Professional Master's Degree
MBA in Audiovisual Business Management

tech technological university

Professional Master's Degree
MBA in Audiovisual Business Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Schedule: **at your own pace**
» Exams: **online**

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

Index

01
Introduction

Audiovisual Production has become an art that enables the creation of a product for the media and other sectors. Currently, it has been affected by the countless advances in technology. What was once known as "film and television" has become a field that has adapted to the various digital media that have been introduced in recent years. For this reason and to work in this field, it is essential to possess broad knowledge of different sectors and contexts of the audiovisual sector. This program has been developed to fully specialize you in this field, with the reliability and seriousness of the largest online educational institution in the world.

Possess transversal and specific skills required to successfully face the reality of cultural journalism in different fields"

The various changes in the Audiovisual Industry have occurred at a dizzying pace, feeding on social, economic and cultural movements around the world. For this reason, to be considered an expert in this sector, you will need a set of broad but specific skills in the different areas and contexts of the audiovisual sector.

For this reason, the objective of this program is clear: to provide students with the tools required to organize and manage the processes of the different work areas involved in an Audiovisual Production. With this approach in mind, we will begin by covering the concepts of industry and culture, studying cultural journalism and the way it works.

First, the technical part will be focused on project development from theoretical and practical points of view and will take the student through a journey from the idea to the staging. This approach will give you the theoretical knowledge and practical application skills that will be needed throughout the course in the different units In this way, everything you will learn will be converted into real working skills that will allow you to boost your capacity intensively. Thus, the future graduate will understand the structure of the Audiovisual System and the way in which the production of this type of content contemplates its financing and its investment valuation in terms of costs and benefits.

Another relevant aspect refers more directly to the most creative part of the sector. For this reason, the bases that determine the direction of actors in Fiction and the creation of narrative discourse will be established. This data will allow you to make further progress towards understanding the cultural industry and the new communication models that are currently being developed. In this sense, an in-depth knowledge of the new genres and formats being used in TV is indispensable. A domain that will give you the necessary perspective to position it in your own way and reach your target audience.

Furthermore, all the content is available online and provides students with the opportunity to study comfortably and easily, wherever and whenever they want. All they need is a device with an Internet connection to take their career one step further. A modality that is in keeping with the current times with all the guarantees to help the student establish themselves in a sector that is experiencing great demand.

This **Professional Master's Degree in MBA in Audiovisual Business Management** contains the most complete and up-to-date program on the market. The most important features include:

- The latest technology in online teaching software
- A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- Practical cases presented by practising experts
- State-of-the-art interactive video systems
- Teaching supported by telepractice
- Continuous updating and recycling systems
- Autonomous learning: full compatibility with other occupations
- Practical exercises for self-evaluation and learning verification
- Support groups and educational synergies: questions to the expert, debate and knowledge forums
- Communication with the teacher and individual reflection work
- Content that is available from any fixed or portable device with an Internet connection
- Supplementary documentation databases are permanently available, even after the program

Know, understand and identify the new topics of journalism, culture and web 3.0 and position yourself as a highly skilled professional"

Acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication, understanding the main ideas, relating concepts and elements.

Learn the basics of how the Audiovisual System works with a 100% online program"

It delves into the historical, economic-political, social and technological framework in which audiovisual products are produced, distributed and consumed.

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

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

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

02
Objectives

TECH accompanies its students to develop a better version of themselves, allowing them access to the most up to date and complete information on the market, focusing on achieving a global impulse to the development of students, not only in the academic field, in which we set the highest quality standards, but also in the personal field. In this way, the program focused on the Audiovisual Business Management, has the purpose of expanding the student's previous information on the field of Journalism and the Audiovisual Industry, learning to perform certain functions in this field.

