Executive Master's Degree
Transmedia Communication

MTC

tech *technological university*

Executive Master's Degree
Transmedia Communication

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

Website: **www.techtitute.com/pk/school-of-business/professional-master-degree/master-transmedia-communication**

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01
Welcome

Today's society is hyperconnected. The aim now is to combine traditional media with the possibilities offered by the network for entertainment and communication. Therefore, with just one click, users can find all the content they want through different platforms. As a result, more and more companies are deciding to invest in this sector, providing transmedia content to viewers, which enhances not only their brand knowledge, but also their experience as a consumer. In order to have highly qualified professionals in this field, this program has been designed, where students will find all the information that will be essential to start their own communication agencies or manage prestigious national or international entities, in which transmedia content creation is the guide to follow.

Executive Master's Degree in Transmedia Communication
TECH Technological University

tech

"The future of communication lies in transmediality, and you will be part of this change thanks to the superior skills you will acquire with this program"

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

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

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.

Academic Excellence

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

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

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.

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.

Objectives

The objectives of this Executive Master's Degree are linked to increasing the students' skills so that they are able to put everything they have learned about transmedia communication into practice. Therefore, at the end of the program, they will be prepared to enter a highly competitive sector, starting their own businesses or gaining access to managerial positions in which they will be able to demonstrate their high level of expertise in the field.

Are you ambitious and want to make a name for yourself in the world of communication? Enroll in TECH and take the first step"

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

The **Executive Master's Degree in Transmedia Communication** qualifies students to:

01 Manage and know conceptually the field of transmedia Storytelling and understand its relevance in different professional fields (advertising, marketing, journalism, entertainment)

02 Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization

03 Study, in-depth, the most recent developments of Transmedia Storytelling in technological fields such as virtual reality or video games

04 Place the entire syllabus in a changing sociological and media landscape, where technology and the fragmentation of the audiovisual offer open up enormous opportunities for business and professional development

05 Learn more about Transmedia Storytelling as a discipline, highlighting its importance in different professional sectors

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

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

09 Explore the scope, characteristics and training for the new and emerging transmedia journalism

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

10 Gain a deeper understanding of the methodology for the creation and dynamization of a transmedia digital community, including the stimulation of user-generated content

11 Master the fundamentals of transmedia business models

12 Know the typologies, forms of monetization and details of transmedia business management

13 Study in depth the relationship between Transmedia Storytelling and the video game industry

14 Understand the role of the videogame as the spearhead of the user experience in the transmedia universe

15 Further understand the importance of extended reality in the field of Transmedia Storytelling

16 Understand the variety of existing contents and the creative process of them

17 Further develop branded content within the communication mix, in a context of advertising oversaturation

18 Conduct an in-depth analysis of the differences between advertising and Branded Content and the scope of the latter (creation, formats, measurement)

05
Skills

Once the evaluations of this Executive Master's Degree in Transmedia Communication have been successfully completed, students will have acquired a higher level of expertise that will allow them to manage or be part of an agency of this type, participating in both the creative processes and in management areas. In this way, students will have the ability to start your own business, but, most importantly, this program will add such a high level of quality to their curriculum that they will be sought after by the main companies in the sector.

"
Make your communication agency achieve the success it deserves thanks to the use of new transmedia techniques"

01 Develop the necessary skills for the development of Branded Content, Transmedia Storytelling and transmedia production

02 Know the latest trends in multimedia communication and digital marketing

03 Apply the most current tools for the development of transmedia communication

04 Develop Creative skills for creating persuasive messages

05 Offer more customized products adapted to customer needs

06 Applying the keys to transmedia storytelling

08 Create persuasive communicative products that attract the customer to a specific purpose

09 Use new technologies and social networks as a fundamental part of the profession

07 Understand the Importance of Storytelling in Transmedia Communication

10 Develop professionally as a Transmedia Producer, creative Storyteller, digital Planner, Community Manager, cyberjournalist, expert in social television, expert in new audiovisual narratives, content designer or Digital Project Manager

Structure and Content

In the business world, more and more people are deciding to become entrepreneurs in the communications sector. Its wide range of aspects and the possibility of being in constant contact with the public are the keys to deciding on this field. However, in addition, the possibility of creating transmedia content has brought a great advantage to brands, allowing them to create a more complete image through different projects. This program offers students everything they need to know to successfully manage this type of communication, bringing significant benefits to the companies they work with.

An entirely new curriculum, which will be fundamental to running successful transmedia companies that are recognized by the public for their reputation and quality"

Syllabus

Transmedia Communication is here to stay. More and more companies are making use of it to offer users a more comprehensive experience, of which they themselves are part through their ideas and interests. For this reason, the business world has decided to contribute to this sector, and we are seeing an increasing use of these techniques in different sectors.

