

Postgraduate Certificate

Television Genres, Formats and Programs





Postgraduate Certificate Television Genres, Formats and Programs

- » 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/television-genres-formats-programs

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01

Welcome

Television is one of the most important communications media outlets in the world. As a result, it has become a very competitive field that requires professionals trained to adapt to different formats. Now, it is not only enough to make and produce reality shows, we also have to work on series, news programs and create content for digital media. It is for this reason that this program seeks to provide a deep and detailed vision of those aspects involved in the creative process of each one of them. The result is a very complete syllabus to strengthen the skills of students who aspire to a management position in a production company



Postgraduate Certificate in Television Genres, Formats and Programs.
TECH Global University



“

Know the working environment of the production team: technological means, technical routines and human resources”

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

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

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

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

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

This Postgraduate Certificate will provide a unique opportunity to raise the professional profile of students. For this reason, it has a series of objectives that will guide each class and in which the different television genres that exist and how they are adapted to the new platforms will be known in depth. All this will provide a unique and innovative training by bringing the student closer to the reality that a director and products of an audiovisual company must face



“

Analyze the television demand and present a project that adapts to the current social context”

Your goals are our goals.

We work together to help you achieve them.

Postgraduate Certificate in Television Genres, Formats and Programs trains the student to:

01

Know the concept of genre as applied to fiction production and television entertainment

02

Distinguish and interpret the various genres of fiction production and television entertainment and their evolution over time

03

Have the capacity for cultural, social and economic analysis of television genres as the backbone of audiovisual creation and consumption practices

04

Know the modifications and hybridizations that occur in television genres in the context of contemporary television

05

Recognize the different formats in the context of the current television landscape



06

Identify the keys to a format, its structure, operation and impact factors

08

Know the theoretical keys and the professional, social and cultural context of television programs, with special attention to television programs in the Spanish television model

09

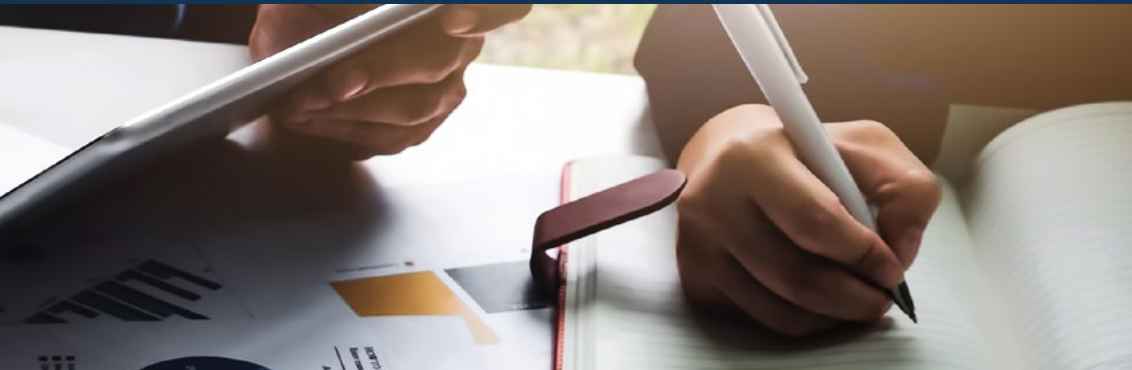
Know the main techniques and processes of programs in generalist television

07

Know how to interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective

10

Understand and critically analyze the processes of the television offer, its evolution and current reality, in relation to the phenomenon of reception and the social and cultural contexts in which it is produced



05

Structure and Content

The Postgraduate Certificate in Television Genres, Formats and Programs has one of the most complete syllabi in the market, including all relevant points for students' managerial and productive careers. In addition, its online modality allows it to be done from anywhere in the world and at the student's convenience



“

If you want to work in an international production company, you must be multifaceted and know the different television formats"

