Postgraduate Diploma
Transmedia Storytelling

tech global university

Postgraduate Diploma
Transmedia Storytelling

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-transmedia-storytelling**

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01
Welcome

Large communication and advertising companies have understood the current consumer demands and have therefore decided to create more spectacular and attention-grabbing campaigns. To this end, they are increasingly committed to the use of transmedia Storytelling, creating stories that go beyond a simple product to encompass all the values of the brand. In this context, it is important to involve business professionals, who must guide the creation process so it really meets the company's expectations and, of course, those of its audience. Thanks to this TECH Global University program, students will acquire specialized knowledge that will allow them to start their own communication and advertising business or manage the most successful companies in their country.

Postgraduate Diploma in Transmedia Storytelling.
TECH Global University

If you want your brand to be as recognized as Adidas, Coca Cola or Dior, use transmedia Storytelling for your advertising campaign design"

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

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

At TECH Global University

Innovation

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

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

The Highest Standards

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

95% of TECH students successfully complete their studies

Networking

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

100,000+ executives trained each year

200+ different nationalities

Empowerment

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

500+ collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Analysis

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

Academic Excellence

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

Economy of Scale

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

Learn with the best

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

Teachers representing 20 different nationalities.

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

Why Our Program?

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

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

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

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01 **A significant career boost**

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

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

02 **Develop a strategic and global vision of companies**

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

Our global vision of companies will improve your strategic vision.

03 **Consolidate the student's senior management skills**

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

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

04 **Take on new responsibilities**

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04

Objectives

Being able to apply transmedia Storytelling strategies in advertising campaign development is the main objective of this Postgraduate Diploma by TECH Global University. In this way, students, at the end of the program, will have the ability to create an interesting story that captures the public's attention and reinforces their brand image. And, all this, getting student involvement to achieve a result that is more adapted to their needs.

Thanks to this Postgraduate Diploma you will be able to build a transmedia story that reaches your target audience and attracts them to your brand"

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

This **Postgraduate Diploma in Transmedia Storytelling** helps 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 Master how transmedia storytelling is constructed and how it differs from traditional storytelling

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

06 Further develop the practical methodology in the construction of transmedia content, from the research and documentation phase, to the platforms and participatory mechanics

05

Structure and Content

New technologies have allowed users to keep informed of whatever they want from their own mobile devices. Immediacy is the hallmark of an increasingly well-informed society that seeks unique experiences whenever accessing multimedia content. In this sense, Transmedia Storytelling application has allowed to obtain a greater impact of issues like advertising, so necessary in the business field and, therefore, TECH Global University proposes this program for business professionals who seek to give a radical change to their careers by betting on the communication and advertising sector.

"

Use different media to publish your messages and create a more satisfying user experience"

Syllabus

Advertising is an essential field in business. Any company wishing to make itself known in the market must make use of it, in its different platforms, to reach a more demanding and informed public. For this reason, more and more agencies are opting for certain marketing techniques to achieve the impact they need in their campaigns.

Currently, big brands such as Coca Cola or Adidas are committed to transmedia Storytelling to offer the user a more real and satisfactory experience of their advertising campaigns. A technique with great repercussion in cinema and television that is increasingly entering the advertising sector. In this way, users can learn about the same product through different stories on different platforms, capturing their attention and producing a feeling of need.

With this program, TECH Global University offers students an in-depth knowledge of relevant issues in this field, such as transmediality, crossmedia content, specific narratives or the production of such content. Therefore, thanks to its 100% online format, students will be able to enter a booming sector that demands highly qualified professionals in the field.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1	Transmedia Storytelling, Crossmedia
Module 2	Transmedia Narratives
Module 3	Transmedia Content Production

Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Diploma in Transmedia Storytelling completely online. Over the course of 6 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, Platformization
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

Module 2. Transmedia Narratives

2.1. Transmedia Narratives according to Henry Jenkins
2.1.1. Henry Jenkins, Transmedia and Convergence Culture
2.1.2. Links Between Participatory Culture, Transmedia and Fan Studies
2.1.3. The 'Seven Principles' of Transmedia Storytelling