Advertising is one of the fields that has not been able to stay on the side lines, along with the field of commerce, for example. It has been proven that bringing products closer to the end consumer through a powerful and attractive story is a fool-proof method to increase sales. As a result, more and more entrepreneurs are investing more in this field.

With this premise in mind, TECH Technological University has decided to offer this Executive Master's Degree in Transmedia Communication, in which, through 10 modules, a tour of the most relevant concepts and strategies of this field of action is carried out. A curriculum that understands students' needs and, therefore, is offered in a 100% online format, so they can choose the time and place that best suits them to continue their learning.

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

Module 1	A New Communication Paradigm
Module 2	Transmedia Storytelling, Crossmedia
Module 3	Transmedia Narratives
Module 4	Transmedia Content Production
Module 5	Transmedia Franchises
Module 6	Transmedia Storytelling in the Video Game Industry
Module 7	Transmedia Extended Reality: VR and AR
Module 8	Transmedia Journalism
Module 9	Creation and Management of Digital Communities
Module 10	Branded Content: Brands like Publishers

Where, when and how is it taught?

TECH offers the possibility of developing this Executive Master's Degree in Transmedia Communication completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. A New Communication Paradigm

1.1. Media Transformation and Audience Fragmentation
1.1.1. The New Role of the Media
1.1.2. The Citizen Facing the Digital Revolution
1.1.3. Consumption and Infoxication

1.2. Media Convergence
1.2.1. Technological Convergence
1.2.2. Socio-Cultural Convergence
1.2.3. Corporate Convergence

1.3. Internet 2.0: from Monologue to Dialogue
1.3.1. The Fragmentation Process
1.3.2. The Effect of Technology
1.3.3. The Questioning of Traditional Media

1.4. Long Tail
1.4.1. Long Tail Business Models
1.4.2. Elements of a Long Tail Model

1.5. The New Prosumer
1.5.1. The Third Wave
1.5.2. Spectators vs. Influencers

1.6. Internet 2.0
1.6.1. Penetration and Usage Data
1.6.2. From Monologue to Dialogue
1.6.3. The Internet of Things

1.7. Participatory Culture
1.7.1. Features
1.7.2. Internet and Public Opinion
1.7.3. Co-Creation

1.8. The Ephemeral Attention
1.8.1. Multimediality
1.8.2. Multi-Tasking
1.8.3. The Collapse of Care

1.9. Hardware: from the Black Box to the Hyperconnected Home
1.9.1. The Black Box
1.9.2. New Devices
1.9.3. Breaking Down the Digital Divide

1.10. Towards a New Television
1.10.1. Premises of New TV
1.10.2. Self-Programming
1.10.3. Social Television

Module 2. Transmedia Storytelling, Crossmedia

2.1. Chronology of the Transmedia Concept
2.1.1. Transmedia in the Context of Contemporary Cultural Production
2.1.2. What is Meant by Transmedia?
2.1.3. Key Elements that Make up a General Notion of Transmedia

2.2. Transmedia and Related. Multiplatform, Crossmedia, Digital Narratives, Multimodality, Transmedia Literacies, Worldbuilding,Franchising, Data Storytelling, Plataformization
2.2.1. Economy of Attention
2.2.2. Transmedia and Related
2.2.3. Multimodality, Crossmedia and Transmedia

2.3. Areas of Application and Potential of Transmedia
2.3.1. Transmedia in the Cultural Industries
2.3.2. Transmedia and Organizations
2.3.3. Transmedia in Science and Education

2.4. Consumption Practices and Transmedia Culture
2.4.1. Cultural Consumption and Everyday Life
2.4.2. Platforms
2.4.3. User-Generated Content

2.5. Technologies
2.5.1. Transmedia, New Media and Technology: Early Days
2.5.2. Date:
2.5.3. The Technological Factor in Transmedia Projects

2.6. Transmedia, Between Digital and Live Experiences
2.6.1. The Value of Live Experiences
2.6.2. What is Meant by Experience?
2.6.3. Examples of Real-World Experiences

2.7. Transmedia and Gaming: Designing Playful Experiences
2.7.1. The Whole and the Parts: Issues to Consider When Defining the Individual Elements of a Transmedia Experience
2.7.2. The Playfulness Factor
2.7.3. Some Examples

2.8. Critical Aspects of Transmedia
2.8.1. What Can Transmedia Become?
2.8.2. Discussion
2.8.3. A Critical Look: What Challenges and Problems Do We Have to Face?

