

Postgraduate Certificate

Cultural Economy, Art Market and Communication



Postgraduate Certificate Cultural Economy, Art Market and Communication

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/humanities/postgraduate-certificate/cultural-economy-art-market-communication

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01

Introduction

The Cultural Economy, the Art Market and Communication are interrelated disciplines that have gained increasing relevance in recent years, especially in a globalized context. According to UNESCO, the value of the creative economy has exceeded \$2.25 trillion annually, underscoring the importance of culture as an economic driver worldwide. In this sense, the art market has become a key sector that not only reflects, but also promotes cultural and social trends. For this reason, TECH has developed this 100% online Postgraduate Certificate, which will address the economic and communicational methodologies that impact the art market, proposing a reflection on its evolution and future projections.



“

Discover how the Cultural Economy and the Art Market are transforming the global industry! Thanks to this Postgraduate Certificate, you will acquire the key tools to position yourself in this fascinating sector”

The Cultural Economy, the Art Market and Communication are essential components for understanding and promoting the development of the global cultural and art industry. In an increasingly globalized and digitalized world, Art is valued not only for its aesthetic content, but also for its economic impact and its ability to connect different audiences. In this way, the study of these aspects as a whole will provide key tools for success and sustainability in the artistic and cultural sphere.

Under this premise, TECH has designed this Postgraduate Certificate in Cultural Economy, Art Market and Communication, which will offer comprehensive education so that professionals understand and address the challenges and opportunities in this field. Throughout the program and through an innovative approach, artists will learn to analyze the economic impact of cultural and artistic activities, understand how the market moves and manage communication strategies. They will also gain a deep understanding of how economic aspects influence the valuation of artworks, the promotion of artists and the management of cultural events.

Upon completion, graduates will be better prepared to work in cultural institutions, galleries, auction houses, specialized media, marketing agencies and in the management of cultural projects. In short, this program will not only open doors in the labor market, but will also offer long-term benefits by helping professionals adapt to the constant changes in the industry, creating a solid foundation for a successful future.

Thanks to the 100% online format, specialists will enjoy a high-level educational experience that is adapted to their needs, accessing up-to-date content from anywhere in the world, without restrictions on schedules or the need to travel. Furthermore, a key aspect that will differentiate this Postgraduate Certificate is the use of the innovative Relearning methodology, which focuses on the progressive consolidation of knowledge, natural assimilation and the elimination of long hours of traditional memorization.

This **Postgraduate Certificate in Cultural Economy, Art Market and Communication** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts with a deep knowledge of Cultural Economy, Art Market and Communication
- ♦ The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable for professional practice
- ♦ Practical exercises where the process of self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



The TECH approach will offer you the comfort and excellence you need to advance in your career, while transforming the way you acquire knowledge. Updating your skills has never been so accessible or efficient!"

“

You will get to know the art market from the inside: In this Postgraduate Certificate, you will master the management of the Cultural Economy, connecting Communication and the Market. Get ready to lead the future of this field with key skills!”

The program's teaching staff includes professionals from the field 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 prepare 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 course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

Do you want to transform your passion for Art into a successful career? TECH and its specialized approach will propel you to the center of the global cultural industry. Enroll now!

Master the economy of Art and communication: With a 100% online program and expert teachers, this program will give you the necessary tools to stand out in the dynamic and growing world of art and culture.



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 relies on an enormous faculty of more than 6,000 professors of the highest international renown.



“

*Study at the world's largest
online university and guarantee
your professional success. The
future starts 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.



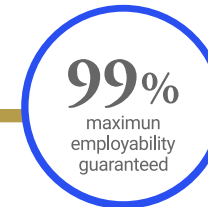
Google Premier Partner

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.



