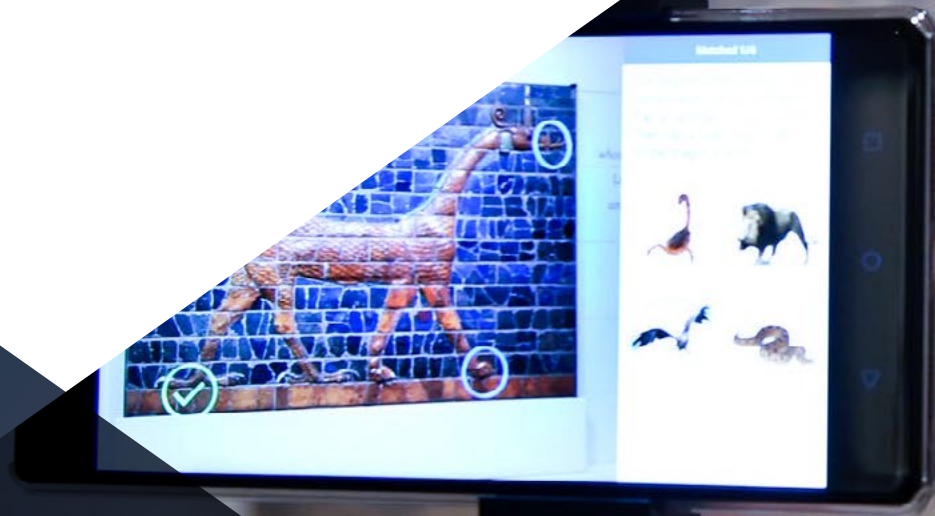


# Postgraduate Certificate

## Transmedia Storytelling and Crossmedia Concepts





## Postgraduate Certificate Transmedia Storytelling and Crossmedia Concepts

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

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/transmedia-storytelling-crossmedia-concepts](http://www.techtute.com/in/school-of-business/postgraduate-certificate/transmedia-storytelling-crossmedia-concepts)

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# 01 Welcome

Large communication and advertising agencies are increasingly aware of the power of transmedia storytelling and *Crossmedia* techniques when it comes to delivering a message that resonates with their audience. For this reason, they are currently seeking greater specialization of their employees in this field, in order to become true communication exponents and to be the most reputable companies in a highly competitive market. Thanks to this TECH Technological University program, students will have access to absolutely innovative educational material, created by leading experts in the field, which will be essential to develop the precise skills with which to manage their business more competitively.



Postgraduate Certificate in Transmedia Storytelling and Crossmedia Concepts  
TECH Technological University



“

*Once you have completed this program, you will be able to apply the appropriate strategies to lead your communication company to success”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*



## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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 Technological University community.

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

# 04 Objectives

One of the main objectives of this Postgraduate Certificate by TECH Technological University is to improve business professionals' competencies in the field of communication, offering them specialized content on transmedia *Storytelling* and *Crossmedia*. This will provide them with the necessary knowledge to lead the future of their company towards a new way of understanding multimedia content creation.



“

*If you want to run your own advertising agency, now is the time to get started. Sign up for this Postgraduate Certificate and learn the latest techniques to create quality content”*



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

The **Postgraduate Certificate in Transmedia Storytelling and Crossmedia Concepts** qualifies students to:

