Postgraduate Certificate

Cultural Industries and New Business Models in Communications

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Cultural Industries and New Business Models in Communications

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

Website: **www.techtitute.com/us/videogames/postgraduate-certificate/cultural-industries-new-business-models-communications**

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01
Introduction

The Internet has made it possible for users to access an endless amount of content, all from the comfort of their homes, work, school, etc. This has allowed different cultures to open up to the world and become more accessible, creating diverse channels of diffusion. Therefore, the sector demands that professionals specialize in cultural industries and new business models. Consequently, this degree brings together all the aspects that the student needs to know to make this sector grow from music and art, combined with the new models of the digital era.

tech

"*Music can make all the difference in a scene. Discover the sounds that different cultures bring*"

Society has changed a lot over the years, but especially with the advent of the Internet. Thus, the digital transformation benefited the consumption of any product, favoring the need to always show the best, the most creative and innovative. Thus, new online applications to consume movies and television were gradually appearing, as well as tools for users to create their own music playlists. This whole range of possibilities only continues to increase as the days go by.

In this sense, the Postgraduate Certificate in Cultural Industries and New Business Models in Communications seeks to clarify the process of transformations that have occurred in the cultural industries in the supply and consumption of digital networks, in their economic, political and sociocultural aspects.

This will help students use the media available on the web to craft new narrative stories, use the sounds of other cultures to set scenes, and discover new scenarios to enhance the photography of their film or television series. At the end of the program, the student, as a videogame developer and designer, will be able to organize a mise-en-scene and plan narrative actions that fit different production media. Thus, representing a complete and integral work profile.

This **Postgraduate Certificate in Cultural Industries and New Business Models in Communications** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- Practical cases studies are presented by experts in Design
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies for the study of Cultural Industries and New Business Models in Communications
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Cultural diversity is an excellent source of information and inspiration for an audiovisual project"

" *The cultural media are looking for your talent to develop new programs"*

Develops new information products in line with the needs of audiences and advertisers.

Manages the strategic, human, material and technical resources of new businesses in the digital environment.
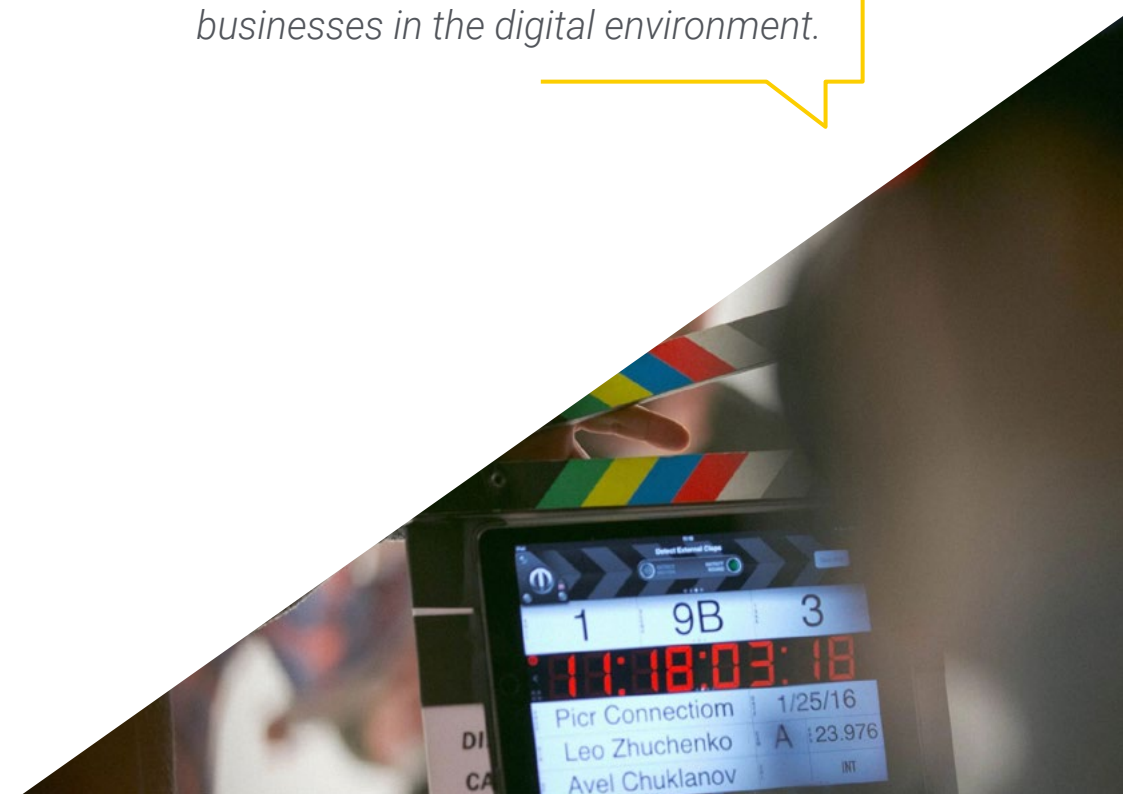
It includes, in its teaching staff, professionals belonging to the field of design, who bring to this program the experience of their work, as well as recognized specialists from prestigious societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training experience designed to train for real-life situations.

This program is designed around Problem Based Learning, whereby the student must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

Objectives

This Postgraduate Certificate will help designers learn about the new business models in communications that have favored the access and distribution of cultural industries. As a result, they will benefit from their qualities as all-round professionals, able to adapt to any environment. Thus, they will be able to analyze and implement the most innovative strategies to improve management processes in the industry.