Syllabus

The Postgraduate Certificate in Television Genres, Formats and Programs at TECH Global University is an intensive program that will provide students with a series of indispensable knowledge to face new work challenges. Hence, the demands of international production companies in search of inventive and creative directors are very much in mind

The program is structured in such a way as to ensure the development of students' managerial competencies. Thus, they will learn about the evolution of this medium, comparing the Spanish television model with the one implemented in the United States

During the program you will be able to interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective. In addition to improving the skills to distinguish between different formats and create a suitable work. In the end, this will help to understand how this medium develops today and its relationship with the contemporary social context

This scheme seeks to boost the career of students who aspire to become directors or producers of prestige. Thus, supported by innovative content and the best teaching methodology, it meets the needs and requirements of large production companies, providing the necessary skills to manage a project that translates into economic benefits for a company

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

Module 1

Management and Promotion of Audiovisual Products



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Television Genres, Formats and Programs 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. Television Genres, Formats and Programs

1.1. Genre in Television

- 1.1.1. Introduction
- 1.1.2. Television Genres

1.2. Format in Television

- 1.2.1. Approach to the Concept of Format
- 1.2.2. Television Formats

1.3. Creating Television

- 1.3.1. The Creative Process in Entertainment
- 1.3.2. The Creative Process in Fiction

1.4. Evolution of Formats in Today's International Market I

- 1.4.1. Consolidation of the Format
- 1.4.2. The Reality TV Format
- 1.4.3. News in *Reality TV*
- 1.4.4. Digital Terrestrial Television and Financial Crisis

1.5. Evolution of Formats in Today's International Market II

- 1.5.1. Emerging Markets
- 1.5.2. Global Brands
- 1.5.3. Television Reinvents Itself
- 1.5.4. The Age of Globalization

1.6. Selling the Format. *Pitching*

- 1.6.1. Sale of a Television Format
- 1.6.2. *Pitching*

1.7. Introduction to Television Programs

- 1.7.1. The Role of Programs
- 1.7.2. Factors Affecting Programs

1.8. Television Programs Models

- 1.8.1. United States and United Kingdom
- 1.8.2. Spain

1.9. The Professional Practice of Television Programs

- 1.9.1. The Programs Department
- 1.9.2. Programs for Television

1.10. Study of Audiences

- 1.10.1. Television Audience Research
- 1.10.2. Audience Concepts and Ratings



By knowing all television genres and formats you will become a professional capable of adapting to the market"



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.



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

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.

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 Television Genres, Formats and Programs is aimed at university graduates and graduates who have previously completed any of the following degrees in design, advertising, digital business, audiovisual communication or any other branch related to this field of work

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





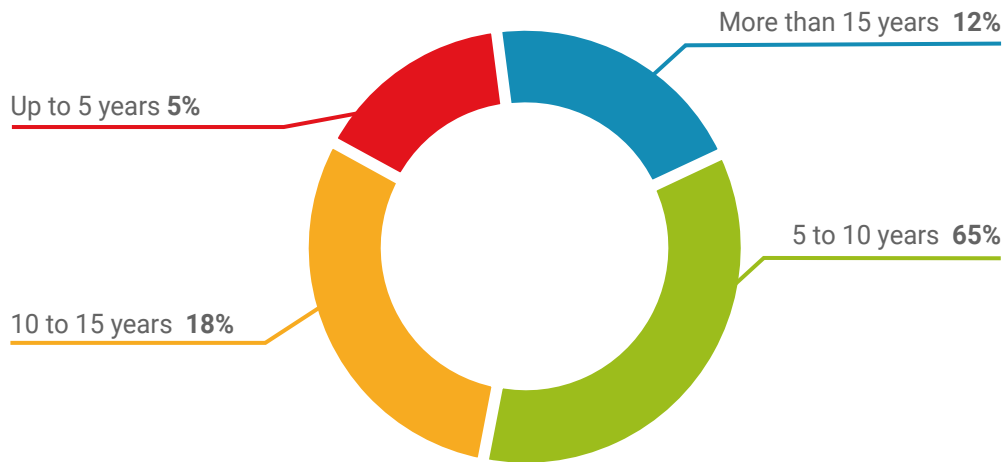
“

Grow professionally and improve your profile to aspire to a managerial position in a television network”

