# Postgraduate Diploma
## Cultural Direction and Management

**tech** technological university

# tech technological university

## Postgraduate Diploma
## Cultural Direction and Management

» Course Modality: **online**
» Duration: **6 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **University graduates, Postgraduates and Degrees holders who have previously completed any of the programs in the field of Social Sciences and Humanities**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-cultural-direction-management**

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# 01
# Welcome

Cities such as Cannes, Paris, Madrid or New York are widely known for their museums, monuments and cultural festivals. Culture is therefore a factor of union, knowledge and tourism enhancement. However, achieving this success depends on good management of heritage and art. That is why TECH offers specialists this 100% online training, with which you can enhance your managerial skills through the most comprehensive knowledge about marketing and cultural promotion, event production and management of cultural tourism. All this, also through innovative multimedia resources that can be easily accessed from any device with an Internet connection.

Postgraduate Diploma in Cultural Direction and Management
TECH Technological University

*This 100% online Postgraduate Diploma will lead you to achieve success in Cultural Direction and Management"*

# Why Study at TECH?

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

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

## At TECH Technological University

### Innovation

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

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

### The Highest Standards

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

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

### Networking

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

**+100000** | **+200**
executives prepared each year | different nationalities

### Empowerment

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

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

### Talent

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

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

### Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

### Learn with the best

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

Teachers representing 20 different nationalities.

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

### Analysis

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

### Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

### Economy of Scale

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

# Why Our Program?

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

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

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

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

**01**

## A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

## Develop a strategic and global vision of the company

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

*Our global vision of companies will improve your strategic vision.*

**03**

## Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

## You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

**05**

## Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

**06**

## Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

**07**

## Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

**08**

## You will be part of an exclusive community

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

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

# 04
# Objectives

The main purpose of this university program is to provide professionals with the latest information on Cultural Direction and Management, so that they can apply it in their daily practice and progress in this sector. To this end, it will have multimedia resources, which will lead you to delve into the most innovative marketing strategies, to value culture as a brand of a country or the latest technology used for the creation of projects and their dissemination.

"

*With this qualification you will master the ICT used in the broadcasting of live shows"*

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

The **Postgraduate Diploma in Cultural Direction and Management** prepares the students to:

**01** Understand the characteristics of cultural management in relation to the tourism sector.

**02** Manage cultural heritage in different tourist areas in accordance with the principles of sustainability.

**03** Identify and manage existing plans to protect Fine Arts collections.

**04** Analyze the characteristics of the demand for cultural tourism in each area.

**05** Knowing the management of cultural heritage in the different areas.

**06** Learn within the context of culture the basic concepts, principles and theories of cultural communication and industries

**07** Understand and interpret reality based on cultural skills and procedures

**08** Manage sources, plan projects, and organize different methods to solve problems

**09** Learn to design and produce campaigns or products related to culture

**10** Demonstrate procedures to promote cultural ideas

**11** Understand the importance and organization of hybrid events

**12** In-depth knowledge of current trends in event organization

## 05
# Structure and Content

This academic training has been planned to offer in just 6 months, the knowledge that every professional needs to progress in the field of Cultural Direction and Management. For this, you will have at your disposal pedagogical tools, in which TECH has used the latest technology and which can be accessed 24 hours a day from a computer, tablet or cell phone with Internet connection. This flexibility is especially designed for those who need to combine a university qualification with their professional responsibilities.

*"This is a flexible program: no classroom attendance, no classes with fixed schedules. Enroll now"*

## Syllabus

This Postgraduate Diploma in Cultural Direction and Management from TECH Technological University is an advanced program that prepares the professionals to successfully face the new challenges that the sector is facing.

For this reason, the content of this university program will allow you to effectively develop managerial skills that will help you make decisions in a sector that is constantly changing and attracting new audiences.

Thus, during the 600 teaching hours of this university course, the specialists will have at their disposal multimedia resources (video summaries, videos in detail), diagrams, complementary readings and case studies that will lead them to delve in a much more dynamic way into the latest information on the promotion of the cultural sector and the production of events.

