

Advanced Master's Degree

Senior Management  
of Creative Industries



## Advanced Master's Degree Senior Management of Creative Industries

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Credits: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/advanced-master-degree/advanced-master-degree-senior-management-creative-industries](http://www.techtute.com/us/journalism-communication/advanced-master-degree/advanced-master-degree-senior-management-creative-industries)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Skills

---

*p. 12*

04

Course Management

---

*p. 16*

05

Structure and Content

---

*p. 22*

06

Methodology

---

*p. 36*

07

Certificate

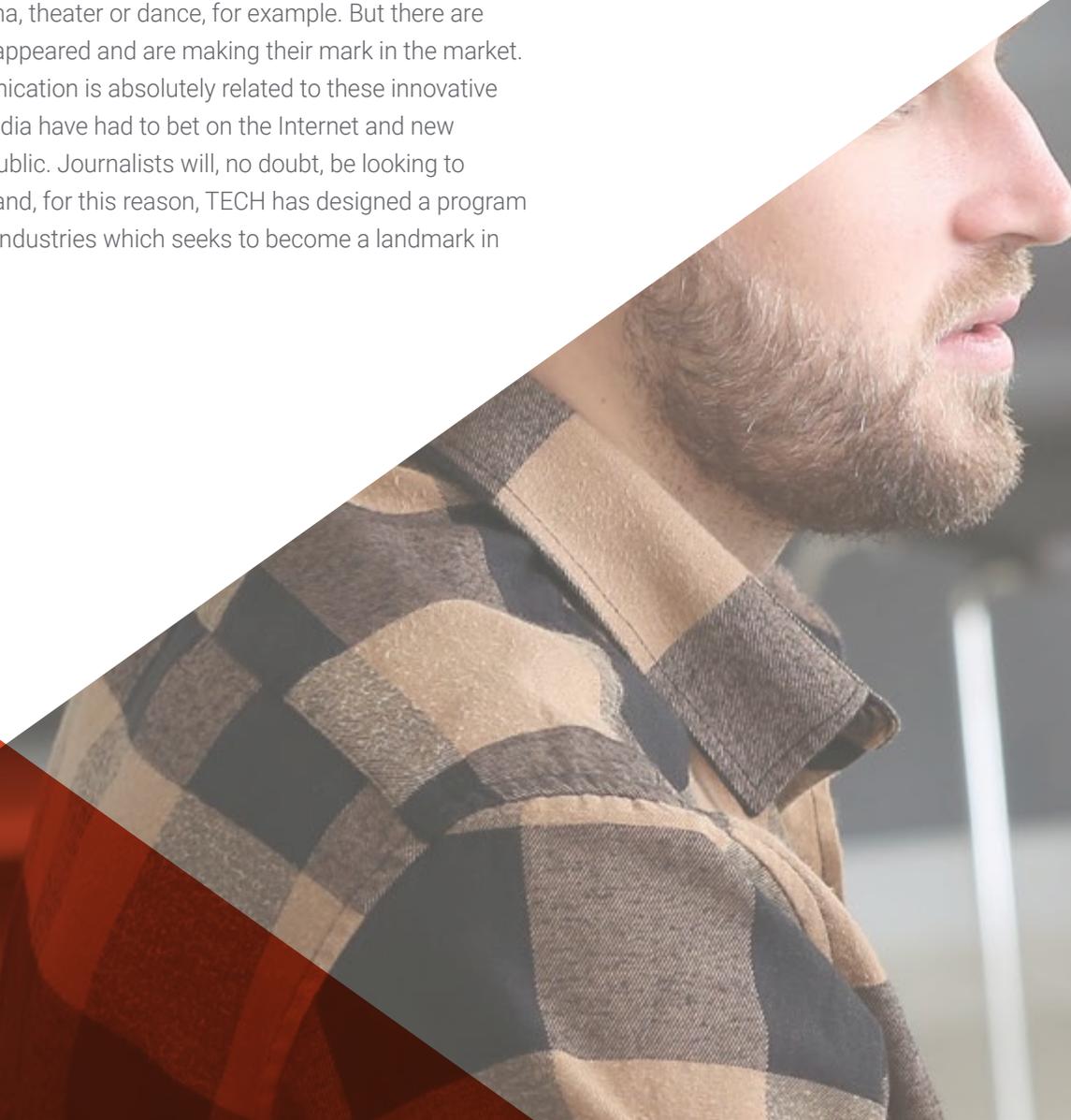
---

*p. 44*

# 01

# Introduction

Creative industries are absolutely important in today's society. Many of them belong to the cultural sector, such as cinema, theater or dance, for example. But there are also other professionals who have appeared and are making their mark in the market. The field of journalism and communication is absolutely related to these innovative companies, since the traditional media have had to bet on the Internet and new technologies to reach the general public. Journalists will, no doubt, be looking to update their knowledge in the field and, for this reason, TECH has designed a program on senior management of creative industries which seeks to become a landmark in the way professionals work.





“

*Knowing the main tools for the management of creative industries will help you develop successfully in an innovative and highly competitive environment”*

Traditionally, creativity and management have been conceived as antagonistic disciplines. Today, however, creativity and innovation have become the main drivers of economic progress alongside technology. This reality demands new professional profiles capable of developing, in a harmonious and effective way, these tools in the management of the so-called creative industries. Many of these new companies are closely related to the journalism and communication sector, so more and more of these professionals are looking for a way to improve their qualifications in order to develop successfully in this field.

For this reason, TECH has designed this program, through which the student will master all the necessary topics for the management of companies and organizations in the current context of 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 creative industries develop and transform today. But, with an added value, since it also provides the specific knowledge of an MBA. The Advanced Master's Degree is designed to achieve academic and professional goals by acquiring the skills of market research, strategic vision, digital and co-creation methodologies.

This program is totally different from others that can be found in the market, since it places experience as the foundation of theory, allowing a global and sufficient knowledge to practice. And transferring all this knowledge to the planning and subsequent implementation of professional work. Therefore, students will rely on theoretical resources to improve their knowledge, but they will also have a multitude of practical cases that will be essential to fix the learning of the theoretical part, so that they will study in a contextual way, as if they were facing real situations.

Additionally, one of the main advantages of this program is that they will study it 100% online, without the need for travel or specific schedules, so that students can self-manage their studies, plan their schedules and pace of learning, which will be very useful to be able to combine it with the rest of their daily activities.

This **Advanced Master's Degree in Senior Management of Creative Industries** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- ♦ The development of case studies presented by experts in journalism
- ♦ Graphic, schematic, and practical contents created to provide scientific and practical information on the disciplines that are essential for professional development
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies in the management of creative industries
- ♦ 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



*Creative industries are carving out a niche in the market, so more and more people are looking to specialize in this field"*

“

*TECH provides you with a multitude of theoretical and practical resources and the latest educational methodology on the market”*

Its teaching staff includes professionals from the field of journalism, who bring to this program the experience of their work, as well as renowned specialists from reference 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 an immersive educational experience designed to train for real-life situations.

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

*A program of great academic value that will be indispensable to improve your qualification.*

*At TECH you will be able to study with the most innovative teaching methodology on the market.*



# 02 Objectives

The main objective of this Advanced Master's Degree in Senior Management of Creative Industries at TECH is to provide students with specific knowledge of the area for their future professional development in an increasingly competitive sector, which demands professionals with experience, but also with the necessary qualifications to qualify for a senior management position. Undoubtedly, the best program that journalists can find to achieve academic and professional excellence in this field.



