

# 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 Global University
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

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

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 20*

06

Structure and Content

---

*p. 26*

07

Methodology

---

*p. 42*

08

Our Students' Profiles

---

*p. 50*

09

Course Management

---

*p. 70*

10

Impact on Your Career

---

*p. 72*

11

Benefits for Your Company

---

*p. 76*

12

Certificate

---

*p. 80*

# 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 Global 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 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 Global 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**

executives prepared 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 (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.



### 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"*

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 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: TECH's Global University community.

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

# 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"*

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

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

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

Learn 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

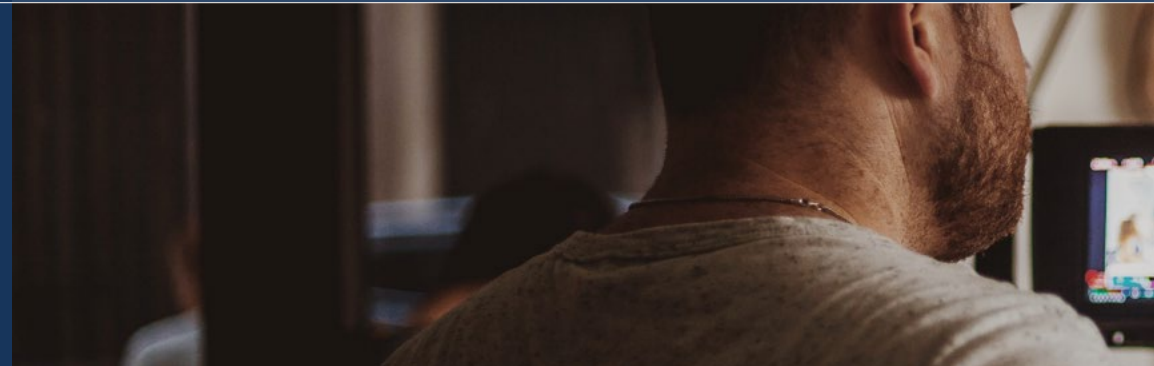
Knowledge of the legal framework and legislation governing the audiovisual production sector and its impact on the different production formats

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

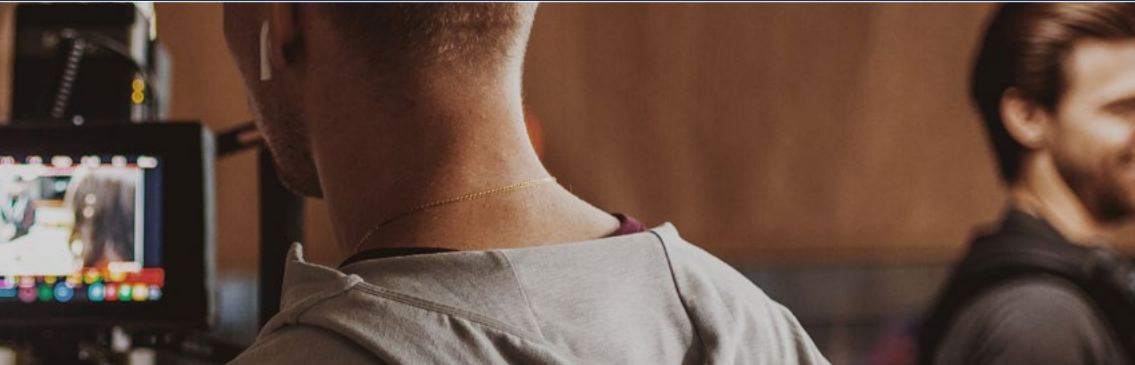
Recognize the different formats in the context of the current television panorama

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 skills that will allow them to perform optimally in their job, being able to continue on their 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.





“

*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

Use social networks in a journalistic environment

04

Know the composition of audiovisual production teams

05

Organize a staging



06

Plan narrative actions adjusted to the available means

08

Use the multi-camera system



09

Know and apply the organizational structures of audiovisual communication

07

Master the different phases of the audiovisual project

10

Know how to adapt to the consumption patterns of the moment

11

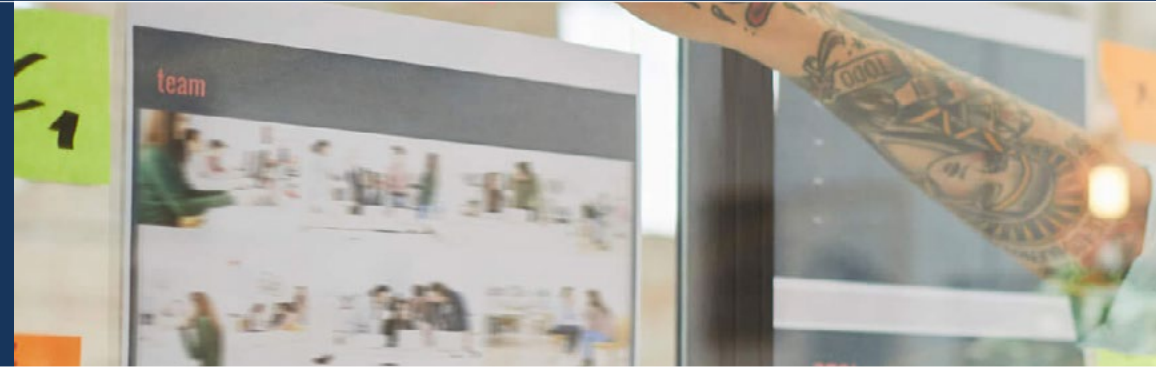
Know the relational code of the different agents of audiovisual communication