In addition, students who enter this online program will delve over 6 months into the current marketing trends of the main cultural industries, ICT, the cultural tourism product or the strategies used for the preservation of heritage.

A study plan prepared by specialists in the sector, which will lead the professionals to expand their managerial skills, enhance their skills and acquire an update of their knowledge in the field of Cultural Direction and Management.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

**Module 1**  Marketing in Cultural Market

**Module 2**  Production and Direction in Cultural Management

**Module 3**  Technology and Design for Cultural Promotion

**Module 4**  Cultural Tourism Management

## Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Cultural Direction and Management completely online. Throughout the 6 months of the educational program, 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. Marketing in Cultural Market

**1.1. Culture outside the Industry**
1.1.1. The Art Market
    1.1.1.1. Environment of the Cultural and Creative Industry: The Place of Cultural Organizations in Society
    1.1.1.2. The Global Economic Impact of the Cultural and Creative Industry

1.1.2. Cultural Heritage and the Performing Arts
    1.1.2.1. Cultural Heritage and the Performing Arts in Society
    1.1.2.2. Cultural Heritage and the Performing Arts in the Media

**1.2. Cultural Industries**
1.2.1. The Concept of Cultural Industry
    1.2.1.1. The Publishing Industry
    1.2.1.2. The Musical Industry
    1.2.1.3. The Film Industry

**1.3. Journalism and Art**
1.3.1. New and Old Forms of Communication
    1.3.1.1. Beginnings and Evolution of Art in the Media
    1.3.1.2. New Forms of Communication and Writing

**1.4. Culture in the Digital World**
1.4.1. Culture in the Digital World
1.4.2. The Omnipresence of the Visual. Controversies of the Digital Age
1.4.3. The Transmission of Information through Video Games
1.4.4. Collaborative Art

**1.5. The Media Structure**
1.5.1. The Audiovisual and Press Sector
    1.5.1.1. The Impact of Large Media Groups on Culture
    1.5.1.2. Live Platforms, a Challenge for Conventional Media
1.5.2. The Cultural Journalism Sector
    1.5.2.1. The Cultural Market in a Global World Towards Homogenization or Diversification?

**1.6. Introduction to Marketing**
1.6.1. The 4 Ps
    1.6.1.1. Basic Aspects of Marketing
    1.6.1.2. Marketing Mix
    1.6.1.3. The Necessity (or not) of Marketing in the Cultural Market
1.6.2. Marketing and Consumerism
    1.6.2.1. The Culture Consumption
    1.6.2.2. Quality as a Cross-Cutting Factor in Information Products

**1.7. Marketing and Value: Art for Art's Sake, Art in Ideological Programs, and Art as a Market Product**
1.7.1. Art for Art's Sake
    1.7.1.1. The Art of the Masses The Homogeneity of Art and Its Value
    1.7.1.2. Is Art Created for the Media or Does the Media Transmit Art?

1.7.2. Art within Ideological Programs
    1.7.2.1. Art, Politics and Activism
    1.7.2.2. Basic Symbolism in Art
1.7.3. Art as a Market Product
    1.7.3.1. Art in Advertising
    1.7.3.2. Cultural Management for a Successful Development of the Work

**1.8. Marketing of the Main Cultural Industries**
1.8.1. Current Trends in the Main Cultural Industries
    1.8.1.1. The Needs of Consumers as Represented in Companies
    1.8.1.2. Successful Cultural Products in the Media

**1.9. Research as a Central Marketing Tool**
1.9.1. Collection of Market and Consumer Data
    1.9.1.1. Differentiation in Relation to Competitors
    1.9.1.2. Other Investigative Strategies

**1.10. The Future of Cultural Marketing**
1.10.1. The Future of Cultural Marketing
    1.10.1.1. Cultural Marketing Tendencies
    1.10.1.2. The Cultural Products with the Greatest Power in the Market

**Module 2.** Production and Direction in Cultural Management

2.1.   Tools for the management of cultural organizations I
2.1.1.   Cultural Management
2.1.2.   Classification of Cultural Products
2.1.3.   Cultural Management Objectives