14th MAR by Erika

**THE BLACK IS BACK**

*I'll rephrase the famous saying because it perfectly applies to clothing as well - you can wear whatever color you want as long as it's black.*

STY

*Fashion is style stays f*

11th MAR by Mia

**SHOP LIKE THERE'S**  
*It's not easy. It*

10th MAR by Eri

# FASHION BLOG

YOUR GUIDE TO THE WORLD OF STYLE

12th MAR by Ingrid



11th MAR by Erika



STYLE IS KNOWING YOURSELF  
what you buy. Style is what you do with it. Fashion r  
forever. Fashion is everyone, style is you.

“

A completely innovative Advanced Master's Degree that will mark a before and after in your education”



## General Objectives

---

- ◆ Develop leadership skills appropriate for business management
- ◆ Know and know how to manage the economic-financial areas of the company
- ◆ Gain knowledge of new creative industries
- ◆ Knowledge of regulations affecting creative and intangible products, such as intellectual and industrial property or advertising law
- ◆ Understand the process of brand creation and evolution
- ◆ Use appropriate marketing and advertising techniques to reach the target audience

“

*Achieve your academic and career goals by furthering your qualifications with this program”*





## Specific Objectives

---

- ♦ Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
- ♦ Develop the key leadership skills that should define working professionals
- ♦ Follow the sustainability criteria set by international standards when developing a business plan
- ♦ Develop strategies for making decisions in a complex and unstable environment
- ♦ Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives
- ♦ Develop the skills required to manage business activities strategically
- ♦ Design innovative strategies and policies to improve management and business efficiency
- ♦ Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits
- ♦ Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes
- ♦ Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately
- ♦ Be able to develop all the phases of a business idea: design, feasibility plan, execution and monitoring
- ♦ Understand how creativity and innovation have become the drivers of the economy
- ♦ Problem-solving in novel environments and in interdisciplinary contexts within the field of creativity management
- ♦ Integrate one's own knowledge with that of others, by making informed judgments and applying rationale on the basis of information available for each case
- ♦ Know how to manage the process of creation and implementation of novel ideas on a given topic
- ♦ Acquire specific knowledge to manage companies and organizations in the new context of creative industries
- ♦ Possess the tools to analyze the economic, social and cultural realities in which creative industries develop and transform today
- ♦ Help students acquire the skills they require to develop and evolve their professional profile in both business and entrepreneurial environments
- ♦ Gain knowledge to manage companies and organizations in the current context of creative industries
- ♦ Use new information and communication technologies as tools for enhancing skills and exchanging experiences in the study environment

# 03 Skills

This TECH Global University program is a unique study opportunity for journalists who wish to specialize in the top management of creative industries, as it contains the most complete information on business management and new companies in the sector. In this way, they will be able to develop the skills and abilities necessary to successfully manage this type of company, adding quality to their qualifications and way of working.





“

*This program will allow you to specialize in a highly competitive sector and make a qualitative leap in your career"*



## General Skills

---

- ◆ Control all areas of the company in an adequate manner
- ◆ Use the most appropriate techniques and tools to achieve the company's objectives
- ◆ Carry out an adequate follow-up of all company departments
- ◆ Work in companies in the creative sector, knowing how to successfully manage them
- ◆ In-depth knowledge of the functioning and global context of the new creative industries

“

*This program will enable you to develop the skills you need to efficiently manage creative companies”*