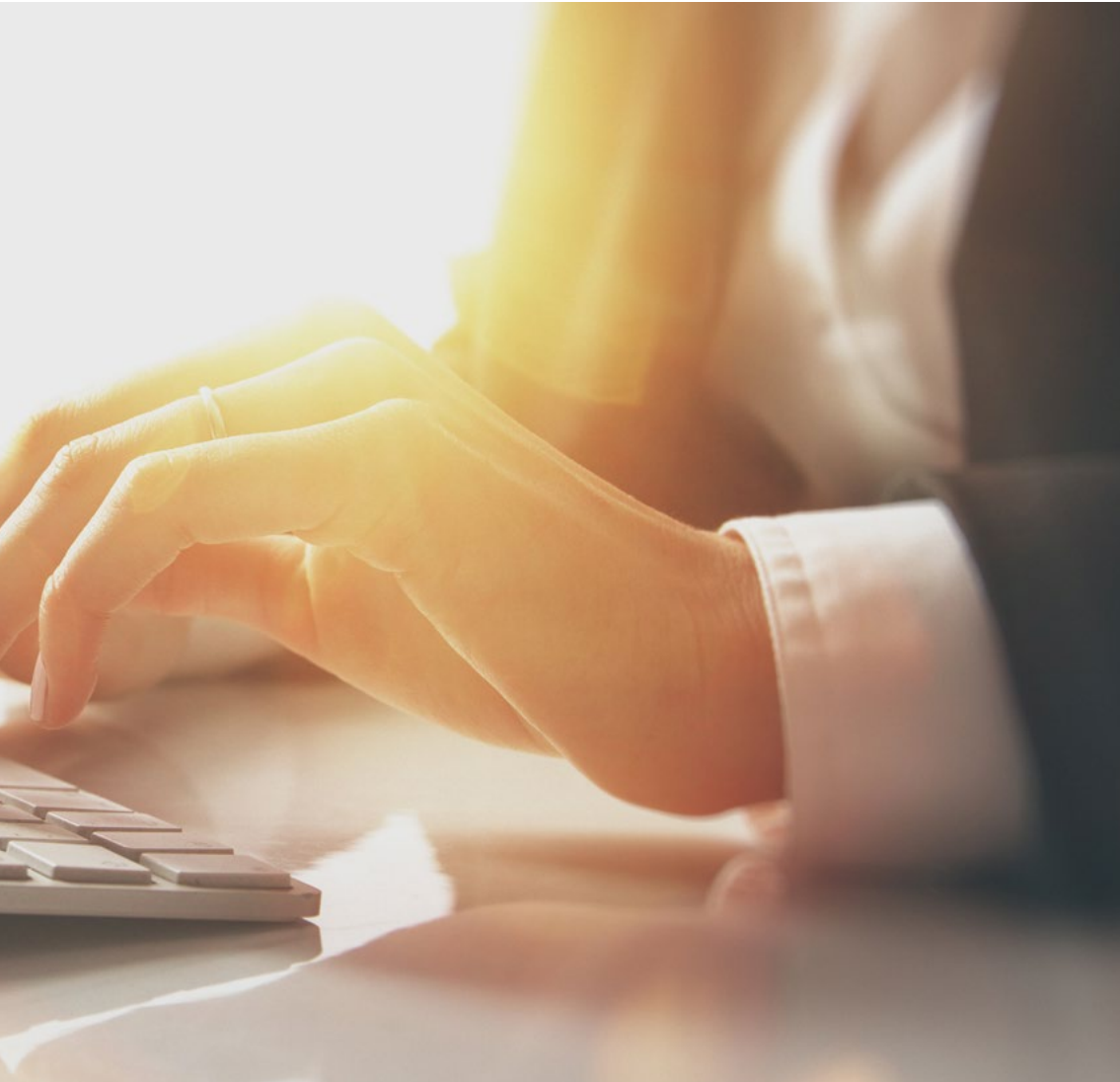
01

Manage and know conceptually the field of transmedia Storytelling and understand its relevance in different professional fields (advertising, marketing, journalism, entertainment)

02

Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization





03

Learn more about Transmedia Storytelling as a discipline, highlighting its importance in different professional sectors

04

Understand the differences between transmedia Storytelling and Crossmedia

05

# Structure and Content

Acquiring specialized knowledge in transmedia *Storytelling* and *Crossmedia* is the key to creating messages that resonate with the audience, whether it is journalistic, advertising or entertainment content. For this reason, more and more business professionals are deciding to embark on this sector and are looking for new academic options through which to obtain specialized knowledge that will allow them to be more competitive with their agencies and the productions they offer. In this program, the most up-to-date information on the subject has been compiled into just 10 topics.