2.2.   Tools for the Management of Cultural Organizations II
2.2.1.   Cultural Organizations
2.2.2.   Typology
2.2.3.   UNESCO

2.3.   Collecting and Patronage
2.3.1.   The Art of Cpllections
2.3.2.   Developer of the Taste for Collecting throughout History.
2.3.3.   Types of Collections

2.4.   The Role of the Foundations
2.4.1.   What do They Consist of?
2.4.2.   Associations and Foundations
2.4.2.1. Differences
2.4.2.2. Similarities
2.4.3.   Examples of Cultural Foundations Worldwide

2.5.   Cultural Development in Third-Sector Organizations
2.5.1.   What are Third-Sector Organizations?
2.5.2.   Role of Third-Sector Organizations in Society.
2.5.3.   Networks

2.6.   Public Institutions and Organizations
2.6.1.   Model of Organization of Cultural Policy in Europe
2.6.2.   Main public Institutions in Europe
2.6.3.   Cultural Action of the European International Organizations

2.7.   Cultural Heritage
2.7.1.   Culture as a Country Brand
2.7.2.   Cultural Policies
2.7.2.1. Institutions
2.7.2.2. Figures
2.7.3.   Culture as Heritage of the Humanity

2.8.   Cultural Heritage Dissemination
2.8.1.   What is Cultural Heritage?
2.8.2.   Public Management
2.8.3.   Private Management
2.8.4.   Coordinated Management

2.9.   Project Creation and Management
2.9.1.   What is Creation and Project Management?
2.9.2.   Breeding
2.9.2.1. Public
2.9.2.2. Private
2.9.2.3. Coproductions
2.9.2.4. Others
2.9.3.   Cultural Management Planning

2.10.  Art, Company and Society
2.10.1.  The Third-Sector as Social Opportunity
2.10.2.  Social Commitment of Companies through the Different Art Types
2.10.2.1. Investments
2.10.2.2. Profitability
2.10.2.3. Promotion
2.10.2.4. Profit

2.10.3.  Art as Inclusion and Transformation of the Society
2.10.4.  The Theater as Social Opportunity
2.10.5.  Festivals that Involve Citizenship

## Module 3. Technology and Design for Cultural Promotion

**3.1.  The Importance of Image in Businesses**
3.1.1.  MTV
3.1.1.1. The Emergence of MTV
3.1.1.2. Videoclip
3.1.2.  From MTV to YouTube
3.1.3.  Old Marketing versus Digital Era

**3.2.  Content Creation**
3.2.1.  Core of Dramatic Conviction
3.2.1.1. Objective of the Staging
3.2.1.2. Aesthetic-Stylistic Strategy
3.2.1.3. The Passage from Theater to the Rest of the Arts
3.2.2.  Consumer *Target* Worldwide

3.2.3.  Content Creation
3.2.3.1. *Flyer*
3.2.3.2. *Teaser*
3.2.3.3. Social media
3.2.4.  Dissemination Media

**3.3.  Graphic Designer and *Community Manager***
3.3.1.  Meeting Phases
3.3.2.  Why is it Necessary to Have a Graphic Designer?
3.3.3.  The Role of the *Community Manager*

**3.4.  Inclusion of Creators in Conventional Sample Media**
3.4.1.  ICT Applications
3.4.1.1. Personal Sphere
3.4.1.2. Professional Spehre
3.4.2.  Addition of DJ and VJ
3.4.2.1. Use of DJ and VJ in Shows

3.4.2.2. Use of DJ and VJ in Theater
3.4.2.3. Use of DJ and VJ in Dance
3.4.2.4. Use of DJ and VJ in Events
3.4.2.5. Use of DJ and VJ in Sporting Events
3.4.3.  Real-Time Illustrators
3.4.3.1. Arena
3.4.3.2. Drawing

3.4.3.3. Transparency
3.4.3.4. Visual Storytelling

**3.5.  ICT for Stage and Creation I**
3.5.1.  Videoprojection, *Videowall*, *Videosplitting*
3.5.1.1. Differences
3.5.1.2. Evolution
3.5.1.3. From Incandescence to Laser Phosphors