2.9. Interdisciplinary Transmedia: Roles, Profiles, Teams
2.9.1. Teamwork
2.9.2. Transmedia Competencies
2.9.3. Roles

Module 3. Transmedia Narratives

3.1. Transmedia Narratives according to Henry Jenkins

3.1.1. Henry Jenkins, Transmedia and Convergence Culture
3.1.2. Links Between Participatory Culture, Transmedia and Fan Studies
3.1.3. The 'Seven Principles' of Transmedia Storytelling

3.2. Reviews and Alternative Visions of Transmedia Narratives

3.2.1. Theoretical Perspectives
3.2.2. Perspectives on Professional Practice
3.2.3. Specific Views

3.3. Stories, Narrative, Storytelling

3.3.1. Stories, Narrative and Storytelling
3.3.2. Narrative as Structure and Practice
3.3.3. Intertextuality

3.4. Classic', Non-linear and Transmedia Narrative

3.4.1. The Narrative Experience
3.4.2. Narrative Structure in Three Acts
3.4.3. The Ideas and Comings and Goings of the 'Hero's Journey'

3.5. Interactive Narrative: Linear and Non-linear Narrative Structures

3.5.1. Interactivity
3.5.2. Agency
3.5.3. Different Non-Linear Narrative Structures

3.6. Digital Storytelling

3.6.1. Digital Narratives
3.6.2. The Origin of Digital Storytelling: Life Stories
3.6.3. Digital and Transmedia Storytelling

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

3.7.1. The Moment of the 'Leap
3.7.2. Imaginary Worlds
3.7.3. Public Participation

3.8. Fan Phenomenon, Canon and Transmedia

3.8.1. Role of the Fan
3.8.2. Fandom and Productivity
3.8.3. Key Concepts in the Relationship between Transmedia and Fan Culture

3.9. Audience Involvement (Engagement Strategies, Crowdsourcing, Crowdfunding, etc.)

3.9.1. Levels of Involvement: Followers, Enthusiasts, Fans
3.9.2. The Public, the Collective, the Crowd
3.9.3. Crowdsourcing and Crowdfunding

Module 4. Transmedia Content Production

4.1. The Project Ideation Phase
4.1.1. Story
4.1.2. Platforms
4.1.3. Public

4.2. Documentation, Research, Search for references
4.2.1. Documentation
4.2.2. Successful References
4.2.3. Learning from Others

4.3. Creative Strategies: in Search of the Premise
4.3.1. The Premise
4.3.2. Necessity of the Premise
4.3.3. Coherent Projects

4.4. Platforms, Narrative and Participation. An Iterative Process
4.4.1. Creative Process
4.4.2. Connection Between the Different Parts
4.4.3. Transmedia Narratives as a Process

4.5. The Narrative Proposal: Story, Arcs, Worlds, Characters
4.5.1. The Story and Narrative Arcs
4.5.2. Worlds and Universes
4.5.3. Characters at the Center of the Story

4.6. The Optimal Support for Our Narrative. Formats and Platforms
4.6.1. The Medium and the Message
4.6.2. Platform Selection
4.6.3. Format Selection

4.7. User Experience (UX) Design Know your Audience
4.7.1. Discover your Audience
4.7.2. Levels of Participation
4.7.3. Experience and Memorability

4.8. The Transmedia Production Bible: Approach, Platforms, User Journey
4.8.1. The Transmedia Production Bible
4.8.2. Approach and Platforms
4.8.3. User Journey

4.9. The Transmedia Production Bible: Project Aesthetics, Material and Technical Requirements
4.9.1. Importance of Esthetics
4.9.2. Possibilities and Production
4.9.3. Material and Technical Requirements

4.10. The Transmedia Production Bible: Case Studies on Business Models
4.10.1. Model Design
4.10.2. Model Adaptation
4.10.3. Cases

Module 5. Transmedia Franchises

5.1. Naming and Delimitation of Terms: Media and Business Franchising, Licensing, Merchandising, Consumer Products
5.1.1. Transmedia and Media Franchising vs. Franchise Business
5.1.2. Transmedia Media Franchises
5.1.3. Consumer Products, Licensing and Merchandising

5.2. Elements for Transmedia Business Models
5.2.1. Technology
5.2.2. Mainstream Culture
5.2.3. Fan Phenomenon

5.3. Transmedia Business Models: Creation, Monetization, Life Cycle
5.3.1. Origins of Transmedia Franchising and Types of Franchises
5.3.2. Monetization of the Franchise Business
5.3.3. Franchise Life Cycle