## Specific Skills

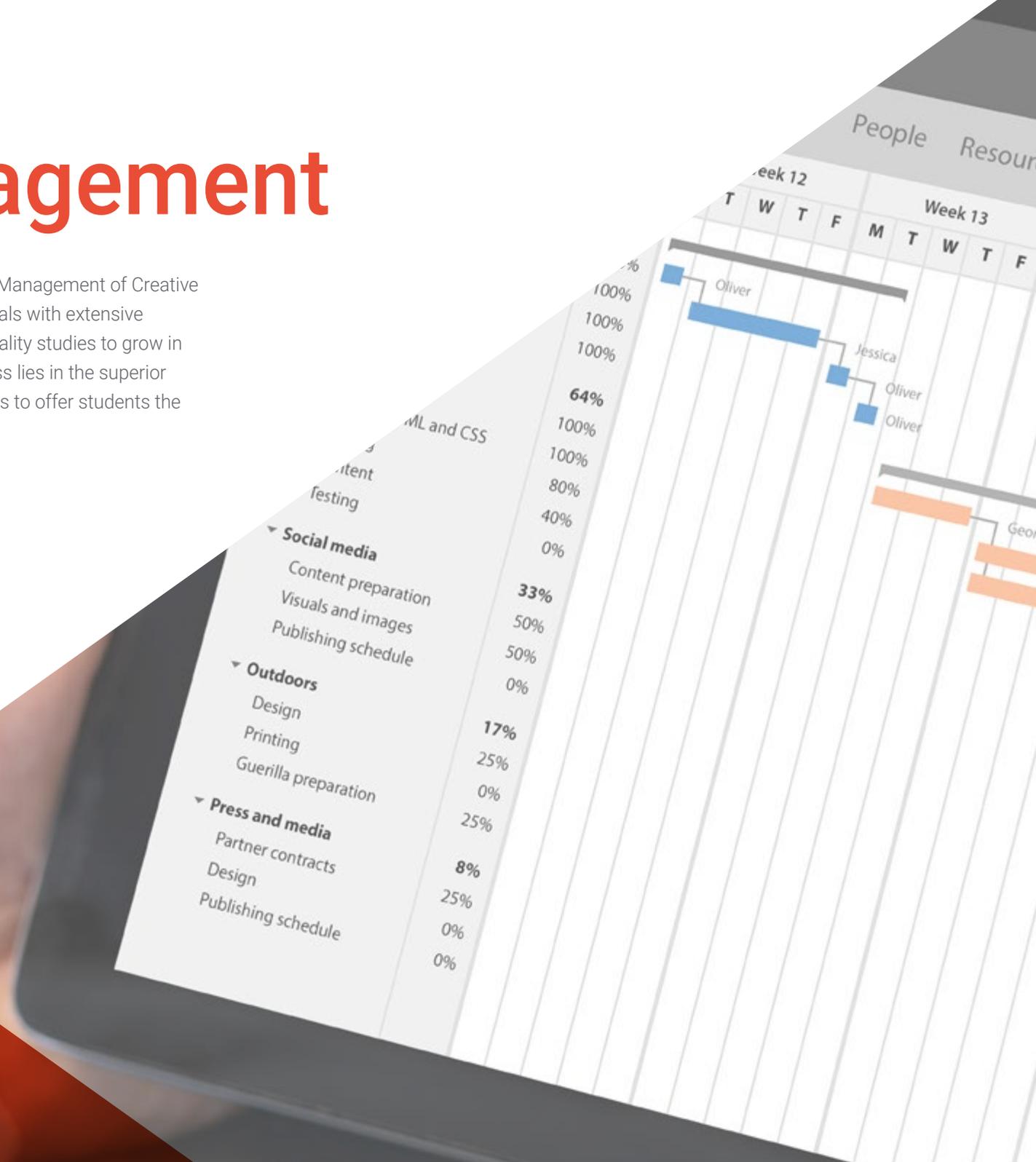
---

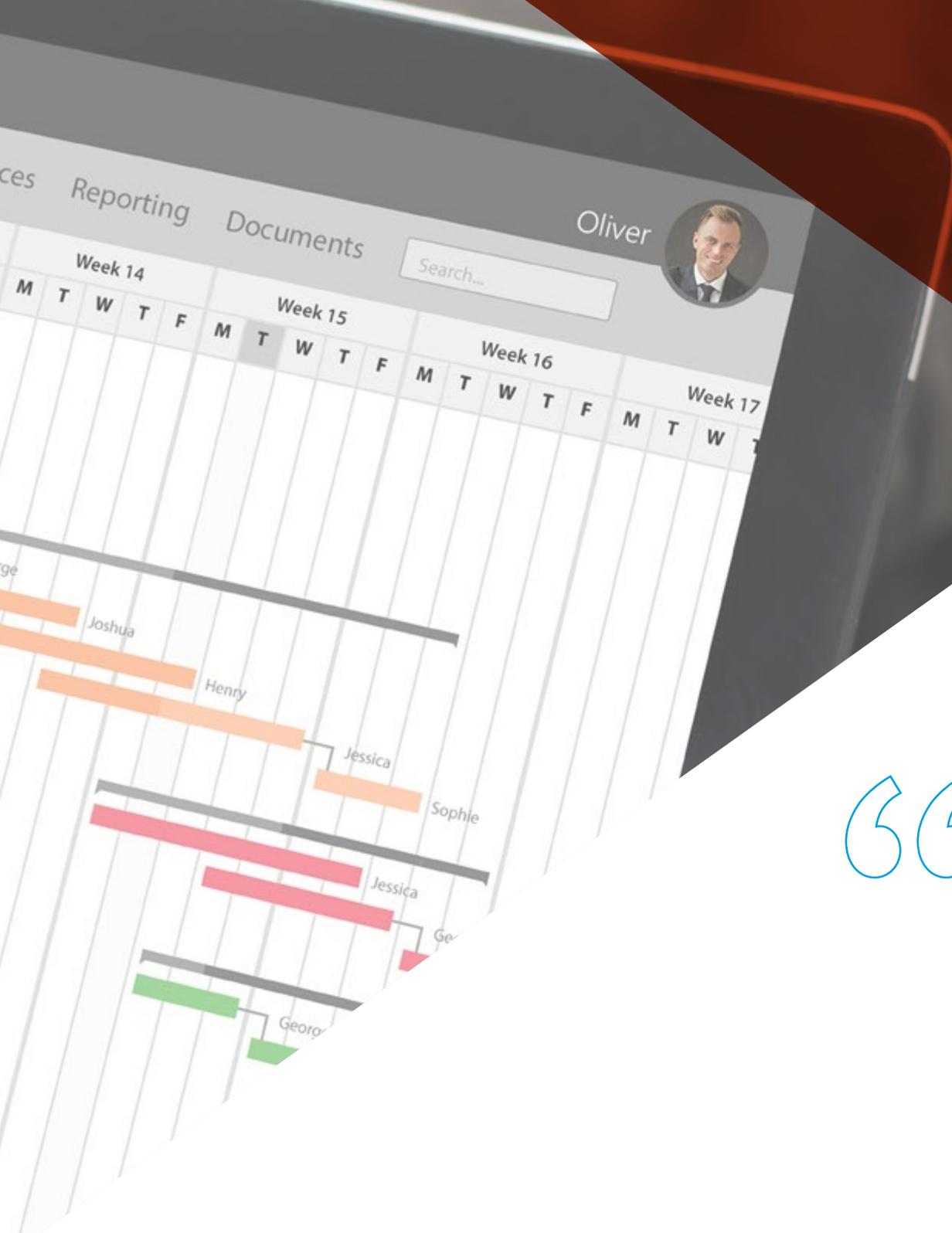
- ♦ Manage a company as a whole, by applying leadership techniques that influence employees' performance, and in such a way that the company's objectives are achieved
- ♦ Be part of and lead the company's corporate and competitive strategy
- ♦ Correctly manage teams to improve productivity and, therefore, the company's profits
- ♦ Control the company's logistics processes, as well as purchasing and procurement
- ♦ In-depth study of new business models associated with information systems
- ♦ Apply the most appropriate strategies to support e-commerce of the company's products
- ♦ Focus on innovation in all processes and areas of the company
- ♦ Have in-depth knowledge of all aspects of creative product protection, from intellectual property protection to advertising law
- ♦ Perform a correct economic and financial management of companies in the creative industry
- ♦ Know how to calculate profit, profitability and costs within projects for the creative industry
- ♦ Possess complete competencies in the methodology *Future Thinking* in order to be able to apply its benefits in daily work
- ♦ Perform a correct change management and prediction of the future of creative industry companies
- ♦ Efficient consumer management of creative businesses
- ♦ Comprehensive communication management for companies in the creative industry
- ♦ Be an active part of the *Branding* process in creative companies
- ♦ Have in-depth knowledge that allows the professional to manage the digitalization process in creative industries
- ♦ Apply innovative digital marketing strategies for creative businesses
- ♦ Entrepreneurship within the creative industry, making the most of your primary idea

04

# Course Management

The teaching staff of this Advanced Master's Degree in Senior Management of Creative Industries is made up of a multidisciplinary team of professionals with extensive experience in the sector, who understand the importance of quality studies to grow in a new and highly competitive sector, in which the key to success lies in the superior qualification of professionals. Therefore, they have joined forces to offer students the most up-to-date program on the market.





“

*A world-class faculty to provide you with the academic resources that will help you achieve career success”*

## 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

---

- ♦ 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

“

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

## Management



### Dr. Velar, Marga

- ♦ Director of Corporate Marketing at SGN Group (New York)
- ♦ Forefashion Lab Address
- ♦ Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra
- ♦ PhD. in Communication from Universidad Carlos III de Madrid
- ♦ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School

## Professors

### Ms. Eyzaguirre Vilanova, Carolina

- ◆ Legal counsel to the CEO of Eley Hawk Company.
- ◆ Professor at the Madrid Bar Association in the Master's Degree in Digital Law, Innovation and Emerging Technologies
- ◆ Legal advice in the field of advertising law for Autocontrol (Association for the Self-Regulation of Commercial Communication)
- ◆ Designer in multiple projects for companies such as Estudio Mariscal, RBA Ediciones (National Geographic and El Mueble magazines) or Laboratorios Echevarne
- ◆ Degree in Law and Design from Pompeu Fabra University, Barcelona
- ◆ Specialized in Intellectual Property with an Official Master's Degree from Pontificia Comillas (ICADE) University, Madrid

### Mr. Sanjosé, Carlos

- ◆ Head of Digital at MURPH
- ◆ Degree in Advertising and Public Relations
- ◆ Content creator for more than 8 years at Liceo25, parent company of online media such as 25 Gramos, Fleek Mag, Lenders Magazine or Libra, among others
- ◆ Specialist in digital marketing and strategy, Social Media & Social Ads, e-commerce platforms and Email Marketing

### Dr. San Miguel, Patricia

- ◆ Director and creator of the digital impact analysis observatory for fashion brands Digital Fashion Brands
- ◆ Professor of digital marketing at ISEM Fashion Business School and the University of Navarra
- ◆ PhD from the University of Navarra
- ◆ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ◆ Executive Fashion MBA by ISEM
- ◆ Writer of the book Influencer Marketing

### Ms. Bravo Durán, Sandra

- ◆ Lecturer at different universities and business schools in the fashion and luxury industry.
- ◆ Expert in Trend Forecasting and Customer Insights
- ◆ Sociologist and economist from the University of Salamanca.
- ◆ Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- ◆ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ◆ PhD Candidate in Applied Creativity from the University of Navarra

### Mr. Justo, Rumén

- ◆ Advisor to companies and entrepreneurs at the University of La Laguna (EmprendeULL)
- ◆ Founder of JR Producciones, a production company
- ◆ Co-founder of the start-ups E-MOVE, E-CARS and SENDA ECOWAY
- ◆ Chief Executive Officer of SENDA ECOWAY
- ◆ Accredited Mentor of the Mentoring Network of Spain at the CEOE
- ◆ Lean Coach at Olympo Boxes, Santa Cruz de Tenerife Chamber of Commerce
- ◆ Degree in Business Administration
- ◆ Master in PRL by SGS
- ◆ Postgraduate in Technology Surveillance
- ◆ Postgraduate degree in Roadmapping by the UPC
- ◆ Postgraduate Diploma in Human Resources Management by the University of Vigo

05

# Structure and Content

This TECH program has been structured in such a way that students can engage in contextual and self-managed learning about senior management of creative industries.

