Postgraduate Diploma
Creative Industries Management

tech *technological university*

Postgraduate Diploma
Creative Industries Management

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/in/videogames/postgraduate-diploma/postgraduate-diploma-creative-industries-management**

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01

Introduction

Managing creativity in the immense task of video game development can be an overwhelming undertaking. As there are so many artistic departments involved, it is common that there is constant feedback between each of them, so it is becoming increasingly important in the industry that the manager of the company not only has skills in the economic aspect, but that this is accompanied by complementary knowledge in legal matters, client management and the coordination of creativity. TECH has created this degree in order to instruct its students in all these areas of knowledge.

" *Video game companies require effective and capable leaders. Become one of them thanks to this Postgraduate Diploma"*

Video games are entertainment products that dazzle gamers around the world. Due to the rapid technological evolution that this sector has undergone, thanks in part also to its economic success, titles are increasingly demanding and complex to produce, requiring capable and effective leadership figures.

This is because the field of video games must contemplate aspects such as intellectual property, since it is common in the industry to patent certain types of devices or even program codes. Equally important is the financial sustainability of the company and knowledge of the customer and their potential tastes.

To meet this potential demand TECH has developed the following Postgraduate Diploma in Creative Industries Management, which provides students with all the necessary knowledge to assume the management of a company in the world of video games both from its economic branch as well as the legal and commercial branches.

A degree that has the advantage of being taught 100% online, making it easier for students to study by giving them the freedom to adapt all the syllabus and material to their own pace and needs.

This **Postgraduate Diploma in Creative Industries Management** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- The development of case studies presented by experts in the management of creative companies
- The graphic, schematic and eminently practical contents of the book provide practical information on those disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Special emphasis on innovative methodologies in the management of creative enterprises
- 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

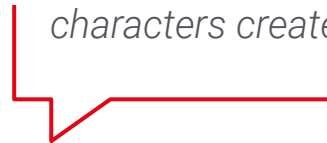*The advance of video games is unstoppable. Keep pace with the industry with this TECH Postgraduate Diploma"*

> *You will know how to protect the intellectual property of your video games to strengthen the sagas and characters created by your company.*

"

This Postgraduate Diploma presents you with a unique opportunity to learn about Creative Industries Management in the field of Video Games"

> *You will analyze the industry's customer market to adapt to their demands and needs.*

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.
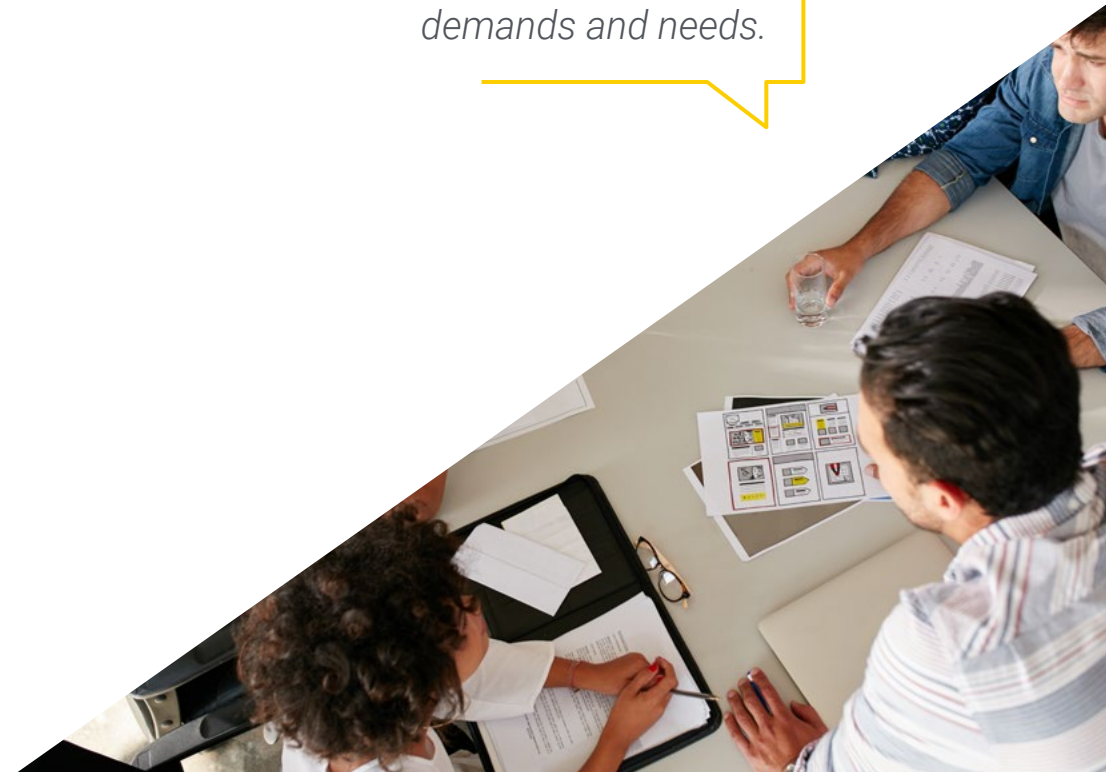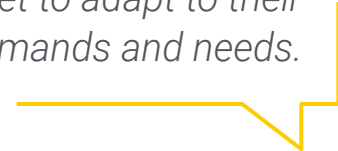
The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

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.

