

# Executive Master's Degree

## MBA in Audiovisual Business Management

M B A A B M





## Executive Master's Degree MBA in Audiovisual Business Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Target group: University graduates and graduates who have previously completed any of the degrees in the field of Audiovisual Communication.

Website: [www.techtute.com/pk/school-of-business/professional-master-degree/master-mba-audiovisual-business-management](http://www.techtute.com/pk/school-of-business/professional-master-degree/master-mba-audiovisual-business-management)

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# 01

# Welcome

The various changes in the audiovisual industry have occurred at an accelerated pace, feeding off social, economic and cultural movements around the world. For this reason, audiovisual production has become an art that helps to create a product for different media and other sectors. On the other hand, the impact of technology in this sector is undeniable, making it possible to adapt to the new demands of modern generations. Consequently, it is necessary to have professionals who are capable of successfully managing a production and post-production team and have the skills to successfully face the reality of journalism in different areas. This and other fundamentals can be accurately appreciated in the program designed for Audiovisual Business Management.



MBA in Audiovisual Business Management.  
TECH Technological University



“

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

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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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

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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

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

Teachers representing 20 different nationalities.



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

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04 Objectives

Academic excellence and the development of students' professional skills is fundamental for TECH, for this reason, with the MBA in Audiovisual Business Management program, the future graduate will acquire the necessary knowledge to understand the needs and advantages of teamwork in multi-camera audiovisual projects, being able to move television programs from the set to the screen. After completing the program, the student will be able to acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication.



“

*Study the processes of creation, realization and post-production of audiovisual works and manage the management of a work team in an audiovisual company”*

Your goals are our goals.

We work together to help you achieve them.

The **MBA in Audiovisual Business Management** will enable the student:

01

Have the transversal and specific competencies necessary to successfully face the reality of cultural journalism in different fields

04

Know and develop the essential guidelines for documentation in cultural journalism

02

In-depth knowledge of digital communication and cultural journalism



03

Know how to identify, create and develop stories with the different points that encompass it, marked by rigor and personal branding

05

Know the creative path of the idea, from the script to the product on screen



06

Learning the basics of staging elements

08

Know the basis of the functioning of the audiovisual system (to fix fundamental contents, to know the authors/texts worked on in each topic)



09

Acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication (understanding the main ideas, relating concepts and elements)

07

Be able to analyze and foresee the necessary means from a sequence

10

Study in depth the historical, economic-political, social and technological framework in which audiovisual products are produced, distributed and consumed

11

Identify the theoretical concepts that define the production processes of audiovisual works

14

Relate cinema to other pictorial arts such as photography and painting

12

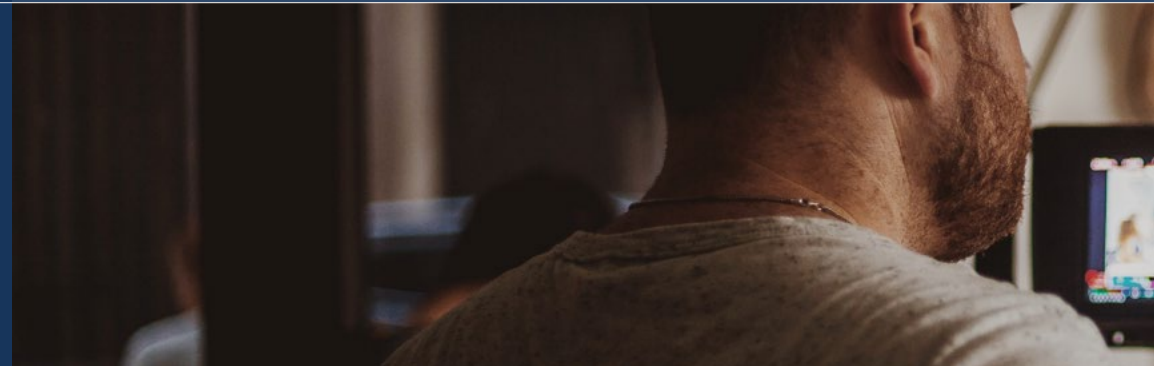
Knowledge of the legal framework and legislation governing the audiovisual production sector and its repercussions on the different production formats

13

Ability and skill in film directing/filmmaking according to a schedule, script and shooting plan

15

Analyze and design innovative strategies that contribute to the improvement of management and decision-making processes, as well as to the development of information products in line with the needs of audiences and advertisers