3.5.2.  The Use of Software in Shows
3.5.2.1. From Incandescence to Laser Phosphors
3.5.2.2. Why are They Used?
3.5.2.3. How do they Help Creativity and Exhibition?
3.5.3.  Technical and Artistic Personnel
3.5.3.1. Roles
3.5.3.2. Management

**3.6.  ICT for Stage and Creation II**
3.6.1.  Interactive Technologies
3.6.1.1. Why are They Used?
3.6.1.2. Advantages
3.6.1.3. Disadvantages
3.6.2.  AR
3.6.3.  VR
3.6.4.  360º

**3.7.  ICT for the Stage and Creation**
3.7.1.  Ways of Sharing Information
3.7.1.1. Drop Box
3.7.1.2. Drive
3.7.1.3. iCloud
3.7.1.4. WeTransfer
3.7.2.  Social Networks and Outreach
3.7.3.  Use of ICTs in Live Shows

**3.8.  Sample Supports**
3.8.1.  Conventional Supports
3.8.1.1. What are they?
3.8.1.2. Which Ones are Known?
3.8.1.3. Small Format
3.8.1.4. Large Format
3.8.2.  Unconventional Supports
3.8.2.1. What are they?
3.8.2.2. What are they?
3.8.2.3. Where and How can They be Used?
3.8.3.  Examples:

**3.9.  Corporate Events**
3.9.1.  Corporate Events
3.9.1.1. What are they?
3.9.1.2. What are We Looking for?
3.9.2.  The 5W+1H Concrete Review Applied to the to the Corporate
3.9.3.  Most Commonly Used Supports

**3.10.  Audiovisual Production**
3.10.1.  Audiovisual Resources
3.10.1.1. Museum Resources
3.10.1.2. Scene Resources
3.10.1.3. Event Resources
3.10.2.  Types of Plans
3.10.3.  Emergence of Projects
3.10.4.  Phases of the Process

**Module 4.** Cultural Tourism Management

**4.1. Introduction to Cultural Heritage**
4.1.1. Cultural Tourism
4.1.2. Cultural Heritage
4.1.3. Cultural Tourism Resources

**4.2. Sustainability as a Reference in Tourism and Cultural Heritage**
4.2.1. Concept of Urban Sustainability
4.2.2. Tourist Sustainability
4.2.3. Cultural Sustainabiility

**4.3. Hosting Capacity and its Application in Tourist Destinations**
4.3.1. Conceptualization
4.3.2. Dimensions of Tourism Carrying Capacity
4.3.3. Case Studies
4.3.4. Approaches and Proposals for the Study of Tourist Carrying Capacity

**4.4. Tourist Use of the Area**
4.4.1. Flows of Visitors and Heritage Tourist Areas
4.4.2. General Patterns of Tourist Mobility and Use of the Area
4.4.3. Tourism and Heritage Sites: Effects and Problems Derived from Tourism Flows

**4.5. The Challenges of Space Management**
4.5.1. Strategies for Diversification of the Tourist Use of the Area.
4.5.2. Tourism Demand Management Measures
4.5.3. The Enhancement of the Heritage and Accessibility Control
4.5.4. Visitor Management in Heritage Sites with Complex Visiting Models. Case Studies

**4.6. Cultural Tourism Product**
4.6.1. Urban and Cultural Tourism
4.6.2. Culture and Tourism
4.6.3. Transformations in the Cultural Travel Market

**4.7. Heritage Preservation Policies**
4.7.1. Conservation vs. Exploitation of Assets
4.7.2. International Regulations
4.7.3. Conservation Policies

**4.8. Management of Cultural Resources in Tourist Areas**
4.8.1. Promotion and Management of Urban Tourism
4.8.2. Heritage Tourism Management
4.8.3. Public and Private Management

**4.9. Employability in Cultural Tourism**
4.9.1. Characteristics of Employability in Cultural Tourism
4.9.2. Study and Profiles in Cultural Tourism
4.9.3. The Tourist Guide and the Interpretation of the Patrimony

