

Professional Master's Degree MBA in Audiovisual Business Management

Accreditation/Membership





Professional Master's Degree MBA in Audiovisual Business Management

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

Website: www.techtitute.com/us/design/professional-master-degree/master-mba-audiovisual-business-management

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01

Introduction to the Program

The Audiovisual industry has undergone an unprecedented transformation in the last decade, driven by digitalization, the rise of streaming content, and the constant evolution of consumption models. According to a recent report by UNESCO, the creative sector represents more than 3% of global GDP and employs nearly 30 million people, highlighting its strategic importance in the global economy. This scenario demands leaders capable of understanding the business, artistic, and technological challenges that shape this dynamic ecosystem. Therefore, TECH promotes a university qualification aimed at enhancing the executive vision of professionals involved in audiovisual design, management, and creation, through a 100% online methodology.



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A comprehensive and 100% online program, exclusive to TECH, with an international perspective backed by our membership in the Business Graduates Association”

The contemporary audiovisual ecosystem is in constant evolution, marked by technological convergence, the expansion of digital content, and the emergence of new business models. In this context, the strategic management of audiovisual projects requires skills that go beyond technical knowledge, integrating a global market vision, creative leadership competencies, and business management capabilities. The consolidation of platforms such as Netflix, Amazon Prime, and Disney+ has radically changed the value chain of the sector.

In response to this reality, TECH has developed a Professional Master's Degree MBA in Audiovisual Business Management that meets the demands of a competitive, digital, and innovation-oriented environment. Furthermore, this academic opportunity allows professionals in design, management, and related fields to deepen their knowledge in key areas such as content financing, marketing of audiovisual products, strategic planning, and the management of rights and licenses, as well as leadership, digital communication, and sustainable business models.

This innovative university program is delivered through a 100% online methodology, promoting autonomous and flexible learning, with no fixed schedules and access to high-quality multimedia resources. This structure is supported by TECH's exclusive Relearning learning method, designed to reinforce skill acquisition through the intelligent reiteration of content. As a distinctive feature, this high-level qualification includes a series of Masterclasses led by International Guest Experts.

Furthermore, thanks to TECH's membership in the **Business Graduates Association (BGA)**, students will have access to exclusive and up-to-date resources that will strengthen their continuous learning and professional development, as well as discounts on professional events that will facilitate networking with industry experts. Additionally, they will be able to expand their professional network by connecting with specialists from different regions, fostering the exchange of knowledge and new job opportunities.

This **Professional Master's Degree MBA in Audiovisual Business Management** contains the most complete and up-to-date university program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts in Audiovisual Business Management
- ♦ 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 self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in Audiovisual Business Management
- ♦ 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



You will enjoy comprehensive Masterclasses led by internationally renowned Guest Directors”

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From independent production to major platforms, you will develop a highly competitive profile that stands out in the global job market”

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational 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 education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, through which the professional will be required to address various real-world situations presented throughout the university program. For this purpose, students will be assisted by an innovative interactive video system created by renowned experts.

Through a dynamic and adaptive methodology, TECH transforms your academic experience into a journey toward business leadership.

Explore a high-performance digital ecosystem designed to enhance your creativity, strategic vision, and decision-making skills.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

Forbes
The best online university in the world

The most complete
syllabus

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

TOP
international faculty

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

World's No.1
The World's largest online university

The most effective methodology

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

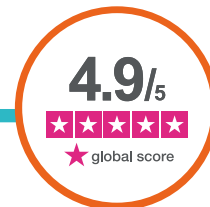
Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



03 Syllabus

During this academic opportunity, graduates will develop key competencies in the comprehensive management of audiovisual projects, from content production and creation to the strategic management of companies in the sector. This comprehensive pathway will cover the analysis of the audiovisual system, leadership of creative teams, promotion of media products, and understanding of audience behavior. It will also delve into essential areas such as talent management, strategic marketing, financial management, and new cultural business models. A rigorous and up-to-date proposal that enhances the executive vision of professionals linked to the audiovisual industry.





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You will immerse yourself in the dynamics of scripting, production, and the market, developing a cross-cutting vision of the audiovisual environment”

Module 1. Cultural Journalism

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

Module 2. Theory and Techniques of Production

- 2.1. Production as the Construction of the Audiovisual Work. The Production Team
 - 2.1.1. From the Literary Script to the Technical Script or Outline
 - 2.1.2. The Production Team
- 2.2. The Elements of On-Screen Presentation. Construction Materials
 - 2.2.1. Spatial Pre-Adaptation. Art Direction
 - 2.2.2. The Elements of On-Screen Presentation
- 2.3. Pre-Production. The Production Documents
 - 2.3.1. The Technical Script
 - 2.3.2. The Set Design Plan
 - 2.3.3. The Storyboard
 - 2.3.4. Planning
 - 2.3.5. The Shooting Schedule
- 2.4. The Expressive Value of Sound
 - 2.4.1. Types of Sound Elements
 - 2.4.2. Construction of the Sound Space
- 2.5. The Expressive Value of Light
 - 2.5.1. Expressive Value of Light
 - 2.5.2. Basic Lighting Techniques
- 2.6. Basic Single-Camera Shooting Techniques
 - 2.6.1. Uses and Techniques of Single-Camera Shooting
 - 2.6.2. The Found Footage Subgenre. Fiction and Documentary Films
 - 2.6.3. Single-Camera Production in Television