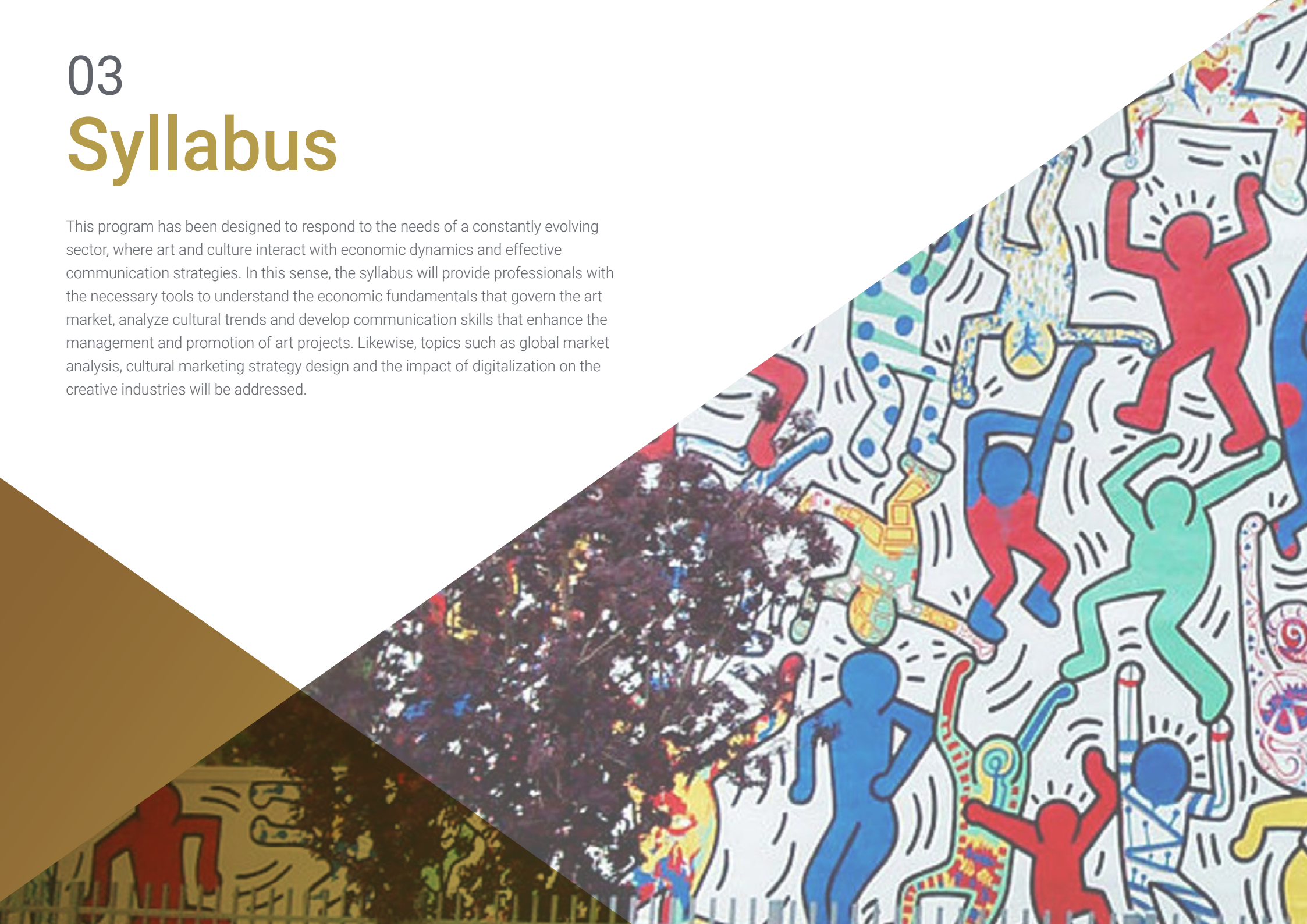
The top-rated university by its students

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

This program has been designed to respond to the needs of a constantly evolving sector, where art and culture interact with economic dynamics and effective communication strategies. In this sense, the syllabus will provide professionals with the necessary tools to understand the economic fundamentals that govern the art market, analyze cultural trends and develop communication skills that enhance the management and promotion of art projects. Likewise, topics such as global market analysis, cultural marketing strategy design and the impact of digitalization on the creative industries will be addressed.



