Postgraduate Certificate
Technology and Design from Cultural Promotion

tech global university

Postgraduate Certificate
Technology and Design
from Cultural Promotion

» 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/technology-design-cultural-promotion**

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01
Welcome

The cultural sector presents a series of specific challenges that require professionals prepared to lead projects or undertake in the area. That is why TECH has designed the present program, which emerges as an option for those entrepreneurs and professionals in the cultural sector who seek to improve their skills in the management and promotion of cultural projects. This pogram is justified based on the current needs of the sector, including digitalization, adaptation to new business models and the growing demand for innovative cultural experiences. In addition, the fact that it is 100% online allows for greater flexibility in learning and an adaptation to the work and personal life of each student.

Postgraduate Certificate in Technology and Design from Cultural Promotion. TECH Global University

Discover how to lead successful cultural projects and acquire the necessary skills to become a successful entrepreneur in the cultural sector"

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

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:

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* 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

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.

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"

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

The main objective of the Postgraduate Certificate in Technology and Design from Cultural Promotion is to provide students with the necessary tools to lead projects or ventures in the cultural sector, through the application of the latest technologies and design techniques in the promotion of cultural events, products and services. Students will acquire skills to identify market opportunities, design effective promotion strategies, develop innovative products and services and manage cultural projects efficiently.

"Expand your knowledge in technology and design to apply it to cultural promotion and create unique and innovative experiences"

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

The **Postgraduate Certificate in Technology and Design from Cultural Promotion** will teach the students to:

01 Acquire knowledge and skills in technology and design applied to cultural promotion in order to lead innovative and creative cultural projects

02 Develop skills in the use of digital tools for the management and dissemination of cultural events on different platforms and social networks

03 Understand the current challenges of the cultural sector and the opportunities offered by technology for the promotion of culture and art

04 Learn to design and manage effective cultural marketing strategies to promote cultural events and attract new audiences

05 Learn best practices for the creation of cultural content and its dissemination in digital media and social networks

06 Develop skills for teamwork and interdisciplinary collaboration, essential aspects in the development of successful and sustainable cultural projects

Structure and Content

The Postgraduate Certificate in Technology and Design from Cultural Promotion consists of a program designed to offer students a complete and up-to-date instruction in all areas relevant to cultural promotion. The program's syllabus includes fundamental topics such as the importance of image and audiovisual production in the cultural field.

Master the most advanced technological tools for cultural management and become an expert in digital marketing for cultural events"

Syllabus

The Postgraduate Certificate in Technology and Design from Cultural Promotion is a program aimed at leaders and entrepreneurs interested in expanding their knowledge in the cultural field and acquiring technological tools for the promotion of innovative and successful cultural projects.

This study program offers multidisciplinary instruction that combines theoretical and practical aspects in areas such as cultural management, strategic communication, graphic design, programming and digital technology, among others.

With an innovative approach and a participatory methodology, the syllabus of the Postgraduate Certificate in Technology and Design from Cultural Promotion seeks to foster creativity and leadership in the cultural field, promoting professionals capable of developing sustainable cultural projects with social impact.

A study plan designed to provide the professionals with the most innovative and current content in a sector that increasingly requires highly qualified personnel with creative management skills, adapting to the new times, mainly marked by the digital environment.

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

Module 1 Technology and Design for Cultural Promotion

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Technology and Design from Cultural Promotion completely 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 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. Technology and Design for Cultural Promotion

1.1. The importance of Image in Today's World
1.1.1. MTV
1.1.1.1. The Emergence of MTV
1.1.1.2. Videoclip
1.1.2. From MTV to YouTube
1.1.3. Old Marketing versus Digital Era

1.2. Content Creation
1.2.1. Core of Dramatic Conviction
1.2.1.1. Objective of the Staging
1.2.1.2. Aesthetic-Stylistic Strategy
1.2.1.3. The Passage from Theater to the Rest of the Arts
1.2.2. Consumer Target Worldwide
1.2.3. Content Creation
1.2.3.1. Flyer
1.2.3.2. Teaser
1.2.3.3. Social media
1.2.4. Dissemination Media

1.3. Graphic Designer and Community Manager
1.3.1. Meeting Phases
1.3.2. Why is it Necessary to Have a Graphic Designer?
1.3.3. The Role of the Community Manager

