Postgraduate Certificate
Protection of Creative and Intangible Products

tech technological university

tech universidad tecnológica

Postgraduate Certificate
Protection of Creative and Intangible Products

- » Modalidad: **online**
- » Duración: **6 weeks**
- » Titulación: **TECH Universidad Tecnológica**
- » Acreditación: **6 ECTS**
- » Dedicación: **16h/semana**
- » Horario: **a tu ritmo**
- » Exámenes: **online**

Acceso web: **www.techtitute.com/pk/videogames/postgraduate-certificate/protection-creative-intangible-products**

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01
Introduction

Intellectual property protection is the order of the day in the field of video games. Development companies, especially hardware companies, need to protect their most valuable assets from plagiarism or copying by competitors. Being a sector that evolves technologically every year, it is also necessary to update knowledge in terms of legal protection, so that video game professionals can offer the best possible solutions within each specific legislative framework. TECH has developed this program precisely to provide legal and juridical protection tools to all video game development professionals, thus preventing their best ideas from going to the competition.

"You will be indispensable in any ambitious hardware or software project thanks to the legal umbrella you will be able to offer to companies"

The history of legal protection in video games has a long history. Even in its early days Nintendo had to face a well-known legal battle against Universal for the rights to the Donkey Kong character. Finally, it was the lawyer John Kirby who managed to win the lawsuit in favor of the Japanese company thanks to his knowledge in jurisdiction, so Nintendo honored him by naming the iconic pink character after him.

This case joins so many others that video game developers have had to face against other cultural companies or even in the electronic field itself. In addition, it is very common for powerful companies such as Sony, Nintendo or Microsoft to patent their new peripheral designs to avoid possible plagiarism by competitors.

Seeing the historical and current importance of the Protection of Creative and Intangible Products, TECH has developed this degree so that all professionals in the video game industry can obtain a specialization in legal matters and thus distinguish themselves effectively in their field of work.

In addition, the program has the advantage of being taught 100% online, without the need to go to a physical center or to face-to-face classes. Students are free to download the entire syllabus and study it as it best suits their own circumstances.

This **Postgraduate Certificate in Protection of Creative and Intangible Products** contains the most complete and up-to-date program on the market. The most important features of the program include:

- Study of the legal protection of intangible assets and the different tools that can be used for this purpose: intellectual property, industrial property and advertising law
- Methodology that promotes the acquisition of skills in the field of market research, law, strategic vision, digital and co-creation tools
- Case studies for each field in which to see, in a realistic way, how to apply the acquired knowledge
- Study of the current and applicable regulations for the correct management of the intellectual protection of different works
- Understanding and analysis of the responsible management entities to be worked with in the future in the work environment
- Availability of access to content at all times, 100% online, flexible and adaptable to each particular schedule

You could be the next John Kirby of the industry with the knowledge from this TECH Postgraduate Certificate"

" *By knowing how to effectively protect the video game industry's most valuable assets, you can gain access to the industry's most ambitious and top-secret projects"*

TECH offers you the best material and complementary skills to give your career the boost it needs to succeed in the world of video games.

You will stand out from other colleagues thanks to a specific and useful training for any company that decides to hire you.

The program's teaching staff includes professionals from sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious 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 immersive training programmed to train in real situations

This program is designed around Problem-Based Learning, whereby the professional 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

The objective of this Postgraduate Certificate in Protection of Creative and Intangible Products of TECH is to provide the student with all the possible legal knowledge and tools, so that he/she can manage with solvency any project that requires special legal protection. To this end, it ensures that the teaching material is of high quality by bringing together the best experts in jurisdiction and creative businesses in the industry and by setting clear objectives for the students.

This Postgraduate Certificate will open the doors to the best developers and publishers in the world of video games"

General Objectives

- To offer useful knowledge for the training of students, providing them with skills for the development and application of original ideas in their personal and professional work
- Understand how creativity and innovation have become the drivers of the economy
- Problem solving novel environments and in interdisciplinary contexts in the field of creativity management
- Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case
- Know how to manage the process of creation and implementation of novel ideas on a given topic
- Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries
- Progressive and constant updating in autonomous training environments
- Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today
- Help students acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments
- Use of new information and communication technologies as tools for training and exchange of experiences in the field of study
- Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice
- Acquire market research skills, strategic vision, digital and co-creation methodologies

Specific Objectives

◆ Study in depth the importance of intellectual property in the creative field

◆ Differentiate and learn how to use the legal tools to protect intellectual works

◆ Apply the knowledge acquired in real practical cases

◆ Know the relevant entities in the field of intellectual protection

Your professional goals will be closer than ever thanks to this Postgraduate Certificate in Protection of Creative and Intangible Products"

03

Course Management

The teaching staff assembled by TECH for the preparation of this Postgraduate Certificate has extensive experience in the field of creative management and legal protection of tangible and intangible assets. This professional experience is useful for the student, as it guarantees the quality and specialization of the teaching. Students will be supported at all times by professionals in the creative field who will help them achieve their career goals.