16

Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects

18

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

19

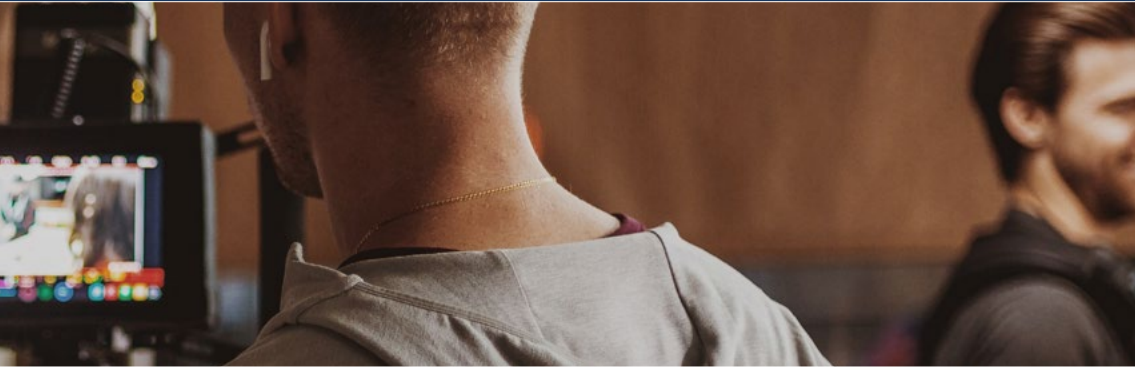
Recognize the different formats in the context of the current television landscape

17

Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media

20

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



# 05 Skills

At the end of the MBA in Audiovisual Business Management program, the professional will have developed a series of competencies that will allow him or her to perform optimally in his or her job, being able to continue on his or her career path. Consequently, you will understand the global management of a communication project in each and every one of its phases, being able to make the right decisions in the face of any eventuality and maintaining objective thinking at all times.



A grayscale photograph of a hand pointing at a document. The document features a bar chart with three bars of increasing height and a pie chart. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

*This program will become an open door to new professional opportunities. Don't miss this opportunity"*

01

Describe what cultural journalism is

02

Know how to move efficiently through the 3.0 network

03

Using social networks in a journalistic environment

04

Know the composition of the audiovisual production teams

05

Organize a staging

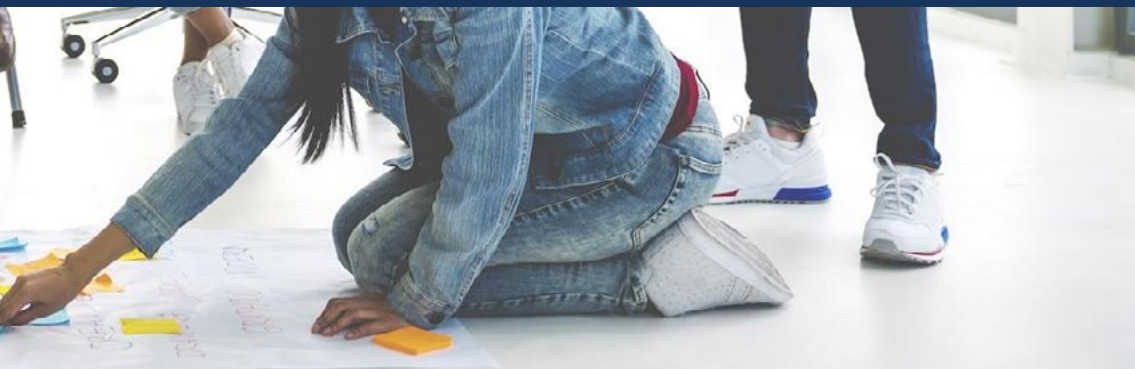


06

Planning narrative actions adjusted to the available means

08

Using the multi-camera system



09

Know and apply the organizational structures of audiovisual communication

07

Mastering the different phases of the audiovisual project

10

Know how to adapt to the consumption patterns of the moment

11

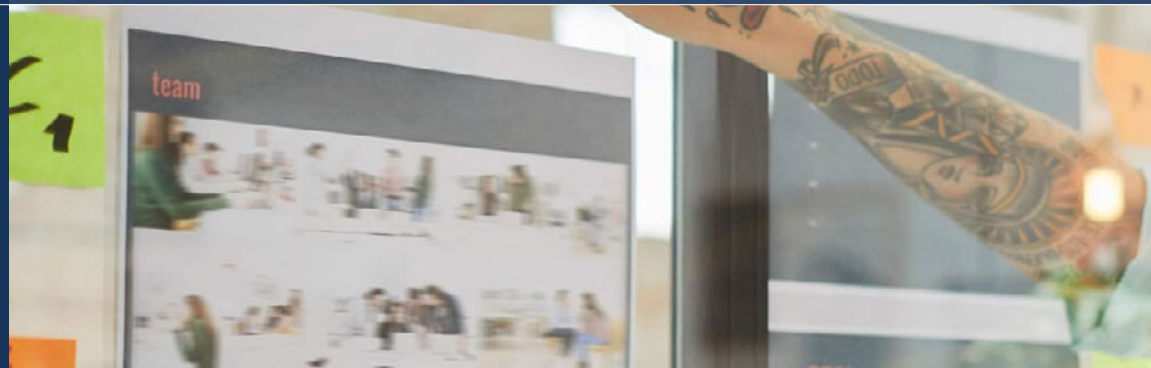
Know the relational code of the different agents of audiovisual communication

