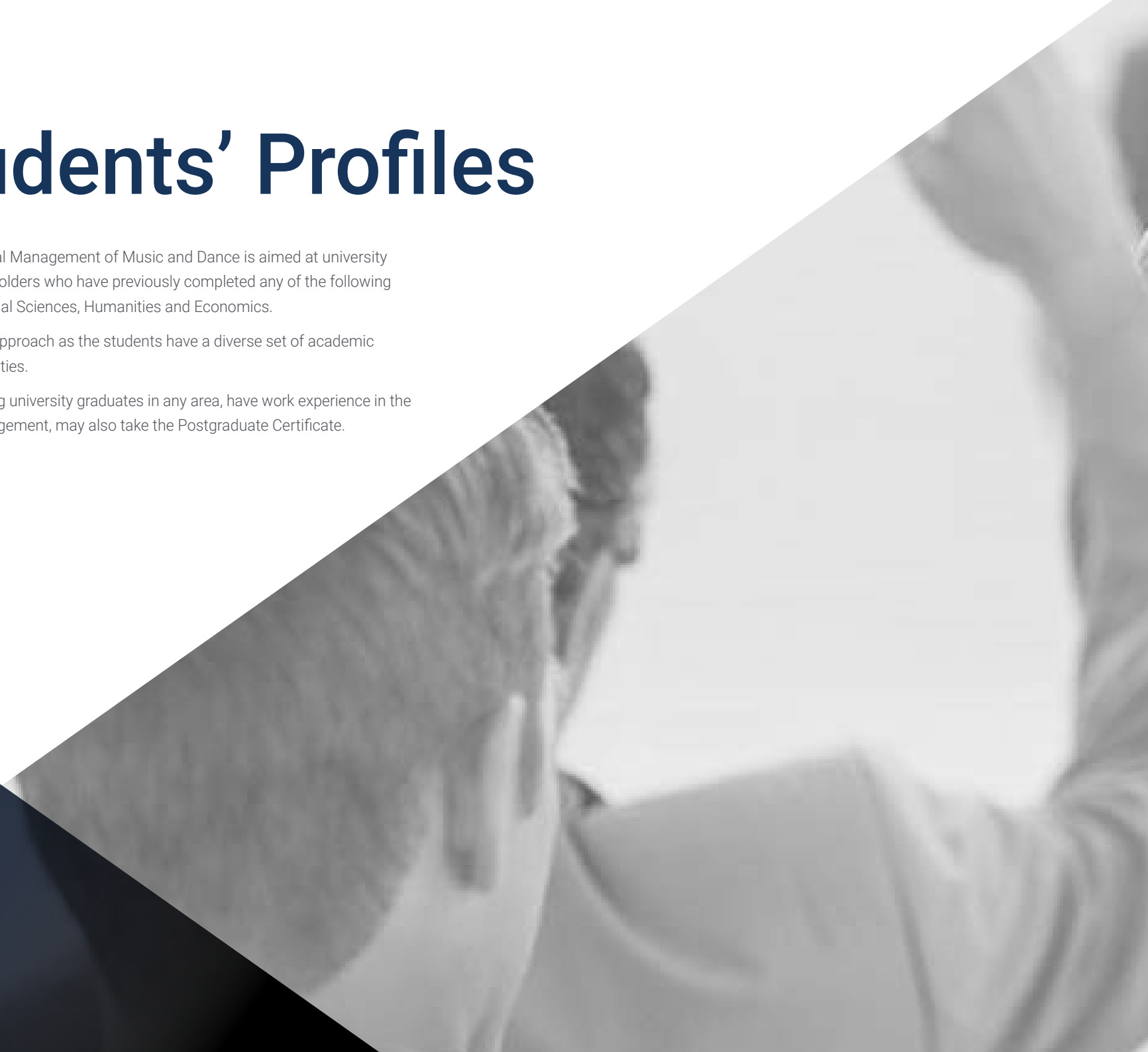
Thanks to this program you will be able to make cultural programs more attractive and in line with current times"