“

Do you want to position yourself as an expert capable of generating value in a competitive and dynamic sector? Enroll now in this Postgraduate Certificate and enjoy the most complete syllabus and the best online methodology on the market”

Module 1. Cultural Economy, Art Market and Communication

- 1.1. The Cultural Economy and the Contemporary Art Market
 - 1.1.1. The Cultural Economy
 - 1.1.2. History of the Contemporary Art Market: Evolution and Main Actors
 - 1.1.3. The Economic and Symbolic Value of Works of Art
- 1.2. The Art Market
 - 1.2.1. Dynamics of the Primary and Secondary Art Market
 - 1.2.2. Analysis of Prices, Trends and Quotations in Contemporary Art: The Speculative Vocation
 - 1.2.3. The Capitalization of the Immaterial: Transformations of the Global Market in the 1990s
- 1.3. The Collectionism of Art
 - 1.3.1. History of Collecting and its Typologies
 - 1.3.2. Types of Collecting: Private, Corporate and Public. Similarities and Differences
 - 1.3.3. The Role of Collectors in the Development, Promotion and Conservation of Contemporary Art
- 1.4. Galleries and their Role in the Art Market
 - 1.4.1. Galleries History and Evolution
 - 1.4.2. The Gallery Owner, the Art Dealer and the Art Advisor: Roles, Relationships with Artists and Collectors
 - 1.4.3. Art Fairs and their Impact on Private, Corporate and Public Collections
- 1.5. Auctions, Art Fairs and Art Biennials
 - 1.5.1. The Dynamics and Functioning of Auction Houses: Christie's, Sotheby's and Emerging Alternatives
 - 1.5.2. International Fairs Art Basel, Frieze, ARCOMadrid, FIAC, The Armory Show
 - 1.5.3. Biennials as Platforms for the Promotion and Circulation of Contemporary Art: Venice, São Paulo and Documenta
- 1.6. Financing and Artistic Production
 - 1.6.1. Sources of Financing for Artists and Cultural Projects: Patronage, Crowdfunding and Residencies
 - 1.6.2. Marketing and Communication Strategies for Artists and Galleries
 - 1.6.3. Organization of Cultural Events: Fairs, Exhibitions and Launches





- 1.7. Copyright and Intellectual Property in Art
 - 1.7.1. Copyright in Art: Copyright, Copyleft and Creative Commons
 - 1.7.2. Licenses, Reproductions and Image Rights in the Digital Age
 - 1.7.3. Emblematic Cases and Controversies Surrounding Copyright in Contemporary Art
- 1.8. Art Criticism as Symbolic and Economic Valuation
 - 1.8.1. History and Function of Art Criticism in the Cultural Market
 - 1.8.2. Methodologies of Art Criticism: Description, Interpretation and Evaluation of Contemporary Works
 - 1.8.3. New Narratives of Criticism in the Age of Globalization and Social Networks
- 1.9. Precarious Work and Good Practices in the Art Sector
 - 1.9.1. The Employment Situation in the Art World: Artists, Curators and Cultural Workers
 - 1.9.2. Good Practices in Art Management, Curatorship and the Art Market: Some International Case Studies
 - 1.9.3. Other Forms of Artistic Collectivization: Platforms, Associations, Trade Unions
- 1.10. Challenges and Future of the Art Market
 - 1.10.1. Commercialization of New Formats: The Boom in Digital Art and NFTs
 - 1.10.2. New Relevant Art Markets: ARCO Madrid, Art Basel Miami Beach
 - 1.10.3. Perspectives in the Asian and Middle Eastern Markets: Cases such as Art Dubai and Art Basel Hong Kong