- 2.7. Editing
 - 2.7.1. Editing as Assembly. The Reconstruction of Space-Time
 - 2.7.2. Non-Linear Editing Techniques
- 2.8. Post-Production and Color Grading
 - 2.8.1. Post-Production
 - 2.8.2. Vertical Editing Concept
 - 2.8.3. Color Grading
- 2.9. Formats and the Production Team
 - 2.9.1. Multi-Camera Formats
 - 2.9.2. The Studio and Equipment
- 2.10. Key Techniques and Routines in Multi-Camera Production
 - 2.10.1. Multi-Camera Techniques
 - 2.10.2. Some Common Formats

Module 3. Structure of the Audiovisual System

- 3.1. An Introduction to Cultural Industries (C.I.)
 - 3.1.1. Concepts of Culture. Culture-Communication
 - 3.1.2. C.I. Theory and Evolution: Typology and Models
- 3.2. Film Industry
 - 3.2.1. Main Characteristics and Agents
 - 3.2.2. Structure of the Cinematographic System
- 3.3. Film Industry
 - 3.3.1. The U.S. Film Industry
 - 3.3.2. Independent Production Companies
 - 3.3.3. Problems and Debates in the Film Industry
- 3.4. Film Industry
 - 3.4.1. Film Regulation: State and Culture. Policies for the Protection and Promotion of Cinematography
 - 3.4.2. Case Study
- 3.5. Television Industry I
 - 3.5.1. Economic Television
 - 3.5.2. Founder Models
 - 3.5.3. Transformations

- 3.6. Television Industry II
 - 3.6.1. The U.S. Television Industry
 - 3.6.2. Main Features
 - 3.6.3. State Regulation
- 3.7. Television Industry III
 - 3.7.1. Public Service Television in Europe
 - 3.7.2. Crises and Debates
- 3.8. The Axes of Change
 - 3.8.1. New Processes in the Audiovisual Industry
 - 3.8.2. Regulatory Discussion
- 3.9. Digital Terrestrial Television (DTT)
 - 3.9.1. Role of the State and Experiences
 - 3.9.2. The New Features of the Television System
- 3.10. New Operators in the Audiovisual Landscape
 - 3.10.1. Service Platforms Over-The-Top (OTT)
 - 3.10.2. Consequences of its Appearance

Module 4. Audiovisual Production

- 4.1. Audiovisual Production
 - 4.1.1. Introductory Concepts
 - 4.1.2. The Audiovisual Industry
- 4.2. The Production Team
 - 4.2.1. The Professionals
 - 4.2.2. The Producer and the Script
- 4.3. The Audiovisual Project
 - 4.3.1. Project Management
 - 4.3.2. Project Evaluation
 - 4.3.3. Presentation of Projects
- 4.4. Production and Financing Modalities
 - 4.4.1. Financing of Audiovisual Production
 - 4.4.2. Modes of Audiovisual Production
 - 4.4.3. Resources for Pre-Financing

- 4.5. The Production Team and the Script Breakdown
 - 4.5.1. The Production Team
 - 4.5.2. Script Breakdown
- 4.6. The Shooting Areas
 - 4.6.1. Locations
 - 4.6.2. The Scenery
- 4.7. Casting and Film Contracts
 - 4.7.1. Casting
 - 4.7.2. The Casting Audition
- 4.8. The Work Plan and the Budget of the Audiovisual Work
 - 4.8.1. The Work Plan
 - 4.8.2. The Budget
- 4.9. Production During the Shoot or Recording
 - 4.9.1. Preparation for the Shoot
 - 4.9.2. The Equipment and Resources for the Shoot
- 4.10. Post-Production and Final Balance of the Audiovisual Work
 - 4.10.1. Editing and Post-Production
 - 4.10.2. Final Balance and Exploitation

Module 5. Fiction Production and Direction of Actors

- 5.1. Fiction Production
 - 5.1.1. Introduction
 - 5.1.2. The Process and its Tools
- 5.2. Optics and Camera
 - 5.2.1. Optics and Framing
 - 5.2.2. Camera Movement
 - 5.2.3. Continuity
- 5.3. Theoretical Aspects of Light and Color
 - 5.3.1. Exhibition
 - 5.3.2. Color Theory
- 5.4. Lighting in the Cinema

- 5.4.1. Tools
- 5.4.2. Lighting as Narrative
- 5.5. Color and Optics
 - 5.5.1. Color Control
 - 5.5.2. The Optics
 - 5.5.3. Image Control
- 5.6. Work on the Shoot
 - 5.6.1. The Shot List
 - 5.6.2. The Crew and Their Roles
- 5.7. Technical Issues for Film Direction
 - 5.7.1. Technical Resources
- 5.8. The Vision of the Directors
 - 5.8.1. Directors Take the Floor
- 5.9. Digital Transformations
 - 5.9.1. Analog-Digital Transformations in Cinematic Photography
 - 5.9.2. The Reign of Digital Post-Production
- 5.10. Actor Direction
 - 5.10.1. Introduction
 - 5.10.2. Main Methods and Techniques
 - 5.10.3. Working with Actors