Meet your professional goals and efficiently learn the use of technological tools in the audiovisual process"

General Objectives

- Broaden the knowledge and information to the student with a higher level of study in the field of journalism, although, more specifically within the field of management of the Audiovisual Industry

- Learn how to perform functions in this field in a specialized and professional environment

Specific Objectives

Module 1. Cultural Journalism

- Have the transversal and specific competencies necessary to successfully face the reality of cultural journalism in different fields
- In-depth knowledge of Digital Communication and Cultural Journalism
- Know how to identify, create and develop stories with the different points that encompass it, marked by rigor and personal branding
- Know and develop the essential guidelines for documentation in cultural journalism
- Know, understand and identify the new themes of Journalism, Culture and Web 3.0
- Learn about the use of social networks in cultural journalism and journalistic genres
- Know how to make use of information through social networks and develop a communication plan
- Develop specific content within cultural journalism in terms of positioning

Module 2. Theory and Techniques for Performance

- Know the working environment of the production team: technological means, technical routines and human resources. Figure of the filmmaker in professional contexts: competencies and responsibilities
- Know the creative path of the idea, from the script to the product on screen
- Learning the basics of staging elements
- Be able to analyze and foresee the necessary means from a sequence
- Acquire the ability to plan narrative and documentary sequences according to the available means
- Know the basic techniques of production
- Identify and properly use technological tools in the different phases of the audiovisual process
- Learn to put into practice the fundamental elements and processes of Audiovisual Storytelling

- Know the characteristics, uses and needs of Multi-Camera Audiovisual Projects
- Be able to move television programs from the set to the screen
- Understand the needs and advantages of teamwork in Multi-Camera Audiovisual Projects

Module 3. Structure of the Audiovisual System

- Know the basics of how the Audiovisual System works (set fundamental contents, know the authors / texts worked on in each unit)
- Acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication (understanding the main ideas, relating concepts and elements)
- Study, in depth, the historical, economic-political, social and technological framework in which audiovisual products are produced, distributed and consumed
- Learn the nature and interrelationships between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers
- Identify current issues and debates concerning the audiovisual system

Module 4. Audiovisual Production

- Learn about the historical origins of audiovisual production and its evolution in contemporary society
- Identify the theoretical concepts that define the production processes of audiovisual works
- Knowledge of the legal framework and legislation governing the audiovisual production sector and its repercussions on the different production formats
- Be able to identify the production design of an audiovisual work based on the analysis of its financing sources
- Identify the different items in the budget of an audiovisual work
- Point out production decisions from the final copy of an audiovisual production

- Define ways of exploitation and commercialization of audiovisual productions
- Identify and classify the human teams and technical means appropriate and necessary for each phase of the project: pre-production, recording/filming, post-production
- Controlling the depreciation process of Audiovisual Productions

Module 5. Fiction Production and Acting Direction

- Provide the student with the theoretical and technical foundations, as well as the instrumental skills to face, from a narrative and aesthetic point of view, the production of audiovisual fiction, in different media and technologies
- Study the processes of creation, production and post-production of audiovisual works (cinema, television), as well as the basic elements of narration (image and sound)
- Adequately handle the theoretical models of narrative construction, the mechanisms involved in the creation of stories and their articulation through staging, editing and post-production
- Know the integral staging of audiovisual productions for film and television, taking responsibility for the direction of actors and adjusting to the script, work plan or previous budget
- Be capable and skilled in film directing/filmmaking according to a schedule, script and shooting plan
- Relate cinema to other pictorial arts such as photography and painting
- Analyze the differences between directing for theater and for film in order to understand the particularities of the languages
- Know the interpretative methods and their origin in order to make actor-director communication more fluid

Module 6. Cultural Industries and New Communication Business Models

- Study the transformations that have taken place in the cultural industries in the supply and consumption of digital networks, in their economic, political and sociocultural aspects
- Delve into the challenges that the digital environment has posed to the business models of journalistic companies and other traditional cultural industries
- Analyze and design innovative strategies that contribute to the improvement of management and decision-making processes, as well as to the development of information products in line with the needs of audiences and advertisers
- Understand the changes in the processes of organization and management of strategic, human, material and technical resources of new businesses in the digital environment