To this end, the syllabus includes the most relevant aspects of *Business Administration*, as well as the management of creative industries, which is the ideal academic complement for those who wish to specialize in this field. This is, undoubtedly, a comprehensive program in which professional journalists will find the most advanced information on the market.





“

*This program will allow you to take an academic journey through the main strategies of the Senior Management of Creative Industries”*

## Module 1. Leadership, Ethics, and CSR

- 1.1. Globalization and Governance
  - 1.1.1. Globalization and Trends: Internationalization of Markets
  - 1.1.2. Economic Environment and Corporate Governance
  - 1.1.3. Accountability
- 1.2. Leadership
  - 1.2.1. Intercultural Environment
  - 1.2.2. Leadership and Business Management
  - 1.2.2. Management Roles and Responsibilities
- 1.3. Business Ethics
  - 1.3.1. Ethics and Integrity
  - 1.3.2. Ethical Behavior in Companies
  - 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
  - 1.3.4. Fraud and Corruption Prevention
- 1.4. Sustainability
  - 1.4.1. Business and Sustainable Development
  - 1.4.2. Social, Environmental, and Economic Impact
  - 1.4.3. The 2030 Agenda and the SDGs
- 1.5. Corporate Social Responsibility
  - 1.5.1. Corporate Social Responsibility
  - 1.5.2. Roles and Responsibilities
  - 1.5.3. Implementing Corporate Social Responsibility

## Module 2. Strategic Direction and Executive Management

- 2.1. Organizational Analysis and Design
  - 2.1.1. Organizational Culture
  - 2.1.2. Organisational Analysis
  - 2.1.3. Designing the Organizational Structure
- 2.2. Corporate Strategy
  - 2.2.1. Corporate-Level Strategy
  - 2.2.2. Types of Corporate-Level Strategies
  - 2.2.3. Determining the Corporate Strategy
  - 2.2.4. Corporate Strategy and Reputational Image
- 2.3. Strategic Planning and Strategy Formulation
  - 2.3.1. Strategic Thinking
  - 2.3.2. Strategic Planning and Formulation
  - 2.3.3. Sustainability and Corporate Strategy
- 2.4. Strategy Models and Patterns
  - 2.4.1. Wealth, Value, and Return on Investments
  - 2.4.2. Corporate: Methodologies Strategy
  - 2.4.3. Growing and Consolidating the Corporate Strategy
- 2.5. Strategic Management
  - 2.5.1. Strategic Mission, Vision, and Values
  - 2.5.2. Balanced Scorecard/Dashboard
  - 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
  - 2.5.4. Strategic Management and Reporting
- 2.6. Implementing and Executing Strategy
  - 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
  - 2.6.2. Supervision and Strategic Alignment
  - 2.6.3. Continuous Improvement Approach



- 2.7. Executive Management
  - 2.7.1. Integrating Functional Strategies into the Global Business Strategies
  - 2.7.2. Management Policy and Processes
  - 2.7.3. Knowledge Management
- 2.8. Analyzing and Solving Cases/Problems
  - 2.8.1. Problem Solving Methodology
  - 2.8.2. Case Method
  - 2.8.3. Positioning and Decision-Making

### Module 3. People and Talent Management

- 3.1. Organizational Behavior
  - 3.1.1. Organizational Theory
  - 3.1.2. Key Factors for Change in Organizations
  - 3.1.3. Corporate Strategies, Types, and Knowledge Management
- 3.2. Strategic People Management
  - 3.2.1. Job Design, Recruitment, and Selection
  - 3.2.2. Human Resources Strategic Plan: Design and Implementation
  - 3.2.3. Job Analysis: Design and Selection of People
  - 3.2.4. Training and Professional Development
- 3.3. Management and Leadership Development
  - 3.3.1. Management Skills: 21st Century Skills and Abilities
  - 3.3.2. Non-Managerial Skills
  - 3.3.3. Map of Skills and Abilities
  - 3.3.4. Leadership and People Management
- 3.4. Change Management
  - 3.4.1. Performance Analysis
  - 3.4.2. Strategic Approach
  - 3.4.3. Change Management: Key Factors, Process Design and Management
  - 3.4.4. Continuous Improvement Approach

- 3.5. Negotiation and Conflict Management
  - 3.5.1. Negotiation Objectives: Differentiating Elements
  - 3.5.2. Effective Negotiation Techniques
  - 3.5.3. Conflicts: Factors and Types
  - 3.5.4. Efficient Conflict Management: Negotiation and Communication
- 3.6. Executive Communication
  - 3.6.1. Performance Analysis
  - 3.6.2. Leading Change. Resistance to Change
  - 3.6.3. Managing Change Processes
  - 3.6.4. Managing Multicultural Teams
- 3.7. Team Management and People Performance
  - 3.7.1. Multicultural and Multidisciplinary Environment
  - 3.7.2. Team and People Management
  - 3.7.3. Coaching and People Performance
  - 3.7.4. Executive Meetings: Planning and Time Management
- 3.8. Knowledge and Talent Management
  - 3.8.1. Identifying Knowledge and Talent in Organizations
  - 3.8.2. Corporate Knowledge and Talent Management Models
  - 3.8.3. Creativity and Innovation

## Module 4. Economic and Financial Management

- 4.1. Economic Environment
  - 4.1.1. Organizational Theory
  - 4.1.2. Key Factors for Change in Organizations
  - 4.1.3. Corporate Strategies, Types, and Knowledge Management
- 4.2. Executive Accounting
  - 4.2.1. International Accounting Framework
  - 4.2.2. Introduction to the Accounting Cycle
  - 4.2.3. Company Financial Statements
  - 4.2.4. Analysis of Financial Statements: Decision-Making
- 4.3. Budget and Management Control
  - 4.3.1. Budgetary Planning
  - 4.3.2. Management Control: Design and Objectives
  - 4.3.3. Supervision and *Reporting*
- 4.4. Corporate Tax Responsibility
  - 4.4.1. Corporate Tax Responsibility
  - 4.4.2. Tax Procedure: A Case-Country Approach
- 4.5. Corporate Control Systems
  - 4.5.1. Types of Control
  - 4.5.2. Legal/Regulatory *Compliance*
  - 4.5.3. Internal Auditing
  - 4.5.4. External Auditing
- 4.6. Financial Management
  - 4.6.1. Introduction to Financial Management
  - 4.6.2. Financial Management and Corporate Strategy
  - 4.6.3. *Chief Financial Officer (CFO): Managerial Skills*
- 4.7. Financial Planning
  - 4.7.1. Business Models and Financing Needs
  - 4.7.2. Financial Analysis Tools
  - 4.7.3. Short-Term Financial Planning
  - 4.7.4. Long-Term Financial Planning
- 4.8. Corporate Financial Strategy
  - 4.8.1. Corporate Financial Investments
  - 4.8.2. Strategic Growth: Types
- 4.9. Macroeconomic Context
  - 4.9.1. Macroeconomic Analysis
  - 4.9.2. Economic Indicators
  - 4.9.3. Economic Cycle
- 4.10. Strategic Financing
  - 4.10.1. Banking Business: Current Environment
  - 4.10.2. Risk Analysis and Management

