

# Postgraduate Diploma Creative Industries Management



## 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.techtute.com/us/design/postgraduate-diploma/postgraduate-diploma-creative-industries-management](http://www.techtute.com/us/design/postgraduate-diploma/postgraduate-diploma-creative-industries-management)

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# 01 Introduction

Creativity and business management seem like complete opposites. However, in the design field and the Creative Industries, these two areas are more closely linked than ever. For this reason, designers seek to enhance their skills with programs that allow them to obtain the necessary knowledge to manage their own companies or to access senior positions in creative companies where they can also develop their most innovative side. With this in mind, TECH offers a comprehensive academic program, enabling them to access the most up-to-date information in this field, providing the key to professional growth.





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*Creative companies demand designers with extensive knowledge of business management who are able to deliver the highest standards of quality”*

Today, creativity and innovation have become the main drivers of economic growth, alongside technology. As more creative companies emerge, there is increasing demand for professional who are capable of overseeing the smooth and effective management of the so-called creative industries, with the latest tools.

This has led design professionals to professional development in new areas which, at first glance, seem unrelated to their current roles, but which turn out to be highly relevant, especially when they decide to create their own businesses, or seek management-level positions, since exhaustive knowledge of both management and the creative industries is a unique combination that can make a difference for the company and in the market.

In order to meet this demand for highly qualified professionals in the sector, TECH offers this highly specialized program tailored to the needs of creative businesses. Through this complete program, students will have the opportunity to master all the topics necessary for the management of companies and organizations in the new context of the creative industries. The program does not focus solely on arts management, but aims to provide the tools to analyze the economic, social and cultural realities in which the Creative Industries are developing and transforming today.

A 100% online Postgraduate Diploma that will allow students to allocate their own study time, without being conditioned by fixed schedules or needing to move to another physical location, having the option to access all the contents at any time of the day, and balancing their professional and personal life with their academic life.

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

- ◆ The development of case studies presented by experts in the management of creative companies
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Special emphasis on innovative methodologies in Creative Industries 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



*New technologies have led to the emergence of creative companies that demand professionals with strong digital skills"*

“

*Knowing how to manage creative companies will help you to give your career a boost and successfully face future professional challenges”*

The teaching staff is made up of design professionals who bring their professional experience to this program, as well as renowned specialists from prestigious societies and universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning. In other words, a simulated environment that will provide immersive studies designed to prepare them for 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 professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

*The Creative Industries are in constant growth, so specialization in this field is essential in order to reach senior positions.*

*By enrolling on this Postgraduate Diploma you will have direct access to a multitude of theoretical and practical resources that will be fundamental for your professional development.*



# 02 Objectives

TECH's Postgraduate Diploma in Creative Industries Management is aimed at providing designers with first-hand knowledge of what it is like to work in creative companies, and equipping them with the specific skills that will enable them to manage these companies successfully. Thus, at the end of the program, students will have an overview of artistic and cultural businesses so that they can progress professionally within them.







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*Working in creative companies requires a very particular set of skills, and this Postgraduate Diploma will help you acquire them”*



## General Objectives

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- ◆ Obtain useful knowledge and skills for the development and application of original ideas in personal and professional work
- ◆ Understand how creativity and innovation have become the drivers of the economy
- ◆ Solve problems in innovative environments and interdisciplinary contexts within the ambit 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, using available resources in order to deal with them in precise time frames
- ◆ Use new information and communication technologies such as tools for training and the 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



*Achieve the necessary qualifications to be a top-notch creative manager"*



## Specific Objectives

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

- ◆ Build 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 desing thinking techniques and tools
- ◆ Apply different research resources and techniques

**INTELLECTUAL PROPERTY**

# 03

# Course Management

TECH has selected a large teaching team with extensive experience in the sector for this Postgraduate Diploma in Creative Industries Management, who have put together the most comprehensive and up-to-date information on the subject. Teachers who are aware of the importance of professional development to enhance skills and who have devoted a large part of their lives to research and study, so they are able to offer the best educational program on the market.