14

Know 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

Plan 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. Therefore, it has 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 using the 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 2,700 hours of learning, the student will analyze a multitude of case studies through individual and team work. 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 Executive Master's Degree takes place over 12 months and is divided into 15 modules:

<b>Module 1</b>	Cultural Journalism
<b>Module 2</b>	Theory and Techniques for Performance
<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>	The Audiovisual Audience
<b>Module 10</b>	Television Scriptwriting: Programs and Fiction
<b>Module 11</b>	Leadership, Ethics and Social Responsibility in Companies
<b>Module 12</b>	People and Talent Management
<b>Module 13</b>	Economic and Financial Management
<b>Module 14</b>	Commercial Management and Strategic Marketing
<b>Module 15</b>	Executive Management



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

TECH offers the possibility of developing this MBA in Audiovisual Business Management completely online.

Throughout the 12 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. Cultural Journalism**

1.1. Cultural Journalism in the Conventional Media and Its integration in the Digital World	1.2. The Art of Storytelling	1.3. Essential Guides to Cultural Journalism Documentation	1.4. The 3.0 Philosophy of Communication
1.5. Media and Social Media Management	1.6. Interactive Journalistic Content	1.7. Communication Disorders	1.8. Web Positioning: SEO, SEM, SMO, SMM and SERM. Specialized Journalistic Contents

**Module 2. Theory and Techniques for Performance**

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

**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</b> 3.2.1. Main Characteristics and Agents 3.2.2. Structure of the Cinematographic System	<b>3.3. Film Industry</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</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. The Axes of Change</b> 3.8.1. New Processes in the Audiovisual Industry 3.8.2. Regulatory Discussion
<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 Over-The-Top (OTT) 3.10.2. Consequences of its Appearance		

**Module 4. Audiovisual Production**

<b>4.1. Audiovisual Production</b> 4.1.1. Introductory Concepts 4.1.2. The Audiovisual Industry	<b>4.2. The Production Team</b> 4.2.1. The Professionals 4.2.2. The Producer and the Script	<b>4.3. The Audiovisual Project</b> 4.3.1. Project Management 4.3.2. Project Evaluation 4.3.3. Presentation of Projects	<b>4.4. Production and Financing Modalities</b> 4.4.1. Financing of Audiovisual Production 4.4.2. Modes of Audiovisual Production 4.4.3. Resources for Pre-financing
<b>4.5. The Production Team and the Script Breakdown</b> 4.5.1. The Production Team 4.5.2. The Breakdown of the Script	<b>4.6. The Shooting Areas</b> 4.6.1. The Locations 4.6.2. The Scenery	<b>4.7. Casting and Film Contracts</b> 4.7.1. Casting 4.7.2. Casting Test 4.7.3. Contracts, Rights and Insurance BORRAR	<b>4.8. The Work Plan and the Budget of the Audiovisual Work</b> 4.8.1. The Work Plan 4.8.2. The Budget
<b>4.9. Production in Filming or Recording</b> 4.9.1. Preparation for Filming 4.9.2. Filming Equipment and Means	<b>4.10. Post-production and the Final Balance of the Audiovisual Work</b> 4.10.1. Editing and Post-production 4.10.2. Balance Sheet and Operations		

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

**5.1. The Production of Fiction**

- 5.1.1. Introduction
- 5.1.2. The Process and its 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 Optics
- 5.5.3. Image Control

**5.6. Work on the Shoot**

- 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 Transformations**

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

**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**

**6.1. The Concepts of Culture, Economy, Communication, Technology, IC**

- 6.1.1. Culture, Economy, Communication
- 6.1.2. Cultural Industries

**6.2. Technology, Communication and Culture**

- 6.2.1. Craft Culture Commoditized
- 6.2.2. From Live Performance to Visual Arts
- 6.2.3. Museums and Heritage

**6.3. The Major Sectors of the Cultural Industries**

- 6.3.1. Editorial Products
- 6.3.2. Flow C.I.s
- 6.3.3. Hybrid Models

**6.4. The Digital Era in the Cultural Industries**

- 6.4.1. Digital Cultural Industries
- 6.4.2. New Models in the Digital Era

**6.5. Digital Media and Media in the Digital Age**

- 6.5.1. The Online Newspaper Business
- 6.5.2. Radio in the Digital Environment
- 6.5.3. Particularities of the Media in the Digital Age

**6.6. Globalization and Diversity in Culture**

- 6.6.1. Concentration, Internationalization and Globalization of Cultural Industries
- 6.6.2. The Struggle for Cultural Diversity

**6.7. Cultural and Cooperation Policies**

- 6.7.1. Cultural Policies
- 6.7.2. The Role of States and Country Regions

**6.8. Musical Diversity in the Cloud**

- 6.8.1. The Music Industry Today
- 6.8.2. Cloud
- 6.8.3. Latin/ Latin American Initiatives