Do you want to develop communication strategies and economic analysis in the Art market? TECH and its innovative Postgraduate Certificate will help you achieve your goals and take your career to the next level"

04

Teaching Objectives

This Postgraduate Certificate is designed to offer professionals comprehensive education that will enable them to understand and manage the complex dynamics of this constantly changing sector. The program will provide artists with a solid understanding of the relationship between Art, Economics and Communication, preparing them to face current challenges with a strategic and practical perspective. Likewise, they will master the analysis of related global markets, understanding their particularities and the factors that influence the valuation and commercialization of artworks.



“

This Postgraduate Certificate, delivered by experts from the sector, will not only encourage you to strengthen your professional skills, but also to position yourself to lead and transform this exciting field of Art”



General Objectives

- ♦ Analyze the economic dynamics that govern the Contemporary Art market
- ♦ Understand the processes of cultural valorization and their impact on the creative economy
- ♦ Design effective communication strategies to promote art projects
- ♦ Evaluate Art market trends in local and international contexts
- ♦ Apply cultural management tools in the development of events and exhibitions
- ♦ Develop skills to negotiate and manage art collections on the market
- ♦ Interpret the legal and fiscal framework associated with the cultural economy and the art trade
- ♦ Integrate cultural marketing concepts into the creation of innovative art projects





Specific Objectives

- ♦ Analyze the functioning of the cultural economy and its impact on the Contemporary Art market
- ♦ Evaluate the dynamics of the Art market, including the valuation of artworks and the role of galleries, auctions and collectors
- ♦ Identify effective communication strategies for the promotion and dissemination of art projects
- ♦ Explore the relation between cultural policies, economic sustainability and the development of the global art sector



Thanks to this Postgraduate Certificate, you will be able to face the most complex challenges of Contemporary Art! Through a high-level methodology and an innovative academic itinerary, you will achieve your objectives"

05 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.

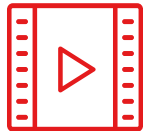
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

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

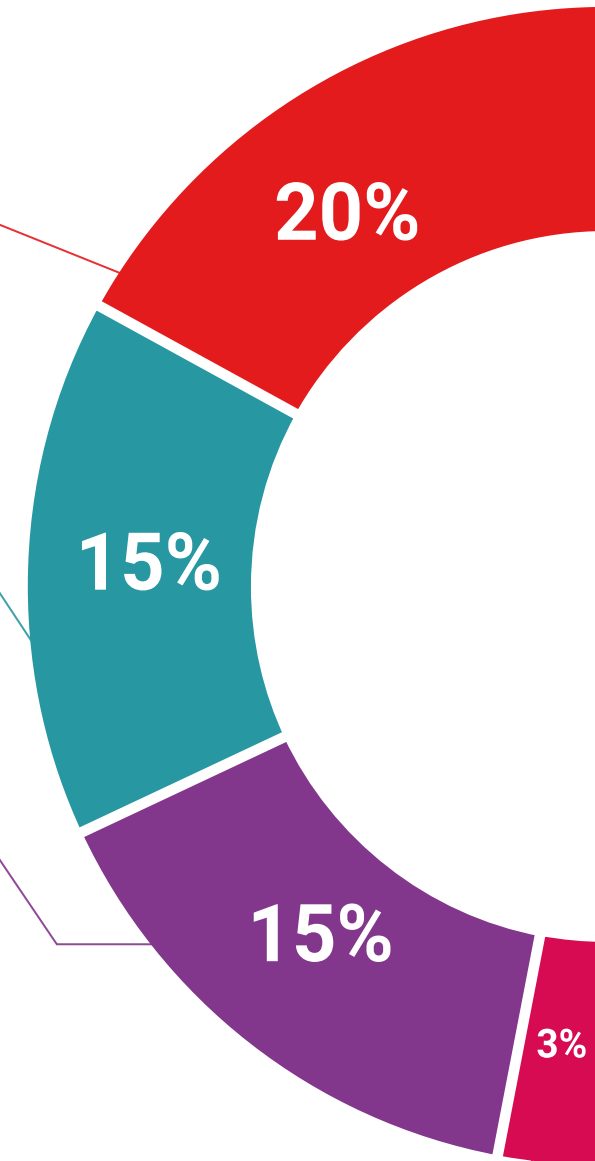
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