“

*Today's cultural industries are committed to transmediality. Your expertise in this field will be essential to get more clients to trust your agency”*

## Syllabus

Consumers are becoming increasingly demanding. Easy access to information and the ability to find content of all kinds at the click of a button have made them much more knowledgeable about what they want to consume. Therefore, when a high-quality production has an impact on the audience, they look for other ways to improve their user experience.

In this context, the concepts of transmedia Storytelling and Crossmedia come into play, thanks to which viewers can obtain extra products that complement their viewing. These techniques are currently widely used in fields such as cinema, television, journalism or advertising, and their great advantages promise an unstoppable future.

With this Postgraduate Certificate from TECH Technological University, business professionals will be able to enter a field of great impact at a communicative level, through which they will be able to access more responsible positions in their companies or start their own communication business, always using the most innovative techniques in this field.

To this end, students are offered a comprehensive syllabus in which they can find the keys to implement techniques of this type in their multimedia content creation, regardless of the target audience. And, all this, with a 100% online program, which will give you the ease of being able to self-manage your study time and combine it with the rest of your daily obligations.

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

### Module 1

### Transmedia Storytelling, Crossmedia



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

TECH offers the possibility of developing this Postgraduate Certificate in Transmedia Storytelling and Crossmedia Concepts completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

Module 1. Transmedia Storytelling, Crossmedia

**1.1. Chronology of the Transmedia Concept**

- 1.1.1. Transmedia in the Context of Contemporary Cultural Production
- 1.1.2. What is Meant by Transmedia?
- 1.1.3. Key Elements that Make up a General Notion of Transmedia

**1.2. Transmedia and Related Multiplatform, Crossmedia, Digital Narratives, Multimodality, Transmedia Literacies, Worldbuilding, Franchising, Data Storytelling, Plataformization**

- 1.2.1. Economy of Attention
- 1.2.2. Transmedia and Related
- 1.2.3. Multimodality, Crossmedia and Transmedia

**1.3. Areas of Application and Potential of Transmedia**

- 1.3.1. Transmedia in the Cultural Industries
- 1.3.2. Transmedia and Organizations
- 1.3.3. Transmedia in Science and Education

**1.4. Consumption Practices and Transmedia Culture**

- 1.4.1. Cultural Consumption and Everyday Life
- 1.4.2. Platforms
- 1.4.3. User-Generated Content

**1.5. Technologies**

- 1.5.1. Transmedia, New Media and Technology: Early Days
- 1.5.2. Date:
- 1.5.3. The Technological Factor in Transmedia Projects

**1.6. Transmedia, Between Digital and Live Experiences**

- 1.6.1. The Value of Live Experiences
- 1.6.2. What is Meant by Experience?
- 1.6.3. Examples of Real-World Experiences

**1.7. Transmedia and Gaming: Designing Playful Experiences**

- 1.7.1. The Whole and the Parts: Issues to Consider When Defining the Individual Elements of a Transmedia Experience
- 1.7.2. The Playfulness Factor
- 1.7.3. Some Examples

**1.8. Critical Aspects of Transmedia**

- 1.8.1. What Can Transmedia Become?
- 1.8.2. Discussion
- 1.8.3. A Critical Look: What Challenges and Problems Do We Have to Face?

**1.9. Interdisciplinary Transmedia: Roles, Profiles, Teams**

- 1.9.1. Teamwork
- 1.9.2. Transmedia Competencies
- 1.9.3. Roles



*This program will prepare you to properly use the main transmedia technologies"*





# 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”*

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

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 students who choose this Postgraduate Certificate by TECH Technological University are professionals who, for the most part, have previous experience in communication and advertising agency management. Changes in the industry force them to constantly update their knowledge and, therefore, they are keen to undertake studies of this type to learn more about the concepts of transmedia Storytelling and Crossmedia, and to understand the opportunities they offer to their companies.