**6.9. Diversity in the Audiovisual Industry**

- 6.9.1. From Pluralism to Diversity
- 6.9.2. Diversity, Culture and Communication
- 6.9.3. Conclusions and Suggestions

**6.10. Audiovisual Diversity on the Internet**

- 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

### 7.1. Audiovisual Distribution

- 7.1.1. Introduction
- 7.1.2. Distribution Players
- 7.1.3. Marketing Products
- 7.1.4. The Audiovisual Distribution Sectors
- 7.1.5. National Distribution BORRAR
- 7.1.6. International Distribution

### 7.2. The Distribution Company

- 7.2.1. The Organizational Structure
- 7.2.2. Negotiation of the Distribution Agreement
- 7.2.3. International Customers

### 7.3. Operating Windows, Contracts and International Sales

- 7.3.1. Operating Windows
- 7.3.2. International Distribution Contracts
- 7.3.3. International Sales

### 7.4. Film Marketing

- 7.4.1. Cinema Marketing
- 7.4.2. The Film Production Value Chain
- 7.4.3. Advertising Media at the Service of Promotion
- 7.4.4. Launching Tools

### 7.5. Market Research in the Film Industry

- 7.5.1. Introduction
- 7.5.2. Pre-Production Phase
- 7.5.3. Post-Production Phase
- 7.5.4. Commercialization Phase

### 7.6. Social Networks and Film Promotion

- 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 the Networks Are Saying

### 7.7. Audiovisual Distribution on the Internet I

- 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

### 7.8. Audiovisual Distribution on the Internet II

- 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

### 7.9. New Distribution Spaces

- 7.9.1. Introduction
- 7.9.2. Netflix Revolution

### 7.10. Film Festivals

- 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. Gender in Television

- 8.1.1. Introduction
- 8.1.2. Television Genres

### 8.2. The Television Format

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

### 8.3. Create 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 Era of Globalization

### 8.6. Selling the Format. The *Launch*

- 8.6.1. Sale of a Television Format
- 8.6.2. The Launch

### 8.7. Introduction to Television Programming

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

### 8.8. Television Programming Models

- 8.8.1. United States and United Kingdom

### 8.9. The Professional Practice of Television Programs

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

### 8.10. Audience Research

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

**Module 9.** The Audiovisual Audience

**9.1. Audiences in the Audiovisual Media**

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

**9.2. Audience Research  
The Tradition I**

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

**9.3. Audience Research  
The Tradition II**

- 9.3.1. Studies 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. Audience Autonomy

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

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

**9.8. Audiences: 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 Meta-dimension 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. Time

**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. Drama 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. Drama on Television**

- 10.6.1. The Drama 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 Play-List

**10.10. Entertainment Script Design**

- 10.10.1. *Magazine*
- 10.10.2. *Comedy Program*
- 10.10.3. *Talent Show*
- 10.10.4. *Documentary*
- 10.10.5. *Other Formats*

**Module 11. Leadership, Ethics and Social Responsibility in Companies**

**11.1. Globalization and Governance**

- 11.1.1. Governance and Corporate Governance
- 11.1.2. The Fundamentals of Corporate Governance in Companies
- 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

**11.2. Leadership**

- 11.2.1. Leadership. A Conceptual Approach
- 11.2.2. Leadership in Companies
- 11.2.3. The Importance of Leaders in Business Management

**11.3. Cross-Cultural Management**

- 11.3.1. Concept of Cross-Cultural Management
- 11.3.2. Contributions to the Knowledge of National Cultures
- 11.3.3. Diversity Management

**11.4. Management and Leadership Development**

- 11.4.1. Concept of Management Development
- 11.4.2. Concept of Leadership
- 11.4.3. Leadership Theories
- 11.4.4. Leadership Styles
- 11.4.5. Intelligence in Leadership
- 11.4.6. The Challenges of Today's Leader

**11.5. Business Ethics**

- 11.5.1. Ethics and Morality
- 11.5.2. Business Ethics
- 11.5.3. Leadership and Ethics in Companies

**11.6. Sustainability**

- 11.6.1. Sustainability and Sustainable Development
- 11.6.2. The 2030 Agenda
- 11.6.3. Sustainable Companies

**11.7. Corporate Social Responsibility**

- 11.7.1. International Dimensions of Corporate Social Responsibility
- 11.7.2. Implementing Corporate Social Responsibility
- 11.7.3. The Impact and Measurement of Corporate Social Responsibility

**11.8. Responsible Management Systems and Tools**

- 11.8.1. CSR: Corporate Social Responsibility
- 11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
- 11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 11.8.4. Tools and Standards of CSR

**11.9. Multinationals and Human Rights**

- 11.9.1. Globalization, Multinational Corporations and Human Rights
- 11.9.2. Multinational Corporations and International Law
- 11.9.3. Legal Instruments for Multinationals in the Field of Human Rights

**11.10. Legal Environment and Corporate Governance**

- 11.10.1. International Rules on Importation and Exportation
- 11.10.2. Intellectual and Industrial Property
- 11.10.3. International Labor Law

**Module 12. People and Talent Management****12.1. Strategic People Management**

- 12.1.1. Strategic Human Resources Management
- 12.1.2. Strategic People Management