Average Age

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

Years of Experience

More than 15 years **20%**

Up to 5 years **12%**

10 to 15 years **35%**

5 to 10 years **33%**

Training

Economics **16%**

Humanities **42%**

Social Sciences **35%**

Other **7%**

Educational Profile

Humanities **37%**

Social Sciences **28%**

Entrepreneurs **25%**

Other **10%**
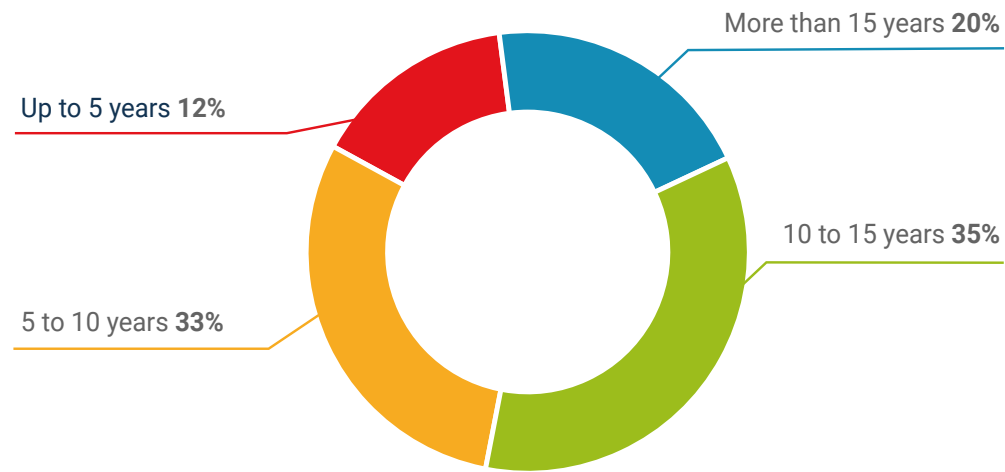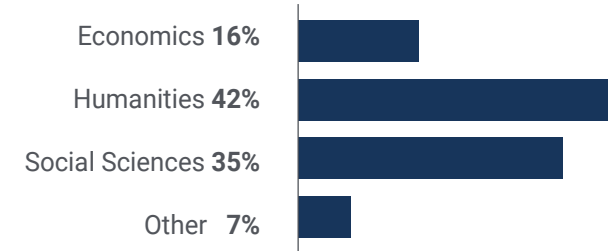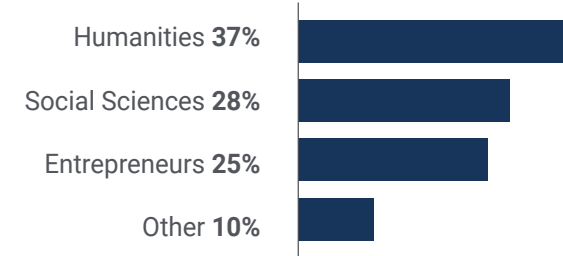
Geographical Distribution

USA **15%**
Spain **38%**
Mexico **35%**
Colombia **12%**
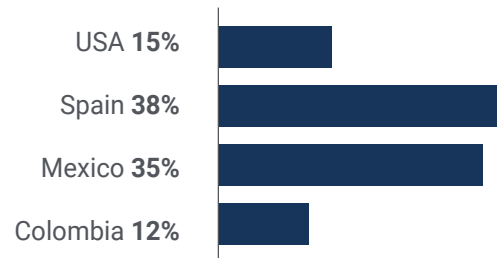
Enrique Jiménez

Orchestra Director

"This Postgraduate Certificate has led me to fulfill my professional aspirations to direct musical projects that appeal to young audiences. Thanks to it I have a fresher view on music and dance"

08
Impact on Your Career

The high competitiveness in the cultural market, especially in the field of music and dance, makes it essential that the cultural manager possesses an exquisite knowledge of these artistic genres, but also about the different areas that have a noticeable influence on the production of any project. All this has been taken into consideration by the TECH team that has created this program in order to promote the capacities of action and leadership of specialists who wish to progress in the Cultural Management of Music and Dance.

"

With this teaching you will grow and the entity in which you perform your functions as manager. Get the boost you need with this Postgraduate Certificate"

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

The Postgraduate Certificate in Cultural Management of Music and Dance from TECH is an intensive program that prepares you to face challenges and business decisions in the cultural field. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

This Postgraduate Certificate will allow you to deepen the most efficient and effective management of musical heritage.

A program designed for professionals seeking to reconcile their work area with a program that is at the forefront of academic practice.

Time of Change

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of Change

Internal Promotion **35%**

Change of Company **43%**

Entrepreneurship **22%**
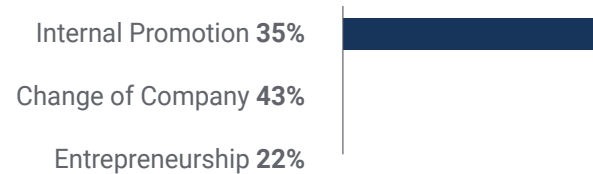
Salary Increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

09

Benefits for Your Company

Professionals who hold this Postgraduate Certificate in Cultural Management of Music and Dance provide their public and/or private entities with a more updated, fresh and innovative knowledge for the implementation of any initiative in this area.

In addition, being part of this program is a unique opportunity to access a powerful network of contacts in which to find future partners or professional collaborators and suppliers.

"
With this teaching you will grow and the entity in which you perform your functions as manager. Get the boost you need with this Postgraduate Certificate"

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

01

Growth of talent and intellectual capital

The professional 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 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.

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 professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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 Management of Music and Dance guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

" *Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Postgraduate Certificate in Cultural Management of Music and Dance** 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 Management of Music and Dance**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Cultural Management of Music and Dance

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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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