- 4.11. Money and Capital Markets
  - 4.11.1. Fixed Income Market
  - 4.11.2. Equity Market
  - 4.11.3. Valuation of Companies
- 4.12. Analyzing and Solving Cases/Problems
  - 4.12.1. Problem-Solving Methodology
  - 4.12.2. Case Method

## Module 5. Operations and Logistics Management

- 5.1. Operations Management
  - 5.1.1. Define the Operations Strategy
  - 5.1.2. Supply Chain Planning and Control
  - 5.1.3. Indicator Systems
- 5.2. Purchasing Management
  - 5.2.1. Stock Management
  - 5.2.2. Warehouse Management
  - 5.2.3. Purchasing and Procurement Management
- 5.3. Supply Chain Management (1)
  - 5.3.1. Costs and Efficiency of the Operations Chain
  - 5.3.2. Change in Demand Patterns
  - 5.3.3. Change in Operations Strategy
- 5.4. Supply Chain Management (2) Implementation
  - 5.4.1. Lean Manufacturing/Lean Thinking
  - 5.4.2. Logistics Management
  - 5.4.3. Purchasing
- 5.5. Logistical Processes
  - 5.5.1. Organization and Management by Processes
  - 5.5.2. Procurement, Production, Distribution
  - 5.5.3. Quality, Quality Costs, and Tools
  - 5.5.4. After-Sales Service

- 5.6. Logistics and Customers
  - 5.6.1. Demand Analysis and Forecasting
  - 5.6.2. Sales Forecasting and Planning
  - 5.6.3. Collaborative Planning, Forecasting, and Replacement
- 5.7. International Logistics
  - 5.7.1. Customs, Export and Import processes
  - 5.7.2. Methods and Means of International Payment
  - 5.7.3. International Logistics Platforms
- 5.8. Competing through Operations
  - 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
  - 5.8.2. Emerging Technologies and Sciences
  - 5.8.3. Information Systems in Operations

## Module 6. Information Systems Management

- 6.1. Information Systems Management
  - 6.1.1. Business Information Systems
  - 6.1.2. Strategic Decisions
  - 6.1.3. The Role of the CIO
- 6.2. Information Technology and Business Strategy
  - 6.2.1. Company and Industry Sector Analysis
  - 6.2.2. Online Business Models
  - 6.2.3. The Value of IT in a Company
- 6.3. IS Strategic Planning
  - 6.3.1. The Process of Strategic Planning
  - 6.3.2. Formulating the IS Strategy
  - 6.3.3. Strategy Implementation Plan
- 6.4. Information Systems and Business Intelligence
  - 6.4.1. CRM and Business Intelligence
  - 6.4.2. Business Intelligence Project Management
  - 6.4.3. Business Intelligence Architecture

- 6.5. New ICT-Based Business Models
  - 6.5.1. Technology-Based Business Models
  - 6.5.2. Innovation Abilities
  - 6.5.3. Redesigning the Value Chain Processes
- 6.6. e-Commerce
  - 6.6.1. e-Commerce Strategic Plan
  - 6.6.2. Logistics Management and Customer Service in e-Commerce
  - 6.6.3. e-Commerce as an Opportunity for Internationalization
- 6.7. e-Business Strategies
  - 6.7.1. Social Media Strategies
  - 6.7.2. Optimizing Service Channels and Customer Support
  - 6.7.3. Digital Regulation
- 6.8. Digital Business
  - 6.8.1. Mobile e-Commerce
  - 6.8.2. Design and Usability
  - 6.8.3. e-Commerce Operations

## Module 7. Commercial Management, Marketing, and Corporate Communication

- 7.1. Commercial Management
  - 7.1.1. Sales Management
  - 7.1.2. Commercial Strategy
  - 7.1.3. Sales and Negotiation Techniques
  - 7.1.4. Management of Sales Teams
- 7.2. Marketing
  - 7.2.1. Marketing and the Impact on the Company
  - 7.2.2. Basic Variables of Marketing
- 7.3. Strategic Marketing Management
  - 7.3.1. Sources of Innovation
  - 7.3.1. Current Trends in Marketing
  - 7.3.2. Marketing Tools

- 7.3.3. Marketing Strategy and Communication with Customers
- 7.4. Digital Marketing Strategy
  - 7.4.1. Approach to Digital Marketing
  - 7.4.2. Digital Marketing Tools
  - 7.4.3. Inbound Marketing and the Evolution of Digital Marketing
- 7.5. Sales and Communication Strategy
  - 7.5.1. Positioning and Promotion
  - 7.5.2. Public Relations
  - 7.5.3. Sales and Communication Strategy
- 7.6. Corporate Communication
  - 7.6.1. Internal and External Communication
  - 7.6.2. Communication Departments
  - 7.6.3. Communication Managers: Managerial Skills and Responsibilities
- 7.7. Corporate Communication Strategy
  - 7.7.1. Corporate Communication Strategy
  - 7.7.2. Communication Plan
  - 7.7.3. Press Release/Clipping/Publicity

## Module 8. Innovation and Project Management

- 8.1. Innovation
  - 8.1.1. Macro Concept of Innovation
  - 8.1.2. Types of Innovation
  - 8.1.3. Continuous and Discontinuous Innovation
  - 8.1.4. Training and Innovation
- 8.2. Innovation from Strategy
  - 8.2.1. Innovation and Corporate Strategy
  - 8.2.2. Global Innovation Project: Design and Management
  - 8.2.3. Innovation Workshops
- 8.3. Business Model Design and Validation
  - 8.3.1. Lean Start-Up Methodology
  - 8.3.2. Innovative Business Initiative: Stages
  - 8.3.3. Financing Modalities
  - 8.3.4. Model Tools: Empathy Map, CANVAS, and Metrics
  - 8.3.5. Growth and Loyalty

- 8.4. Project Management
  - 8.4.1. Innovation Opportunities
  - 8.4.2. Feasibility Study and Proposal Specification
  - 8.4.3. Project Definition and Design
  - 8.4.4. Project Implementation
  - 8.4.5. Project Closure

## Module 9. New Creative Industries

- 9.1. New Creative Industries
  - 9.1.1. From the Cultural Industry to the Creative Industry
  - 9.1.2. Today's Creative Industries
  - 9.1.3. Activities and Sectors that make up Creative Industries
- 9.2. Economic Importance of Creative Industries Today
  - 9.2.1. Contribution
  - 9.2.2. Drivers of Growth and Change
  - 9.2.3. Job Outlook in Creative Industries
- 9.3. New Global Context of Creative Industries
  - 9.3.1. Radiography of Creative Industries in the World
  - 9.3.2. Sources of Financing for Creative Industries in each Country
  - 9.3.3. Case Studies: Management Models and Public Policies
- 9.4. Natural and Cultural Heritage
  - 9.4.1. Historical and Cultural Heritage
  - 9.4.2. By-Products and Services for Museum, Archaeological and Historical Sites, and Cultural Landscapes
  - 9.4.3. Intangible Cultural Heritage
- 9.5. Visual Arts
  - 9.5.1. Plastic Arts
  - 9.5.2. Photography
  - 9.5.3. Crafts
- 9.6. Performing Arts
  - 9.6.1. Theater and Dance
  - 9.6.2. Music and Festivals
  - 9.6.3. Fairs and Circuses