14

Knowledge of the legal framework

12

Have a contextual view



13

Describe the historical evolution of audiovisual production

15

Create products adjusted to available financing



16

Distribute the budget in different items

18

Organize the different human teams



19

Planning the amortization of audiovisual products

17

Know the distribution channels

20

Produce an audiovisual product in different media

06

# Structure and Content

The management of an audiovisual company requires a profile of excellence. For that reason, TECH has developed a program that focuses on ensuring compliance with the labor requirements that today's world demands. Through a 100% online modality, the professional will have the opportunity to identify the differences between the different ways of approaching the study of audiovisual reception and the current state of the art. In this way, you will be able to take 12 months of learning in a unique and stimulating way, following practical examples and the guidance of a specialist faculty in this area.



“

*Interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective"*

## Syllabus

The various changes that have developed in the audiovisual industry have been enhanced by different factors, such as the industrial revolution, social changes and, of course, the advance of technology. Thus, it has become essential to have professionals who have a thorough understanding of a range of knowledge in these different areas.

The MBA in Audiovisual Business Management program ensures that students fully understand the tools they need to organize and manage the processes of the different departments involved in an audiovisual production. For this reason, the syllabus will begin with a review of the concepts of industry and culture, as well as the technique focused on the realization of projects from a theoretical and practical point of view.

In this way, everything you will learn will be converted into real working skills that will allow you to boost your capacity intensively. In this way, the future graduate will understand the structure of the audiovisual system and the way in which the production of this type of content contemplates its financing and its investment valuation in terms of costs and benefits.

Throughout 1,500 hours of learning, the student will analyze a multitude of case studies through individual and teamwork. Thus, they will be able to know the bases that determine the direction of actors in fiction and the creation of narrative discourse.

Students will also be motivated to learn in depth about the new genres and formats that are being used in TV. Know how to make use of information through social networks and develop a communication plan. In this way, a program focused on the current demands of this sector is created that will prepare graduates to face the challenges of managing a department in this field.

This program takes place over 12 months and is divided into 10 modules:

<b>Module 1</b>	Cultural Journalism
<b>Module 2</b>	Theory and Technique of Production
<b>Module 3</b>	Structure of the Audiovisual System
<b>Module 4</b>	Audiovisual Production
<b>Module 5</b>	Fiction Production and Acting Direction
<b>Module 6</b>	Cultural Industries and New Communication Business Models
<b>Module 7</b>	Management and Promotion of Audiovisual Products
<b>Module 8</b>	Television Genres, Formats and Programming
<b>Module 9</b>	Audiovisual Audiences
<b>Module 10</b>	Television Scriptwriting: Programs and Fiction



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

TECH offers the possibility of taking this program completely online. During the 12 months of training, the student will be able to access all the contents of this program at any time, which will allow him/her to self-manage his/her study time.

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

**Module 1. Cultural Journalism**

**1.1. Concept and Delimitations of Cultural Journalism**

- 1.1.1. Introduction: The Concept of Culture
- 1.1.2. Cultural Art Information
- 1.1.3. Cultural Information on the Performing Arts
- 1.1.4. Film Cultural Information
- 1.1.5. Music Cultural Information
- 1.1.6. Cultural Information in Books

**1.2. The Origins of Cultural Journalism**

- 1.2.1. Introduction
- 1.2.2. The Origins of Cultural Information in the Press
- 1.2.3. The Origins of Cultural Information on the Radio
- 1.2.4. The Origins of Cultural Information on Television

**1.3. The Practice of Cultural Journalism**

- 1.3.1. Introduction
- 1.3.2. General Considerations
- 1.3.3. Factors of Interest and Evaluation Criteria for the Elaboration of Cultural Information

**1.4. The Sources of Cultural Journalism**

- 1.4.1. Introduction
- 1.4.2. General Sources of Cultural Information
- 1.4.3. Specific Sources of Audiovisual Information on Culture

**1.5. Genres in Cultural Information**

- 1.5.1. Introduction
- 1.5.2. News
- 1.5.3. Interview
- 1.5.4. Chronicle
- 1.5.5. Report

**1.6. The Current Diversification of Cultural Information in the Press, Radio and Television**

- 1.6.1. Introduction
- 1.6.2. Cultural Information in the Press
- 1.6.3. Cultural Information on the Radio
- 1.6.4. Cultural Information on Television

**1.7. Culture and Internet**

- 1.7.1. Introduction
- 1.7.2. Culture and Internet
- 1.7.3. Benefits of Culture

**1.8. Cultural Marketing**

- 1.8.1. Introduction
- 1.8.2. Cultural Marketing
- 1.8.3. How is Cultural Marketing Conducted?