1.4. Inclusion of Creators in Conventional Sample Media
1.4.1. ICT Applications
1.4.1.1. Personal Sphere
1.4.1.2. Professional Sphere
1.4.2. Addition of DJ and VJ
1.4.2.1. Use of DJ and VJ in Shows
1.4.2.2. Use of DJ and VJ in Theater
1.4.2.3. Use of DJ and VJ in Dance
1.4.2.4. Use of DJ and VJ in Events
1.4.2.5. Use of DJ and VJ in Sporting Events
1.4.3. Real-Time Illustrators
1.4.3.1. Arena
1.4.3.2. Drawing
1.4.3.3. Transparency
1.4.3.4. Visual Storytelling

1.5. ICT for Stage and Creation I
1.5.1. Videoprojection, Videowall, Videosplitting
1.5.1.1. Differences
1.5.1.2. Evolution
1.5.1.3. From Incandescence to Laser Phosphors
1.5.2. The Use of Software in Shows
1.5.2.1. From Incandescence to Laser Phosphors
1.5.2.2. Why are They Used?
1.5.2.3. How do they Help Creativity and Exhibition?
1.5.3. Technical and Artistic Personnel
1.5.3.1. Roles
1.5.3.2. Management

1.6. ICT for Stage and Creation II
1.6.1. Interactive Technologies
1.6.1.1. Why are They Used?
1.6.1.2. Advantages
1.6.1.3. Disadvantages
1.6.2. AR
1.6.3. VR
1.6.4. 360°

1.7. ICT for the Stage and Creation
1.7.1. Ways of Sharing Information
1.7.1.1. Drop Box
1.7.1.2. Drive
1.7.1.3. iCloud
1.7.1.4. WeTransfer
1.7.2. Social Networks and Outreach
1.7.3. Use of ICTs in Live Shows

1.8. Sample Supports
1.8.1. Conventional Supports
1.8.1.1. What are they?
1.8.1.2. Which Ones are Known?
1.8.1.3. Small Format
1.8.1.4. Large Format
1.8.2. Unconventional Supports
1.8.2.1. What are they?
1.8.2.2. What are they?
1.8.2.3. Where and How can They be Used?
1.8.3. Examples:

1.9. Corporate Events
1.9.1. Corporate Events
1.9.1.1. What are they?
1.9.1.2. What are We Looking for?
1.9.2. The 5W+1H Concrete Review Applied to the Corporate
1.9.3. Most Commonly Used Supports

1.10. Audiovisual Production
1.10.1. Audiovisual Resources
1.10.1.1. Museum Resources
1.10.1.2. Scene Resources
1.10.1.3. Event Resources
1.10.2. Types of Plans
1.10.3. Emergence of Projects
1.10.4. Phases of the Process

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

The Postgraduate Certificate is aimed at University Graduates, Postgraduates and Degree holders who have previously completed any of the following programs in the field of Social and Legal Sciences, Humanity and Economic Sciences.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

Professionals who, being university graduates in any area, have work experience in the field of cultural management may also take the Postgraduate Certificate.
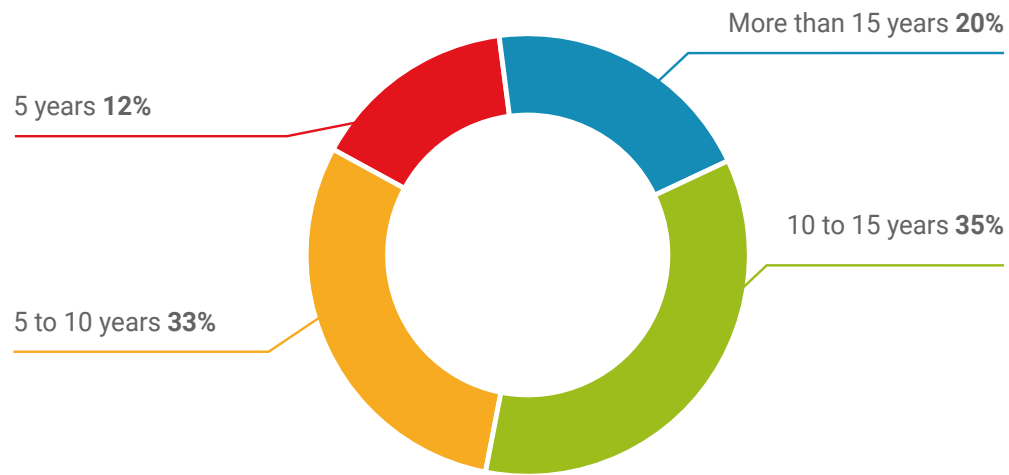
"

Discover how to foster creativity and innovation in your cultural projects to stand out in a competitive environment"

