

# Postgraduate Certificate Music and Dance Cultural Management



## Postgraduate Certificate Music and Dance Cultural Management

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

Website: [www.techtitute.com/us/humanities/postgraduate-certificate/music-dance-cultural-management](http://www.techtitute.com/us/humanities/postgraduate-certificate/music-dance-cultural-management)

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# 01

# Introduction

In the second decade of the 21st century, the world of culture has already defined its own structures as a sustainable sector. Therefore, Cultural Management, especially in fields such as Music and Dance, is a profession with a very high level of academic specialization. For this reason, TECH has developed this program. A 100% online program that seeks that the enrollees get to specialize in issues such as production entities, programmers and mixed entities when developing a project, the infrastructures with greater potential according to the cultural show and the different variables that come into play when conducting a market study of the target audience. In addition, thanks to Relearning, the learning of this syllabus can be done gradually, without sacrifices and in a comfortable way thanks to the freedom in terms of schedules that the program has.



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*Theaters, museums, stadiums, coliseums, etc, master all the necessary tools to know how to use any of these infrastructures in favor of your cultural event"*

Day after day, there are changes in the management of culture. This requires new content, techniques and procedures from the professionals working in this sector. Likewise, and after having gone through one of the biggest crises in the world of culture following the pandemic, these professionals have needed to readapt and acquire the necessary knowledge to provide the changes and initiatives that the sector needs. That is why many have had to acquire knowledge and skills in computerization or digitization, as well as the use of new tools and social networks.

For this reason, this Postgraduate Certificate in Music and Dance Cultural Management has a reference agenda within the Cultural Management, made up of innovative content, techniques and procedures with which the enrolled will be positioned at the forefront of this sector. They will go through aspects such as niche market strategies, as well as the adaptation of prices, subscriptions and Packs for different age ranges and areas of the globe where these events are held. At the same time, they will delve into issues such as the importance of presence in social networks, television and radio and the different strategies in each of them.

This is a 150-hour program of multidisciplinary content to which students will have access from any device with an internet connection due to its 100% online nature. A syllabus composed of multimedia materials and theoretical and practical content that will provide all the keys to be able to perform a professional work in Cultural Management.

This **Postgraduate Certificate in Music and Dance Cultural 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 Cultural Management
- ♦ The graphic, schematic and eminently practical contents with which it is conceived provide both narrative and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where 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



*Master the main problems when organizing an event with classical repertoires and how to avoid low takings"*

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*Don't settle for little. In 150 hours you will learn what you need to position yourself at the forefront of the organization and management of cultural events"*

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.

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

The design of this program focuses on Problem-Based Learning, in which the professional will have to try to solve the different professional practice situations that will arise throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*This Postgraduate Certificate will provide you with the necessary knowledge to be able to create cultural shows that leave a mark on a global scale.*

*150 hours of theoretical and practical and practical online content that will make you a leader in the Music and Dance Cultural Management.*



# 02 Objectives

TECH has developed this Postgraduate Certificate in Music and Dance Cultural Management with the objective of offering the most specific contents and tools, so that students can acquire the necessary knowledge to achieve a correct approach, organization and development of different types of cultural events. Thus, the syllabus is made up of a total of 150 hours of didactic content, with which students will be able to master everything necessary for a praxis of excellence in the cultural field of Dance and Music.







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*Master human resources management strategies to make the organization of cultural events as efficient and effective as possible"*



## General Objectives

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- ♦ Know how to plan the material and human resources necessary to carry out a cultural event
- ♦ Identify what type of public attends the different types of cultural events
- ♦ Knowing how to adapt the offer according to the existing demand in each of the different events





## Specific Objectives

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- ◆ Know how to obtain sources of financing
- ◆ Master the public and private spheres in relation to price relation
- ◆ Be able to choose between repertoires with saturated niches versus abandoned niches



*Acquire the necessary knowledge to be able to create the best cultural events on a global scale that you can imagine"*

# 03

## Structure and Content

This syllabus created by TECH for the Postgraduate Certificate in Music and Dance Cultural Management provides students with the most elaborate and specific content in terms of conceptualizations, funding sources and types of organizations within this framework. In this way, students will be able to deepen their knowledge of the types of subsidies for the arts, human resources for the development of music and dance, and the structure and organization of the different infrastructures. All of this, within a 100% online syllabus that can be accessed 24 hours a day by anyone enrolled.