5.4. Historical Evolution of Transmedia Franchises
5.4.1. Background
5.4.2. Old Media Franchises (1928/1977)
5.4.3. Modern Media Franchises

5.5. Legal Basis Franchises: Intellectual Property, Audiovisual Rights, Transfer of Rights:
5.5.1. Intellectual Property, Author and Work
5.5.2. Intellectual Property Rights: Moral Rights and Economic Rights. Copyright and Author's Rights
5.5.3. Transfer of Rights: Trademark and Trademark Registration. Types of Franchise Agreements

5.6. Transmedia franchise management: media, chronology, Partners
5.6.1. The strategy
5.6.2. Key Categories and Partners Selection
5.6.3. Product and Service Development

5.7. Franchise Management Tools
5.7.1. Franchise Agreement (Standard Clauses)
5.7.2. Evaluation and Approval Forms
5.7.3. Style Guide

5.8. Brand Marketing in Franchise Management
5.8.1. Business Plan
5.8.2. Royalties and Sell-off
5.8.3. Guaranteed Minimum and Other Fees

5.9. Financial Aspects
5.9.1. Brand Marketing Plan
5.9.2. 360º Marketing Campaign
5.9.3. Consumer Behavior

5.10. Transmedia Franchise Management Diagram
5.10.1. Strategy Management, Partners Selection and Franchise Agreement
5.10.2. Production and Marketing Management

Module 6. Transmedia Storytelling in the Video Game Industry

6.1. A Historical Relationship: Video Games at the Beginning of Transmedia Storytelling Theories
6.1.1. Context
6.1.2. Marsha Kinder and the Ninja Turtles
6.1.3. From Pokémon to the Matrix: Henry Jenkins

6.2. Importance of the Videogame Industry in Media Conglomerates
6.2.1. Video Games as Content Generators
6.2.2. Some Figures
6.2.3. The Leap to New and Old Media

6.3. Relevance and Evolution of Video Games as a Cultural Object and as an Object of Academic Study
6.3.1. Video Games and Popular Culture
6.3.2. Consideration as a Cultural Object
6.3.3. Video Games at the University

6.4. Storytelling and Transmediality in Emerging Narratives
6.4.1. Transmedia Storytelling at the Amusement Park
6.4.2. New Considerations on Narrative
6.4.3. Emerging Stories

6.5. On the Narrative of Videogames and their Weight in Transmedia Storytelling
6.5.1. Early Discussions on Narrative and Videogames
6.5.2. The Value of Storytelling in Video Games
6.5.3. Ontology of Video Games

6.6. Videogames as Creators of Transmedia Worlds
6.6.1. The Rules of the World
6.6.2. Playable Universes
6.6.3. Inexhaustible Worlds and Characters

6.7. Crossmediality and Transmediality: The Industry's Adaptive Strategy to New Audience Demands
6.7.1. Derivative products
6.7.2. A New Audience
6.7.3. The Leap to Transmediality

6.8. Transmedia Video Game Adaptations and Expansions
6.8.1. Industrial Strategy
6.8.2. Failed Adaptations
6.8.3. Transmedia Expansions

6.9. Video Games and Transmedia Characters
6.9.1. Traveling Characters
6.9.2. From the Narrative Medium to the Videogame
6.9.3. Out of our Control: The Leap to Other Media

6.10. Video Games and Fandom: Affective Theories and Followers
6.10.1. Cosplaying as Mario
6.10.2. We are What We Play
6.10.3. Fans Take the Lead

Module 7. Transmedia Extended Reality: VR and AR

7.1. Extended Reality (XR)

7.2. XR Evolution Predictions
7.2.1. Present
7.2.2. Device Comparison
7.2.3. Future

7.3. Technical Aspects of XR
7.3.1. Types of Interactions
7.3.2. Locomotion
7.3.3. Advantages and Limitations of XR

7.4. The Importance of 5 Senses
7.4.1. Haptic Devices
7.4.2. Multisensory Devices
7.4.3. Sound on the XR

7.5. XR Project Creation Process
7.5.1. Creative Process
7.5.2. XR Profiles
7.5.3. Case Study

7.6. UX / UI Design in XR
7.6.1. Design Process
7.6.2. UX / UI in XR

7.7. New Narrative Languages of the XR: Storyliving
7.7.1. Storytelling vs. Storyliving
7.7.2. Narrative Aspects Specific to the XR
7.7.3. Transmedia Extended Reality Case Studies