- 9.7. Audiovisual Media
  - 9.7.1. Film, TV and Audiovisual Content
  - 9.7.2. Radio, Podcasts and Audio Content
  - 9.7.3. Video Games
- 9.8. Current Publications
  - 9.8.1. Literature, Essays and Poetry
  - 9.8.2. Publishers
  - 9.8.3. Press
- 9.9. Creative Services
  - 9.9.1. Design and Fashion
  - 9.9.2. Architecture and Landscaping
  - 9.9.3. Advertising
- 9.10. Connections of the Creative Economy or Orange Economy
  - 9.10.1. Cascade Model - Concentric Circles
  - 9.10.2. Spillovers Creative, Production and Knowledge
  - 9.10.3. Culture at the Service of the Creative Economy

## Module 10. Protection of Creative and Intangible Products

- 10.1. Legal Protection of Intangible Assets
- 10.2. Intellectual Property I
- 10.3. Intellectual Property II
- 10.4. Intellectual Property III
- 10.5. Industrial Property I: Branding
- 10.6. Industrial Property II: Industrial Designs
- 10.7. Industrial Property III: Patents and Utility Models
- 10.8. Intellectual and Industrial Property: Practice
- 10.9. Advertising Law I
- 10.10. Advertising Law II

## Module 11. Economic and Financial Management of Creative Companies

- 11.1. Economic Sustainability as a Necessity
  - 11.1.1. The Financial Structure of a Creative Company
  - 11.1.2. Accounting in a Creative Company
  - 11.1.3. Triple Balance
- 11.2. Revenues and Expenses of Today's Creative Businesses
  - 11.2.1. Accounting of Costs
  - 11.2.2. Type of Costs
  - 11.2.3. Cost Allocation
- 11.3. Types of Profit in the Company
  - 11.3.1. Contribution Margin
  - 11.3.2. Break-Even Point
  - 11.3.3. Evaluation of Alternatives
- 11.4. Investment in the Creative Sector
  - 11.4.1. Investment in the Creative Industry
  - 11.4.2. Investment Appraisal
  - 11.4.3. The VAN Method: Net Present Value
- 11.5. Profitability in Creative Industries
  - 11.5.1. Economic Profitability
  - 11.5.2. Time Profitability
  - 11.5.3. Financial Profitability
- 11.6. Cash Flow: Liquidity and Solvency
  - 11.6.1. Cash Flow
  - 11.6.2. Balance Sheet and Income Statement
  - 11.6.3. Settlement and Leverage
- 11.7. Financing Formulas currently on the Creative Market
  - 11.7.1. Venture Capital Funds
  - 11.7.2. Business Angels
  - 11.7.3. Calls for Proposals and Grants
- 11.8. Product Pricing in the Creative Industry
  - 11.8.1. Pricing
  - 11.8.2. Profit vs Competition
  - 11.8.3. Pricing Strategy

- 11.9. Pricing Strategy in the Creative Sector
  - 11.9.1. Types of Pricing Strategies
  - 11.9.2. Advantages
  - 11.9.3. Disadvantages
- 11.10. Operational Budgets
  - 11.10.1. Tools of Strategic Planning
  - 11.10.2. Elements Included in the Operational Budget
  - 11.10.3. Development and Execution of the Operational Budget

## Module 12. Future Thinking How to Transform Today from Tomorrow?

- 12.1. Methodology Futures Thinking
  - 12.1.1. Futures Thinking
  - 12.1.2. Benefits of using this Methodology
  - 12.1.3. The Role of the "Futurist" in Creative Enterprises
- 12.2. Signs of Change
  - 12.2.1. The Sign of Change
  - 12.2.2. Identification of the Signs of Change
  - 12.2.3. Interpretation of the Signs
- 12.3. Types of Futures
  - 12.3.1. Journey to the Past
  - 12.3.2. The Four Types of Futures
  - 12.3.3. Application of the Methodology Futures Thinking in the Workplace
- 12.4. Future Forecasting
  - 12.4.1. Searching for Drivers
  - 12.4.2. How to Create a Forecast for the Future
  - 12.4.3. How to Design a Future Scenario
- 12.5. Mental Stimulation Techniques
  - 12.5.1. Past, Future and Empathy
  - 12.5.2. Facts Vs Experience
  - 12.5.3. Alternative Routes

- 12.6. Collaborative Forecasting
  - 12.6.1. The Future as a Game
  - 12.6.2. Future Wheel
  - 12.6.3. The Future from Different Approaches
- 12.7. Epic Victories
  - 12.7.1. From Discovery to the Innovation Proposal
  - 12.7.2. The Epic Victory
  - 12.7.3. Fairness in the Game of the Future
- 12.8. Preferred Futures
  - 12.8.1. The Preferred Future
  - 12.8.2. Techniques
  - 12.8.3. Working Backwards from the Future
- 12.9. From Prediction to Action
  - 12.9.1. Images of the Future
  - 12.9.2. Artefacts of the Future
  - 12.9.3. Roadmap
- 12.10. ODS. A Global and Multidisciplinary Vision of the Future ODS
  - 12.10.1. Sustainable Development as a Global Goal
  - 12.10.2. Human Management in Nature
  - 12.10.3. Social Sustainability

### Module 13. Consumer or User Management in Creative Businesses

- 13.1. The User in the Current Context
  - 13.1.1. Consumer Change in Recent Times
  - 13.1.2. The Importance of Research
  - 13.1.3. Trend Analysis
- 13.2. Strategy with the Focus on the Individual
  - 13.2.1. Human Centric Strategy
  - 13.2.2. Keys and Benefits of Being Human Centric
  - 13.2.3. Success Stories

- 13.3. Data on the Human Centric Strategy
  - 13.3.1. Data on the Human Centric Strategy
  - 13.3.2. The Value of Data
  - 13.3.3. Customer 360° View
- 13.4. Implementation of the Human Centric Strategy in the Creative Industry
  - 13.4.1. Transformation of Dispersed Information into Customer Knowledge
  - 13.4.2. Opportunity Analysis
  - 13.4.3. Maximization Strategies and Initiatives
- 13.5. Human Centric Methodology
  - 13.5.1. From Research to Prototyping
  - 13.5.2. Double Diamond Model: Process and Phases
  - 13.5.3. Tools
- 13.6. Design Thinking
  - 13.6.1. Design Thinking
  - 13.6.2. Methodology
  - 13.6.3. Techniques and Tools of Design Thinking
- 13.7. Brand Positioning in the User's Mind
  - 13.7.1. Positioning Analysis
  - 13.7.2. Typology
  - 13.7.3. Methodology and Tools
- 13.8. User Insights in Creative Businesses
  - 13.8.1. Insights and Their Importance
  - 13.8.2. Customer Journey and the Relevance of the Journey Map
  - 13.8.3. Research Techniques
- 13.9. User Profiling (Archetypes and Buyer Persona)
  - 13.9.1. Archetypes
  - 13.9.2. The Buyer Persona
  - 13.9.3. Analysis Methodology
- 13.10. Research Resources and Techniques
  - 13.10.1. Techniques in Context
  - 13.10.2. Visualization and Creation Techniques
  - 13.10.3. Voice Contrast Techniques