Average Age

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

Years of Experience



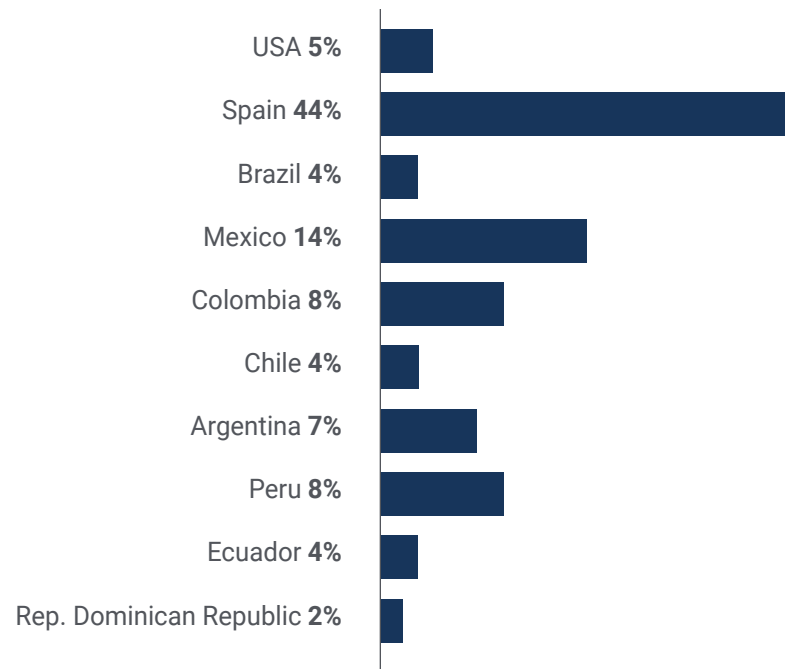
Training



Academic Profile



Geographical Distribution



Alejandra Ramón

Production Manager and Project Manager

"When I finished the program, I didn't know everything that was coming. I have held an important position directing a program for a major television network. It would not have been possible without this Postgraduate Certificate. The best decision I could have made"

08

Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



“

TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”

International Guest Director

Awarded by Women We Admire for her leadership in the news sector, Amirah Cissé is a prestigious expert in **Audiovisual Communication**. In fact, she has spent most of her professional career managing international projects for renowned brands based on the most innovative **marketing** strategies.

In this sense, her strategic skills and ability to integrate emerging technologies into multimedia content narratives in an avant-garde way have allowed her to be part of renowned institutions on a global scale. For example **Google, NBCUniversal or Frederator Networks** in New York. In this way, her work has focused on the creation of communication campaigns for various companies, generating highly creative **audiovisual content** that connects emotionally with audiences. Thanks to this, multiple companies have succeeded in building consumer loyalty over a long period of time; while the companies have also strengthened their market presence and ensured their long-term sustainability.

It is worth noting that her extensive work experience ranges from the **production of television programs** or the creation of sophisticated **marketing techniques** to the management of visual content on the main **social networks**. At the same time, she is considered a true **strategist** who identifies culturally relevant opportunities for clients. In doing so, she has developed tactics aligned with both audience expectations and needs; enabling entities to implement cost-effective solutions.

Firmly committed to the advancement of the audiovisual industry and excellence in her daily practice, she has combined these functions with her role as a **researcher**. As such, she has written multiple scientific articles specialized in emerging areas such as the dynamics of user behavior on the Internet, the impact of **eSports** in the field of entertainment and even the latest trends to enhance **creativity**.