Module 6. Cultural Industries and New Business Models in Communication

- 6.1. The Concepts of Culture, Economy, Communication, Technology, and CI
 - 6.1.1. Culture, Economy and Communication
 - 6.1.2. Cultural Industries
- 6.2. Technology, Communication, and Culture
 - 6.2.1. The Commercialized Craft Culture
 - 6.2.2. From Live Performance to Fine Arts
 - 6.2.3. Museums and Heritage
- 6.3. The Major Sectors of the Cultural Industries

- 6.3.1. Editorial Products
- 6.3.2. Flow Cultural Industries
- 6.3.3. Hybrid Models
- 6.4. The Digital Age in the Cultural Industries
 - 6.4.1. Digital Cultural Industries
 - 6.4.2. New Models in the Digital Era
- 6.5. Digital Media and Communication in the Digital Era
 - 6.5.1. The Online Press Business
 - 6.5.2. Radio in the Digital Environment
 - 6.5.3. Particularities of Media in the Digital Age
- 6.6. Globalization and Diversity in Culture
 - 6.6.1. Concentration, Internationalization, and Globalization of the Cultural Industries
 - 6.6.2. The Struggle for Cultural Diversity
- 6.7. Cultural and Cooperation Policies
 - 6.7.1. Cultural Policies
 - 6.7.2. The Role of States and Regions in Countries
- 6.8. Musical Diversity in the Cloud
 - 6.8.1. The Music Sector Today
 - 6.8.2. The Cloud
 - 6.8.3. Latin/Ibero-American Initiatives
- 6.9. Diversity in the Audiovisual Industry
 - 6.9.1. From Pluralism to Diversity
 - 6.9.2. Diversity, Culture, and Communication
 - 6.9.3. Conclusions and Proposals
- 6.10. Audiovisual Diversity on the Internet
 - 6.10.1. The Audiovisual System in the Internet Era
 - 6.10.2. Television Programming and Diversity
 - 6.10.3. Conclusions

Module 7. Management and Promotion of Audiovisual Products


- 7.1. Audiovisual Distribution
 - 7.1.1. Introduction
 - 7.1.2. The Actors in Distribution
 - 7.1.3. The Commercialization Products
 - 7.1.4. The Areas of Audiovisual Distribution
 - 7.1.5. International Distribution
- 7.2. The Distribution Company
 - 7.2.1. Organizational Structure
 - 7.2.2. Negotiating the Distribution Contract
 - 7.2.3. International Clients
- 7.3. Exploitation Windows, Contracts, and International Sales
 - 7.3.1. Exploitation Windows
 - 7.3.2. International Distribution Contracts
 - 7.3.3. International Sales
- 7.4. Film Marketing
 - 7.4.1. Marketing in Cinema
 - 7.4.2. The Value Chain of Film Production
 - 7.4.3. Advertising Media for Promotion
 - 7.4.4. Launch Tools
- 7.5. Market Research in Cinema
 - 7.5.1. Introduction
 - 7.5.2. Pre-Production Phase
 - 7.5.3. Post-Production Phase
 - 7.5.4. Commercialization Phase
- 7.6. Social Media and Film Promotion
 - 7.6.1. Introduction
 - 7.6.2. Promises and Limits of Social Media
 - 7.6.3. Objectives and their Measurement
 - 7.6.4. Promotion Calendar and Strategies
 - 7.6.5. Interpreting What Social Media Say
- 7.7. Audiovisual Distribution on the Internet I

- 7.7.1. The New World of Audiovisual Distribution
- 7.7.2. The Process of Internet Distribution
- 7.7.3. Products and Possibilities in the New Scenario
- 7.7.4. New Modes of Distribution
- 7.8. Audiovisual Distribution on the Internet II
 - 7.8.1. Keys to the New Scenario
 - 7.8.2. The Dangers of Distribution on the Internet
 - 7.8.3. Video on Demand (VOD) as the New Distribution Window
- 7.9. New Spaces for Distribution
 - 7.9.1. Introduction
 - 7.9.2. The Netflix Revolution
- 7.10. Film Festivals
 - 7.10.1. Introduction
 - 7.10.2. The Role of Film Festivals in Distribution and Exhibition

Module 8. Television Genres, Formats, and Programming

- 8.1. Genre in Television
 - 8.1.1. Introduction
 - 8.1.2. Television Genres
- 8.2. Format in Television
 - 8.2.1. An Overview of the Format Concept
 - 8.2.2. Television Formats
- 8.3. Creating Television
 - 8.3.1. The Creative Process in Entertainment
 - 8.3.2. The Creative Process in Fiction
- 8.4. Evolution of Formats in the Current International Market I
 - 8.4.1. Consolidation of the Format
 - 8.4.2. The Reality TV Format
 - 8.4.3. Innovations in Reality TV
 - 8.4.4. Digital Terrestrial Television and Financial Crisis
- 8.5. Evolution of Formats in the Current International Market II