7.8. XR Narrative Design: Script and Storyboarding
7.8.1. Design
7.8.2. Script
7.8.3. Storyboard

7.9. Technical Development and Tools
7.9.1. Technical Briefing Development
7.9.2. Prototyping Tools
7.9.3. Spanish XR Industry

7.10. Distribution of an XR Experience
7.10.1. MVP
7.10.2. Distribution
7.10.3. Marketing and Promotion

Module 8. Transmedia Journalism

8.1. Evolution of ICTs: Traditional and New Media
- 8.1.1. ICTs as an Accelerator of Media Transformation
- 8.1.2. Digital Native Methods
- 8.1.3. ICT and the Not-So-Traditional Media

8.2. The Citizen as an Informant
- 8.2.1. The Citizen, Generator of Information
- 8.2.2. Limits and Limitations of Citizen Journalism

8.3. The Transmedia Journalist
- 8.3.1. Essential Skills and Knowledge for Transmedia Journalists
- 8.3.2. Transmedia Journalists for Transmedia Companies
- 8.3.3. Mojo Journalism

8.4. Design, Creation and Production of Transmedia News Content
- 8.4.1. Jenkins' Transmedia Basics Adapted to Journalism
- 8.4.2. The Process of Creating a Transmedia Journalistic Project

8.5. Formats in Transmedia Journalism: Video, Photo, Sound, Infographics
- 8.5.1. Writing Journalistic Content for Digital Media
- 8.5.2. Image and Audio
- 8.5.3. Tools for Infographics Design

8.6. Dissemination of Transmedia Journalism: Own and Earned Channels
- 8.6.1. Journalism and Corporate Communication
- 8.6.2. Broadcasting in Own Channels
- 8.6.3. Diffusion in Earned Media

8.7. Brand Journalism
- 8.7.1. Informative Writing
- 8.7.2. Branded Content and Journalism: Characteristics of Brand Journalism
- 8.7.3. Exemplary Brand Journalism Publications

8.8. Participatory Journalism
- 8.8.1. The Participative Journalist
- 8.8.2. The Participative User
- 8.8.3. Blogging for Journalistic Specialization

8.9. Gamification of Journalism, Newsgames
- 8.9.1. A State-of-the-art Journalistic Format
- 8.9.2. Subgenres
- 8.9.3. Classic Case Studies and Other more Innovative Serious Games

8.10. Podcast Transmedia
- 8.10.1. The Traditional Podcast: Audio
- 8.10.2. The Transmedia Podcast
- 8.10.3. The Branded Podcast

Module 9. Creation and Management of Digital Communities

9.1. A Virtual Community and Where We Can Create Them
9.1.1. Types of User
9.1.2. Spaces Where Virtual Communities Can Be Created
9.1.3. Particularities of these Spaces

9.2. Facebook and Instagram Community Management
9.2.1. Community Creation and Management Tools
9.2.2. Possibilities and Limits

9.3. Twitter Community Management
9.3.1. Community Creation and Management Tools
9.3.2. Possibilities and Limits

9.4. YouTube Community Management
9.4.1. Community Creation and Management Tools
9.4.2. Possibilities and Limits

9.5. Twitch Community Management
9.5.1. Community Creation and Management Tools
9.5.2. Possibilities and Limits

9.6. Management of Future Communities in Emerging Spaces. Your Keys
9.6.1. Keys to Be Taken into Account in the Analysis of the Commented Networks
9.6.2. What Steps to Take When New Social Networks are Launched?
9.6.3. Speeches and Dialogues

9.7. How to Trigger Content Generation by Users?
9.7.1. Prosumer after COVID
9.7.2. Contests, Sweepstakes and Campaigns
9.7.3. Connection with Social Networks and Transmedia

9.8. Content Planning and Measurement I
9.8.1. Types of Content and Writing
9.8.2. Content Structuring

9.9. Content Planning and Measurement II
9.9.1. Measurement of Actions in Social Networks
9.9.2. Impact on Google
9.9.3. Decision-Making

9.10. Development of Contents in Blogs and their Movement through Networks
9.10.1. The Importance of Blogging Today
9.10.2. Techniques for Content Movement through Networks
9.10.3. Crisis Resolution