**12.2. Human Resources Management by Competencies**

- 12.2.1. Analysis of the Potential
- 12.2.2. Remuneration Policy
- 12.2.3. Career/Succession Planning

**12.3. Performance Evaluation and Compliance Management**

- 12.3.1. Performance Management
- 12.3.2. Performance Management: Objectives and Process

**12.4. Innovation in Talent and People Management**

- 12.4.1. Strategic Talent Management Models
- 12.4.2. Identification, Training and Development of Talent
- 12.4.3. Loyalty and Retention
- 12.4.4. Proactivity and Innovation

**12.5. Motivation**

- 12.5.1. The Nature of Motivation
- 12.5.2. Expectations Theory
- 12.5.3. Needs Theory
- 12.5.4. Motivation and Financial Compensation

**12.6. Developing High Performance Teams**

- 12.6.1. High-Performance Teams: Self-Managing Teams
- 12.6.2. Methodologies for Managing High Performance Self-Managed Teams

**12.7. Change Management**

- 12.7.1. Change Management
- 12.7.2. Types of Change Management Processes
- 12.7.3. Stages or Phases in Change Management

**12.8. Negotiation and Conflict Management**

- 12.8.1 Negotiation
- 12.8.2 Conflict Management
- 12.8.3 Crisis Management

**12.9. Executive Communication**

- 12.9.1. Internal and External Communication in the Business Environment
- 12.9.2. Communication Departments
- 12.9.3. The Head of Communication of the Company. The Profile of the Dircom

**12.10. Productivity, Attraction, Retention and Activation of Talent**

- 12.10.1. Productivity
- 12.10.2. Talent Attraction and Retention Levers

**Module 13. Economic and Financial Management**

**13.1. Economic Environment**

- 13.1.1. Macroeconomic Environment and the National Financial System
- 13.1.2. Financial Institutions
- 13.1.3. Financial Markets
- 13.1.4. Financial Assets
- 13.1.5. Other Financial Sector Entities

**13.2. Executive Accounting**

- 13.2.1. Basic Concepts
- 13.2.2. The Company's Assets
- 13.2.3. The Company's Liabilities
- 13.2.4. The Company's Net Worth
- 13.2.5. The Income Statement

**13.3. Information Systems and Business Intelligence**

- 13.3.1. Fundamentals and Classification
- 13.3.2. Cost Allocation Phases and Methods
- 13.3.3. Choice of Cost Center and Impact

**13.4. Budget and Management Control**

- 13.4.1. The Budgetary Model
- 13.4.2. The Capital Budget
- 13.4.3. The Operating Budget
- 13.4.5. The Cash Budget
- 13.4.6. Budget Monitoring

**13.5. Financial Management**

- 13.5.1. The Company's Financial Decisions
- 13.5.2. The Financial Department
- 13.5.3. Cash Surpluses
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Risk Management of the Financial Management

**13.6. Financial Planning**

- 13.6.1. Definition of Financial Planning
- 13.6.2. Actions to Be Taken in Financial Planning
- 13.6.3. Creation and Establishment of the Business Strategy
- 13.6.4. The Cash Flow Chart
- 13.6.5. The Working Capital Chart

**13.7. Corporate Financial Strategy**

- 13.7.1. Corporate Strategy and Sources of Financing
- 13.7.2. Corporate Financing Financial Products

**13.8. Strategic Financing**

- 13.8.1. Self-financing
- 13.8.2. Increase in Shareholder's Equity
- 13.8.3. Hybrid Resources
- 13.8.4. Financing through Intermediaries

**13.9. Financial Analysis and Planning**

- 13.9.1. Analysis of the Balance Sheet
- 13.9.2. Analysis of the Income Statement
- 13.9.3. Profitability Analysis

**13.10. Analysis and Resolution of Cases/ Problems**

- 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

**Module 14. Commercial Management and Strategic Marketing**
**14.1. Commercial Management**

- 14.1.1. Conceptual Framework of Commercial Management
- 14.1.2. Commercial Strategy and Planning
- 14.1.3. The Role of Sales Managers

**14.2. Marketing**

- 14.2.1. The Concept of Marketing
- 14.2.2. The Basic Elements of Marketing
- 14.2.3. Marketing Activities in Companies

**14.3. Strategic Marketing Management**

- 14.3.1. The Concept of Strategic Marketing
- 14.3.2. Concept of Strategic Marketing Planning
- 14.3.3. Stages in the Process of Strategic Marketing Planning

**14.4. Digital Marketing and e-Commerce**

- 14.4.1. Objectives of Digital Marketing and e-Commerce
- 14.4.2. Digital Marketing and the Media It Uses
- 14.4.3. E-Commerce. General Context
- 14.4.4. Categories of e-Commerce
- 14.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce

**14.5. Digital Marketing to Reinforce a Brand**

- 14.5.1. Online Strategies to Improve Brand Reputation
- 14.5.2. *Branded Content and Storytelling*

**14.6. Digital Marketing to Attract and Retain Customers**

- 14.6.1. Loyalty and Engagement Strategies Using the Internet
- 14.6.2. *Visitor Relationship Management*
- 14.6.3. *Hypersegmentation*