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Objectives

The objective of this Postgraduate Diploma in Creative Industries Management at TECH is to teach students all the necessary knowledge to take charge of a creative industry in the field of video games and to know how to deal with legal, economic or market difficulties without any problems. This is achieved through a comprehensive education that provides students with an overview of the market, the industry and the technological advances that shape it.

You need very specific skills in order to be a leader in the video game industry. With this Postgraduate Diploma from TECH, you will be very close to that goal"

General Objectives

- Offer useful knowledge for the specialization 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

- Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today

- Acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments

- Gain knowledge to manage companies and organizations in the new context of creative industries

- Organize and plan tasks with the use of available resources in order to face them in precise time frames

- Use 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

You will be a top-level professional in the video game industry thanks to the knowledge that TECH provides you"

Specific Objectives

Module 1. Protection of Creative and Intangible Products in Today's Marketplace

- Knowledge of regulations affecting creative and intangible products, such as intellectual and industrial property or advertising law
- Apply the standards studied to the daily work as a manager of creative companies

Module 2. Economic and Financial Management of Creative Companies

- Understanding the financial structure of a creative company
- Have sufficient knowledge to carry out the accounting and financial management of a creative company
- Understanding how investments should be made in this sector
- Knowing how to price products in the creative industry

Module 3. Consumer or User Management in Creative Businesses

- Know the new trends in consumer purchasing methods
- Understand that the customer has to be at the center of all company strategies
- Apply *Design Thinking* techniques and tools
- Apply different research resources and techniques

03

Course Management

For this Postgraduate Diploma in Creative Industries Management TECH has brought together a large group of professionals with extensive experience in the management of diverse creative industries. The quality of the didactic material itself, supported extensively with audiovisual content, is proof of the professional quality and know-how of the teachers. The student will be supported at all times by a faculty of teachers who will help him/her to acquire all the necessary knowledge for the completion of this course.
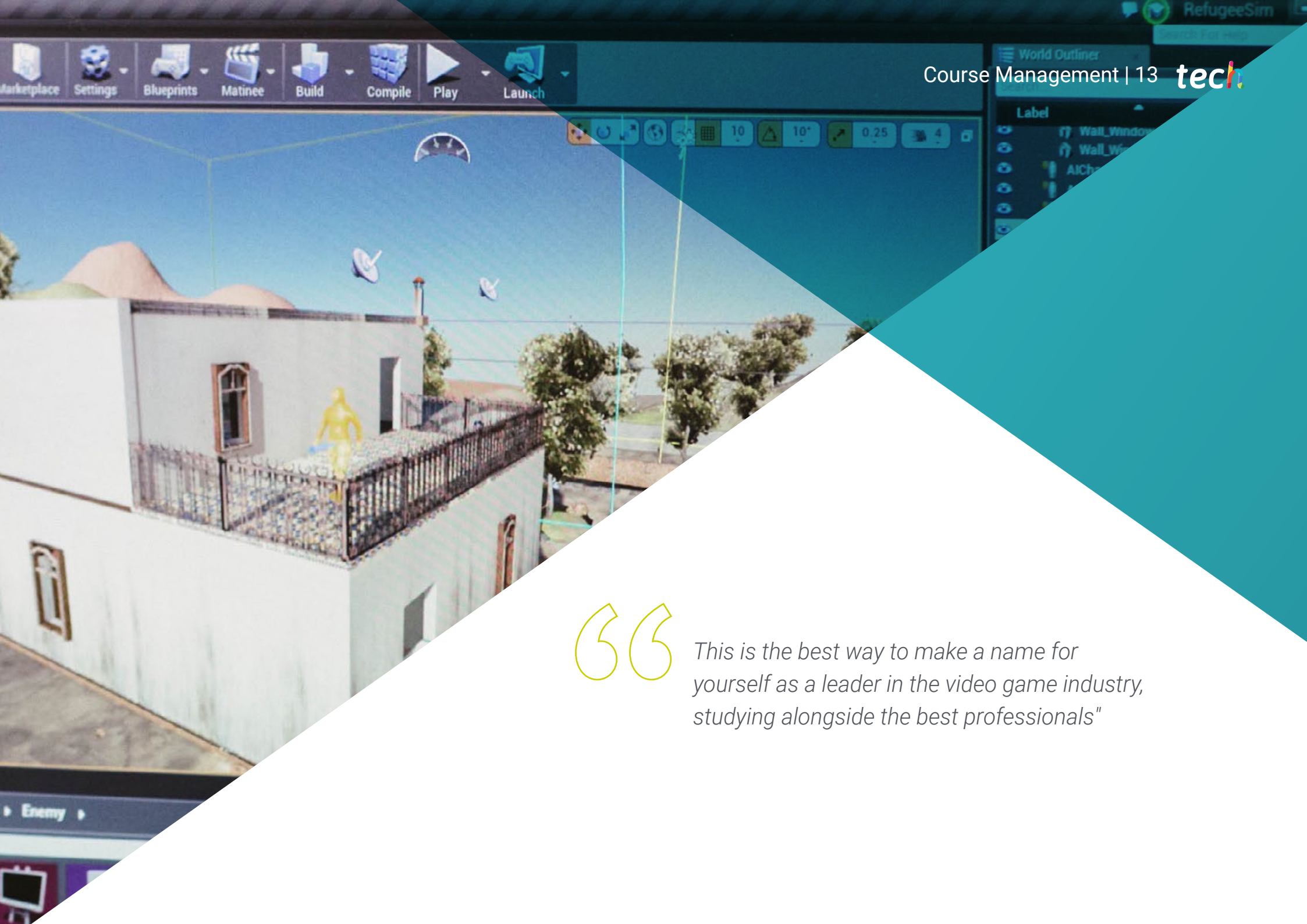
> *This is the best way to make a name for yourself as a leader in the video game industry, studying alongside the best professionals"*