Module 7. Management and Promotion of Audiovisual Products

- Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society
- Identifying the different audiovisual exhibition windows and monitoring amortizations
- Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects
- Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media
- Know the history and contemporary problems of film festivals
- Identify the different categories and modalities of film festivals
- Analyze and interpret the economic, cultural and aesthetic logics of film festivals at local, national and global levels

Module 8. Television Genres, Formats and Programming

- Know the concept of genre as applied to fiction production and television entertainment
- Distinguish and interpret the various genres of fiction production and television entertainment and their evolution over time
- Have the capacity for cultural, social and economic analysis of television genres as the backbone of audiovisual creation and consumption practices
- Know the modifications and hybridizations that occur in television genres in the context of contemporary television
- Recognize the different formats in the context of the current television panorama
- Identify the keys to a format, its structure, operation and impact factors
- Know how to interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective
- Know the theoretical keys and the professional, social and cultural context of television programs, with special attention to television programs in the Spanish television model
- Know the main techniques and processes of programs in generalist television
- Be able to understand and critically analyze the processes of the television offer, its evolution and current reality, in relation to the phenomenon of reception and the social and cultural contexts in which it is produced

Module 9. Audiovisual Advertising

- Know, at a theoretical level, the research trends dedicated to audiovisual reception
- Identify the differences between the different approaches to the study of audiovisual reception and the current state of the art
- Understand the functioning of social networks as a fundamental part of today's audiovisual environment
- Understanding the links between audience and content
- Understand the transformations resulting from digitalization

Module 10. Television Scriptwriting: Programs and Fiction

- Understand the creative and industrial process in the development of a fiction script for television
- Identify the different genres of television programs in order to determine the scripting techniques they require
- Know the different tools available to a television scriptwriter
- Learn how a television program format is related to its writing techniques
- Understand the basics of the dynamics of a television program format
- Gain an overview of international franchises of TV program formats
- Use a critical point of view when analyzing the various genres and formats of television programs based on their scripts
- Know the ways to present a draft script for a TV series

03
Skills

After completing this program, the student will have a more comprehensive vision of Audiovisual Business Management. The development of the program will enhance the skills and abilities that will allow the student to move up in their professional career. Consequently, you will understand the global management of a Communication Project in each and every one of its phases, being able to make the right decisions in any eventuality and maintaining an objective thinking at all times.

Develop your ability to understand and critically analyze the processes of the television offer"

General Skill

♦ Develop the global management of an audiovisual communication project in each and every one of its facets with complete control of the different agents and processes involved in it

Study the transformations that have taken place in the Cultural Industries in the supply and consumption of digital networks and take the step you need to be a better professional"
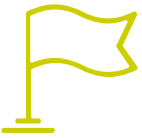
Specific Skills

- Describe what cultural journalism is
- Know how to move efficiently through the 3.0 network
- Using social networks in a journalistic environment
- Knowing the composition of audiovisual production teams
- Organize a staging
- Planning narrative actions adjusted to the available means
- Master the different phases of the audiovisual project
- Using the multi-camera system
- Know and apply the organizational structures of audiovisual communication
- Knowing how to adapt to the consumption patterns of the moment
- Know the relational code of the different agents of audiovisual communication
- Have a contextual view
- Describe the historical evolution of audiovisual production
- Knowledge of the legal framework
- Create products adjusted to available financing
- Distribute the budget in different items
- Know the distribution channels
- Organize the different human teams
- Plan the depreciation of audiovisual products
- Produce an audiovisual product in different media
- Know the different creative and productive processes
- Create and supervise the creation of an audiovisual narrative
- Stage an audiovisual project
- Directing an Audiovisual Project