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*Learn about the factors that influence the prices of certain events, how to organize the offer and what strategies to adopt to boost your sales”*

## Module 1. Music and Dance Cultural Management

- 1.1. Conceptualizations and Sources
  - 1.1.1. Relationships in Cultural Management
    - 1.1.1.1. Economy
    - 1.1.1.2. Sociology
    - 1.1.1.3. Art
  - 1.1.2. The Scarcity of Reliable Databases and Surveys
  - 1.1.3. Sources
    - 1.1.3.1. Websites
    - 1.1.3.2. Critique
    - 1.1.3.3. Press (All Types)
- 1.2. Music and Dance
  - 1.2.1. Arts
    - 1.2.1.1. In Time
    - 1.2.1.2. In Space
  - 1.2.3. Human Resources to Develop Music and Dance
  - 1.2.4. Record and Video
  - 1.2.5. Summary of Genres at Global Level
- 1.3. Sources of Financing
  - 1.3.1. Historic Sketches
  - 1.3.2. Grants for the Arts of the Classical Canon in the Last 70 Years
  - 1.3.3. Reflections on the Models
  - 1.3.4. Non-Classical Canon Music and Dance
- 1.4. Types of Organization Organization and Human Resources
  - 1.4.1. Questions of Principle
    - 1.4.1.1. Producer Entities
    - 1.4.1.2. Programming Entities
    - 1.4.1.3. Mixed Entities
  - 1.4.2. Symphony Orchestras
    - 1.4.2.1. Figure of the Manager
    - 1.4.2.2. Figure of the Musical Director
  - 1.4.3. Chamber Orchestras
  - 1.4.4. Opera Companies
  - 1.4.5. Ballet Companies
  - 1.4.6. Auditoriums
  - 1.4.7. Festivals
  - 1.4.8. World's most important music bands
- 1.5. The Infrastructures
  - 1.5.1. Typology
    - 1.5.1.1. Theaters
    - 1.5.1.2. Museums
    - 1.5.1.3. Stages
    - 1.5.1.4. Colliseums
    - 1.5.1.5. Others
  - 1.5.2. Sizes and Capacity
  - 1.5.3. Location and Transportation
- 1.6. The Audience
  - 1.6.1. What Type of Audience is Found in Music and Dance?
  - 1.6.2. Relationship Between Offer and Public
  - 1.6.3. The Consumption Type Variable
  - 1.6.4. Age Variable
  - 1.6.5. The Educational-Cultural Variable
  - 1.6.6. The Socioeconomic Variable
- 1.7. Prices and Their Main problems
  - 1.7.1. Organization of the Offer
    - 1.7.1.1. Cycles
    - 1.7.1.2. Seasons
    - 1.7.1.3. Subscriptions
    - 1.7.1.4. Programs
    - 1.7.1.5. Functions
  - 1.7.2. Public and private spheres in relation to prices
  - 1.7.3. From Madonna to Gregorian Chant



- 1.8. The choice of saturated niche repertoires vs. abandoned niches
  - 1.8.1. Problems
  - 1.8.2. Before the Artist than his/her Art
  - 1.8.3. Is there an Excess of Formats and Repertoires?
  - 1.8.4. Do the Agents of Opinion Have a Negative Influence?
  - 1.8.5. The Profile of Programmers
  - 1.8.6. Personal taste and musical culture of programmers
  - 1.8.7. Are there Solutions?
- 1.9. Necessary Elements
  - 1.9.1. Music and Dance Management
  - 1.9.2. Politicians
  - 1.9.3. Concert Agencies and Agents
  - 1.9.4. Music Critique
  - 1.9.5. Radio and Television
  - 1.9.6. Record and Video Labels
- 1.10. Management of musical heritage and copyrights
  - 1.10.1. Written Materials and Copyright
    - 1.10.1.1. Musical
    - 1.10.1.2. Choreographic
    - 1.10.1.3. Copyrights
  - 1.10.2. Historical Repertoires
    - 1.10.2.1. Problems of Editions
    - 1.10.2.2. Facilities for Self-Publishing
  - 1.10.3. Classic Repertoires
    - 1.10.3.1. Problems with Costs
    - 1.10.3.2. Problems with Low Collections
  - 1.10.4. Premiere Repertoires in Popular Urban and Jazz Canons
  - 1.10.5. Music Archives of Unpublished Repertoire, Manuscript or Written.
  - 1.10.6. The Phonotheques
  - 1.10.7. The Peculiar Case of Dances

04

# 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.





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*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 has been the most widely used learning system among the world's leading Humanities schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question 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.