2.2. Reviews and Alternative Visions of Transmedia Narratives
2.2.1. Theoretical Perspectives
2.2.2. Perspectives on Professional Practice
2.2.3. Specific Views

2.3. Stories, Narrative, Storytelling
2.3.1. Stories, Narrative and Storytelling
2.3.2. Narrative as Structure and Practice
2.3.3. Intertextuality

2.4. ´Classic', Non-linear and Transmedia Narrative
2.4.1. The Narrative Experience
2.4.2. Narrative Structure in Three Acts
2.4.3. The Ideas and Comings and Goings of the 'Hero's Journey'

2.5. Interactive Narrative: Linear and Non-linear Narrative Structures
2.5.1. Interactivity
2.5.2. Agency
2.5.3. Different Non-Linear Narrative Structures

2.6. Digital Storytelling
2.6.1. Digital Narratives
2.6.2. The Origin of Digital Sorytelling: Life Stories
2.6.3. Digital and Transmedia Storytelling

2.7. Anchors' Transmedia Storytelling: Worlds, Characters, Time and Timelines, Maps, Space
2.7.1. The Moment of the 'Leap
2.7.2. Imaginary Worlds
2.7.3. Public Participation

2.8. Fan Phenomenon, Canon and Transmedia
2.8.1. Role of the Fan
2.8.2. Fandom and Productivity
2.8.3. Key Concepts in the Relationship between Transmedia and Fan Culture

2.9. Audience Involvement (Engagement Strategies, Crowdsourcing, Crowdfunding, etc.)
2.9.1. Levels of Involvement: Followers, Enthusiasts, Fans
2.9.2. The Public, the Collective, the Crowd
2.9.3. Crowdsourcing and Crowdfunding

Module 3. Transmedia Content Production

3.1. The Project Ideation Phase
3.1.1. Story
3.1.2. Platforms
3.1.3. Public

3.2. Documentation, Research, Search for references
3.2.1. Documentation
3.2.2. Successful References
3.2.3. Learning from Others

3.3. Creative Strategies: in Search of the Premise
3.3.1. The Premise
3.3.2. Necessity of the Premise
3.3.3. Coherent Projects

3.4. Platforms, Narrative and Participation. An Iterative Process
3.4.1. Creative Process
3.4.2. Connection Between the Different Parts
3.4.3. Transmedia Narratives as a Process

3.5. The Narrative Proposal: Story, Arcs, Worlds, Characters
3.5.1. The Story and Narrative Arcs
3.5.2. Worlds and Universes
3.5.3. Characters at the Center of the Story

3.6. The Optimal Support for Our Narrative. Formats and Platforms
3.6.1. The Medium and the Message
3.6.2. Platform Selection
3.6.3. Format Selection

3.7. User Experience (UX) Design Know your Audience
3.7.1. Discover your Audience
3.7.2. Levels of Participation
3.7.3. Experience and Memorability

3.8. The Transmedia Production Bible: Approach, Platforms, User Journey
3.8.1. The Transmedia Production Bible
3.8.2. Approach and Platforms
3.8.3. User Journey