Ms. Cissé, Amirah

- Director of Global Client Strategy, NBCUniversal, New York, United States
- Strategy Expert at Horizon Media, New York
- Engagement Manager at Google, California
- Cultural Strategist at Spaks & honey, New York
- Account Manager at Reelio, New York
- Account Coordinator at Jun Group, New York
- Content Strategy Specialist at Frederator Networks, New York
- Researcher at the Genealogical and Biographical Society of New York
- Academic Internship in Sociology and Anthropology at Kanda Gaigo University
- Bachelor of Fine Arts with a major in Sociology from Williams College
- Certification in: Leadership Training and Executive Coaching, Marketing Research

“

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

09

Impact on Your Career

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





“

Do television work that is on a par with that of major international producers”

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

The Postgraduate Diploma in Television Genres, Formats and Programs is an intensive program that prepares future producers to face challenges and decisions in the field of audiovisual company management. The main objective is to promote personal and professional growth. Help you achieve success

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

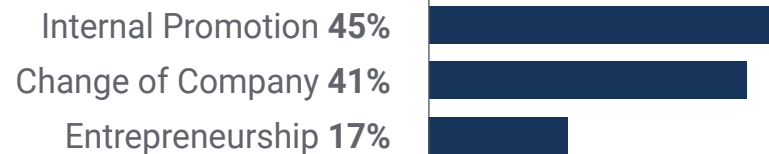
Don't hesitate, this program will help you stand out in a demanding and competitive work environment.

Achieve the positive change you need to boost your career and profession with the Postgraduate Certificate in Television Genres, Formats and Programs.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Certificate in Television Genres, Formats and Programs 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





“

*Consolidate your career by understanding
the needs 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.

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 manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

This Postgraduate Certificate's Degree will equip students with the skills to take on new challenges and drive the organization forward.

11 Certificate

The Postgraduate Certificate in Television Genres, Formats and Programs guarantees, in addition to the most rigorous and up-to-date 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 Television Genres, Formats and Programs** 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.

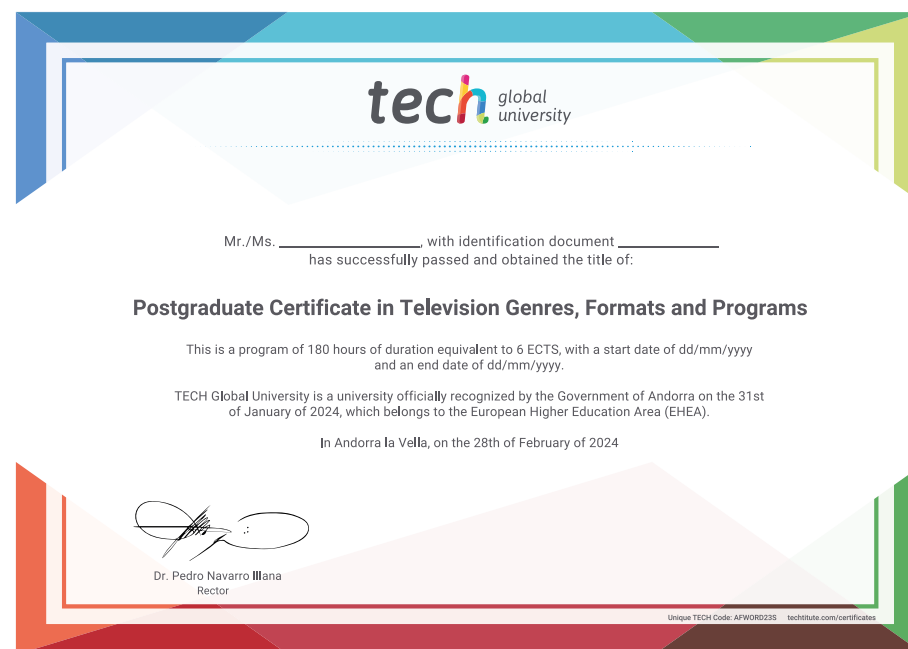
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Television Genres, Formats and Programs**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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