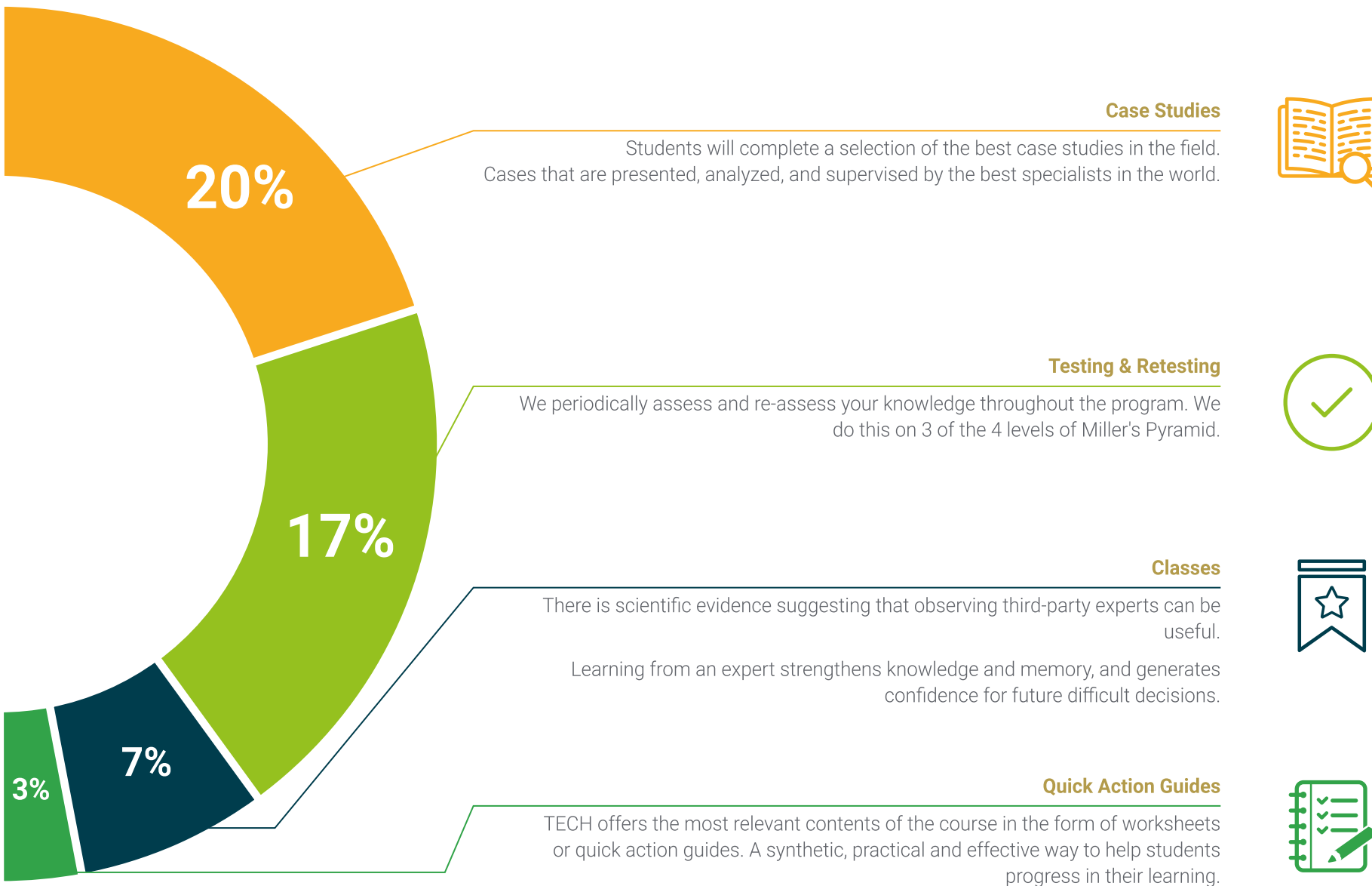
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