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- 8.5.1. Emerging Markets
 - 8.5.2. Global Brands
 - 8.5.3. Television Reinvented
 - 8.5.4. The Era of Globalization
 - 8.6. Selling the Format. The Pitching
 - 8.6.1. Selling a Television Format
 - 8.6.2. The Pitching
 - 8.7. Introduction to Television Programming
 - 8.7.1. The Function of Programming
 - 8.7.2. Factors Affecting Programming
 - 8.8. Television Programming Models
 - 8.8.1. United States and United Kingdom
 - 8.9. The Professional Practice of Television Programming
 - 8.9.1. The Programming Department
 - 8.9.2. Programming for Television
 - 8.10. Audience Study
 - 8.10.1. Audience Research in Television
 - 8.10.2. Audience Concepts and Ratings

Module 9. The Audiovisual Audience

- 9.1. Audiences in Audiovisual Media
 - 9.1.1. Introduction
 - 9.1.2. The Constitution of Audiences
- 9.2. The Study of Audiences: Traditions I
 - 9.2.1. Effects Theory
 - 9.2.2. Uses and Gratifications Theory
 - 9.2.3. Cultural Studies
- 9.3. The Study of Audiences: Traditions II
 - 9.3.1. Reception Studies
 - 9.3.2. Audiences and Humanist Studies
- 9.4. Audiences from an Economic Perspective
 - 9.4.1. Introduction

- 9.4.2. Audience Measurement
- 9.5. Reception Theories
 - 9.5.1. Introduction to Reception Theories
 - 9.5.2. Historical Approach to Reception Studies
- 9.6. Audiences in the Digital World
 - 9.6.1. Digital Environment
 - 9.6.2. Communication and Convergence Culture
 - 9.6.3. The Active Nature of Audiences
 - 9.6.4. Interactivity and Participation
 - 9.6.5. The Transnationality of Audiences
 - 9.6.6. Fragmented Audiences
 - 9.6.7. The Autonomy of Audiences
- 9.7. Audiences: The Essential Questions I
 - 9.7.1. Introduction
 - 9.7.2. Who Are They?
 - 9.7.3. Why Do They Consume?
- 9.8. Audiences: Essential Questions II
 - 9.8.1. What Do they Consume?
 - 9.8.2. How Do they Consume?
 - 9.8.3. With What Effects?
- 9.9. The Engagement Model I
 - 9.9.1. Engagement as a Meta-Dimension of Audience Behavior
 - 9.9.2. The Complex Evaluation of Engagement
- 9.10. The Engagement Model II
 - 9.10.1. Introduction. The Dimensions of Engagement
 - 9.10.2. Engagement and User Experiences
 - 9.10.3. Engagement as an Emotional Response from Audiences
 - 9.10.4. Engagement as a Result of Human Cognition
 - 9.10.5. Observable Audience Behaviors as an Expression of Engagement

Module 10. Television Scripts: Programs and Fiction





- 10.1. Television Narrative
 - 10.1.1. Concepts and Boundaries
 - 10.1.2. Codes and Structures
- 10.2. Narrative Categories in Television
 - 10.2.1. Enunciation
 - 10.2.2. Characters
 - 10.2.3. Actions and Transformations
 - 10.2.4. Space
 - 10.2.5. Time
- 10.3. Television Genres and Formats
 - 10.3.1. Narrative Units
 - 10.3.2. Television Genres and Formats
- 10.4. Fiction Formats
 - 10.4.1. Television Fiction
 - 10.4.2. Sitcoms
 - 10.4.3. Drama Series
 - 10.4.4. The Soap Opera
 - 10.4.5. Other Formats
- 10.5. The Fiction Script in Television
 - 10.5.1. Introduction
 - 10.5.2. The Technique
- 10.6. Drama on Television
 - 10.6.1. The Drama Series
 - 10.6.2. The Soap Opera
- 10.7. Comedy Series
 - 10.7.1. Introduction
 - 10.7.2. Sitcoms
- 10.8. The Entertainment Script

- 10.8.1. Step-by-Step Scriptwriting
- 10.8.2. Writing to Speak
- 10.9. Writing the Entertainment Script
 - 10.9.1. Script Meeting
 - 10.9.2. Technical Script
 - 10.9.3. Production Breakdown
 - 10.9.4. Outline
- 10.10. Designing the Entertainment Script
 - 10.10.1. *Magazine Show*
 - 10.10.2. Comedy Show
 - 10.10.3. *Talent Show*
 - 10.10.4. Documentaries
 - 10.10.5. Other Formats