**14.7. Digital Campaign Management**

- 14.7.1. What Is a Digital Advertising Campaign?
- 14.7.2. Steps to Launch an Online Marketing Campaign
- 14.7.3. Mistakes in Digital Advertising Campaigns

**14.8. Sales Strategy**

- 14.8.1. Sales Strategy
- 14.8.2. Sales Methods

**14.9. Corporate Communication**

- 14.9.1 Concept
- 14.9.2 The Importance of Communication in the Organization
- 14.9.3 Type of Communication in the Organization
- 14.9.4 The Functions of Communication in the Organization
- 14.9.5 Elements of Communication
- 14.9.6 Problems of Communication
- 14.9.7 Communication Scenarios

**14.10. Digital Communication and Reputation**

- 14.10.1. Online Reputation
- 14.10.2. How to Measure Digital Reputation?
- 14.10.3. Online Reputation Tools
- 14.10.4. Online Reputation Report
- 14.10.5. *Online Branding*

**Module 15. Executive Management**

**15.1. General Management**

- 15.1.1. The Concept of General Management
- 15.1.2. The Role of the CEO
- 15.1.3. The CEO and their Responsibilities
- 15.1.4. Transforming the Work of Management

**15.2. Manager Functions:  
Organizational Culture and  
Approaches**

- 15.2.1. Manager Functions: Organizational Culture and Approaches

**15.3. Operations Management**

- 15.3.1. The Importance of Management
- 15.3.2. Value Chain
- 15.3.3. Quality Management

**15.4. Public Speaking and Spokesperson  
Education**

- 15.4.1. Interpersonal Communication
- 15.4.2. Communication Skills and Influence
- 15.4.3. Communication Barriers

**15.5. Personal and Organizational  
Communication Tools**

- 15.5.1. Interpersonal Communication
- 15.5.2. Interpersonal Communication Tools
- 15.5.3. Communication in the Organization
- 15.5.4. Tools in the Organization

**15.6. Communication in Crisis Situations**

- 15.6.1. Crisis
- 15.6.2. Phases of the Crisis
- 15.6.3. Messages: Contents and Moments

**15.7. Preparation of a Crisis Plan**

- 15.7.1. Analysis of Possible Problems
- 15.7.2. Planning
- 15.7.3. Adequacy of Personnel

**15.8. Emotional Intelligence**

- 15.8.1. Emotional Intelligence and Communication
- 15.8.2. Assertiveness, Empathy, and Active Listening
- 15.8.3. Self- Esteem and Emotional Communication

**15.9. Personal Branding**

- 15.9.1. Strategies for Personal Brand Development
- 15.9.2. Personal Branding Laws
- 15.9.3. Tools for Creating Personal Brands

**15.10. Leadership and Team Management**

- 15.10.1. Leadership and Leadership Styles
- 15.10.2. Leadership Skills and Challenges
- 15.10.3. Managing Change Processes
- 15.10.4. Managing Multicultural Teams





“

*Study a program that will help you manage an audiovisual department anywhere in the world”*

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

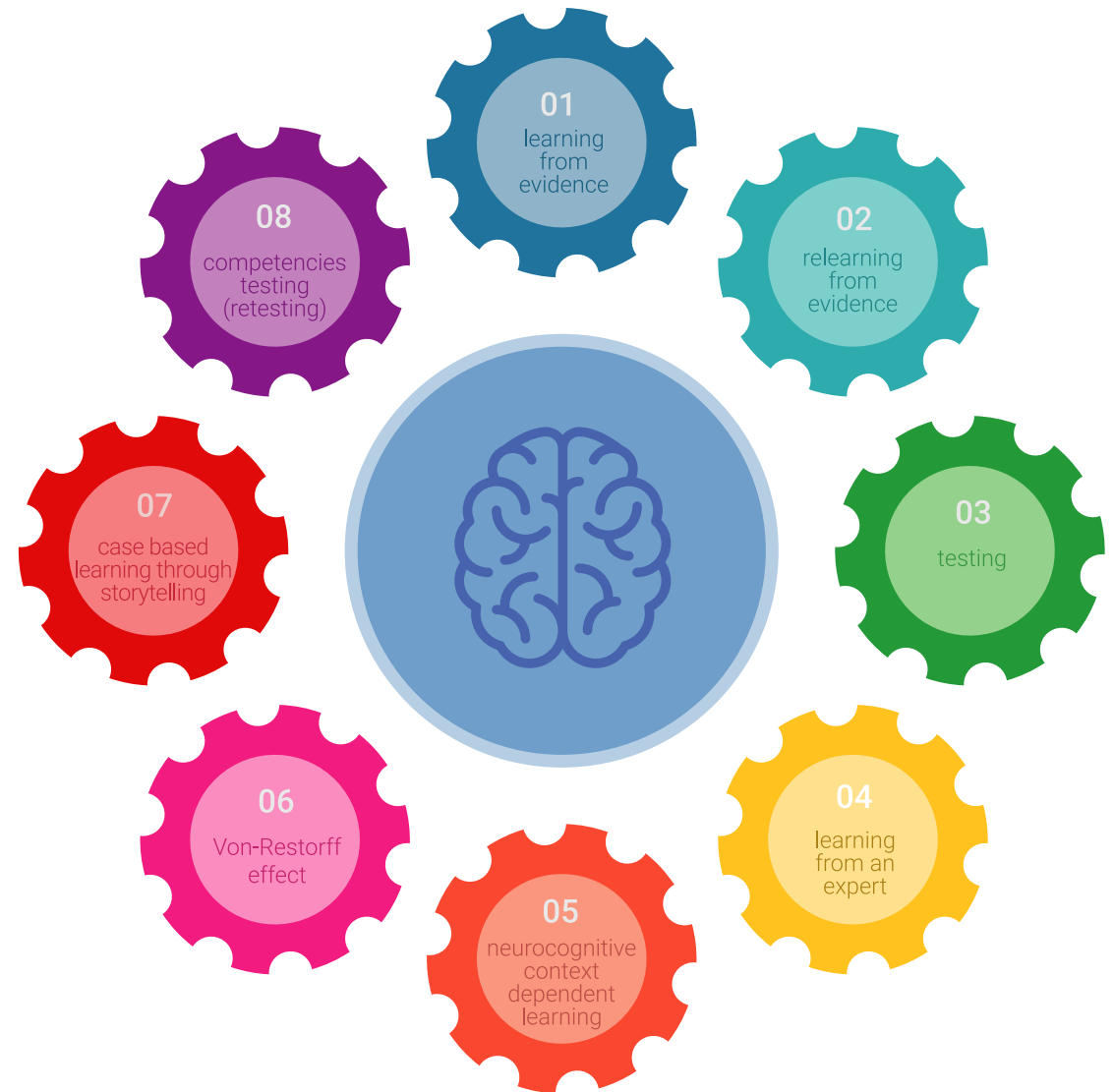
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