- Directing the actors
- Adapting to supply and consumption changes
- Recognize the challenges of the digital landscape
- Design innovative management strategies
- Know how to organize the efficient distribution of an audiovisual product
- Monitor product amortizations
- Apply executive organization to these tasks
- Recognize different marketing designs
- Explain the current situation of cinema in this context
- Recognize all genres of Audiovisual Production
- Explaining the relationship between gender and social momentum
- Know the current state of television consumption
- Recognize the different communicative keys of the various formats in relation to cultural contexts
- Define the different lines of study in the audiovisual sector
- Understand how networks work from this point of view
- Describe the relationship between audience and content
- Know which adaptations are necessary for Audiovisual Digitalization
- Understand how the process of creating a fiction script works
- Know what type of script each genre needs
- Learn about the work of television scriptwriters
- Appreciate the different television format franchises
- Submit a TV Series Project

04

Structure and Content

Meet the requirements that this sector demands from its executives, a program has been developed that focuses the student's profile on the area of audiovisual companies. With each module, the professional will learn about the use of social networks in cultural journalism and journalistic genres. All this, from a global point of view in areas of its application at an international quality, incorporating all the fields of work that intervene in the development of the professional in this type of work environment.

A comprehensive syllabus designed to provide you with all the tools to acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication"

Module 2. Theory and Techniques for Performance

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.   Over-the-top (OTT) Service Platforms

    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.   The Breakdown of the Script

4.6.   The Shooting Areas

    4.6.1.   The Locations

    4.6.2.   The Scenery

4.7.   Casting and Film Contracts

    4.7.1.   Casting

    4.7.2.   The Casting Test

4.8.   The Work Plan and the Budget of the Audiovisual Work

    4.8.1.   The Work Plan

    4.8.2.   The budget

Module 5. Fiction Production and Acting Direction

Module 6. Cultural Industries and New Communication Business Models

Module 7. Management and Promotion of Audiovisual Products

Module 8. Television Genres, Formats and Programming

8.1. Gender in Television
    8.1.1. Introduction
    8.1.2. Television Genres
8.2. The Television Format
    8.2.1. Approach to the Concept of Format
    8.2.2. Television Formats
8.3. Create Television
    8.3.1. The Creative Process in Entertainment
    8.3.2. The Creative Process in Fiction
8.4. Evolution of Formats in Today's International Market I
    8.4.1. Consolidation of the Format
    8.4.2. The Reality TV Format
    8.4.3. News in Reality TV
    8.4.4. Digital Terrestrial Television and Financial Crisis
8.5. Evolution of Formats in Today's International Market II
    8.5.1. Emerging Markets
    8.5.2. Global Brands
    8.5.3. Television Reinvents Itself
    8.5.4. The Era of Globalization
8.6. Selling the Format. The Launch
    8.6.1. Sale of a Television Format
    8.6.2. The Launch
8.7. Introduction to Television Programming
    8.7.1. The Role 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 Research
    8.10.1. Television Audience Research
    8.10.2. Audience Concepts and Ratings

Module 9. Audiovisual Advertising

9.1. Audiences in the Audiovisual Media
    9.1.1. Introduction
    9.1.2. The Constitution of the Audiences
9.2. The Study of Audiences: Traditions I
    9.2.1. Theory of Effects
    9.2.2. Theory of Uses and Gratifications
    9.2.3. Cultural Studies
9.3. The Study of Audiences: Traditions II
    9.3.1. Studies on Reception
    9.3.2. Audiences for Humanistic Studies
9.4. Hearings from an Economic Perspective
    9.4.1. Introduction
    9.4.2. Audience Measurement
9.5. Theories of Reception
    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 the Audiences
    9.6.4. Interactivity and Participation
    9.6.5. The Transnationality of Audiences
    9.6.6. Fragmented Audiences
    9.9.7. Audience Autonomy

Module 10. Television Scriptwriting: Programs and Fiction

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"
At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

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

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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

"

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

The case method 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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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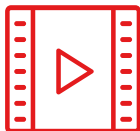
Study Material

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.