3.9. The Transmedia Production Bible: Project Aesthetics, Material and Technical Requirements
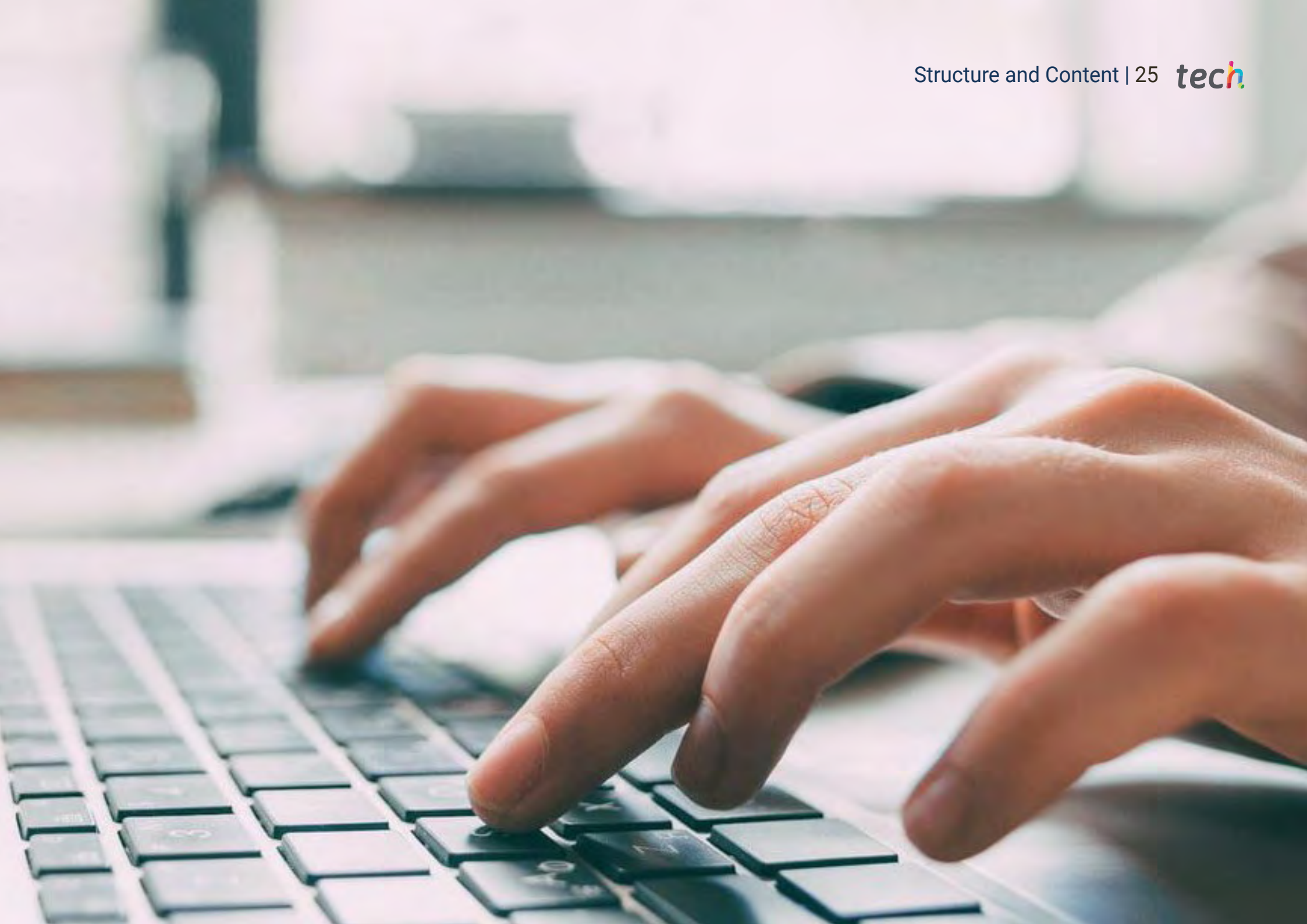3.9.1. Importance of Aesthetics
3.9.2. Possibilities and Production
3.9.3. Material and Technical Requirements

3.10. The Transmedia Production Bible: Case Studies on Business Models
3.10.1. Model Design
3.10.2. Model Adaptation
3.10.3. Cases

"Discover transmedia storytelling and apply it in your advertising productions to achieve a greater impact on the audience"

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"

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.

30%

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.

10%

8%

3%

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%

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.

07
Our Students' Profiles

Students of this Postgraduate Diploma by TECH Global University are business professionals who wish to start or redefine their professional future by managing and directing companies focused on the communication and advertising sector. Therefore, they are looking for an opportunity to improve their qualifications in a new field like transmedia Storytelling, ideal for creating captivating stories that impact the public and encourage them to consume a certain brand.