Module 11. Leadership, Ethics and Social Responsibility in Companies

- 11.1. Globalization and Governance
 - 11.1.1. Governance and Corporate Governance
 - 11.1.2. The Fundamentals of Corporate Governance in Companies
 - 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 11.2. Leadership
 - 11.2.1. Leadership. A Conceptual Approach
 - 11.2.2. Leadership in Companies
 - 11.2.3. The Importance of Leaders in Business Management
- 11.3. *Cross-Cultural Management*
 - 11.3.1. Cross-Cultural Management Concept
 - 11.3.2. Contributions to Knowledge of National Cultures
 - 11.3.3. Diversity Management
- 11.4. Management and Leadership Development
 - 11.4.1. Concept of Management Development
 - 11.4.2. Concept of Leadership
 - 11.4.3. Leadership Theories
 - 11.4.4. Leadership Styles
 - 11.4.5. Intelligence in Leadership
 - 11.4.6. The Challenges of Today's Leader
- 11.5. Business Ethics
 - 11.5.1. Ethics and Morality
 - 11.5.2. Business Ethics
 - 11.5.3. Leadership and Ethics in Companies
- 11.6. Sustainability
 - 11.6.1. Sustainability and Sustainable Development
 - 11.6.2. The 2030 Agenda
 - 11.6.3. Sustainable Companies
- 11.7. Corporate Social Responsibility
 - 11.7.1. International Dimensions of Corporate Social Responsibility
 - 11.7.2. Implementing Corporate Social Responsibility
 - 11.7.3. The Impact and Measurement of Corporate Social Responsibility
- 11.8. Responsible Management Systems and Tools
 - 11.8.1. CSR: Corporate Social Responsibility (CSR)
 - 11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 11.8.4. CSR Tools and Standards
- 11.9. Multinationals and Human Rights
 - 11.9.1. Globalization, Multinational Corporations and Human Rights
 - 11.9.2. Multinational Corporations and International Law
 - 11.9.3. Legal Instruments for Multinationals in the Area of Human Rights
- 11.10. Legal Environment and Corporate Governance
 - 11.10.1. International Rules on Importation and Exportation
 - 11.10.2. Intellectual and Industrial Property
 - 11.10.3. International Labor Law

Module 12. People and Talent Management

- 12.1. Strategic People Management
 - 12.1.1. Strategic Management and Human Resources
 - 12.1.2. Strategic People Management
- 12.2. Human Resources Management by Competencies
 - 12.2.1. Analysis of the Potential
 - 12.2.2. Remuneration Policy
 - 12.2.3. Career/Succession Planning
- 12.3. Performance Evaluation and Performance Management
 - 12.3.1. Performance Management
 - 12.3.2. Performance Management: Objectives and Process
- 12.4. Innovation in Talent and People Management
 - 12.4.1. Strategic Talent Management Models
 - 12.4.2. Talent Identification, Training and Development
 - 12.4.3. Loyalty and Retention
 - 12.4.4. Proactivity and Innovation
- 12.5. Motivation
 - 12.5.1. The Nature of Motivation
 - 12.5.2. Expectations Theory
 - 12.5.3. Needs Theory
 - 12.5.4. Motivation and Financial Compensation
- 12.6. Developing High-Performance Teams
 - 12.6.1. High-Performance Teams: Self-Managed Teams
 - 12.6.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 12.7. Change Management
 - 12.7.1. Change Management
 - 12.7.2. Type of Change Management Processes
 - 12.7.3. Stages or Phases in the Change Management Process
- 12.8. Negotiation and Conflict Management
 - 12.8.1. Negotiation
 - 12.8.2. Conflict Management
 - 12.8.3. Crisis Management

- 12.9. Executive Communication
 - 12.9.1. Internal and External Communication in the Corporate Environment
 - 12.9.2. Communication Departments
 - 12.9.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 12.10. Productivity, Attraction, Retention and Activation of Talent
 - 12.10.1. Productivity
 - 12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management

- 13.1. Economic Environment
 - 13.1.1. Macroeconomic Environment and the National Financial System
 - 13.1.2. Financial Institutions
 - 13.1.3. Financial Markets
 - 13.1.4. Financial Assets
 - 13.1.5. Other Financial Sector Entities
- 13.2. Executive Accounting
 - 13.2.1. Basic Concepts
 - 13.2.2. The Company's Assets
 - 13.2.3. The Company's Liabilities
 - 13.2.4. The Company's Net Worth
 - 13.2.5. Results Research
- 13.3. Information Systems and Business Intelligence
 - 13.3.1. Fundamentals and Classification
 - 13.3.2. Cost Allocation Phases and Methods
 - 13.3.3. Choice of Cost Center and Impact
- 13.4. Budget and Management Control
 - 13.4.1. The Budget Model
 - 13.4.2. Capital Budget
 - 13.4.3. The Operating Budget
 - 13.4.5. The Treasury's Budget
 - 13.4.6. Budget Monitoring

- 13.5. Financial Management
 - 13.5.1. The Company's Financial Decisions
 - 13.5.2. Financial Department
 - 13.5.3. Cash Surpluses
 - 13.5.4. Risks Associated with Financial Management
 - 13.5.5. Financial Administration Risk Management
- 13.6. Financial Planning
 - 13.6.1. Definition of Financial Planning
 - 13.6.2. Actions to Be Taken in Financial Planning
 - 13.6.3. Creation and Establishment of the Business Strategy
 - 13.6.4. The Cash Flow Table
 - 13.6.5. The Working Capital Table
- 13.7. Corporate Financial Strategy
 - 13.7.1. Corporate Strategy and Sources of Financing
 - 13.7.2. Financial Products for Corporate Financing
- 13.8. Strategic Financing
 - 13.8.1. Self-Financing
 - 13.8.2. Increase in Equity
 - 13.8.3. Hybrid Resources
 - 13.8.4. Financing Through Intermediaries
- 13.9. Financial Analysis and Planning
 - 13.9.1. Analysis of the Balance Sheet
 - 13.9.2. Income Statement Analysis
 - 13.9.3. Profitability Analysis
- 13.10. Analyzing and Solving Cases/Problems
 - 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Commercial and Strategic Marketing Management