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.



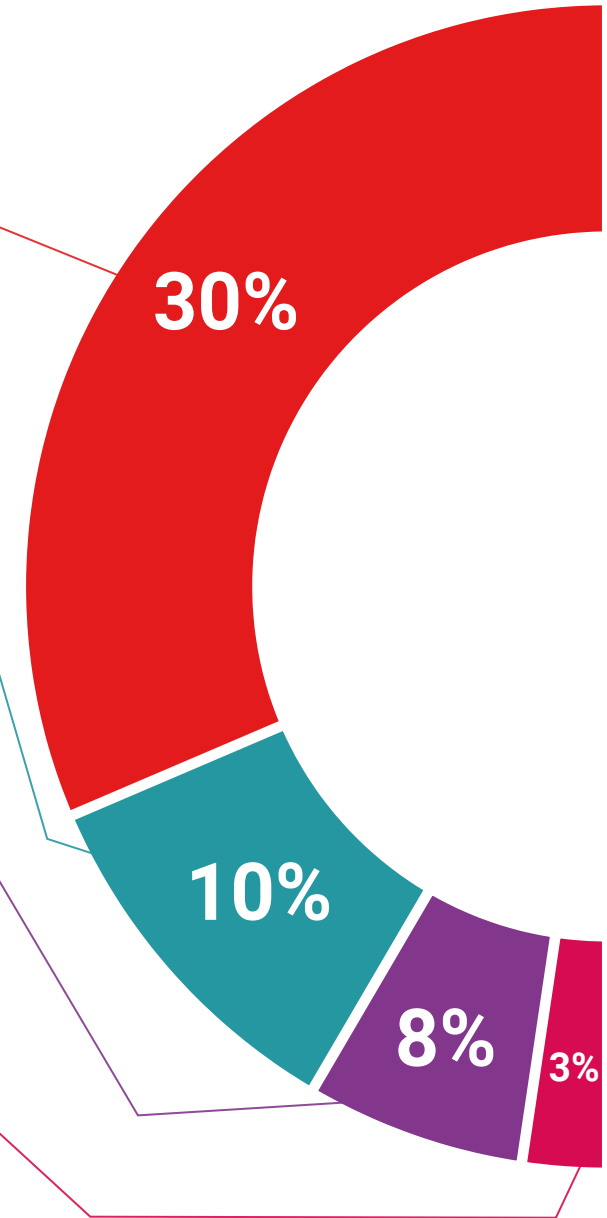
### Management Skills Exercises

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.