**1.9. Analysis of Culture**

- 1.9.1. Introduction
- 1.9.2. Theoretical and Methodological Approach to Culture
- 1.9.3. Culture, Communication and Meaning
- 1.9.4. Culture and Imaginaries

**1.10. Cyberculture and Digital Journalism of Cultural Contents**

- 1.10.1. Introduction
- 1.10.2. Definition of Cyberculture
- 1.10.3. Digital Journalism of Cultural Content
- 1.10.4. Keys to Digital Journalism of Cultural Content

**Module 2. Theory and Technique of Production**

<b>2.1. Production as the Construction of the Audiovisual Work. The Work Equipment</b> 2.1.1. From the Literary Script to the Technical Script or Playbill 2.1.2. The Work Equipment	<b>2.2. The Elements of the Screen Layout. Construction Materials</b> 2.2.1. Spatial Pre-Adaptation. Art Direction 2.2.2. The Elements of the Screen Layout	<b>2.3. Pre-Production. Implementation Documents</b> 2.3.1. Technical Script 2.3.2. The Scenographic Plan 2.3.3. Storyboard 2.3.4. Plan 2.3.5. The Shooting Plan	<b>2.4. The Expressive Value of Sound</b> 2.4.1. Typology of Sound Elements 2.4.2. Construction of Sound Space
<b>2.5. The Expressive Value of Light</b> 2.5.1. Expressive Value of Light 2.5.2. Basic Lighting Techniques	<b>2.6. Basic Single-Camera Shooting Techniques</b> 2.6.1. Uses and Techniques of Single-Camera Shooting 2.6.2. Found Footage Subgenre Fiction and Documentary Films 2.6.3. Single-Camera Production in Television	<b>2.7. Assembly</b> 2.7.1. Assembly as an Ensemble. Space-Time Reconstruction 2.7.2. Non-Linear Assembly Techniques	<b>2.8. Post-Production and Color Grading</b> 2.8.1. Postproduction 2.8.2. Vertical Mounting Concept 2.8.3. Color Correction
<b>2.9. Formats and Production Equipment</b> 2.9.1. Multi-Camera Formats 2.9.2. The Study and the Team	<b>2.10. Keys, Techniques and Routines in Multi-Camera Production</b> 2.10.1. Multi-Camera Techniques 2.10.2. Some Common Formats		

**Module 3. Structure of the Audiovisual System**

<b>3.1. An Introduction to Cultural Industries (C.I.)</b> 3.1.1. Concepts of Culture. Culture-Communication 3.1.2. C.I. Theory and Evolution: Typology and Models	<b>3.2. Film Industry I</b> 3.2.1. Main Characteristics and Agents 3.2.2. Structure of the cinematographic System	<b>3.3. Film Industry II</b> 3.3.1. The U.S. Film Industry 3.3.2. Independent Production Companies 3.3.3. Problems and Debates in the Film Industry	<b>3.4. Film Industry III</b> 3.4.1. Film Regulation: State and Culture. Policies for the Protection and Promotion of Cinematography 3.4.2. Case Study
<b>3.5. Television Industry I</b> 3.5.1. Economic Television 3.5.2. Founder Models 3.5.3. Transformations	<b>3.6. Television Industry II</b> 3.6.1. The U.S. Television Industry 3.6.2. Main Features 3.6.3. State Regulation	<b>3.7. Television Industry III</b> 3.7.1. Public Service Television in Europe 3.7.2. Crises and Debates	<b>3.8. Axes of Change</b> 3.8.1. New Processes in the Audiovisual Industry 3.8.2. Regulatory Discussions
<b>3.9. Digital Terrestrial Television (DTT)</b> 3.9.1. Role of the State and Experiences 3.9.2. The New Features of the Television System	<b>3.10. New Operators in the Audiovisual Landscape</b> 3.10.1. Service Platforms <i>Over-The-Top</i> (OTT) 3.10.2. Consequences of its Appearance		

**Module 4. Audiovisual Production**

**4.1. Audiovisual Production**

- 4.1.1. Introductory Concepts
- 4.1.2. The Audiovisual Industry

**4.2. The Production Equipment**

- 4.2.1. Professionals
- 4.2.2. The Producer and the Script

**4.3. The Audiovisual Project**

- 4.3.1. Project Management
- 4.3.2. Evaluation of a Project
- 4.3.3. Presentation of Projects

**4.4. Production and Financing Modalities**

- 4.4.1. Financing of Audiovisual Production
- 4.4.2. Modes of Audiovisual Production
- 4.4.3. Resources for Pre-Financing