"The Internet is the window to the world, culture and communications. Learn with this degree how to manage them and use them for inspiration"

General Objectives

- Know the current situation of the Cultural Industry and its characteristics
- Acting on New Business Models

"If you are looking for an opportunity to enter the cultural media sector, this program is especially designed for you"

Specific Objectives

- Study the transformations that have taken place in the cultural industries in the supply and consumption of digital networks, in their economic, political and sociocultural aspects
- Delve into the challenges that the digital environment has posed to the business models of journalistic companies and other traditional cultural industries
- 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
- Understand the changes in the processes of organization and management of strategic, human, material and technical resources of new businesses in the digital environment

03
Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.

"*TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve*"

International Guest Director

Awarded by Women We Admire for her leadership in the news sector, Amirah Cissé is a prestigious expert in **Audiovisual Communication**. In fact, she has spent most of her professional career managing international projects for renowned brands based on the most innovative **marketing** strategies.

In this sense, her strategic skills and ability to integrate emerging technologies into multimedia content narratives in an avant-garde way have allowed her to be part of renowned institutions on a global scale. For example **Google, NBCUniversal or Frederator Networks** in New York. In this way, her work has focused on the creation of communication campaigns for various companies, generating highly creative **audiovisual content** that connects emotionally with audiences. Thanks to this, multiple companies have succeeded in building consumer loyalty over a long period of time; while the companies have also strengthened their market presence and ensured their long-term sustainability.

It is worth noting that her extensive work experience ranges from the **production of television programs** or the creation of sophisticated **marketing techniques** to the management of visual content on the main **social networks.** At the same time, she is considered a true **strategist** who identifies culturally relevant opportunities for clients. In doing so, she has developed tactics aligned with both audience expectations and needs; enabling entities to implement cost-effective solutions.

Firmly committed to the advancement of the audiovisual industry and excellence in her daily practice, she has combined these functions with her role as a **researcher**. As such, she has written multiple scientific articles specialized in emerging areas such as the dynamics of user behavior on the Internet, the impact of eSports in the field of entertainment and even the latest trends to enhance **creativity**.

Ms. Cissé, Amirah

- Director of Global Client Strategy, NBCUniversal, New York, United States
- Strategy Expert at Horizon Media, New York
- Engagement Manager at Google, California
- Cultural Strategist at Spaks & honey, New York
- Account Manager at Reelio, New York
- Account Coordinator at Jun Group, New York
- Content Strategy Specialist at Frederator Networks, New York
- Researcher at the Genealogical and Biographical Society of New York
- Academic Internship in Sociology and Anthropology at Kanda Gaigo University
- Bachelor of Fine Arts with a major in Sociology from Williams College
- Certification in: Leadership Training and Executive Coaching, Marketing Research

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

04

Structure and Content

A content plan has been designed for this degree that offers students the opportunity to access a new job market. Therefore, they will participate in a program that brings together the best content regarding the transformation that has taken place in the cultural industry and the consumption that society has given to social networks. They will also understand the changes in the processes of organization and management of strategic, human, material and technical resources of new businesses in the digital environment.

" *The Cultural Industry is an international sector that will open doors to a stimulating market"*

Module 1. Cultural Industries and New Business Models in Communications

1.1.   The Concepts of Culture, Economy, Communication, Technology, IC
    1.1.1.   Culture, Economy and Communication
    1.1.2.   Cultural Industries

1.2.   Technology, Communication and Culture
    1.2.1.   Craft Culture Commoditized
    1.2.2.   From Live Performance to Visual Arts
    1.2.3.   Museums and Heritage

1.3.   The Major Sectors of the Cultural Industries
    1.3.1.   Editorial Products
    1.3.2.   Flow C.I.'s
    1.3.3.   Hybrid Models

1.4.   The Digital Era in the Cultural Industries
    1.4.1.   Digital Cultural Industries
    1.4.2.   New Models in the Digital Era

1.5.   Digital Media and Media in the Digital Age
    1.5.1.   The Online Press Business
    1.5.2.   The Radio in the Digital Environment
    1.5.3.   Particularities of the Media in the Digital Age

1.6.   Globalization and Diversity in Culture
    1.6.1.   Concentration, Internationalization and Globalization of Cultural Industries
    1.6.2.   The Struggle for Cultural Diversity

1.7.   Cultural and Cooperation Policies
    1.7.1.   Cultural Policies
    1.7.2.   The Role of States and Country Regions

1.8.   Musical Diversity in the Cloud
    1.8.1.   The Music Industry Today
    1.8.2.   Cloud
    1.8.3.   Latin/Iberoamerican Initiatives

Participate in new international productions, contributing your creative vision and ingenuity to achieve excellent work"

05
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"

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"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

"

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

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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

In 2019, we obtained the best learning results of all online universities in the world.

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 university is the only one in the world authorized to employ 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. This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist 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.

20%

25%

4%

3%

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 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.

Certificate

The Postgraduate Certificate in Cultural Industries and New Business Models in Communications guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Certificate issued by TECH Global University.

Successfully complete this training program and receive your university certificate without travel or laborious paperwork"

This program will allow you to obtain your **Postgraduate Certificate in Cultural Industries and New Business Models of Communication** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

Title: **Postgraduate Certificate in Cultural Industries and New Business Models of Communication**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

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

Postgraduate Certificate in Cultural Industries and New Business Models of Communication

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

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

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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