Module 10. Branded Content: Brands like Publishers

10.1. The Traditional Advertising Model: Push

10.1.1. Key Aspects of Push Communication Strategies
10.1.2. Origins and Evolution
10.1.3. The Future of Strategies Push

10.2. The New Model Pull

10.2.1. Key Aspects of Pull Communication Strategies
10.2.2. Origins and Current Context
10.2.3. Keys to Success

10.3. Branded Content

10.3.1. Branded Content, Content Marketing and Native Advertising
10.3.2. How to Identify Branded Content?

10.4. Brands like Publishers: Implications

10.4.1. The New Value Chain
10.4.2. Implications
10.4.3. Models

10.5. Branded Contentand its Role in the Communication Mix

10.5.1. Current Context
10.5.2. Branded Content and Brand Purpose
10.5.3. Inspiring Case Studies

10.6. The Coexistence of Content and Advertising

10.6.1. Differences
10.6.2. Contribution to Brand Equity
10.6.3. Examples of Coexistence

10.7. Branded Content: Formats and Genres

10.7.1. Genre
10.7.2. Other Approaches, Other Genres
10.7.3. Formats

10.8. Creation Methodology of Branded Content

10.8.1. Strategy
10.8.2. Ideation
10.8.3. Production

10.9. The Importance of Promotion in Branded Content

10.9.1. Methodology
10.9.2. Phases
10.9.3. Formats

10.10. Measuring the Effectiveness of Branded Content

10.10.1. How to Measure a BC Project?
10.10.2. Qualitative and Quantitative Measurement
10.10.3. Metrics and KPIs

Methodology

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

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

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

TECH Business School uses the Case Study to contextualize all content

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

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

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

A learning method that is different and innovative

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

"

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

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

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

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

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

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

Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%

Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

Our Students' Profiles

The communications sector has made great advances in recent years. Thanks to transmediality, it is now possible to be closer to the news and each user can choose the way that best suits them to be entertained or informed. Companies are therefore looking for multi-skilled professionals who are able to adapt quickly to change and have a high level of knowledge of new technologies. And that is the student profile of this Executive Master's Degree in Transmedia Communication from TECH Technological University.

tech

Do you want to be part of the future of communication? With this program, you are just one step away"

Average Age

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

Years of Experience

Up to 16 years **18%**

11-16 years **36%**

6 to 10 years **31%**

More than 5 years **15%**

Training

Journalism **29%**

Science Economics **26%**

Business Administration **37%**

Social Sciences **8%**

Academic Profile

Journalists **31%**

Management **18%**

Entrepreneurs **26%**

Creative **25%**
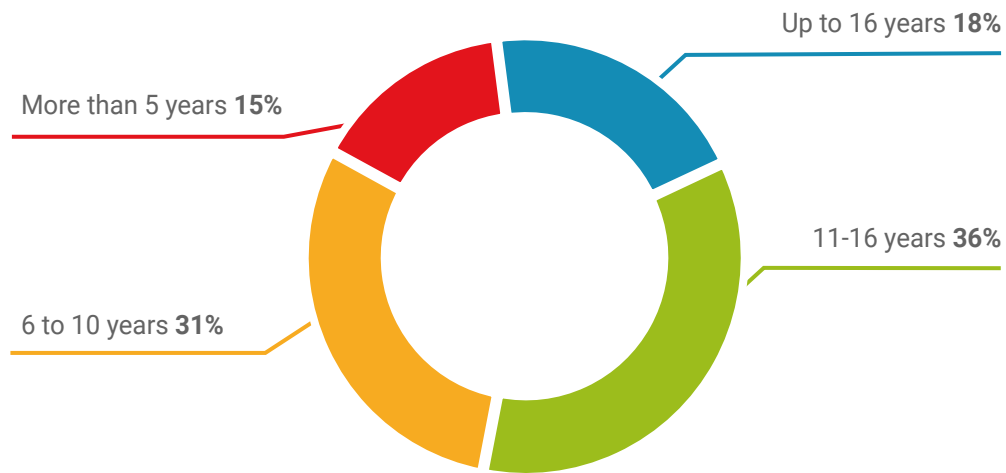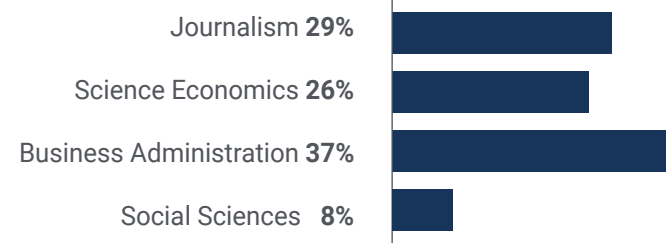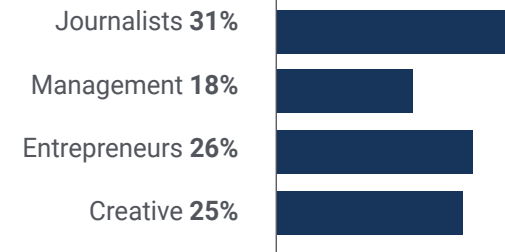
Geographical Distribution