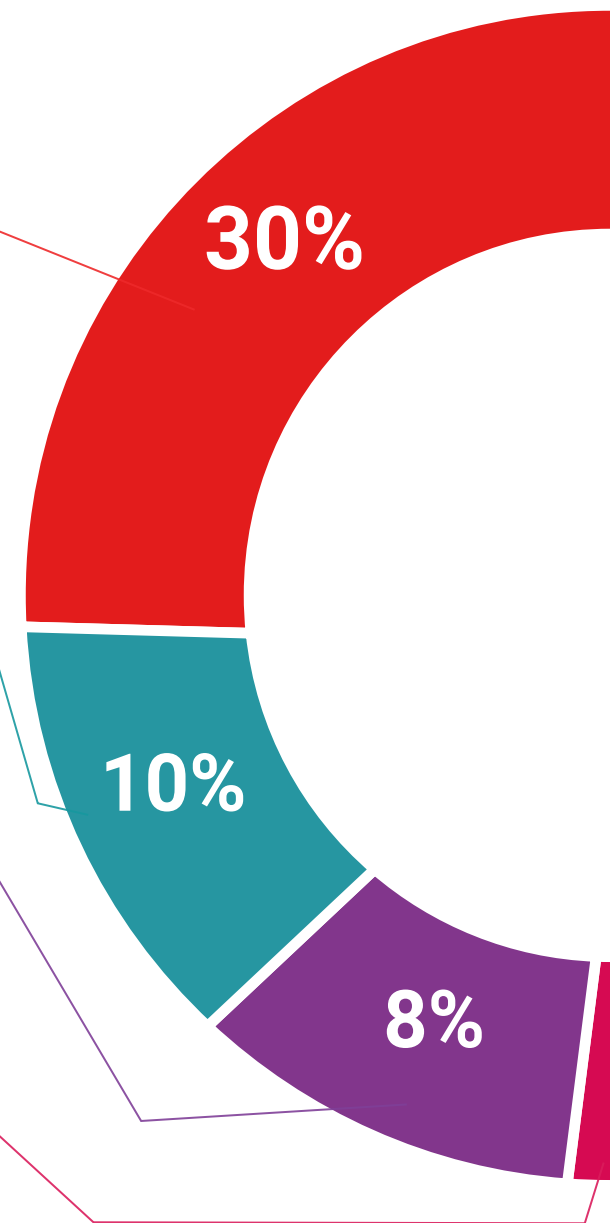
### Practising Skills and Abilities

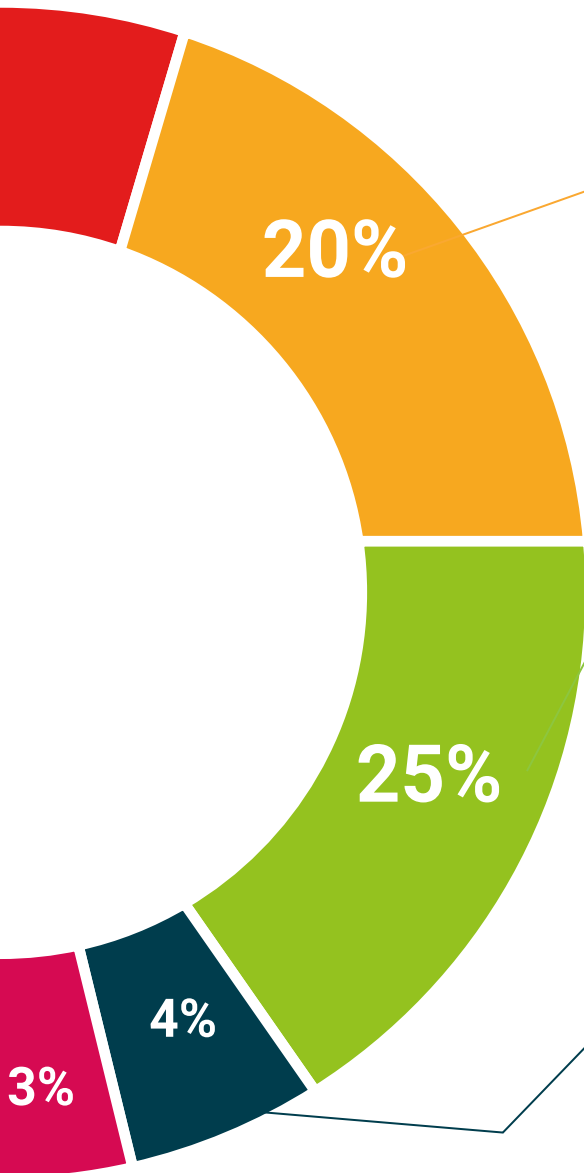
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.



# 05 Certificate

The Postgraduate Certificate in Music and Dance Cultural Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Music and Dance Cultural 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 Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Certificate in Music and Dance Cultural Management**

Official N° of Hours: **150 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  
development language  
virtual classroom



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