30%

10%

8%

20%

25%

4%

3%
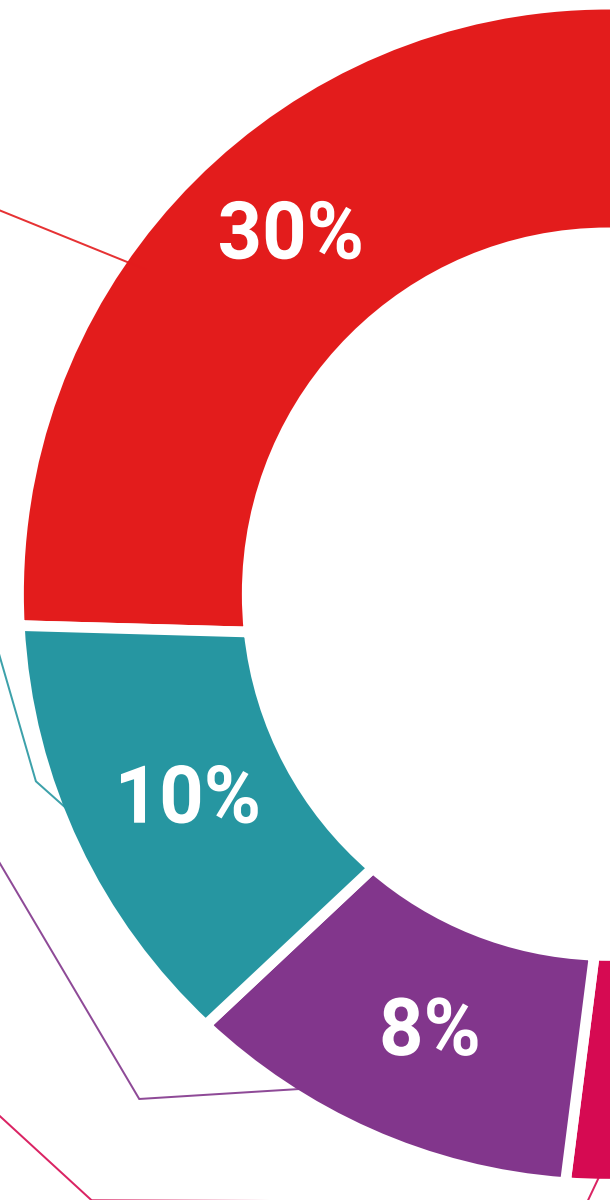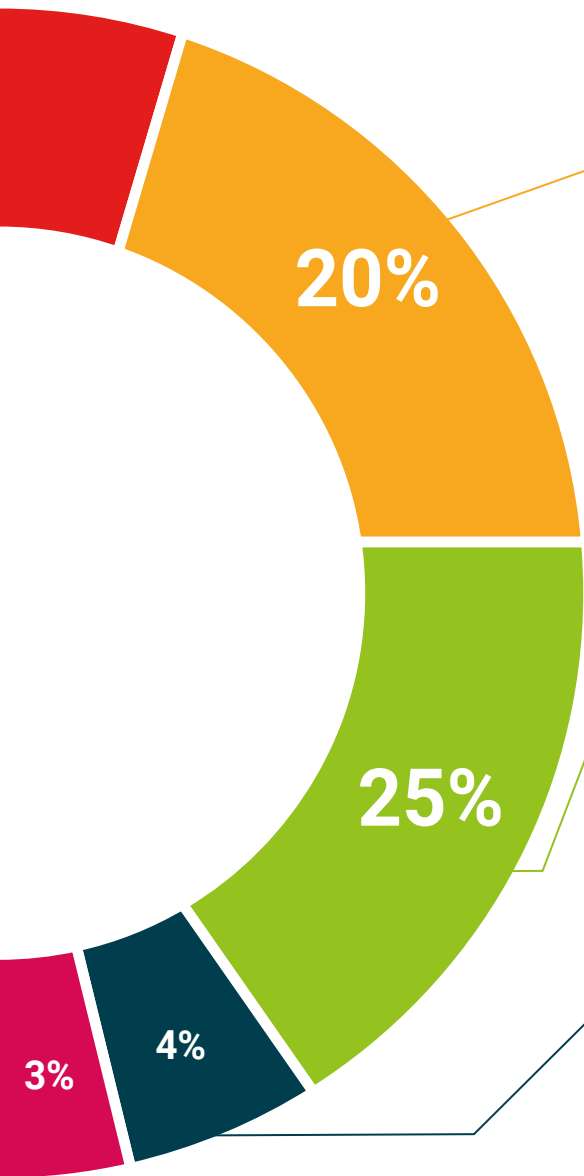
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