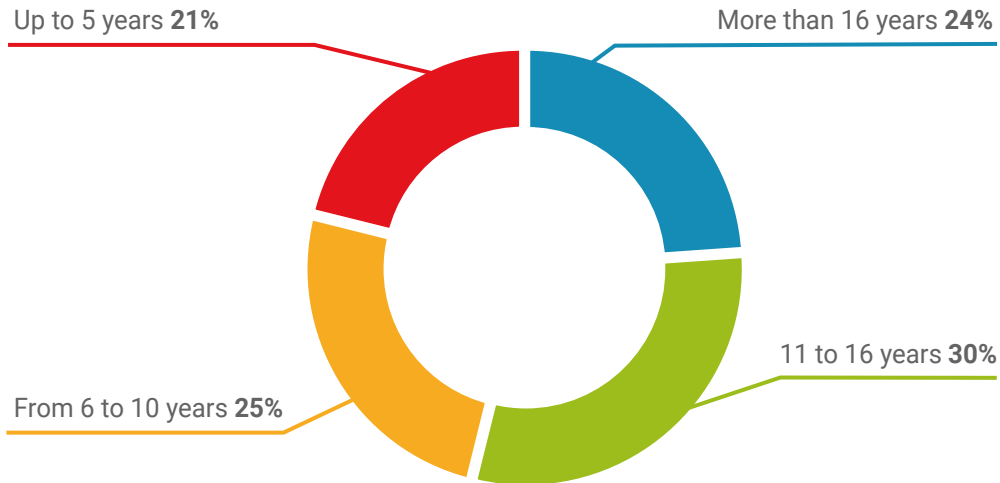*Become a successful manager and make your communication and advertising agency the most recognized in the market"*

Average Age

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

Years of Experience

Up to 5 years **21%**

More than 16 years **24%**

From 6 to 10 years **25%**

11 to 16 years **30%**

Training

Journalism **18%**

Economic Sciences **26%**

Advertising **37%**

Social Sciences **19%**

Academic Profile

Journalism **19%**

Executives **21%**

Entrepreneurs **25%**

Creative **35%**
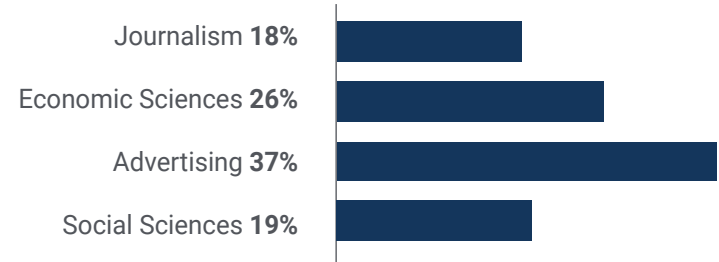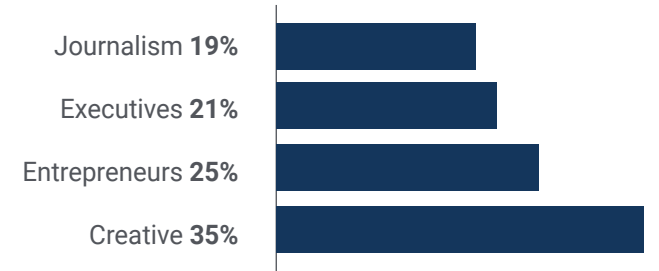
Geographical Distribution

USA **9%**

Spain **42%**

Mexico **30%**

Colombia **19%**
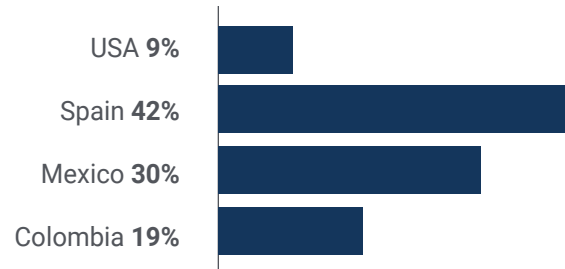
Julio Pérez

Advertising Agency Director

"Transmedia Storytelling is becoming very relevant in the advertising industry. Therefore, I had been trying for some time to specialize in this field in order to offer my clients more innovative content adapted to today's market needs. Luckily, at TECH I found everything I needed: totally up to date content, a teaching team with extensive knowledge in the subject and the possibility of studying online, something that's fundamental to continue with my learning"