**4.5. The Production Team and the Script Breakdown**

- 4.5.1. The Production Equipment
- 4.5.2. The Breakdown of the Script

**4.6. The Shooting Locations**

- 4.6.1. Locations
- 4.6.2. Scenery

**4.7. Casting and Filming Contracts**

- 4.7.1. Casting
- 4.7.2. Casting Tests

**4.8. The Work Plan and the Budget of the Audiovisual Work**

- 4.8.1. Work Plan
- 4.8.2. Budget

**4.9. Production in Filming or Recording**

- 4.9.1. Preparation for Filming
- 4.9.2. Filming Equipment and Means

**4.10. Post-Production and the Final Assessment of the Audiovisual Work**

- 4.10.1. Editing and Post-Production
- 4.10.2. Balance Sheet and Operations

**Module 5. Fiction Production and Acting Direction**

**5.1. Fiction Production**

- 5.1.1. Introduction
- 5.1.2. Process and Tools

**5.2. Optics and Camera**

- 5.2.1. Optics and Framing
- 5.2.2. Camera Movement
- 5.2.3. Continuity

**5.3. Theoretical Aspects of Light and Color**

- 5.3.1. Exhibition
- 5.3.2. Color Theory

**5.4. Lighting in the Cinema**

- 5.4.1. Tools
- 5.4.2. Lighting as Narrative

**5.5. Color and Optics**

- 5.5.1. Color Control
- 5.5.2. The Opticians
- 5.5.3. Image Control

**5.6. Work on the Set**

- 5.6.1. The List of Drawings
- 5.6.2. The Team and its Functions

**5.7. Technical Issues in Film Directing**

- 5.7.1. Technical Resources

**5.8. The Vision of the Directors**

- 5.8.1. Directors Take the Floor

**5.9. Digital Transformation**

- 5.9.1. Analog-Digital Transformations in Cinematographic Photography
- 5.9.2. The Reign of Digital Post-Production

**5.10. Direction of Actors**

- 5.10.1. Introduction
- 5.10.2. Main Methods and Techniques
- 5.10.3. Working with Actors



**Module 6. Cultural Industries and New Communication Business Models**

<b>6.1. The Concepts of Culture, Economy, Communication, Technology, IC</b> 6.1.1. Culture, Economy, Communication 6.1.2. Cultural Industries	<b>6.2. Technology, Communication and Culture</b> 6.2.1. Craft Culture Commoditized 6.2.2. From Live Performance to Visual Arts 6.2.3. Museums and Heritage	<b>6.3. The Major Sectors of the Cultural Industries</b> 6.3.1. Editorial Products 6.3.2. Flow C.I.'s 6.3.3. Hybrid Models	<b>6.4. The Digital Era in the Cultural Industries</b> 6.4.1. Digital Cultural Industries 6.4.2. New models in the Digital Era
<b>6.5. Digital Media and Media in the Digital Age</b> 6.5.1. The Online Press Business 6.5.2. The Radio in the Digital Environment 6.5.3. Particularities of the Media in the Digital Age	<b>6.6. Globalization and Diversity in Culture</b> 6.6.1. Concentration, Internationalization and Globalization of Cultural Industries 6.6.2. The Struggle for Cultural Diversity	<b>6.7. Cultural and Cooperation Policies</b> 6.7.1. Cultural Policies 6.7.2. The Role of States and Country Regions	<b>6.8. Musical Diversity in the Cloud</b> 6.8.1. The Music Industry Today 6.8.2. The Cloud 6.8.3. Latin/Iberoamerican Initiatives
<b>6.9. Diversity in the Audiovisual Industry</b> 6.9.1. From Pluralism to Diversity 6.9.2. Diversity, Culture and Communication 6.9.3. Conclusions and Suggestions	<b>6.10. Audiovisual Diversity on the Internet</b> 6.10.1. The Audiovisual System in the Internet Era 6.10.2. Television Offering and Diversity 6.10.3. Conclusions		

**Module 7. Management and Promotion of Audiovisual Products**

<b>7.1. Audiovisual Distribution</b> 7.1.1. Introduction 7.1.2. Distribution Players 7.1.3. Marketing Products 7.1.4. The Fields of Audiovisual Distribution 7.1.5. International Distribution	<b>7.2. Distribution Companies</b> 7.2.1. Organizational Structures 7.2.2. Negotiation of the Distribution Contract 7.2.3. International Customers	<b>7.3. Operating Windows, Contracts and International Sales</b> 7.3.1. Operating Windows 7.3.2. International Distribution Contracts 7.3.3. International Sales	<b>7.4. Film Marketing</b> 7.4.1. Film Marketing 7.4.2. The Film Production Value Chain 7.4.3. Advertising Media at the Service of Promotion 7.4.4. Launching Tools
<b>7.5. Market Research in Film</b> 7.5.1. Introduction 7.5.2. Preproduction stage 7.5.3. Post-production Stage 7.5.4. Commercialization Stage	<b>7.6. Social Networks and Film Promotion</b> 7.6.1. Introduction 7.6.2. Promises and Limits of Social Networking 7.6.3. Objectives and Their Measurement 7.6.4. Promotion Calendar and Strategies 7.6.5. Interpreting What Networks Are Saying	<b>7.7. Audiovisual Distribution on the Internet I</b> 7.7.1. The New World of Audiovisual Distribution 7.7.2. The Internet Distribution Process 7.7.3. Products and Possibilities in the New Scenario 7.7.4. New Distribution Modes	<b>7.8. Audiovisual Distribution on the Internet II</b> 7.8.1. Keys to the New Scenario 7.8.2. The Dangers of Internet Distribution 7.8.3. Video on Demand (VOD) as a New Window for Distribution
<b>7.9. New Spaces for Distribution</b> 7.9.1. Introduction 7.9.2. The Netflix Revolution	<b>7.10. Film Festivals</b> 7.10.1. Introduction 7.10.2. The Role of Film Festivals in Distribution and Exhibition		