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*The teaching team for this Postgraduate Diploma have put together the most comprehensive information on the subject"*

## International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study “Narcissism and Celebrities”, together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



## Dr. Young, S. Mark

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- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

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

## Management



### Dr. Velar, Marga

- ♦ Communication Consultant with expertise in Fashion
- ♦ CEO Forefashion Lab
- ♦ Director of Corporate Marketing at SGN Group
- ♦ Corporate Communication Consultant at LLYC
- ♦ and make Freelance communications consultant
- ♦ Communications Manager in Villanueva University Company
- ♦ Professor at university studies related to Marketing
- ♦ PhD. in Communication from Universidad Carlos III de Madrid
- ♦ Degree in Audiovisual Communication from the Complutense University Madrid
- ♦ MBA in Fashion Business Management from ISEM Fashion Business School





## Professors

### Ms. Eyzaguirre Vilanova, Carolina

- ◆ Legal Advisor and Designer with expertise in Creative Industry
- ◆ Legal Advisor to the Association for the Self-Regulation of Marketing Communication
- ◆ Legal counsel to the Gerencia of Eley Hawk Company
- ◆ National Geographic and El Mueble Designer
- ◆ Lecturer in postgraduate university studies
- ◆ Degree in Law from Pompeu Fabra University, Barcelona
- ◆ Degree Design from Pompeu Fabra University, Barcelona
- ◆ Master's Degree in Intellectual Property at the Pontificia Comillas University
- ◆ Course on Advertising Law by the Association for the Self-Regulation of Marketing Communication

### Dr. Bravo Durán, Sandra

- ◆ UX CEO at Myme
- ◆ CEO and Founder of Ch2 Abroad & Events
- ◆ Sociologist of the Tourism Observatory of Salamanca
- ◆ Digital Consultant at Everis
- ◆ Researcher at Runroom
- ◆ Professor of the Master in Fashion and Luxury Marketing Management and the Master Luxury Business Brand Management at MSMK - Madrid School of Marketing
- ◆ PhD in Applied Creativity from the University of Navarra
- ◆ Degree in Sociology from the University of Salamanca
- ◆ Degree in Economy from the University of Salamanca
- ◆ Executive Master's Degree in Fashion Business Management from the University of Navarra

# 04

## Structure and Content

With this Postgraduate Diploma, TECH offers students a complete program that has been structured to meet the academic needs of designers who must also have advanced expertise business management, resulting in successful business practices, providing a strategic vision to their work and improving their employment prospects. To achieve this, the syllabus has been structured with self-study in mind.





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*A comprehensive program that will help you improve your skills in Creative Industries Management"*

## Module 1. Protection of Creative and Intangible Products

- 1.1. Legal Protection of Intangible Assets
- 1.2. Intellectual Property I
- 1.3. Intellectual Property II
- 1.4. Intellectual Property III
- 1.5. Industrial Property I: Branding
- 1.6. Industrial Property II: Industrial Designs
- 1.7. Industrial Property III: Patents and Utility Models
- 1.8. Intellectual and Industrial Property: Practice
- 1.9. Advertising Law I
- 1.10. Advertising Law II

## 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 NPV Method: Net Present Value
- 2.5. Profitability in the Creative Industry
  - 2.5.1. Economic Profitability
  - 2.5.2. Time Profitability
  - 2.5.3. Financial Profitability
- 2.6. Cash Flow: Liquidity and Solvency
  - 2.6.1. Cash Flow
  - 2.6.2. Balance Sheet and Income Statement
  - 2.6.3. Settlement and Leverage
- 2.7. Financing Formulas currently on the Creative Market
  - 2.7.1. Venture Capital Funds
  - 2.7.2. Business Angels
  - 2.7.3. Calls for Proposals and Grants
- 2.8. Product Pricing in the Creative Industry
  - 2.8.1. Pricing
  - 2.8.2. Profit vs. Competition
  - 2.8.3. Pricing Strategy
- 2.9. Pricing Strategy in the Creative Sector
  - 2.9.1. Types of Pricing Strategies
  - 2.9.2. Advantages
  - 2.9.3. Disadvantages
- 2.10. Operational Budgets
  - 2.10.1. Tools of Strategic Planning
  - 2.10.2. Elements Included in the Operational Budget
  - 2.10.3. Development and Execution of the Operational Budget