## Module 14. Creative Branding: Creative Brand Communication and Management

- 14.1. Brands and Branding
  - 14.1.1. The Brands
  - 14.1.2. The Evolution of Branding
  - 14.1.3. Positioning, Brand Personality, Recognition
- 14.2. Brand Building
  - 14.2.1. Marketing Mix
  - 14.2.2. Brand Architecture
  - 14.2.3. Brand Identity
- 14.3. Brand Expression
  - 14.3.1. Graphic Identity
  - 14.3.2. Visual Expression
  - 14.3.3. Other Elements that Reflect the Brand
- 14.4. Communication
  - 14.4.1. Focuses
  - 14.4.2. Brand Touchpoints
  - 14.4.3. Communication Techniques and Tools
- 14.5. Branded Content
  - 14.5.1. From Brands to Entertainment Platforms
  - 14.5.2. The Rise of Branded Content
  - 14.5.3. Connecting with the Audience through Unique Storytelling
- 14.6. Visual Storytelling
  - 14.6.1. Brand Analysis
  - 14.6.2. Creative Advertising Concepts
  - 14.6.3. The Creative Fan
- 14.7. Customer Experience
  - 14.7.1. Customer Experience(CX)
  - 14.7.2. The Customer Journey
  - 14.7.3. Brand Alignment and CX

- 14.8. Strategic Planning
  - 14.8.1. Objectives
  - 14.8.2. Identification of Audiences and Insights
  - 14.8.3. Designing Corporate Strategy:
- 14.9. Performance
  - 14.9.1. Briefing
  - 14.9.2. Tactics
  - 14.9.3. Production plan
- 14.10. Assessment
  - 14.10.1. What to Evaluate
  - 14.10.2. How to Evaluate (Measurement Tools)
  - 14.10.3. Results Reports

## Module 15. Leadership and Innovation in Creative Industries

- 15.1. Creativity Applied to Industry
  - 15.1.1. Creative Expression
  - 15.1.2. Creative Resources
  - 15.1.3. Creative Techniques
- 15.2. The New Innovative Culture
  - 15.2.1. The Context of the Innovation
  - 15.2.2. Why Innovation Fails
  - 15.2.3. Academic Theories
- 15.3. Innovation Dimensions and Levers
  - 15.3.1. Innovation Plans or Dimensions
  - 15.3.2. Innovative Attitudes
  - 15.3.3. Intrapreneurship and Technology
- 15.4. Constraints and Obstacles to Innovation in the Creative Industry
  - 15.4.1. Personal and Group Restrictions
  - 15.4.2. Social Constraints and Organizations
  - 15.4.3. Industrial and Technological Restrictions

- 15.5. Closed and Open Innovation
  - 15.5.1. From Closed to Open Innovation
  - 15.5.2. Practical Classes to Implement Open Innovation
  - 15.5.3. Open Innovation Experiences in Companies
- 15.6. Innovative Business Models in IICCs
  - 15.6.1. Business Trends in the Creative Economy
  - 15.6.2. Study Cases
  - 15.6.3. Sector Revolution
- 15.7. Leading and Managing an Innovation Strategy
  - 15.7.1. Boosting Adoption
  - 15.7.2. Leading the Process
  - 15.7.3. Portfolio Maps
- 15.8. Financing Innovation
  - 15.8.1. CFO: Venture Capital Investor
  - 15.8.2. Dynamic Financing
  - 15.8.3. Response to Challenges
- 15.9. Hybridization: Innovating in the Creative Economy
  - 15.9.1. Sector Intersection
  - 15.9.2. Generation of Disruptive Solutions
  - 15.9.3. The Medici Effect
- 15.10. New Creative and Innovative Ecosystems
  - 15.10.1. Generation of Innovative Environments
  - 15.10.2. Creativity as a Lifestyle
  - 15.10.3. Icosystems

## Module 16. Digital Transformation in Creative Industries

- 16.1. Digital Future of the Creative Industry
  - 16.1.1. Digital Transformation
  - 16.1.2. Situation of the Sector and its Comparison
  - 16.1.3. Future Challenges
- 16.2. Forth Industrial Revolution
  - 16.2.1. Industrial Revolution
  - 16.2.2. Application
  - 16.2.3. Impacts
- 16.3. Digital Enablers for Growth
  - 16.3.1. Operational Effectiveness, Acceleration and Improvement
  - 16.3.2. Continuous Digital Transformation
  - 16.3.3. Solutions and Services for Creative Industries
- 16.4. The Application of Big Data to the Enterprise
  - 16.4.1. Data Value
  - 16.4.2. Data in Decision-Making
  - 16.4.3. Data Driven Company
- 16.5. Cognitive Technology
  - 16.5.1. AI and Digital Interaction
  - 16.5.2. IoT and Robotics
  - 16.5.3. Other Digital Training
- 16.6. Uses and Applications of Blockchain Technology
  - 16.6.1. Blockchain
  - 16.6.2. Value for the IICC Sector
  - 16.6.3. Transaction Versatility
- 16.7. Omnichannel and Transmedia Development
  - 16.7.1. Impacts in the Sector
  - 16.7.2. Challenge Analysis
  - 16.7.3. Evolution

- 16.8. Entrepreneurship Ecosystems
  - 16.8.1. The Role of Innovation and Venture Capital
  - 16.8.2. The Start-Up Ecosystem and the Agents that Comprise It
  - 16.8.3. How to Maximize the Relationship between Creative Agents and Start-Ups
- 16.9. New Disruptive Business Models
  - 16.9.1. Marketing-Based (Platforms and Marketplaces)
  - 16.9.2. Service-Based (Freemium, Premium or Subscription models)
  - 16.9.3. Community-Based (from Crowdfunding, Social Networking or Blogging)
- 16.10. Methodologies to Promote a Culture of Innovation in Creative Industries
  - 16.10.1. Blue Ocean Innovation Strategy
  - 16.10.2. Lean Start-Up Innovation Strategy
  - 16.10.3. Agile Innovation Strategy

## Module 17. New Digital Marketing Strategies

- 17.1. Technology and Audiences
  - 17.1.1. Digital Strategy and Differences between User Types
  - 17.1.2. Target Audience, Exclusionary Factors and Generations
  - 17.1.3. The Ideal Customer Profile (ICP) and Buyer Persona
- 17.2. Digital Analytics for Diagnostics
  - 17.2.1. Analytics prior to the Digital Strategy
  - 17.2.2. 0 Moment
  - 17.2.3. KPIs and Metrics, Typologies, Classification according to Methodologies
- 17.3. e-Entertainment: the impact of e-Commerce in the Entertainment Industry
  - 17.3.1. e-Commerce, Typologies and Platforms
  - 17.3.2. The Importance of Web Design: UX y UI
  - 17.3.3. Optimization of Online Space: Minimum Requirements
- 17.4. Social Media and E-Influencer Marketing
  - 17.4.1. Impact and Evolution of Network Marketing
  - 17.4.2. Persuasion, Keys to Content and Viral Actions
  - 17.4.3. Planning Campaigns for Social Marketing and Influencer Marketing

- 17.5. Mobile Marketing
  - 17.5.1. Mobile User
  - 17.5.2. Mobile Web and Apps
  - 17.5.3. Mobile Marketing Actions
- 17.6. Advertising in Online Environments
  - 17.6.1. Advertising in RRSS and Objectives of the Social Ads
  - 17.6.2. Conversion Funnel or Purchase Funnel: Categories
  - 17.6.3. Social Ads Platforms
- 17.7. Inbound Marketing Methodology
  - 17.7.1. Social Selling, Key Pillars and Strategy
  - 17.7.2. The CRM Platform in a Digital Strategy
  - 17.7.3. Inbound Marketing or Attraction Marketing: Actions and SEO
- 17.8. Marketing Automation
  - 17.8.1. e-Mail Marketing and e-Mail Typology
  - 17.8.2. e-Mail Marketing Automation, Applications, Platforms and Advantages
  - 17.8.3. The Emergence of Bot & Chatbot Marketing: Typology and Platforms
- 17.9. Data Management Tools
  - 17.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
  - 17.9.2. Big Data: Big Data, Business Analytics y Business Intelligence
  - 17.9.3. Big Data, Artificial Intelligence and Data Science
- 17.10. Measuring Profitability
  - 17.10.1. ROI: the Definition of Return on Investment and ROI vs. ROAS
  - 17.10.2. ROI Optimization
  - 17.10.3. Key Metrics