"
The best professionals are at TECH. Ensure your career success in the video game world by learning from their top tips on the Protection of Creative and Intangible Products"

Management

Dr. Velar, Marga

- Corporate Marketing Manager at SGN Group (New York)
- Forefashion Lab Address
- Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra.
- PhD. in Communication from Universidad Carlos III de Madrid.
- Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid.
- MBA in Fashion Business Management by ISEM Fashion Business School
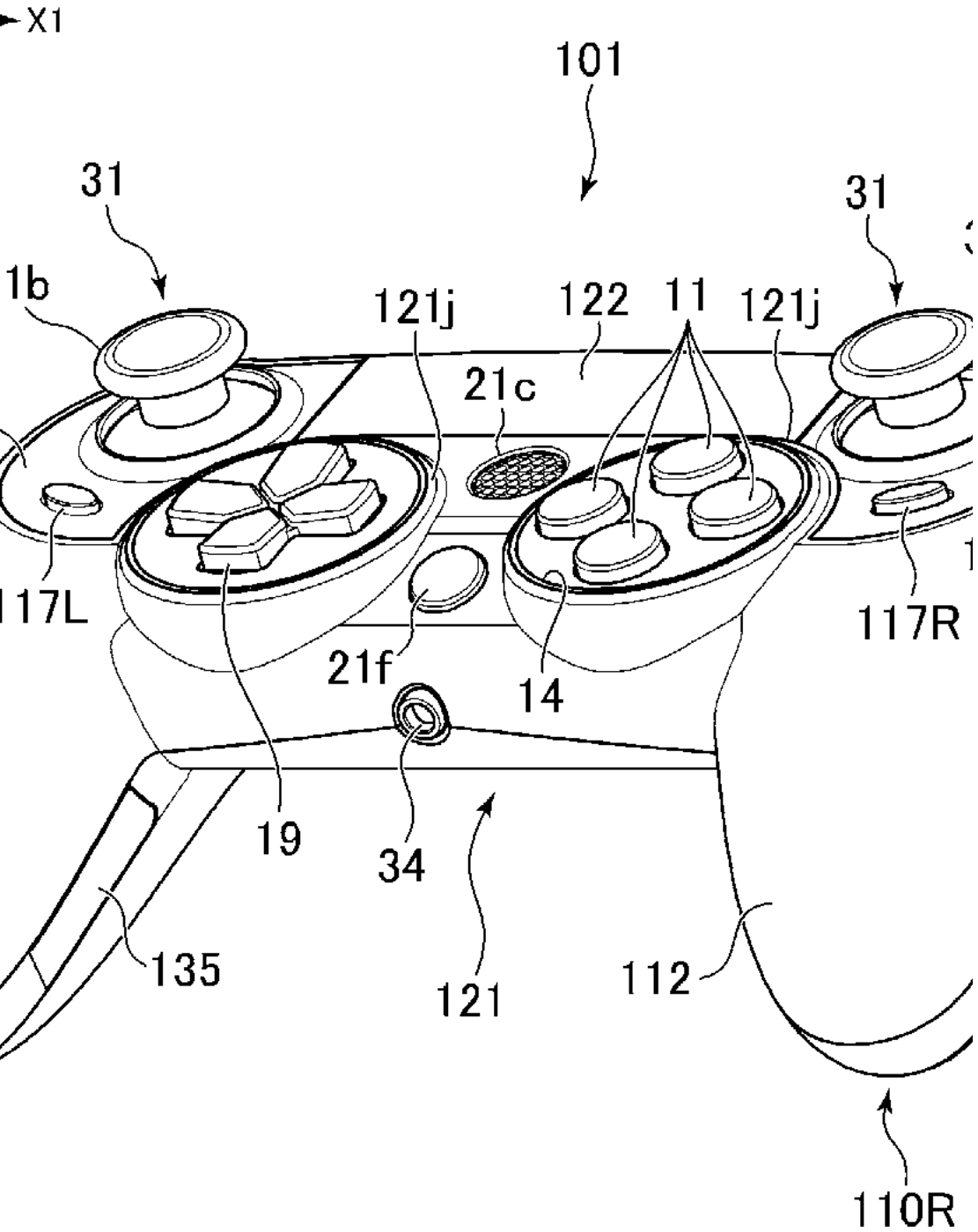
Professors

Ms. Eyzaguirre Vilanova, Carolina

- Legal Counsel to Eley Hawk's Chief Executive Officer
- Professor at the Madrid Bar Association in the Master in Digital Law, Innovation and Emerging Technologies.
- Legal advice in the field of advertising law for Autocontrol (Association for the Self-Regulation of Commercial Communication).
- Designer in multiple projects for companies such as Estudio Mariscal, RBA Ediciones (National Geographic and El Mueble magazines) or Laboratorios Echevarne.
- Degree in Law and Design from Pompeu Fabra University, Barcelona.
- Specialized in Intellectual Property with an Official Master's Degree from Universidad Pontificia Comillas (ICADE) in Madrid.

04

Structure and Content

The student will learn during the duration of this Postgraduate Certificate in Protection of Creative and Intangible Products several essential subjects for the adequate defense of patents and ideas of special delicacy. Throughout the 10 topics covered in the module, the student will study in depth intellectual and industrial property, its main differences and legislative frameworks, good practices in legal safeguards and advertising law as a useful tool for the promotion and marketing of video games.

Explained in a clear, concise and simple way, you will understand the most relevant legal terms in order to protect the most valuable intellectual property in the world of video games"

You have the chance to obtain a unique specialization in your field. Don't miss it and enroll now"

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.

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

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.

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.

30%

10%

8%

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 Protection of Creative and Intangible Products guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Protection of Creative and Intangible Products** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Protection of Creative and Intangible Products**
Official N° of Hours: **150 h.**

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

POSTGRADUATE CERTIFICATE
in
Protection of Creative and Intangible Products

This is a qualification awarded by this University, equivalent to 150 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

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   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 EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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