

# Postgraduate Certificate Transmedia Storytelling





## Postgraduate Certificate Transmedia Storytelling

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

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

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# 01

# Welcome

Transmedia storytelling has allowed users to access multiple related products through multimedia platforms. This has been a key factor in building audience loyalty and involving them in the content. Taking all the benefits of this new way of understanding communication into account, it is necessary to understand that any company that does not adapt to the new times will eventually end up disappearing. For this reason, TECH Global University proposes this program, where students will learn the ins and outs of a booming profession and be able to implement the appropriate strategies to ensure that their businesses continue on the path to success and stand out in a highly competitive sector.



Postgraduate Certificate in Transmedia Storytelling  
TECH Global University



“

*Do you want your company to become one of the most renowned in transmedia communication? With this program, you'll be one step closer to achieving it”*

02

# Why Study at TECH?

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



“

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

## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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



### Academic Excellence

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



### Economy of Scale

---

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

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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

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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 in Transmedia Storytelling has been developed with the main objective of offering students specialized knowledge through which they will be able to understand the opportunities offered by this type of discourse in the field of communication. Therefore, at the end of the program, students will be able to direct transmedia projects for different sectors, attracting the public and inciting them to a specific action. Undoubtedly, a program that will mark a before and after in your professional development, that will increase your career advancement options.



“

*Applying Transmedia Storytelling to your content will help you to offer a more participative product, which the audience has a lot to contribute"*

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

This **Postgraduate Certificate in Transmedia Storytelling** enables 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

Master how transmedia storytelling is constructed and how it differs from traditional storytelling

04

Internalize, with the help of practical examples, the way to achieve audience involvement in a transmedia project

05

# Structure and Content

Changes in communication have come to offer the public a higher quality and more specialized product, but also to allow greater interaction with the audience. In this context, the introduction of transmedia storytelling arises, which takes advantage of different media to create more complete user experiences. This program allows students to enter a booming sector, learning the key elements that they can later apply in their own company.



“

*Using Transmedia Storytelling will be fundamental to reach a wider audience through different platforms. A technique you will have to use if you don't want to end up at the bottom of the industry”*

## Syllabus

Today, users have more platforms available to get information or to access advertising or entertainment content. For this reason, it is essential that content is of high quality, in order to attract the public and, above all, to build loyalty. In this context, transmedia content, capable of reaching the user through different media and offering them a more enriching experience, acquires great value.

In this Postgraduate Certificate in Transmedia Storytelling, students will learn about the origins of this concept and how it differs from the traditional formula. In addition, they will understand the importance of promoting the participatory culture that encourages transmediality and understand the fan phenomenon and audience implications. A very comprehensive syllabus that will give you an overview of the sector, essential to developing your own business.

One of the main advantages of this program is that it is taught 100% online, so students have the opportunity to choose when and where to study. This way, having a computer or mobile device with internet connection, you will be able to connect from anywhere in the world, taking advantage of every free moment to delve further into this field. Undoubtedly, students will have all the facilities at their disposal to be able to continue their learning without leaving aside their professional career or their private life.

This Postgraduate Certificate takes place over 6 weeks and it consists of 1 module:

### Module 1

### Transmedia Narratives



### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Transmedia Storytelling completely online. Over the course of 6 weeks, 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 Narratives**

**1.1. Transmedia Narratives according to Henry Jenkins**

- 1.1.1. Henry Jenkins, Transmedia and Convergence Culture
- 1.1.2. Links Between Participatory Culture, Transmedia and Fan Studies
- 1.1.3. The 'Seven Principles' of Transmedia Storytelling

**1.2. Reviews and Alternative Visions of Transmedia Narratives**

- 1.2.1. Theoretical Perspectives
- 1.2.2. Perspectives on Professional Practice
- 1.2.3. Specific Views

**1.3. Stories, Narrative, Storytelling**

- 1.3.1. Stories, Narrative and Storytelling
- 1.3.2. Narrative as Structure and Practice
- 1.3.3. Intertextuality

**1.4. Classic', Non-linear and Transmedia Narrative**

- 1.4.1. The Narrative Experience
- 1.4.2. Narrative Structure in Three Acts
- 1.4.3. The Ideas and Comings and Goings of the 'Hero's Journey'

**1.5. Interactive Narrative: Linear and Non-linear Narrative Structures**

- 1.5.1. Interactivity
- 1.5.2. Agency
- 1.5.3. Different Non-Linear Narrative Structures

**1.6. Digital Storytelling**

- 1.6.1. Digital Narratives
- 1.6.2. The Origin of Digital Storytelling: Life Stories
- 1.6.3. Digital and Transmedia Storytelling

**1.7. Anchors' Transmedia Storytelling: Worlds, Characters, Time and Timelines, Maps, Space**

- 1.7.1. The Moment of the 'Leap
- 1.7.2. Imaginary Worlds
- 1.7.3. Public Participation

**1.8. Fan Phenomenon, Canon and Transmedia**

- 1.8.1. Role of the Fan
- 1.8.2. Fandom and Productivity
- 1.8.3. Key Concepts in the Relationship between Transmedia and Fan Culture