Average Age

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

Years of Experience

More than 15 years **20%**

5 years **12%**

10 to 15 years **35%**

5 to 10 years **33%**

Training

Business Economics **16%**

Humanities **42%**

Social Sciences **35%**

Other **7%**

Educational Profile

Humanities **37%**

Social Sciences **28%**

Entrepreneurs **25%**

Other **10%**
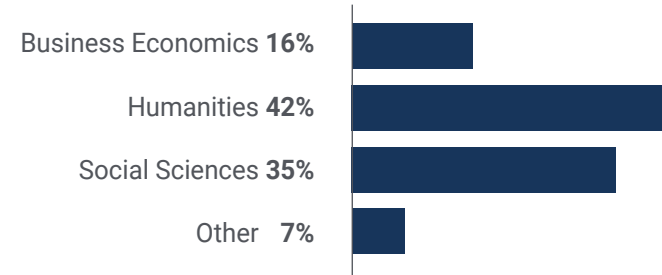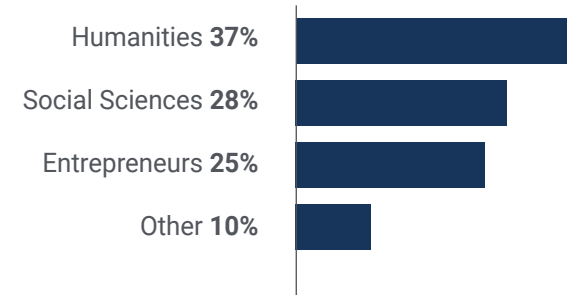
Geographical Distribution

USA **15%**

Spain **38%**

Mexico **35%**

Colombia **12%**
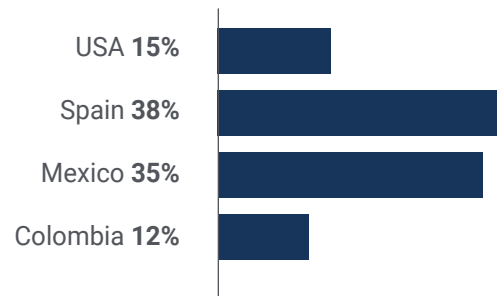
Ana García

Director of a major cultural organization

"It was an exceptionally enriching experience. I learned advanced techniques to improve my communication and cultural outreach, which allowed me to significantly increase the impact of my organization in society. The classes were taught by highly trained professionals in each topic and the practical approach of the course allowed me to immediately apply what I learned in my daily work. I would definitely recommend this course to anyone who wants to develop their skills in cultural promotion and advance their careers"

Impact on Your Career

The Postgraduate Certificate in Technology and Design from Cultural Promotion focuses on providing students with the necessary tools to become leaders and entrepreneurs in the field of cultural promotion. Upon completion of the program, students will be prepared to face the challenges and opportunities of an increasingly competitive and demanding market in the cultural sector. The knowledge acquired in this program will enable them to excel in their professional career and achieve success in cultural and creative projects, as well as in the management of cultural companies and organizations.

Develop leadership and communication skills to establish effective relationships with collaborators, partners and sponsors"

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

TECH's Postgraduate Certificate in Cultural Technology and Design from Cultural Promotion 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.

Become a professional capable of leading cultural projects effectively and successfully in an increasingly demanding environment.

Acquire a global vision of the cultural industry and its social, economic and technological impact.

Time of Change

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

Type of Change

Internal Promotion **35%**

Change of Company **43%**

Entrepreneurship **22%**
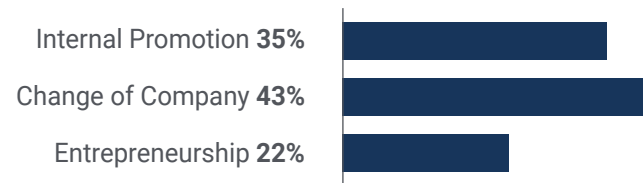
Salary Increase

The completion of 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**

Benefits for Your Company

Businesses can benefit significantly from hiring graduates of this university program. Graduates will have a deep understanding of how to use technology and design to promote and preserve culture. In addition, they will have developed business and leadership skills, enabling them to tackle complex challenges and lead successful initiatives in the business world. The ability to create and execute effective cultural promotion plans can enhance a company's image and reputation, which in turn can increase customer loyalty and employee engagement. Therefore, hiring graduates from this program can be a valuable investment for any company seeking to improve its presence and success in the global marketplace.

Learn in a flexible way and from anywhere with the 100% online format, adapting the pace of study to your needs and schedule"

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.

Certificate

The Postgraduate Certificate in Technology and Design from Cultural Promotion 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 Technology and Design from Cultural Promotion** 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 Technology and Design from Cultural Promotion**

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 Technology
and Design from Cultural Promotion**

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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