USA **18%**

Spain **37%**

Mexico **24%**

Colombia **21%**
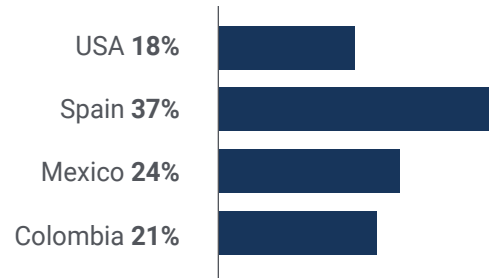
Eduardo García

Communication Agency Manager

"As a communications professional, I realized some time ago that I needed to expand my knowledge of new transmedia strategies in order to offer my clients a higher quality service. Luckily, I found this program and thanks to it, now, in my company, we are able to create transmedia content that not only improves the image of my company and those of my clients, but also reaches a wider audience and builds loyalty. Without a doubt, it was a great decision to take this Executive Master's Degree. I am now aware of the great opportunity we were missing before by not making use of transmediality"

09
Course Management

Transmedia communication is a sector that is increasingly studied and researched, so professionals who wish to develop in this field demand high-quality programs that are able to meet their learning needs. For this reason, TECH Technological University has selected the most prestigious and relevant teachers in the sector, to transmit all their wisdom in the field to their students, in an educational way and adapted to the new times.

The leading experts in Transmedia Communication have come together to offer you a high-level qualification that will be fundamental to your professional development in the field"

Management

Dr. Regueira, Javier

- VP and co-founder of the Spanish Association of Branded Content
- Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- Professor at Universidad Pontificia Comillas, ESDEN, Esic, Inesdi, The Valley
- Former Marketing Executive at BDF Nivea and Imperial Tobacco
- Autor, blogger y TEDx Speaker
- Doctorate in Branded Content
- Graduate in Economics and Business Administration European ICADE E4
- Master's Degree in Marketing

Professors

Mr. Fraga, Luis
- Professor EOI, Nebrija, A3 Media Formación
- Extensive experience as news anchor and editor at Antena 3, Ser, Radio Voz, TVG
- Degree in Geography and History
- Master's Degree in Applied Communication Research

Ms. Ugidos, Susana
- Extensive professional experience in content strategy
- Bachelor's Degree in Commercial Management and Marketing
- Postgraduate courses in Management Development, Branded Content and Transmedia, and Digital Marketing and Design Thinking

Mr. Sánchez López, Iván
- Collaborating doctoral professor at the UOC in the subject "Storytelling: narrative resources"
- Researcher in the Agora Group of the UHU, the Euroamerican Alfamed Network and the GAPMIL Association of Unesco
- He has worked in film and television in the areas of production and direction, holding the position of Director of Communications for the International Youth Agency

Dr. Roig, Antoni
- Director of the Audiovisual Communication program. UOC
- PhD in Social Science
- Degree in Audiovisual Communication
- Telecommunications Engineer

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

Dr. Suárez, Adrián
- Professor of multimedia projects, corporate image and usability at UNIR
- Profesor EBF Business School, Cesuga e IEBS
- Extensive experience as a content manager in the video game industry and in web content writing
- PhD in Digital Communication, Narrative and Video Games
- Architecture Degree
- Master's Degree in Marketing and Communication Management

Ms. Vasán, Vicky
- Co-founder of INMERSIVA, an association of extended reality in Spain
- UX designer and scriptwriter specializing in virtual reality
- Excreative and transmedia producer at El Cañonazo
- Organizer of the Global VR Day in Madrid
- Degree in Audiovisual Communication
- Postgraduate Course in Branded Content and Transmedia Storytelling

Dr. Montoya Rubio, Alba
- Expert in networks and communication, A'Punt (Corporación Valenciana de Medios de Comunicación)
- UOC Collaborating Professor
- PhD. in Music and Film from the University of Barcelona
- Degree in Audiovisual Communication from Pompeu Fabra University, of Barcelona
- Master's Degree in Music as Interdisciplinary Art, University of Barcelona

10

Impact on Your Career

Communication and advertising companies must adapt to the demands of new consumers. It is therefore important that its professionals and managers acquire the necessary skills to manage content creation more effectively. Thanks to this program, students will be able to apply transmedia storytelling techniques in their companies, achieving greater momentum in their careers and more promising future prospects.

"Storytelling through different multimedia media will engage the consumer and attract them to your brand"

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

TECH's Executive Master's Degree in Transmedia Communication is an intensive program that prepares students to face challenges and decisions in the field of content generation through different platforms. The main objective is to promote personal and professional growth. Helping students achieve success.

