

# Postgraduate Certificate

## Cultural Industries and New Business Models





## Postgraduate Certificate Cultural Industries and New Business Models

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/cultural-industries-new-business-models](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/cultural-industries-new-business-models)

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01

# Introduction

The emergence of new business models has also affected the audiovisual sector. These changes, intrinsically related to social evolution, imply a new way of working for the Cultural Industries and their professionals. This program offers you to the most complete qualification, in a program of the highest quality; the signature of all TECH programs.





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*An intensive update on the new paradigm of work in the audiovisual market, with the learning quality of the largest online university in the world”*

In order to act efficiently in the competitive and changing audiovisual industry, it is necessary to review the characteristics that determine the success or failure of any company in this sector. The cultural industry develops according to its own conditioning factors, acting in a determined manner in the different markets and sectors. Knowledge of these is essential for any professional.

But, in addition, in the current era new ways of producing, distributing and consuming the audiovisual product have burst in, which demand the control of the new business models.

This program has been created to lead you to the acquisition of all the skills you need in this area.



*The new ways of working in today's cultural industry, with the most up-to-date developments for the professional in the sector"*

This **Postgraduate Certificate in Cultural Industries and New Business Models** contains the most complete and up-to-date program on the market. The most important features include:

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

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*A contextualized and real educational program that will allow you to put your learning into practice through new skills"*

Our teaching staff is made up of working professionals. In this way, we ensure that we provide you with the educational update we are aiming for. A multidisciplinary team of professors trained and experienced in different environments, who will cover the theoretical knowledge in an efficient way, but, above all, will put the practical knowledge derived from their own experience at the service of the course: one of the differential qualities of this course.

Acquiring a good command of the subject is complemented by the effectiveness of this course's methodological design. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. This way, you will be able to study with a range of comfortable and versatile multimedia tools that will give you the operability you need in your training.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To achieve this remotely, we will use tele-practice: With the help of an innovative interactive video system, and learning from an expert, you will be able to acquire the knowledge as if you were actually dealing with the scenario you are learning about. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*Learn how to develop the production of fiction in a course of high interest for the professional in this area.*

*We are not satisfied with just theory: we bring you the most practical and competent expertise.*





# 02

# Objectives

The objectives we propose in each of our educational programs are focused on achieving a global impulse to the development of our students, not only in the academic field, in which we set the highest quality standards, but also in the personal field. To this end, we offer you a stimulating and flexible development that allows you to achieve the satisfaction of completing your goals effectively.





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*Get in just a few weeks the skills and knowledge you need to make a place for yourself in the new audiovisual landscape”*



### General Objective

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- Know the current situation of the Cultural Industry and its characteristics
- Acting on the basis of new business models



*A first-class program that will propel you in your profession with the mastery of new skills"*







## Specific Objectives

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



# 03

## Structure and Content

The Postgraduate Certificate is structured as a comprehensive tour through each and every one of the concepts required to understand and work in this field. With an approach focused on practical application that will help you grow as a professional from the very beginning of your training.







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*A comprehensive syllabus focused on acquiring knowledge and converting it into real skills, created to propel you to excellence”*

## Module 1. Cultural Industries and New Communication Business Models

- 1.1. Craft Culture Commoditized
  - 1.1.1. From Live Performance to Visual Arts
  - 1.1.2. Museums and Heritage
  - 1.1.3. The City
- 1.2. Technology, Communication and Culture
  - 1.2.1. Technology, C.I. and Social Communication Technology and Utopias
- 1.3. CI Structure: Economic Nature
  - 1.3.1. Offer
  - 1.3.2. Creative Work and Intellectual Property
  - 1.3.3. Consumption
- 1.4. The Major Sectors of the C.I.
  - 1.4.1. Editorial Products
  - 1.4.2. Flow C.I.s
  - 1.4.3. Hybrid Models
- 1.5. Globalization and Diversity in C.I.s
  - 1.5.1. Concentration; Internationalization and Globalization of C.I.s.
  - 1.5.2. The Struggle for Diversity and Its Evolution towards the Information Society
- 1.6. The Digital Era in C.I.
  - 1.6.1. On/Off Line Publishing Merchandise.
  - 1.6.2. Flow C.I.s
  - 1.6.3. New Models in the Digital Age: Digital Copyright and Its Questions.
  - 1.6.4. Free Culture and Creative Commons Licenses
  - 1.6.5. Creativity and Innovation in the Creation of Low Cost Audiovisual Projects
  - 1.6.6. What Is Low-Cost Audiovisual Content?
  - 1.6.7. Crowdfunding and the Centrality of the Internet
- 1.7. Cultural and Cooperation Policies.
  - 1.7.1. The Role of States and Regions of Countries (European Union, MERCOSUR, FTAs)
  - 1.7.2. Digital Cultural Policies