**Module 8.** Television Genres, Formats and Programming

**8.1. Genre in Television**

- 8.1.1. Introduction
- 8.1.2. Television Genres

**8.2. Format in Television**

- 8.2.1. Approach to the Concept of Format
- 8.2.2. Television Formats

**8.3. Creating Television**

- 8.3.1. The Creative Process in Entertainment
- 8.3.2. The Creative Process in Fiction

**8.4. Evolution of Formats in Today's International Market I**

- 8.4.1. Consolidation of the Format
- 8.4.2. The Reality TV Format
- 8.4.3. News in Reality TV
- 8.4.4. Digital Terrestrial Television and Financial Crisis

**8.5. Evolution of Formats in Today's International Market II**

- 8.5.1. Emerging Markets
- 8.5.2. Global Brands
- 8.5.3. Television Reinvents Itself
- 8.5.4. The Age of Globalization

**8.6. Selling the Format. Pitching**

- 8.6.1. Sale of a Television Format
- 8.6.2. Pitching

**8.7. Introduction to Television Programs**

- 8.7.1. The Role of Programs
- 8.7.2. Factors Affecting Programs

**8.8. Television Programs Models**

- 8.8.1. United States and United Kingdom

**8.9. The Professional Practice of Television Programs**

- 8.9.1. The Programs Department
- 8.9.2. Programs for Television

**8.10. Study of Audiences**

- 8.10.1. Television Audience Research
- 8.10.2. Audience Concepts and Ratings

**Module 9. Audiovisual Audiences**
**9.1. Audiences in the Audiovisual Media**

- 9.1.1. Introduction
- 9.1.2. The Constitution of the Hearings

**9.2. The Study of Audiences: Traditions I**

- 9.2.1. Theory of Effects
- 9.2.2. Theory of Uses and Gratifications
- 9.2.3. Cultural Studies

**9.3. The Study of Audiences: Traditions II**

- 9.3.1. Studies conducted on Reception
- 9.3.2. Audiences for Humanistic Studies

**9.4. Audiences from an Economic Perspective**

- 9.4.1. Introduction
- 9.4.2. Audience Measurement

**9.5. Theories of Reception**

- 9.5.1. Introduction to Reception Theories
- 9.5.2. Historical Approach to Reception Studies

**9.6. Audiences in the Digital World**

- 9.6.1. Digital Environment
- 9.6.2. Communication and Convergence Culture
- 9.6.3. The Active Nature of the Audiences
- 9.6.4. Interactivity and Participation
- 9.6.5. The Transnationality of Audiences
- 9.6.6. Fragmented Audiences
- 9.6.7. The Autonomy of Audiences

**9.7. Audiences: The Essential Questions I**

- 9.7.1. Introduction
- 9.7.2. Who Are They?
- 9.7.3. Why Do They Consume?

**9.8. Audiences: The Essential Questions II**

- 9.8.1. What They Consume
- 9.8.2. How They Consume
- 9.8.3. With What Effects

**9.9. The Engagement Model I**

- 9.9.1. Engagement as a Metadimension of Audience Behavior
- 9.9.2. The Complex Assessment of *Engagement*

**9.10. The Engagement Model II**

- 9.10.1. Introduction. The Dimensions of *Engagement*
- 9.10.2. *Engagement* and User Experiences
- 9.10.3. Engagement as an Emotional Response from Audiences
- 9.10.4. Engagement as a Result of Human Cognition
- 9.10.5. The Observable Behaviors of Audiences as an Expression of Engagement

**Module 10. Television Scriptwriting: Programs and Fiction**
**10.1. Television Fiction**

- 10.1.1. Concepts and Limits
- 10.1.2. Codes and Structures

**10.2. Narrative Categories in Television**

- 10.2.1. The Enunciation
- 10.2.2. Characters
- 10.2.3. Actions and Transformations
- 10.2.4. The Space
- 10.2.5. The Weather

**10.3. Television Genres and Formats**

- 10.3.1. Narrative Units
- 10.3.2. Television Genres and Formats

**10.4. Fiction Formats**

- 10.4.1. Television Fiction
- 10.4.2. Situation Comedy
- 10.4.3. Dramatic Series
- 10.4.4. The Soap Opera
- 10.4.5. Other Formats