“

*A program specially designed for the main advertising and communication agency directors”*

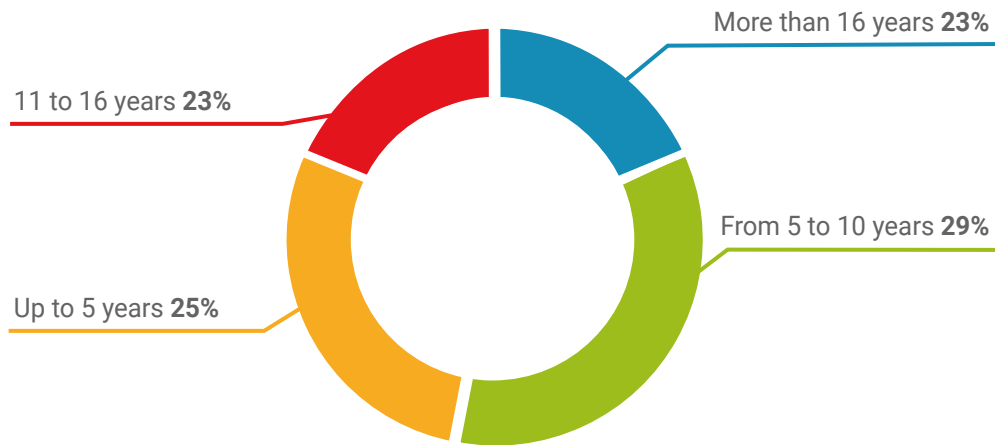
### Average Age

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

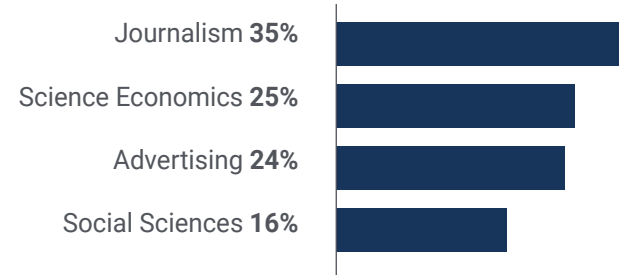
### Years of Experience

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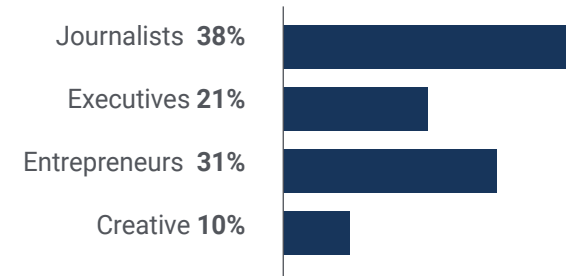
### Training

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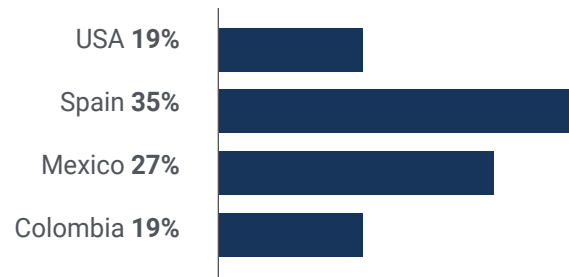
### Academic Profile

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## Geographical Distribution

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## Fernando Gómez

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Production Company Director

*"Transmedia Storytelling has fully entered the world of advertising. That's why more and more brands are trusting my company to create those impactful ads that resonate with the audience. This led me to want to specialize in this field and, thanks to TECH Technological University I have done it. With this Postgraduate Certificate I have become up to date with the latest techniques in this field and now I have a clear idea of what to offer to each of my clients"*

08

# Course Management

The teachers of this Postgraduate Certificate have been selected for their extensive knowledge in transmedia communication and all aspects related to this new way of understanding content creation. People who have done research and who are clear about the importance of applying techniques of this type to cover a more competitive market. Thanks to their teaching experience, they will be able to offer students the latest content, which is essential to enhance their professional growth.