- 14.1. Commercial Management
 - 14.1.1. Conceptual Framework of Commercial Management
 - 14.1.2. Business Strategy and Planning
 - 14.1.3. The Role of Sales Managers
- 14.2. Marketing
 - 14.2.1. The Concept of Marketing
 - 14.2.2. Basic Elements of Marketing
 - 14.2.3. Marketing Activities of the Company
- 14.3. Strategic Marketing Management
 - 14.3.1. The Concept of Marketing Strategic
 - 14.3.2. Concept of Strategic Marketing Planning
 - 14.3.3. Stages in the Process of Strategic Marketing Planning
- 14.4. Digital Marketing and E-Commerce
 - 14.4.1. Digital Marketing and E-Commerce Objectives
 - 14.4.2. Digital Marketing and Media Used
 - 14.4.3. E-Commerce. General Context
 - 14.4.4. Categories of E-Commerce
 - 14.4.5. Advantages and Disadvantages of E-Commerce versus Traditional Commerce
- 14.5. Digital Marketing to Reinforce a Brand
 - 14.5.1. Online Strategies to Improve Your Brand's Reputation
 - 14.5.2. *Branded Content and Storytelling*
- 14.6. Digital Marketing to Attract and Retain Customers
 - 14.6.1. Loyalty and Engagement Strategies using the Internet
 - 14.6.2. *Visitor Relationship Management*
 - 14.6.3. Hypersegmentation
- 14.7. Managing Digital Campaigns
 - 14.7.1. What Is a Digital Advertising Campaign?
 - 14.7.2. Steps to Launch an Online Marketing Campaign
 - 14.7.3. Mistakes in Digital Advertising Campaigns

- 14.8. Sales Strategy
 - 14.8.1. Sales Strategy
 - 14.8.2. Sales Methods
- 14.9. Corporate Communication
 - 14.9.1. Concept
 - 14.9.2. The Importance of Communication in the Organization
 - 14.9.3. Type of Communication in the Organization
 - 14.9.4. Functions of Communication in the Organization
 - 14.9.5. Elements of Communication
 - 14.9.6. Communication Problems
 - 14.9.7. Communication Scenarios
- 14.10. Digital Communication and Reputation
 - 14.10.1. Online Reputation
 - 14.10.2. How to Measure Digital Reputation?
 - 14.10.3. Online Reputation Tools
 - 14.10.4. Online Reputation Report
 - 14.10.5. *Online Branding*

Module 15. Executive Management

- 15.1. *General Management*
 - 15.1.1. The Concept of General Management
 - 15.1.2. The Role of the General Manager
 - 15.1.3. The CEO and Their Responsibilities
 - 15.1.4. Transforming the Work of Management
- 15.2. Manager Functions: Organizational Culture and Approaches
 - 15.2.1. Manager Functions: Organizational Culture and Approaches
- 15.3. Operations Management
 - 15.3.1. The Importance of Management
 - 15.3.2. Value Chain
 - 15.3.3. Quality Management

- 15.4. Public Speaking and Spokesperson Education
 - 15.4.1. Interpersonal Communication
 - 15.4.2. Communication Skills and Influence
 - 15.4.3. Communication Barriers
- 15.5. Personal and Organizational Communications Tools
 - 15.5.1. Interpersonal Communication
 - 15.5.2. Interpersonal Communication Tools
 - 15.5.3. Communication in the Organization
 - 15.5.4. Tools in the Organization
- 15.6. Communication in Crisis Situations
 - 15.6.1. Crisis
 - 15.6.2. Phases of the Crisis
 - 15.6.3. Messages: Contents and Moments
- 15.7. Preparation of a Crisis Plan
 - 15.7.1. Analysis of Possible Problems
 - 15.7.2. Planning
 - 15.7.3. Adequacy of Personnel
- 15.8. Emotional Intelligence
 - 15.8.1. Emotional Intelligence and Communication
 - 15.8.2. Assertiveness, Empathy and Active Listening
 - 15.8.3. Self-Esteem and Emotional Communication
- 15.9. Personal *Branding*
 - 15.9.1. Strategies for Personal Brand Development
 - 15.9.2. Personal Branding Laws
 - 15.9.3. Tools for Creating Personal Brands
- 15.10. Leadership and Team Management
 - 15.10.1. Leadership and Leadership Styles
 - 15.10.2. Leader Capabilities and Challenges
 - 15.10.3. Managing Change Processes
 - 15.10.4. Managing Multicultural Teams

04

Teaching Objectives

The main goal of this program in Audiovisual Business Management is for graduates to develop a strategic and global vision of the audiovisual sector, with the ability to lead teams, manage complex projects, and make decisions based on market analysis and new technological trends. Additionally, they will acquire competencies to manage content production and promotion processes, design sustainable and innovative business models, and apply tools for economic, financial, and human talent management. In this way, they will strengthen their creative and managerial profile to successfully face the challenges of a changing environment.