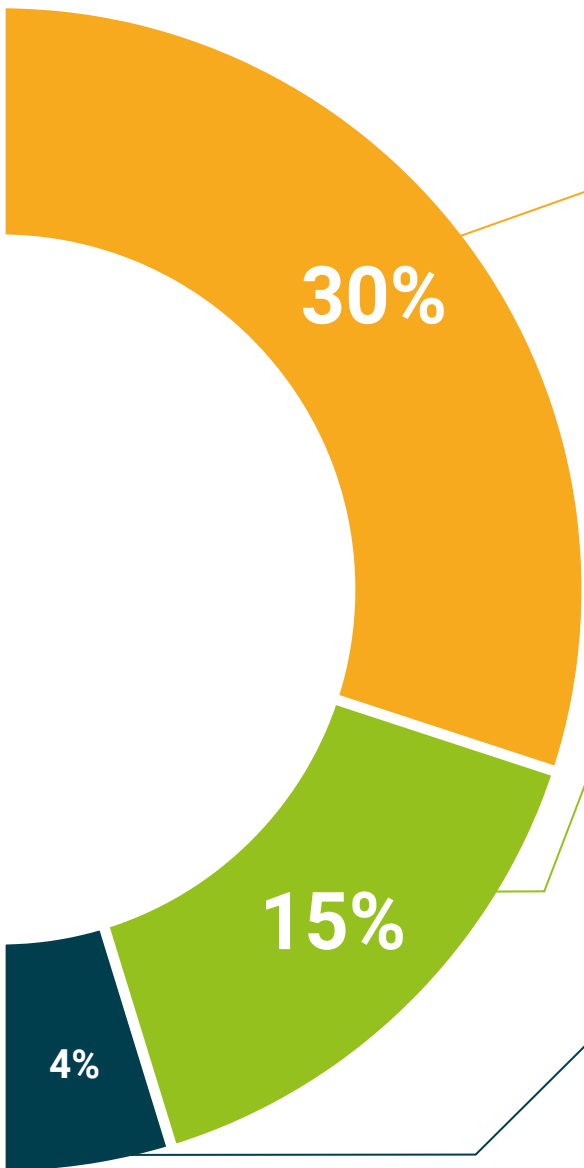


### Additional Reading

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 Postgraduate Certificate 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.



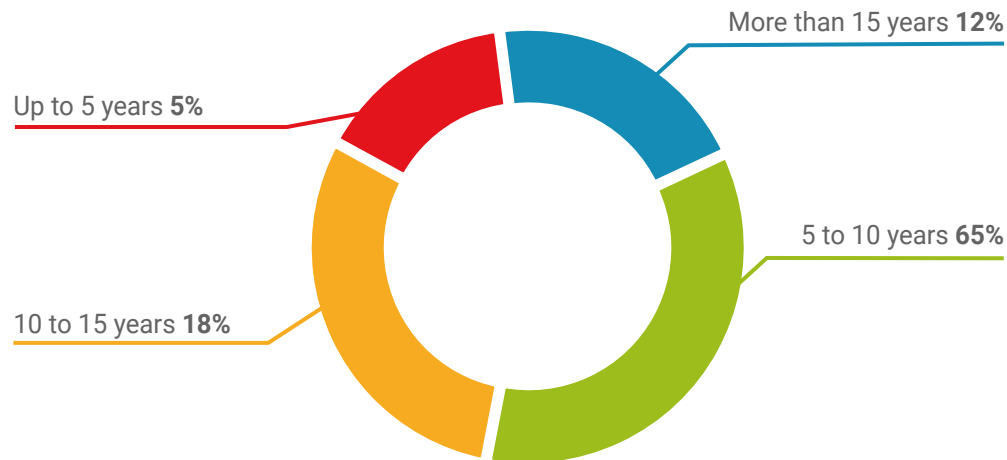


*Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society”*

### Average Age

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

### Years of Experience



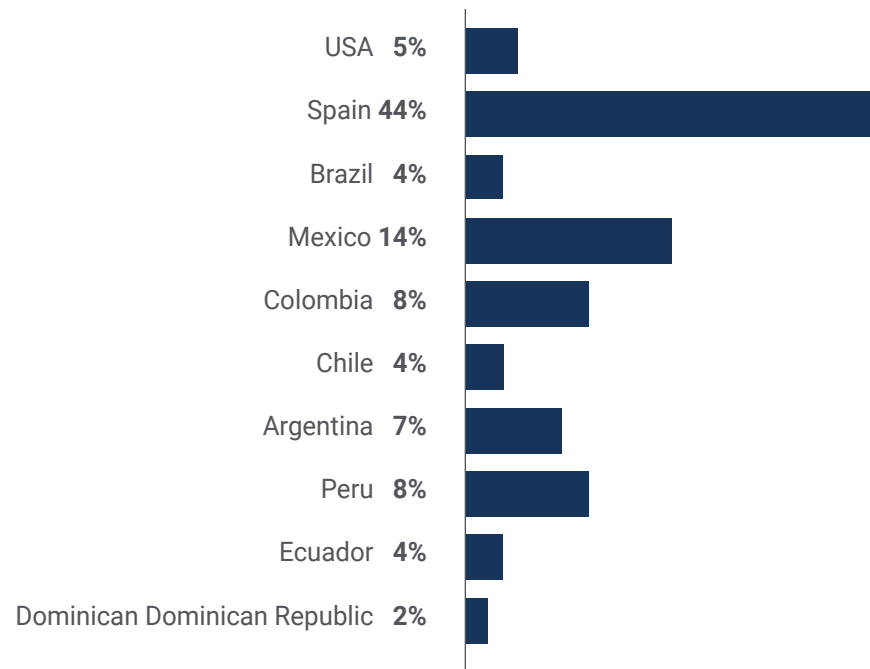
### Training



### Educational Profile



## Geographical Distribution



## Alejandra Ramón

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

# Course Management

The program includes in its teaching staff leading experts in senior accounting management, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for students. Therefore, the faculty will provide students with the most innovative and powerful content, which will help them to become successful managers in accounting.



“

*Our experienced teaching team will present you with the latest accounting information”*

## International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment and strategy**. Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.