**4.10. Case Studies of Successful Cases in the Management of Cultural Heritage in the Tourism Field**
4.10.1. Strategies for Cultural and Tourism Development of the Local Heritage
4.10.2. The Associative Management of a Public Project
4.10.3. Visitor Analysis as a Cultural Management Tool
4.10.4. Local Policies of Tourist Dynamization and Great Cultural Attractions
4.10.5. Local Tourism Planning and Management in a World Heritage City

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

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

TECH Business School uses the Case Study
to contextualize all content

Our program offers a revolutionary approach to developing skills and
knowledge. Our goal is to strengthen skills in a changing, competitive, and
highly demanding environment.

" *At TECH, you will experience a learning
methodology that is shaking the foundations
of traditional universities around the world"*



*This program prepares you to face business
challenges in uncertain environments and
achieve business success.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

"
*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

**This program offers the best educational material, prepared with professionals in mind:**

### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

**30%**

**10%**

**8%**

**3%**

**30%**

**15%**

**4%**

### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

# Our Students' Profiles

This Postgraduate Diploma is aimed primarily at university graduates who have completed any of the following qualifications in the fields of Social and Legal Sciences, Humanities, Tourism and Economics.

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

Likewise, professionals who, being university graduates in any area, have work experience in the field of cultural direction and management, may also access this university program.
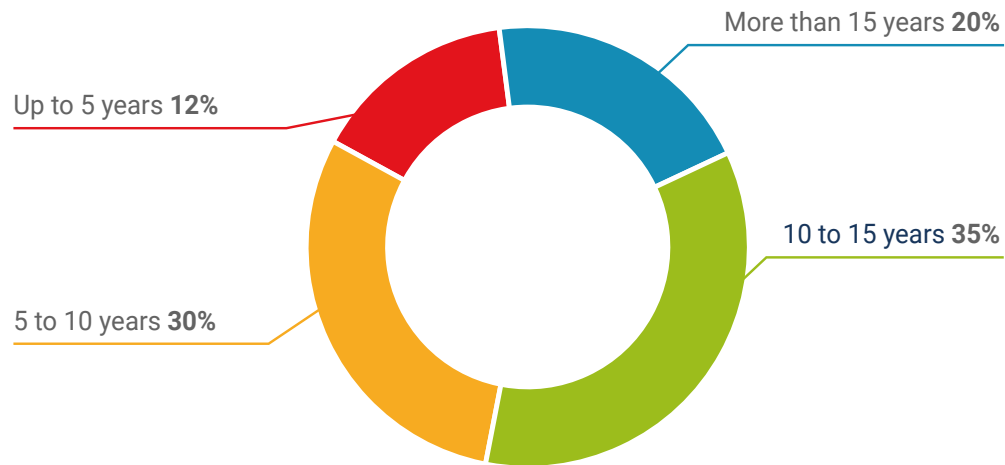
*Give a boost to your professional career through this 100% online Postgraduate Diploma in Cultural Direction and Management"*

## Average Age

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

## Years of Experience

More than 15 years **20%**

Up to 5 years **12%**

10 to 15 years **35%**

5 to 10 years **30%**

## Training

Economics **16%**

Humanities **42%**

Social Sciences **35%**

Other **7%**

## Educational Profile

Humanities **37%**

Social Sciences **28%**

Entrepreneurs **25%**

Other **10%**
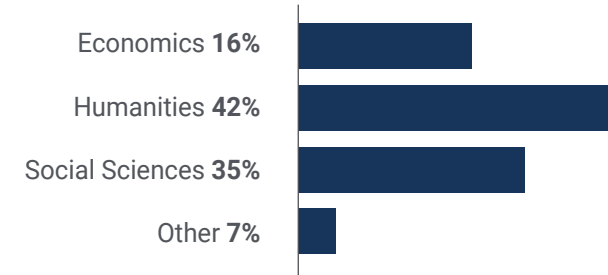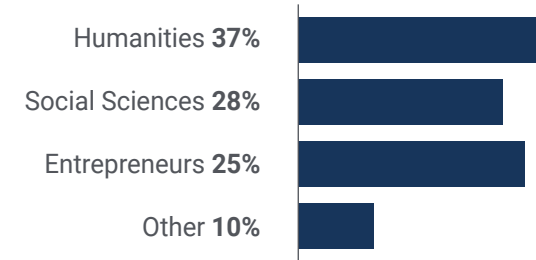
## Geographical Distribution