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 the CEO of Eley Hawk Company
- Professor at the Madrid Bar Association in the Master's Degree 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.

Ms. Bravo Durán, Sandra
- Lecturer at different universities and business schools in the fashion and luxury industry
- Expert in Trend Forecasting and Customer Insights
- Sociologist and economist from the University of Salamanca
- Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- PhD Candidate in Applied Creativity from the University of Navarra

04
Structure and Content

TECH gives great freedom to its students to be able to adapt all the didactic content to their own needs. In addition, it is available for download at any time from the beginning of the Postgraduate Diploma, so the student can review the syllabus from the comfort of any device with an internet connection. During this course, the student will learn about aspects related to legality, financial stability and consumers of creative businesses.

"A program that will take you to the top of a multitude of companies that need someone with all the skills you will learn here"

Module 1. Protection of Creative and Intangible Products

1.1. Legal Protection of Intangible Assets
    1.1.1. Intellectual Property
    1.1.2. Industrial Property
    1.1.3. Advertising Law

1.2. Intellectual Property I
    1.2.1. Applicable Regulations
    1.2.2. Relevant Aspects and Issues
    1.2.3. Case Studies

1.3. Intellectual Property II
    1.3.1. Intellectual Property Registration
    1.3.2. Reservation of Rights Symbols and Other Means of Protection
    1.3.2. Licenses for Content Dissemination

1.4. Intellectual Property III
    1.4.1. Management Entities
    1.4.2. The Intellectual Property Commission
    1.4.3. Relevant Organizations

1.5. Industrial Property I: Branding
    1.5.1. Applicable Regulations
    1.5.2. Relevant Aspects and Issues
    1.5.3. Real Applications

1.6. Industrial Property II: Industrial Designs
    1.6.1. Applicable Regulations
    1.6.2. Relevant Aspects and Issues
    1.6.3. Legal Practice

1.7. Industrial Property III: Patents and Utility Models
    1.7.1. Applicable Regulations
    1.7.2. Relevant Aspects and Issues
    1.7.3. Study Cases

1.8. Intellectual and Industrial Property: Practice
    1.8.1. Intellectual Property vs. Industrial Property (Comparative Law)
    1.8.2. Practical Issues in Conflict Resolution
    1.8.3. Case Study: Steps to Follow

1.9. Advertising Law I
    1.9.1. Applicable Regulations
    1.9.2. Relevant Aspects and Issues
    1.9.3. Jurisprudence in Advertising Matters

1.10. Advertising Law II
    1.10.1. Advertising Self-Regulation
    1.10.2. Self-Control
    1.10.3. Advertising Jury

Module 2. Economic and Financial Management of Creative Companies

2.1. The Necessary Economic Sustainability
    2.1.1. The Financial Structure of a Creative Company
    2.1.2. Accounting in a Creative Company
    2.1.3. Triple Balance

2.2. Revenues and Expenses of today's Creative Businesses
    2.2.1. Accounting of Costs
    2.2.2. Type of Costs
    2.2.3. Cost Allocation

2.3. Types of Profit in the Company
    2.3.1. Contribution Margin
    2.3.2. Break-even Point
    2.3.3. Evaluation of Alternatives

2.4. Investment in the Creative Sector
    2.4.1. Investment in the Creative Industry
    2.4.2. Investment Appraisal
    2.4.3. The VAN Method: Net Present Value

Module 3. Consumer or User Management in Creative Businesses

You will be the best possible leader for the video game companies you choose to lead"

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%

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.

20%

25%

4%

3%

06

Certificate

The Postgraduate Diploma in Creative Industries Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Creative Industries Management** 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 Diploma**, issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Creative Industries Management**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Creative Industries Management

This is a qualification awarded by this University, equivalent to 450 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 certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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