“

You will effectively manage production structures, designing impactful audiovisual projects, leading business strategies with decisiveness and talent”



General Objectives

- ◆ Develop managerial competencies in business management applied to the audiovisual industry
- ◆ Understand the structure, dynamics, and evolution of the audiovisual system in globalized contexts
- ◆ Master techniques in production, creation, and promotion of content for various formats and platforms
- ◆ Apply innovative and sustainable business models in cultural and creative companies
- ◆ Integrate strategic marketing, leadership, and talent management tools in creative environments
- ◆ Identify audience needs and behaviors to design effective audiovisual products



You will effectively manage production structures, optimizing resources and adding value to each stage of the audiovisual process”





Specific Objectives

Module 1. Cultural Journalism

- ◆ Analyze the dynamics of cultural journalism and its impact on the creation of social discourses
- ◆ Evaluate current models of cultural communication from a critical and professional perspective

Module 2. Theory and Techniques of Production

- ◆ Apply audiovisual production techniques adapted to various genres and platforms
- ◆ Understand the aesthetic and narrative foundations that support effective staging

Module 3. Structure of the Audiovisual System

- ◆ Interpret the functioning of the audiovisual industry from a structural and economic perspective
- ◆ Identify key players, production flows, and distribution in today's media environment

Module 4. Audiovisual Production

- ◆ Design and manage audiovisual projects from planning to post-production
- ◆ Evaluate budgets, schedules, and technical resources in professional production processes

Module 5. Fiction Production and Direction of Actors

- ◆ Develop competencies to direct actors and build characters in fiction projects
- ◆ Execute narrative proposals with a creative, coherent, and technically solid approach

Module 6. Cultural Industries and New Business Models in Communication

- ◆ Analyze transformations in cultural industries and their impact on the creative economy
- ◆ Design business strategies based on innovative and digital models

Module 7. Management and Promotion of Audiovisual Products

- ◆ Create promotion plans tailored to various audiences and distribution channels
- ◆ Apply management tools to position audiovisual products in competitive markets

Module 8. Television Genres, Formats, and Programming

- ◆ Identify the characteristics and evolution of key television genres and formats
- ◆ Design programming proposals aligned with current trends and audience profiles

Module 9. The Audiovisual Audience

- ◆ Analyze the behaviors, habits, and preferences of the audience in different media environments
- ◆ Use audience studies as a key tool for making business decisions

Module 10. Television Scripts: Programs and Fiction

- ◆ Write effective scripts for television programs, both fiction and non-fiction
- ◆ Structure coherent, dynamic, and goal-oriented audiovisual narratives

Module 11. Leadership, Ethics and Social Responsibility in Companies

- ◆ Integrate ethical principles into business decision-making in the audiovisual sector
- ◆ Develop leadership that is aware of the social, cultural, and environmental impact of its actions





Module 12. People and Talent Management

- ◆ Implement strategies for attracting, motivating, and developing creative talent
- ◆ Foster collaborative, inclusive, and high-performance work environments

Module 13. Economic and Financial Management

- ◆ Interpret financial statements for strategic decision-making in audiovisual companies
- ◆ Apply financial planning principles and cost control in sector projects

Module 14. Commercial and Strategic Marketing Management

- ◆ Design marketing campaigns aimed at positioning brands and cultural products
- ◆ Develop commercial strategies aligned with growth and expansion objectives

Module 15. Executive Management

- ◆ Consolidate a global vision of management applied to creative and cultural environments
- ◆ Strengthen negotiation skills, strategic analysis, and high-level decision-making

05

Career Opportunities

Upon completing this academic opportunity, graduates will be equipped to lead projects in production companies, television networks, streaming platforms, creative agencies, and cultural enterprises. In fact, their profile will enable them to occupy positions such as executive producer, programming director, content manager, or audiovisual marketing manager. Additionally, they will be able to take on strategic roles in innovation departments and the development of new formats, applying sustainable business models adapted to sector changes. The versatility acquired in this university program also opens doors in consulting and creative entrepreneurship, driving transformative ideas with an impact on the global industry.



“

You will have the competencies to lead content that resonates with mass audiences and generates sustained business value”

Graduate Profile

Graduates will be prepared to lead multidisciplinary teams, make decisions based on market analysis, and anticipate trends in content and media consumption. Therefore, their mastery of technological tools and their ability to integrate innovation and ethics into their projects will make them agents of change. Thanks to their problem-solving mindset and executive approach, they will add value in both corporate environments and independent initiatives within the cultural and audiovisual ecosystem. In this way, professionals will develop a distinctive profile in a highly competitive sector.

Your professional profile will stand out for the analytical mindset, creative leadership, and global thinking you will develop, while transforming audiovisual content into measurable impact.