**Module 3. Consumer or User Management in Creative Businesses**

- 3.1. The User in the Current Context
  - 3.1.1. Consumer Change in Recent Times
  - 3.1.2. The Importance of Research
  - 3.1.3. Trend Analysis
- 3.2. Strategy with the Focus on the Individual
  - 3.2.1. Human Centric Strategy
  - 3.2.2. Keys and Benefits of Being Human Centric
  - 3.2.3. Success Stories
- 3.3. Data on the Human Centric Strategy
  - 3.3.1. Data on the Human Centric Strategy
  - 3.3.2. The Value of the Data
  - 3.3.3. 360° View of the Customer
- 3.4. Implementation of the Human Centric Strategy in the Creative Industry
  - 3.4.1. Transformation of Dispersed Information into Customer Knowledge
  - 3.4.2. Opportunity Analysis
  - 3.4.3. Maximization Strategies and Initiatives
- 3.5. Human Centric Methodology
  - 3.5.1. From Research to Prototyping
  - 3.5.2. Double Diamond Model: Process and Phases
  - 3.5.3. Data Science
- 3.6. Design Thinking
  - 3.6.1. Design Thinking
  - 3.6.2. Methodology
  - 3.6.3. The Techniques and Tools of Design Thinking
- 3.7. Brand Positioning in the User's Mind
  - 3.7.1. Positioning Analysis
  - 3.7.2. Typology
  - 3.7.3. Methodology and Tools
- 3.8. User Insights in Creative Businesses
  - 3.8.1. Insights and their Importance
  - 3.8.2. Customer Journey and the Relevance of the Journey Map
  - 3.8.3. Research Techniques
- 3.9. User Profiling (Archetypes and Buyer Persona)
  - 3.9.1. Archetypes
  - 3.9.2. Buyer persona
  - 3.9.3. Methodology of Analysis
- 3.10. Research Resources and Techniques
  - 3.10.1. Techniques in Context
  - 3.10.2. Visualization and Creation Techniques
  - 3.10.3. Voice Contrast Techniques



*Become an expert on the Creative Industries and successfully manage creative companies”*

# 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.



A photograph of a desk with a laptop, a blue pen, and a silver pen. The laptop is open, and the pens are lying on the desk. The background is a teal gradient.

“

*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.

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*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 is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

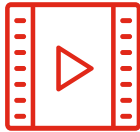
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