**Module 18. Entrepreneurship in Creative Industries**

- 18.1. The Entrepreneurial Project
  - 18.1.1. Entrepreneurship, Types and Life Cycle
  - 18.1.2. Entrepreneur Profile
  - 18.1.3. Topics of Interest for Entrepreneurship
- 18.2. Personal Leadership
  - 18.2.1. Self-knowledge
  - 18.2.2. Entrepreneurial Skills
  - 18.2.3. Development of Entrepreneurial Leadership Skills and Abilities
- 18.3. Identification of Innovative and Entrepreneurial Opportunities
  - 18.3.1. Analysis of Megatrends and Competitive Forces
  - 18.3.2. Consumer Behavior and Demand Estimation
  - 18.3.3. Evaluation of Business Opportunities
- 18.4. Business Idea Generation in Creative Industries
  - 18.4.1. Tools for the Generation of Ideas: Brainstorming, Mind Maps, Drawstorming, etc.
  - 18.4.2. Value Proposition Design: Canvas, 5W
  - 18.4.3. Development of the Value Proposition
- 18.5. Prototyping and Validation
  - 18.5.1. Prototype Development
  - 18.5.2. Validation
  - 18.5.3. Prototyping Adjustments
- 18.6. Business Model Design
  - 18.6.1. The Business Model
  - 18.6.2. Methodologies for the Creation of Business Models
  - 18.6.3. Business Model Design for Proposed Idea
- 18.7. Team Leadership
  - 18.7.1. Team Profiles according to Temperaments and Personality
  - 18.7.2. Team Leadership Skills
  - 18.7.3. Teamwork Methods
- 18.8. Cultural Markets
  - 18.8.1. Nature of Cultural Markets
  - 18.8.2. Types of Cultural Markets
  - 18.8.3. Identification of Local Cultural Markets
- 18.9. Marketing Plan and Personal Branding
  - 18.9.1. Projection of the Personal and Entrepreneurial Project
  - 18.9.2. Short- and Medium-term Strategic Plan
  - 18.9.3. Variables for Measuring Success
- 18.10. Sales Pitch
  - 18.10.1. Project Presentation for Investors
  - 18.10.2. Development of Attractive Presentations
  - 18.10.3. Development of Effective Communication Skills



*A comprehensive program that will allow you to experience a quality academic journey through the most relevant concepts in this subject"*

06

# 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, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### 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 business 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.

This methodology has 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, and financial markets and 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.

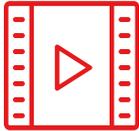
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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

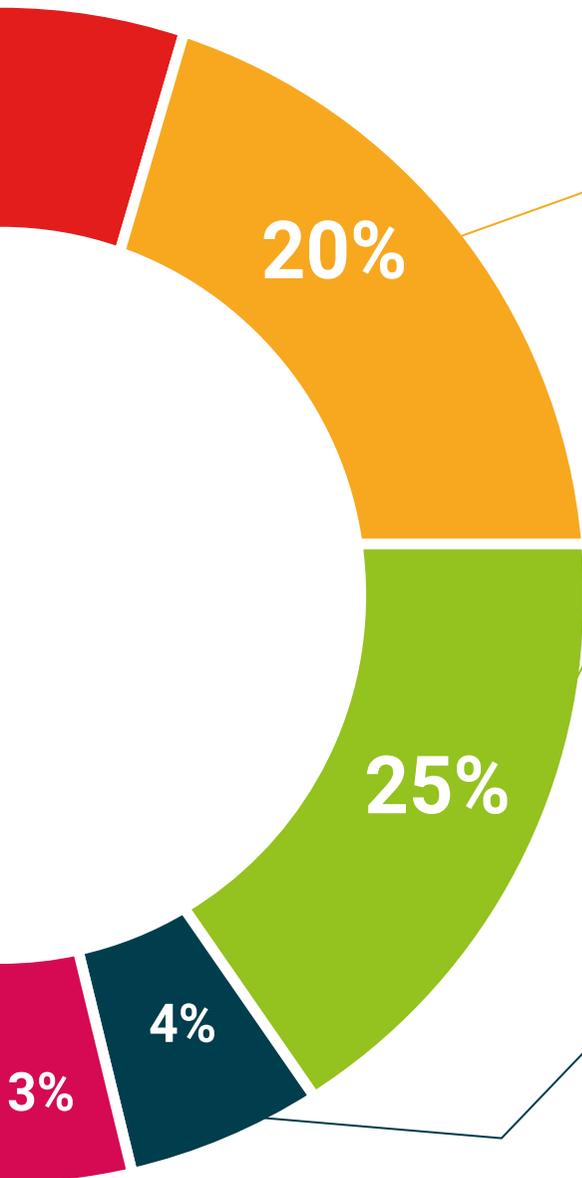
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.



07

# Certificate

The Advanced Master's Degree in Senior Management of Creative Industries guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree issued by TECH Global University.





“

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

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Management of Creative Industries** 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.

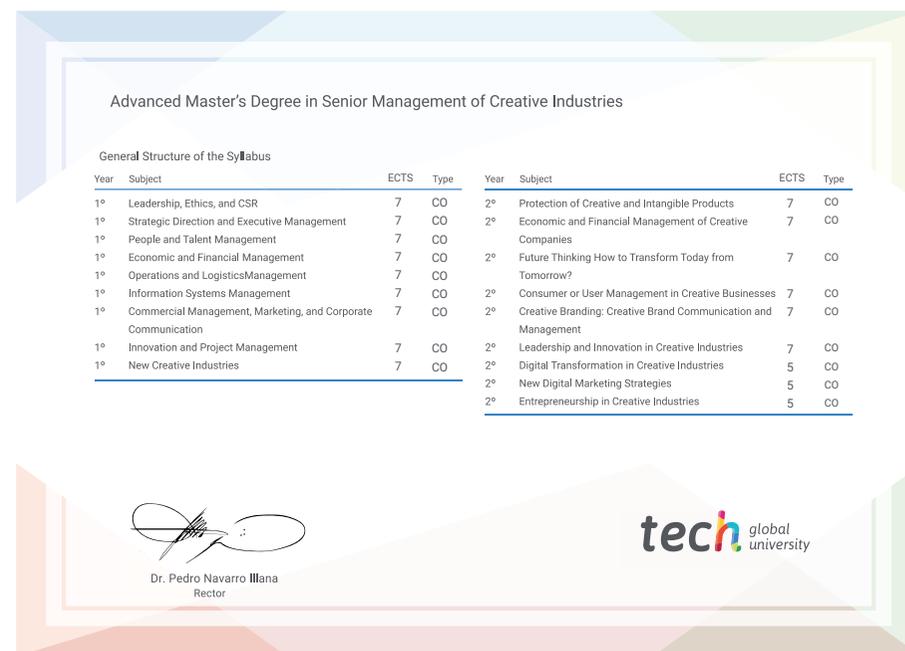
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Advanced Master's Degree in Senior Management of Creative Industries**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**



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



Advanced Master's Degree  
Senior Management  
of Creative Industries

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Credits: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Advanced Master's Degree

Senior Management  
of Creative Industries