It's time for change. Enroll in this program and achieve that much needed professional change.

Learn new communication techniques and make your brand more relevant in the market.

When the change occurs

During the program	During the first year	After 2 years
12%	**61%**	**27%**

Type of change

Internal Promotion **49%**

Change of Company **43%**

Entrepreneurship **8%**
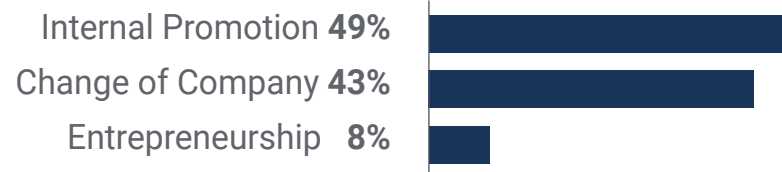
Salary increase

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

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

11

Benefits for Your Company

Completing this Executive Master's Degree in Transmedia Communication will be a competitive advantage for all business professionals who wish to start their own communication or advertising agency, as they will be able to provide new professional techniques to stand out in a highly competitive market. However, it will also be crucial for the companies they work for, as they will be able to create complementary content that is genuinely interesting for the audience.

You will increase your business competitiveness by introducing transmedia techniques in each of your projects"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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

05

Project Development

Professionals can work on a real project or develop new projects in the field of R&D or Business Development of your company.

06

Increased competitiveness

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

Certificate

This Executive Master's Degree in Transmedia Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree issued by TECH Technological University.
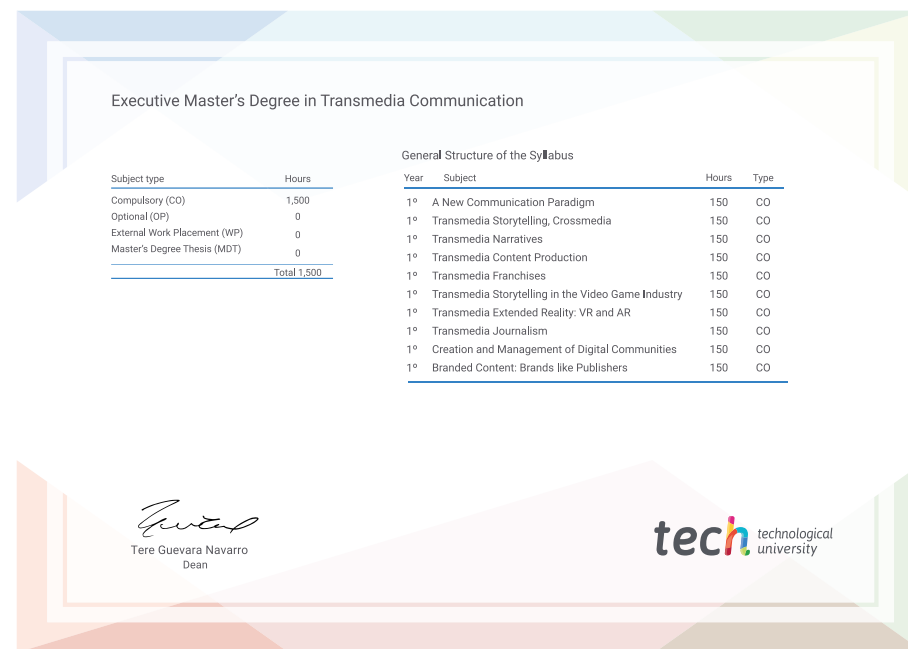
Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Executive Master's Degree in Transmedia Communication** contains the most complete and up-to-date educational program the market.

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

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

Title: **Executive Master's Degree in Transmedia Communication**
Official Nº of Hours: **1,500 h.**

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tech technological university

Awards the following

CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

EXECUTIVE MASTER'S DEGREE
in

Transmedia Communication

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Executive Master's Degree in Transmedia Communication

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	A New Communication Paradigm	150	CO
1º	Transmedia Storytelling, Crossmedia	150	CO
1º	Transmedia Narratives	150	CO
1º	Transmedia Content Production	150	CO
1º	Transmedia Franchises	150	CO
1º	Transmedia Storytelling in the Video Game Industry	150	CO
1º	Transmedia Extended Reality: VR and AR	150	CO
1º	Transmedia Journalism	150	CO
1º	Creation and Management of Digital Communities	150	CO
1º	Branded Content: Brands like Publishers	150	CO

Tere Guevara Navarro
Dean

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*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
Transmedia Communication

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

Executive Master's Degree
Transmedia Communication

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