**10.5. The Fiction Script in Television**

- 10.5.1. Introduction
- 10.5.2. The Technique

**10.6. The Television Drama**

- 10.6.1. Dramatic Series
- 10.6.2. The Soap Opera

**10.7. Comedy Series**

- 10.7.1. Introduction
- 10.7.2. The Sitcom

**10.8. The Entertainment Script**

- 10.8.1. The Script Step by Step
- 10.8.2. Writing to Say

**10.9. Entertainment Script Writing**

- 10.9.1. Script Meeting
- 10.9.2. Technical Script
- 10.9.3. Production Breakdown
- 10.9.4. The Playbill

**10.10. Entertainment Script Design**

- 10.10.1. *Magazin*
- 10.10.2. Humor Program
- 10.10.3. *Talent Show*
- 10.10.4. Documentaries
- 10.10.5. Other Formats

07

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

## A learning method that is different and innovative

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

“

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

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

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

## Relearning Methodology

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

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

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

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

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





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



08

# Our Students' Profiles

The MBA in Audiovisual Business Management is aimed at university graduates who have previously completed degrees in design, advertising, digital business, audiovisual communication or any other branch related to the area of this field of work.

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

The MBA in Audiovisual Business Management can also be taken by professionals who, being university graduates in any area, have two years of work experience in a related area.





“

*Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society”*

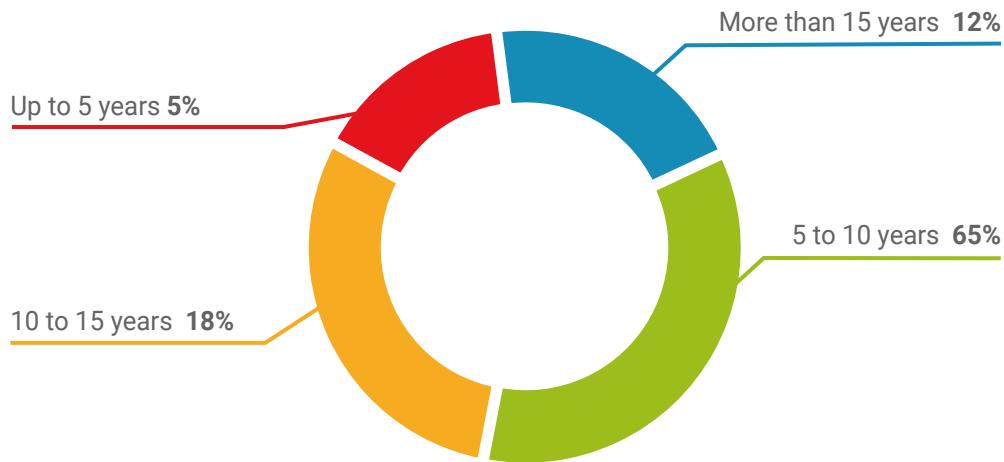
### Average Age

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

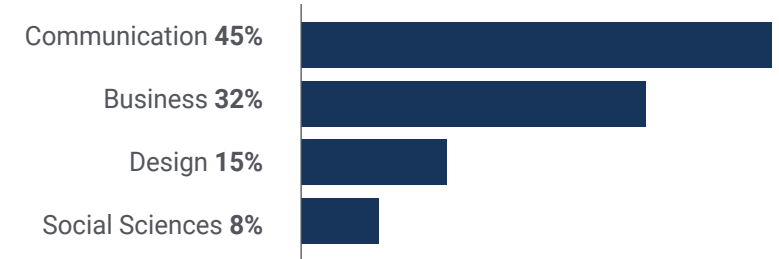
### Years of Experience

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### Training

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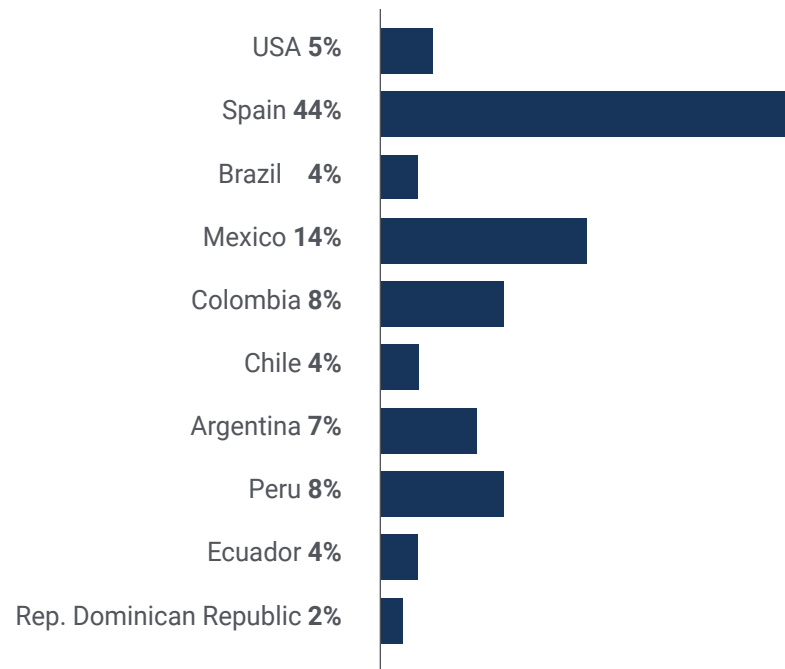
### Academic Profile