06

Teaching Staff

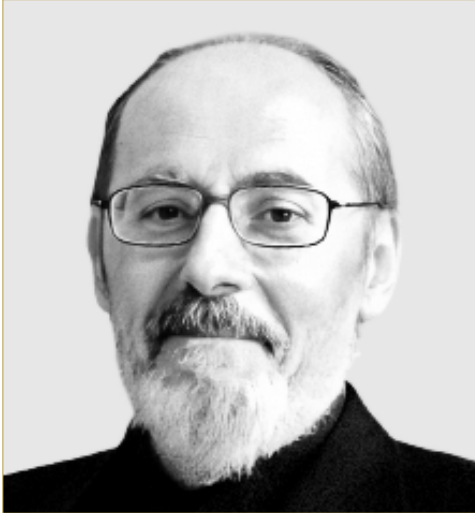
The teaching staff is made up of renowned experts in the cultural, economic and artistic fields, who will bring a unique combination of academic and professional experience. In this context, the lecturers are renowned for their solid background in international institutions, which guarantees that the students receive cutting-edge education, based on up-to-date knowledge and real-world practices. In addition, their teaching approach focuses on the practical application of concepts, promoting a dynamic teaching method that encourages critical reflection, in-depth analysis and creativity.



“

You will have the opportunity to learn from those who are leading transformations in the cultural and art sector, acquiring tools and knowledge that will enhance your professional development”

Guest Director



Dr. Quiles García, Fernando

- ♦ Art History Expert
- ♦ Art History Specialist at the Pablo de Olavide University
- ♦ PhD in Art History from the University of Sevilla
- ♦ Master's Degree in Architecture and Historical Heritage from the University of Sevilla
- ♦ Bachelor's Degree in Geography and History, Art History from the University of Sevilla

Management



Dr. Díaz Mattei, Andrea

- ♦ Expert in Museology and Museography at the Museum of the History of the Carthusian Horse
- ♦ Art History Specialist at the Pablo de Olavide University
- ♦ Museology and Museography at the Museum of the History of the Carthusian Horse
- ♦ PhD in Society and Culture from the University of Barcelona
- ♦ Art History Specialist, Theory and Criticism: Catalan Art and International Relations
- ♦ Expert in Art Direction
- ♦ Degree in Psychology from the University of Buenos Aires
- ♦ Member of: Globalization Interculturality Art Research Network and Latin American Network of Visual Studies



Professors

Dr. Medici, Antonella

- ♦ Researcher and Independent Curator
- ♦ PhD in Society and Culture from the University of Barcelona
- ♦ Specialist in History, Anthropology, Art and Heritage
- ♦ Master's Degree in Latin American Studies from the University of Barcelona
- ♦ Bachelor's Degree in Art History from the University of Barcelona
- ♦ Member of: Art, Globalization and Interculturality Research Group at the University of Barcelona, Critical Cartography of Art and Visuality in the Global Age Project at the University of Barcelona, Memory and Human Rights Section of the Latin American Studies Association

“

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

07 Certificate

This Postgraduate Certificate in Cultural Economy, Art Market and Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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

This private qualification will allow you to obtain a **Postgraduate Certificate in Cultural Economy, Art Market and Communication** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Cultural Economy, Art Market and Communication**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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Postgraduate Certificate

Cultural Economy, Art Market and Communication