USA **15%**

Spain **38%**

Mexico **35%**

Colombia **12%**
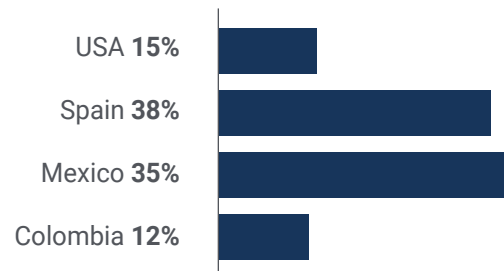
# Ana Martínez

**Director and Cultural Manager**

*"Spaces need cultural managers capable of finding a balance between heritage and tourism promotion. Undoubtedly, with this Postgraduate Diploma I have acquired the knowledge I was looking for and needed to grow in my work field".*

# Impact on Your Career

This university program is designed to offer in just 6 months the learning that the professionals need to enhance their skills and develop in the cultural sector in a satisfactory manner. That is why the content of this Postgraduate Diploma has been created with great care by specialists in this field, thus providing the most relevant information in Cultural Direction and Management.

*With this Postgraduate Diploma you will be up to date in the use of software in the shows, the incorporation of Virtual Reality or Artificial Intelligence"*

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

TECH's Postgraduate Diploma in Cultural Direction and Management is an intensive program that prepares you to face challenges and business decisions in the cultural field. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

*If you are a professional in the cultural sector, TECH has thought of you. You will be able to distribute the course load according to your needs and access the syllabus at any time of the day.*

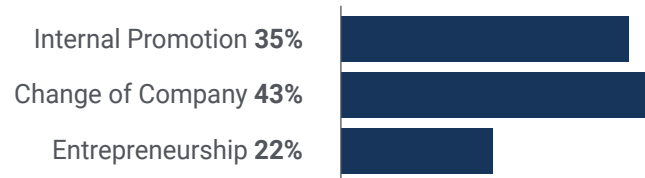*With this qualification you will be able to manage cultural projects applying the most effective marketing techniques in accordance with current digital times.*

## When the change occurs

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

## Type of change

Internal Promotion **35%**

Change of Company **43%**

Entrepreneurship **22%**

## Salary increase

The completion of this program represents a salary increase of more than **25.22%** for our students.

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

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# Benefits for Your Company

Companies in the cultural sector, both in the public and private sectors, are increasingly demanding professionals with managerial skills and comprehensive knowledge. For this reason, students who take this Postgraduate Diploma will make a significant contribution to their company after the learning acquired in 600 teaching hours. Accessing this university education is, therefore, an excellent opportunity for specialists who wish to add another step in their working career, also providing their companies with the necessary notions to face new challenges in the cultural sector.

*You will be able to take on any challenge in the cultural sector thanks to this 100% online Postgraduate Diploma"*

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

**01**

### Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

**02**

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

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

**03**

### Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

**04**

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

## 05 Project Development

The 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 Diploma will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

# 10

# Certificate

The Postgraduate Diploma in Cultural Direction and Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Cultural Direction and Management** 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 Diploma**, issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Cultural Direction and Management**

Official Nº of Hours: **600 h.**

tech technological university

Awards the following

**DIPLOMA**

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

**POSTGRADUATE DIPLOMA**

in

Cultural Direction and Management

This is a qualification awarded by this University, equivalent to 600 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S    techtitute.com/certificates

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

# tech technological university

## Postgraduate Diploma
## Cultural Direction and Management

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

# Postgraduate Diploma
## Cultural Direction and Management

tech *technological university*