08
Course Management

TECH Global University has selected the leading specialists in transmedia Storytelling to offer its students the most innovative content on the market in this field. These are teachers with extensive experience, who have an in depth knowledge of market demands and, therefore, understand the importance of continuous study to adapt to changes in the sector and the new audience requirements.

Learn from leading transmedia Storytelling specialists and give your career a boost"

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, Apothetae 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

- 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
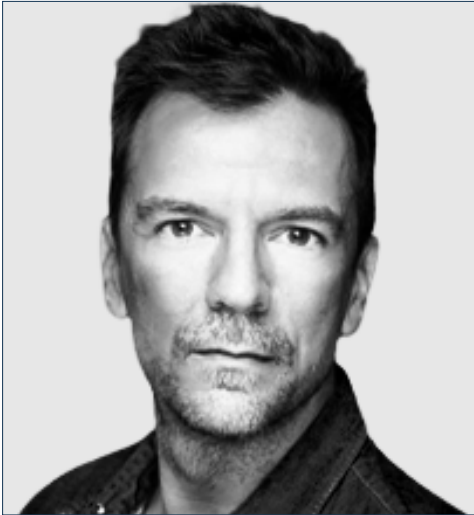
Dr. Regueira, Javier

- 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

Ms. Rosendo, Nieves
- Professor University of Granada
- PhD Candidate in Transmedia Communication

Impact on Your Career

Making a positive career change takes time and a great deal of effort. For this reason, TECH Global University has designed this academic program aimed specifically for business professionals, who will find a unique opportunity to learn the ins and outs of transmedia Storytelling. This will allow them to create attractive stories for the public through different media, making an impact on their feelings and emotions. This is essential to gain a place in the profession.

"
Transmedia Storytelling is the future of advertising. Your specialization in this field will be critical to succeed in the industry"

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

TECH's Postgraduate Diploma 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.

An essential program to propel your professional career to success.

Being able to create transmedia messages will add value to your résumé.

When the change occurs

During the program
36%

During the first year
44%

After 2 years
20%

Type of change

Internal Promotion **35%**

Change of Company **41%**

Entrepreneurship **24%**
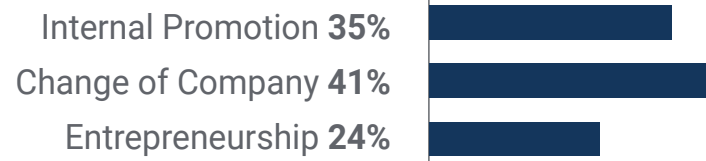
Salary increase

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

| Salary before **$59,000** | A salary increase of **23.65%** | Salary after **$73,000** |

10

Benefits for Your Company

Completing this Postgraduate Diploma will bring significant benefits to students, as they will be able to improve their qualification in the use of transmedia Storytelling techniques, but also for the companies where they work. Therefore, companies will benefit from being able to implement these resources that are triumphing in the field of communication and advertising in their campaigns, achieving greater audience participation and loyalty.

Applying transmedia Storytelling will be fundamental to create innovative stories that attract audiences to your brand"

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.

Certificate

This Postgraduate Diploma in Transmedia Storytelling guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Diploma 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 Diploma 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 Diploma in Transmedia Storytelling**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in Transmedia Storytelling

This is a program of 450 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy
and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st
of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

Postgraduate Diploma
Transmedia Storytelling

» Modality: **online**
» Duration: **6 months**
» Certificate: **TECH Global University**
» Credits: **18 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Postgraduate Diploma
Transmedia Storytelling

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