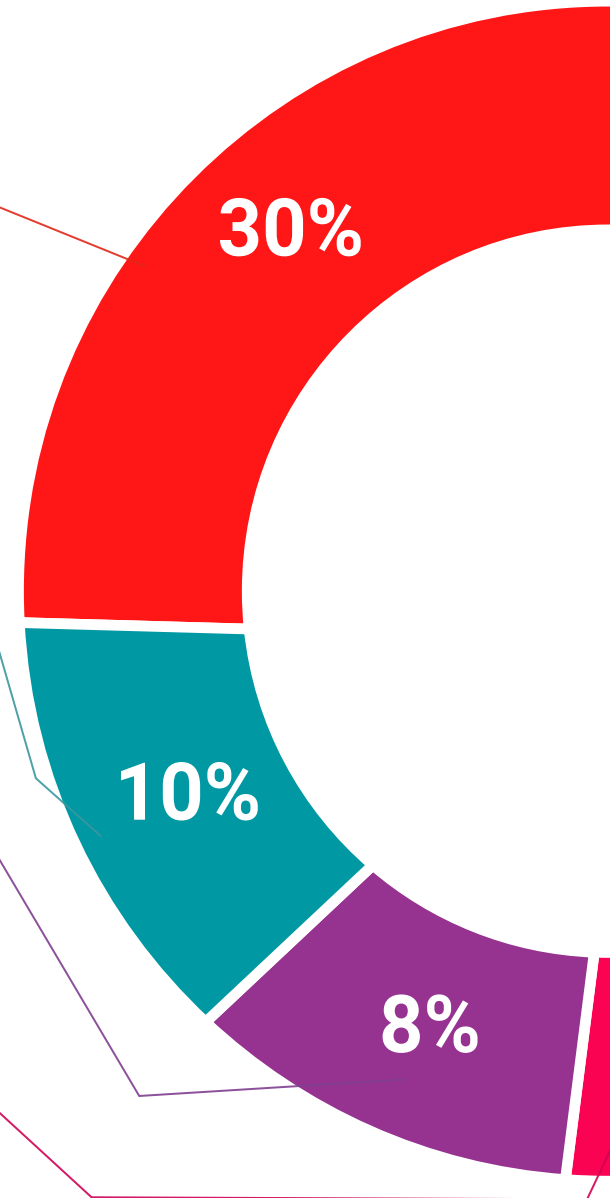
### Practising Skills and Abilities

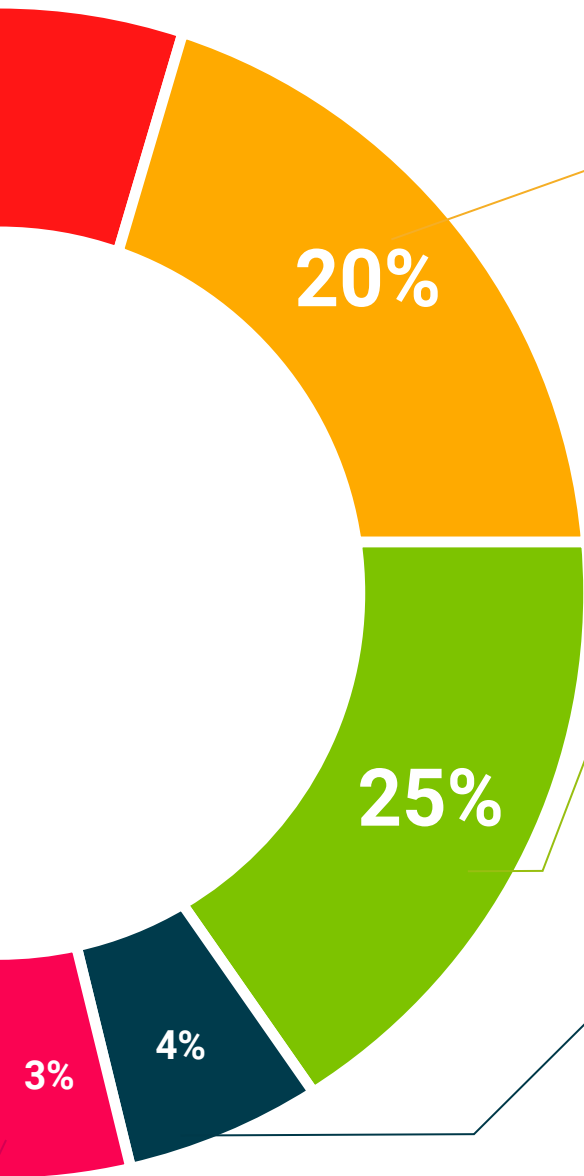
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





#### 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.



# 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.



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

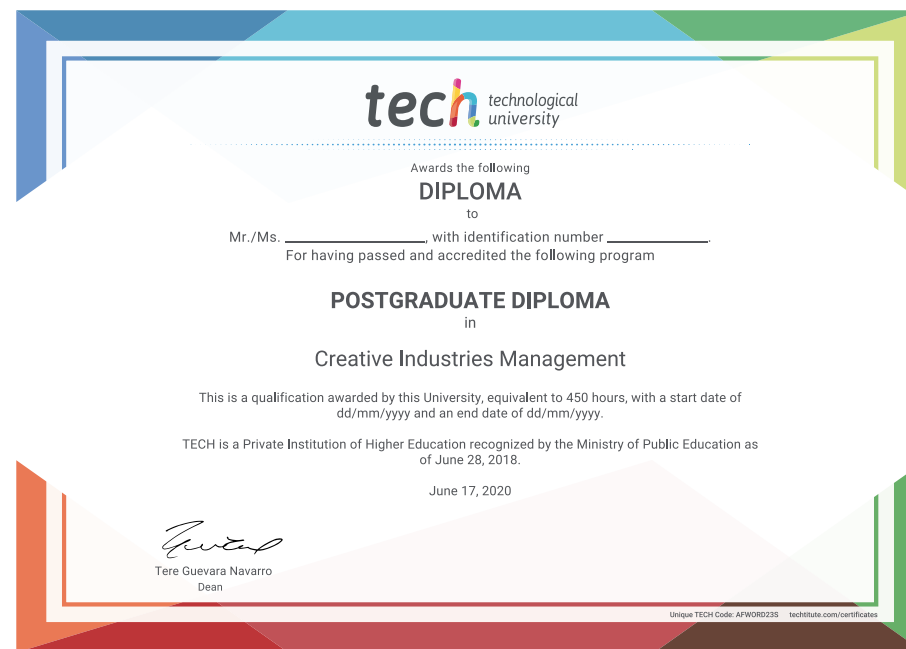
This **Postgraduate Diploma in Creative Industries Management** contains the most complete and up-to-date program on the market.

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

The diploma 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 N° of Hours: **450 h.**



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



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online training  
development language  
classroom



## Postgraduate Diploma Creative Industries Management

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

# Postgraduate Diploma

## Creative Industries Management