**1.9. Audience Involvement (Engagement Strategies, Crowdsourcing, Crowdfunding, etc.)**

- 1.9.1. Levels of Involvement: Followers, Enthusiasts, Fans
- 1.9.2. The Public, the Collective, the Crowd
- 1.9.3. Crowdsourcing and Crowdfunding



*Understanding fan phenomenon will help you create specific content for them"*



# 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.







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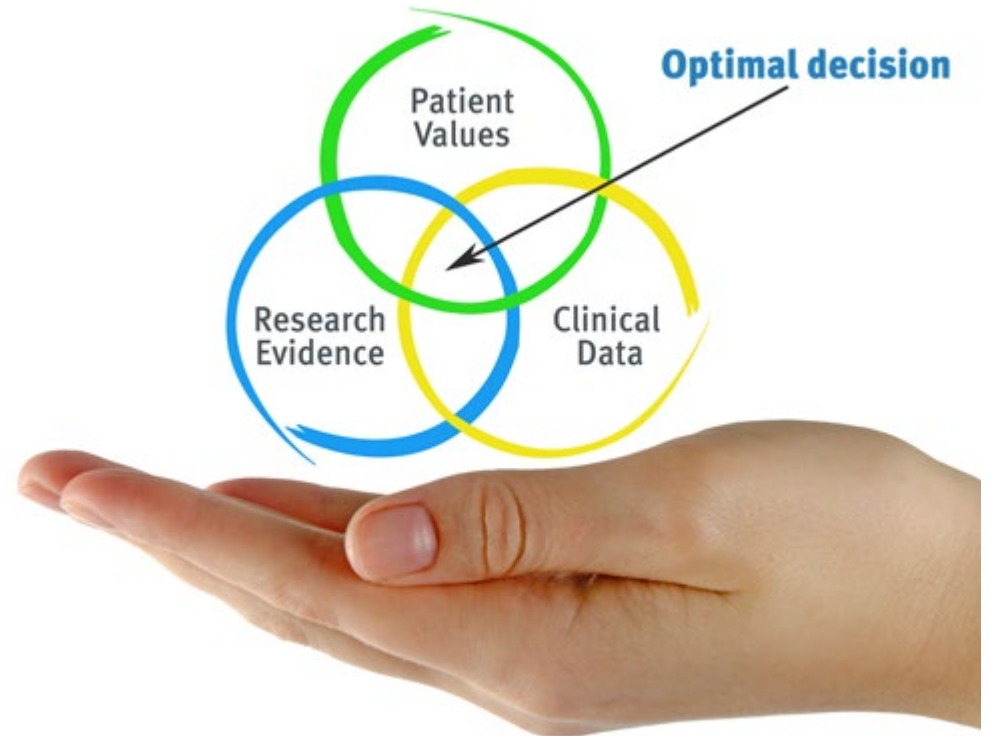
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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

This Postgraduate Certificate in Transmedia Storytelling by TECH Global University is aimed, especially, at business professionals who wish to turn their careers around by starting a communication business. Therefore, thanks to this course, they will be able to understand the novelties of this type of discourse, allowing them to apply it in innovative content creation through different formats and platforms.







“

*Reach the communication elite by applying  
transmedia storytelling to your creations”*