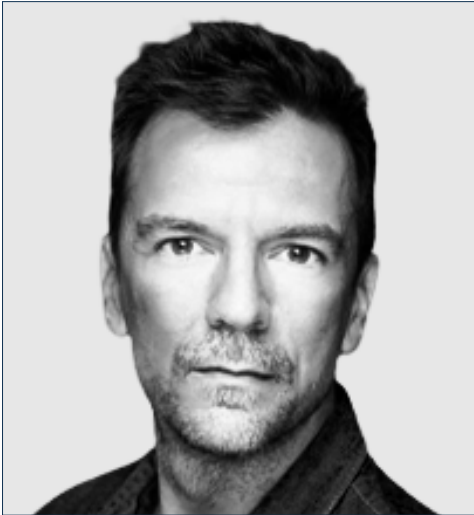




“

*A first-class teaching team, prepared to teach you the keys to transmedia storytelling and crossmedia"*

## Management



### Dr. Regueira, Javier

- ◆ VP and co-founder of the Spanish Association of Branded Content
- ◆ Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- ◆ Professor at Universidad Pontificia Comillas, ESDEN, Esic, Inesdi, The Valley
- ◆ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ◆ Author, blogger and TEDx Speaker
- ◆ Doctorate in Branded Content
- ◆ Graduate in Economics and Business Administration European ICADE E4
- ◆ Master's Degree in Marketing

## Professors

### Dr. Roig, Antoni

- ◆ Director of the Audiovisual Communication program. UOC
- ◆ PhD in Social Science
- ◆ Degree in Audiovisual Communication
- ◆ Telecommunications Engineer



09

# Impact on Your Career

Communication and advertising agencies are currently directing their content towards transmediality, covering different formats and viewing platforms. In this new communication era, it is necessary to have specialized equipment, but, above all, top-level managers and executives capable of adapting to changes and implementing successful strategies in their companies. With this program, students will acquire the necessary skills to boost their careers in a short period of time.







“

*Applying transmedia and Crossmedia techniques in your productions will allow you to reach larger audiences”*

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

TECH's Postgraduate Certificate in Transmedia Storytelling and Crossmedia Concepts is an intensive program that prepares students to face challenges and decisions in the field of content generation through different platforms. The main objective is to promote personal and professional growth. Helping students achieve success.

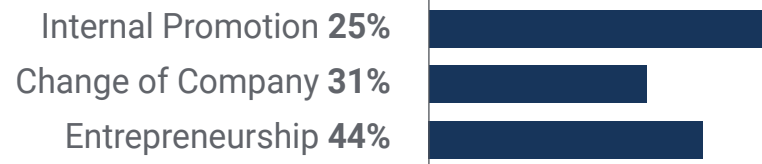
*Get a promotion and develop yourself as a communication agency manager.*

*It's time for a professional change. And your first step has to be to specialize with this program.*

### When the change occurs



### Type of change





## Salary increase

---

This program represents a salary increase of more than **23.65%** for our students.



10

# Benefits for Your Company

Applying transmedia Storytelling allows companies to create more innovative content adapted to customer needs. Therefore, those who take this program will be able to bring a new way of understanding communication to their businesses, through the convergence of media and stories. This, in the current era, brings added value to companies in the sector, positioning them as leaders in content creation.



“

*Creating transmedia content will allow your company to make a qualitative leap in its production”*

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**

Professionals 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.

11

# Certificate

This Postgraduate Certificate in Transmedia Storytelling and Crossmedia Concepts guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

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

This **Postgraduate Certificate in Transmedia Storytelling and Crossmedia Concepts** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Transmedia Storytelling and Crossmedia Concepts**

Official N° of Hours: **150 h.**



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



## Postgraduate Certificate Transmedia Storytelling and Crossmedia Concepts

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

# Postgraduate Certificate Transmedia Storytelling and Crossmedia Concepts



**WHAT WILL YOU SEE THIS WEEKEND?**  
*'The Dark Tower,' 'Detroit' or 'Kidnap'? We'll fill you in.*

**FANDANGO**  
**WEEKEND  
TICKET**