- ♦ **Strategic Management of Audiovisual Projects:** Master the planning, execution, and supervision of audiovisual productions with a business-oriented vision
- ♦ **Design of Creative Business Models:** Structure innovative value propositions adapted to the cultural and media environment
- ♦ **Leadership and Direction of Multidisciplinary Teams:** Coordinate professionals in creative, technical, and executive environments
- ♦ **Audience Analysis and Consumer Behavior:** Interpret data and trends in audiovisual consumption to optimize programming



After completing the university program, you will be able to apply your knowledge and skills in the following positions:

1. **Audiovisual Production Director:** Responsible for overseeing all phases of audiovisual project development, from planning to execution.
2. **Content Manager for Television and Digital Platforms:** Responsible for designing and programming content tailored to audience preferences and market demands
3. **Television Programming and Formats Director:** Dedicated to creating schedules and strategic broadcasting proposals for media outlets
4. **Executive Producer in Cultural Companies:** Leads audiovisual projects, manages budgets, and coordinates multidisciplinary teams
5. **Consultant in Audiovisual Business Innovation:** Advises sector companies on adapting their business models to new dynamics in the digital market
6. **Script and Content Development Director:** Leads creative teams in writing scripts and developing proposals for both fiction and non-fiction
7. **Audiovisual Marketing and Product Promotion Manager:** Responsible for designing strategic campaigns to position content in highly competitive environments
8. **Fiction Production and Direction Project Coordinator:** Organizes and guides technical and artistic teams during the creation of narrative pieces

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist. The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

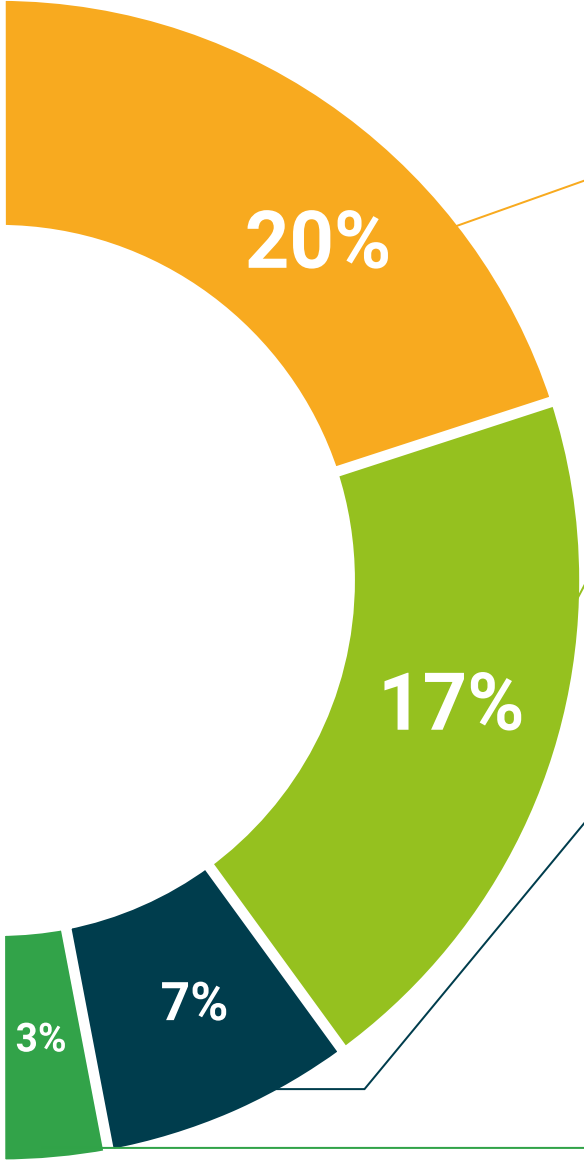
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



07

Teaching Staff

The strategic mastery of the audiovisual environment is one of the strengths of the faculty that accompanies this university program. Additionally, this academic opportunity features high-profile specialists, active executives, and recognized experts in key areas such as television production, content direction, cultural industries management, and media innovation. Thanks to its practical and up-to-date approach, graduates will have the opportunity to learn from real-life experiences and gain a global perspective on the contemporary audiovisual sector.



“

*You will enjoy a university program
designed by renowned experts in
Audiovisual Business Management”*

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 media**. 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 balanced 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"

International Guest Director

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

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

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of **Miami**, she has held management positions in recruitment for companies in various areas.

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



Ms. Dove, Jennifer

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

“

TECH boasts a distinguished and specialized group of International Guest Directors, with significant leadership roles in the most cutting-edge companies in the global market”

International Guest Director

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

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

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



Mr. Gauthier, Rick

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

“

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

International Guest Director

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

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

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

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



Mr. Arman, Romi

- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Bachelor's Degree from the University of Leeds
- ♦ Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ Executive Digital Transformation Course by IMD

“

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

International Guest Director

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

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

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

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



Mr. Arens, Manuel

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

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International Guest Director

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

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

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

Furthermore, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. In turn, he has been in charge of creating effective calendars for buying and selling campaigns.

He has also been in charge of the terms, costs, processes and delivery times of different operations.

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



Mr. La Sala, Andrea

- Global Brand & Merchandising Director of Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics from the University of Eastern Piedmont

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International Guest Director

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

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

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

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



Mr. Gram, Mick

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

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International Guest Director

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

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

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

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



Mr. Stevenson, Scott

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

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International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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08

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