## Ms. Dove, Jennifer

---

- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

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

## International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



## Mr. Gauthier, Rick

---

- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”*

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders alike**. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization demands supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



## Mr. Arman, Romi

---

- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD



*Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"*

## International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates and vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award, the Search Leadership Award, the Lead Generation Export Program Award and the Export Lead Generation Program Award and the EMEA Best Sales Model Award**.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst, Hamburg, Germany**, creating storylines for over 150 clients using internal and third-party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors affecting technology adoption and diffusion**.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships and working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## Mr. Arens, Manuel

---

- Global Procurement Manager at Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

*Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"*

## International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact on the Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising and Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions aligned to specific business objectives**. In addition, he is recognized for his **proactivity and adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision and a genuine passion for products**.

As **Global Brand and Merchandising Director at Giorgio Armani**, he has overseen a variety of **Marketing strategies for apparel and accessories**. His tactics have also focused on the **retail environment and consumer needs and behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader in the Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein or Gruppo Coin**, he has undertaken projects to **boost the structure, and development of different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaigns**. He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders in Fashion and Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning of different brands** and redefine their key performance indicators (KPIs).





## Mr. La Sala, Andrea

---

- Global Brand and Merchandising Director at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

*The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, updated and based on the latest scientific evidence. What are you waiting for to enroll?"*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally**. His successful career is linked to leadership positions in multinationals such as **Walmart and Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer in the use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information and generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Dataanalysis**. In addition, he has held the position of **Director of Business Intelligence at Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the drive for data and its infinite possibilities.



## Mr. Gram, Mick

---

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen



*Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"*

## International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics and creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication and storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.



## Mr. Stevenson, Scott

---

- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

“

*Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process"*

## International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation in world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in **Florida, USA**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development to entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President of the Chicago Bulls and Chicago White Sox** franchises, he has demonstrated his ability to drive **business and strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for Roger Goodell in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.



## Mr. Nyquist, Eric

---

- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



*Thanks to this 100% online university degree, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"*

09

# Impact on Your Career

We are 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. Its 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 interact with the best, this is the place for you”

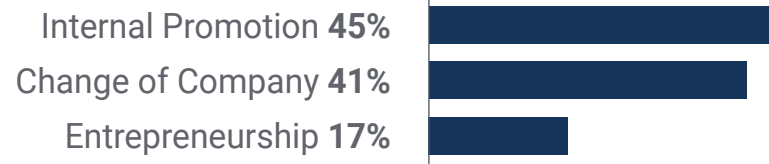
*A pathway to education and professional growth that will propel you towards greater competitiveness in the labor market.*

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

#### Time of Change



#### Type of change



## Salary increase

---

This program represents a salary increase of more than **25.22%** for our students



10

# Benefits for Your Company

The Professional Master's Degree in Audiovisual Business Management will contribute to elevate 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

### **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 professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

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

11

# Certificate

The MBA in Audiovisual Business Management guarantees, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree Certificate issued by TECH Global University.







“

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

This private qualification will allow you to obtain an **MBA in Audiovisual Business Management** 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.

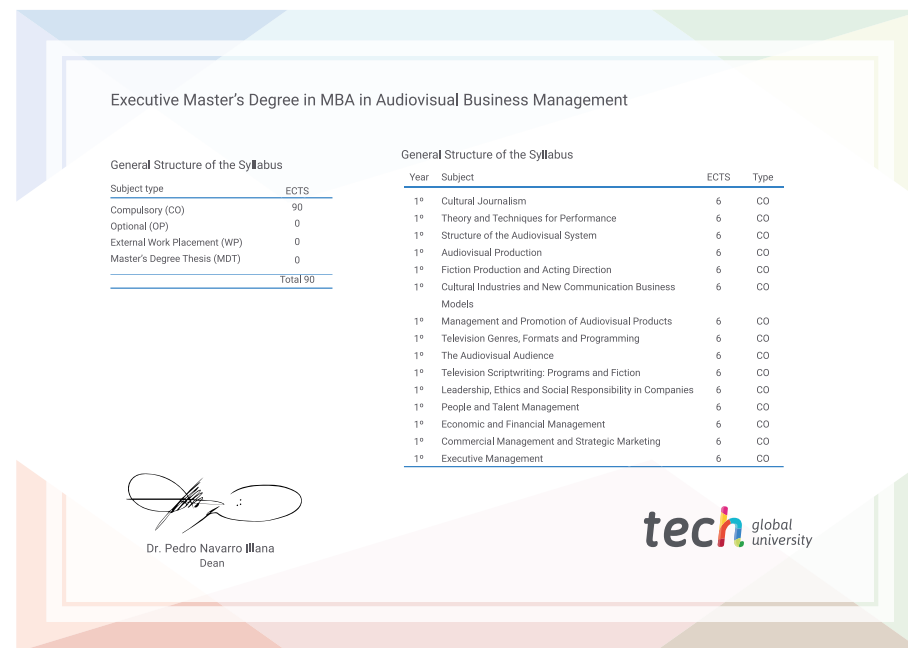
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



\*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.



## Executive Master's Degree

### MBA in Audiovisual Business Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree

MBA in Audiovisual Business Management