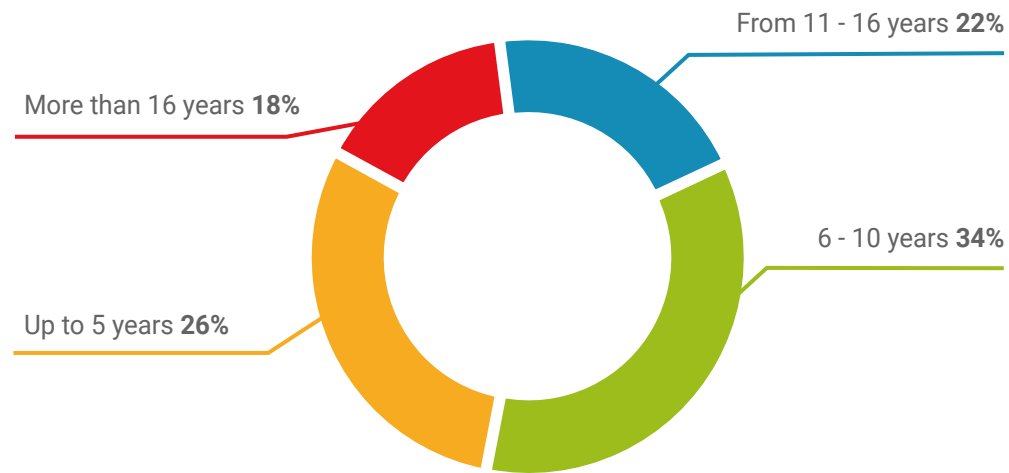
### Average Age

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

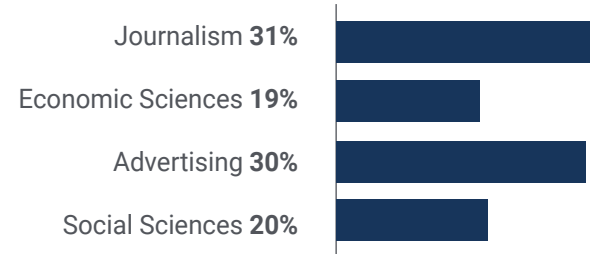
### Years of Experience

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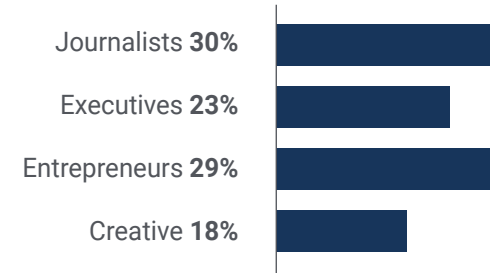
### Training

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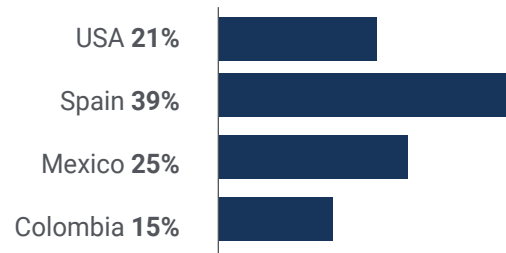
### Academic Profile

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## Geographical Distribution

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## Clara Fernández

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Production Company Director

*"This Postgraduate Certificate from TECH Global University has given me the tools to run my own production company with greater confidence, focusing on transmedia projects to create more competitive content to the public's liking. Undoubtedly, it is a high quality and interesting program for professionals in the sector, as they will find the key elements to apply the best of this type of narrative in their daily work"*

08

# Course Management

The content selection of this Postgraduate Certificate in Transmedia Storytelling has been elaborated by a prestigious teaching team with extensive experience in the sector. Teachers with extensive expertise, who understand the importance of providing high quality teaching materials to improve the students' skills and, with it, the future of the profession. A unique opportunity to study with the best and learn everything they have learned after many years in the communication sector.





*Study hand in hand with the leading experts in transmedia storytelling”*

## International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apollonia and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.



## Dra. Romanska, Magda

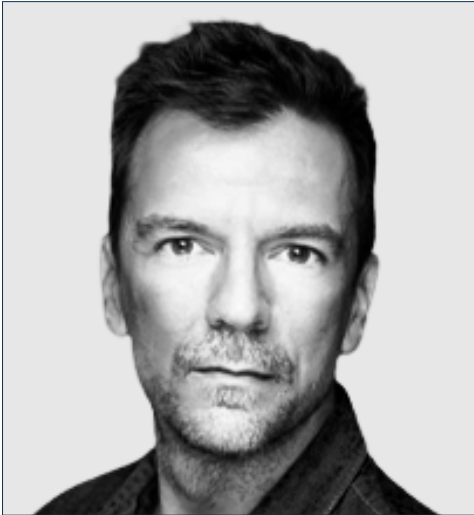
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- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

“

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

## 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
- Autor, blogger y 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

Achieving further professional growth is the main objective of any employee. Therefore, programs of this type, specialized in Transmedia Storytelling, are essential for all communicators and content creators who wish to adapt to the new times and create higher quality products. But also, for those who want to start their own business or access to higher responsibility positions within this sector.



“

*By completing this Postgraduate Certificate, you will achieve a greater impact in your profession, which will help you grow personally and professionally”*

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

TECH's Postgraduate Certificate in Transmedia Storytelling 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.

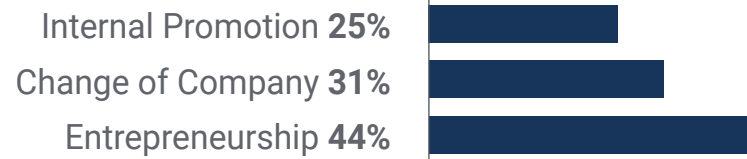
*By passing this Postgraduate Certificate, you will be better prepared to access more responsible positions in the sector.*

*Are you looking for a better job in the communications sector? Enroll in this Postgraduate Certificate now and take the first step to do so.*

#### When the change occurs



#### Type of change



## Salary increase

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



10

# Benefits for Your Company

Large production companies and communication agencies need to be constantly innovating in order to offer higher quality products and market impact. In this sense, this TECH Global University program represents a great competitive advantage both for students and for the companies where they develop professionally, since they will be able to apply these more innovative strategies, using the transmedia storytelling as a basis for content creation, achieving more successful results.





“

*Apply transmedia storytelling in your agency  
and offer higher quality products to your clients”*

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

01

### **Intellectual Capital and Talent Growth**

The manager will bring new concepts, strategies and perspectives to the center that can bring about relevant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the organization and managers, and it 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 organization will come into contact with the main markets in the world economy.





05

### **Project Development**

Be able to work on a real project or develop new projects in the R&D or Business Development area 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 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 Transmedia Storytelling** 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 Transmedia Storytelling**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



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