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## Geographical Distribution

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## Alejandra Ramón

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Production Manager and Project Manager

*"After several years of management, I was able to start a new project after taking this MBA in Audiovisual Business Management, becoming the change I needed to boost my career. An excellent option if you want to continue your work, as the program is completely online"*

09

# Impact on Your Career

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





“

*You will be able to generate a positive change in your professional career Identify and classify the human teams and the appropriate and necessary technical means for each phase of the project"*

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

The MBA in Audiovisual Business Management from TECH is an intensive program that prepares future graduates to face challenges and business decisions in the field of audiovisual business management. The main objective is to promote personal and professional growth. Help you achieve success.

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

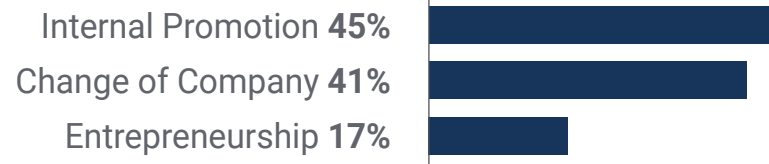
*A path to help you achieve specialized knowledge and professional growth that will put you in a more competitive position in the job market.*

*Achieve the positive change you need to boost your career and profession with the MBA in Audiovisual Business Management.*

### When the change occurs



### Type of change



## Salary increase

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



10

# Benefits for Your Company

The MBA in Audiovisual Business Management will contribute towards elevating the organization's talent to its maximum potential by training high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*Study the transformations that have taken place in the cultural industries in the supply and consumption of digital networks, in their economic, political and socio-cultural aspects”*

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.

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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.

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

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 11

# Certificate

The MBA in Audiovisual Business Management guarantees you, in addition to the most rigorous and updated training, access to a Executive Master's Degree issued by TECH Technological University.







“

*Successfully complete this training  
and receive your university degree  
without travel or laborious paperwork”*

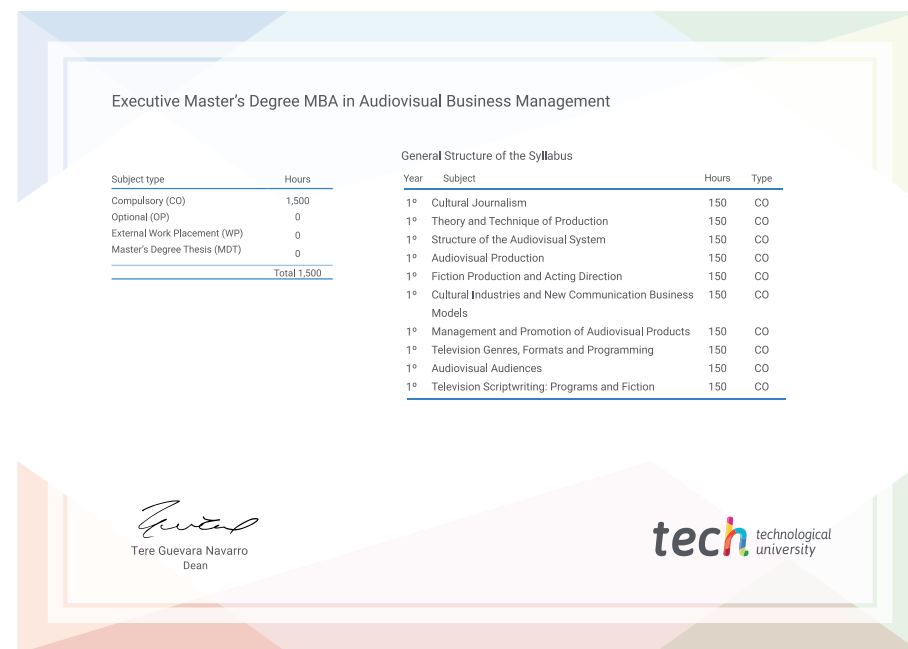
This **MBA in Audiovisual Business Management** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Executive Master's Degree MBA in Audiovisual Business Management**

Official N° of hours: **1,500 h.**



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



## Executive Master's Degree

### MBA in Audiovisual Business Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree

MBA in Audiovisual Business Management