06
Certificate

The Professional Master's Degree in MBA in Audiovisual Business Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Technological University.

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

This **Professional Master's Degree in MBA in Audiovisual Business 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 **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.
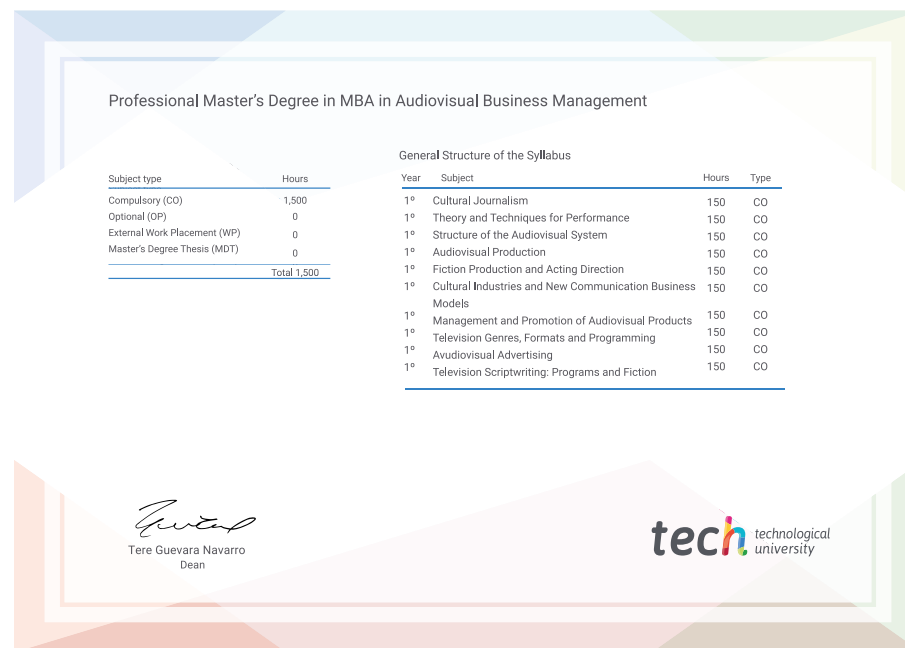
The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Professional Master's Degree in MBA in Audiovisual Business Management**

Official Nº of Hours: **1,500 h.**

tech *technological university*

Awards the following

DIPLOMA

to

Mr./Ms. _____ with identification number _____.

For having successfully passed and accredited the following program

PROFESSIONAL MASTER'S DEGREE

in

MBA in Audiovisual Business Management

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Professional Master's Degree in MBA in Audiovisual Business Management

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Cultural Journalism	150	CO
1º	Theory and Techniques for Performance	150	CO
1º	Structure of the Audiovisual System	150	CO
1º	Audiovisual Production	150	CO
1º	Fiction Production and Acting Direction	150	CO
1º	Cultural Industries and New Communication Business Models	150	CO
1º	Management and Promotion of Audiovisual Products	150	CO
1º	Television Genres, Formats and Programming	150	CO
1º	Avudiovisual Advertising	150	CO
1º	Television Scriptwriting: Programs and Fiction	150	CO

Tere Guevara Navarro
Dean

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

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» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Schedule: **at your own pace**
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