- 1.8. Challenges and Business Opportunities for the Media in the Face of Digitalization
  - 1.8.1. Legal Framework for the Development of New Communication Businesses in the Digital Environment
  - 1.8.2. Adaptation to New Digital Scenarios
  - 1.8.3. Objectives and Needs
- 1.9. Digital Media and Media in the Digital Age I
  - 1.9.1. The Online Newspaper Business: Challenges and questions. Project Planning and Control Methods for Decision-Making in Newspaper Companies in the Digital Environment
  - 1.9.2. Innovation and Design of Strategies for the Development of Information Products and Improvement of Management and Decision-Making Processes in the Digital Environment
  - 1.9.3. Radio in the Digital Environment
- 1.10. Digital Media and Media in the Digital Age II
  - 1.10.1. New Keys to Advertising Management in Digital Media Changes in Parameters for Time and Space Management Viral Marketing and Branded Content
  - 1.10.2. Particularities of the Media in the Digital Age: Emerging Businesses The Businesses of the Blogosphere and Social Networks The New Consumers and Users Positioning strategies in the information market
  - 1.10.3. Fiction on the Internet: Webseries

“ *A unique training experience,  
key and decisive to boost your  
professional development*”

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, 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.



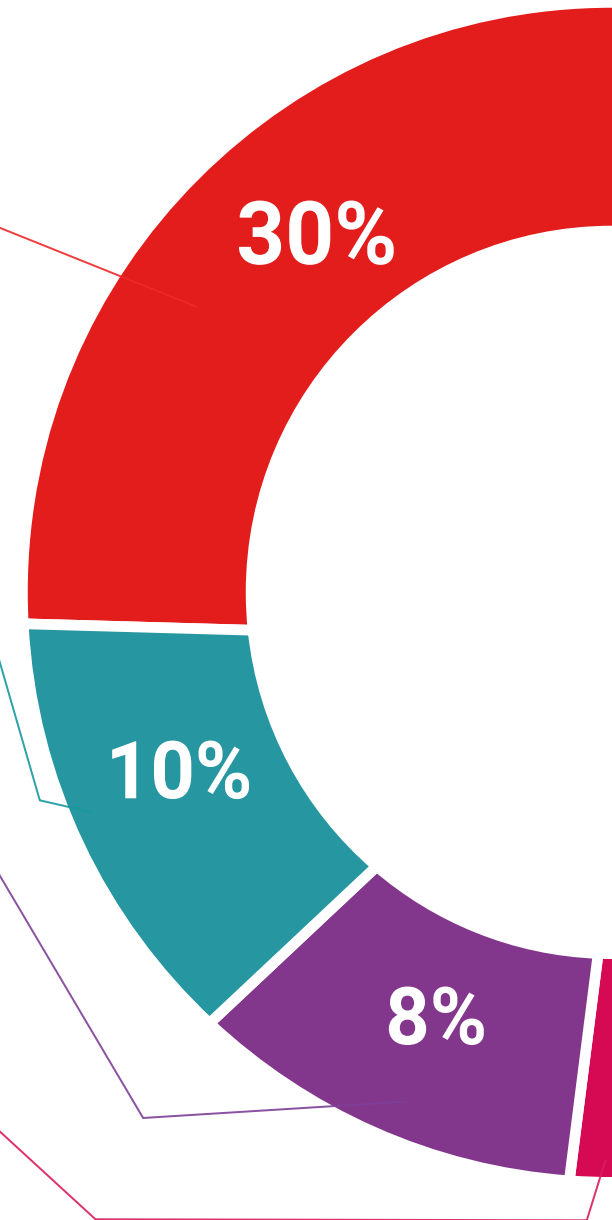
#### Practising Skills and Abilities

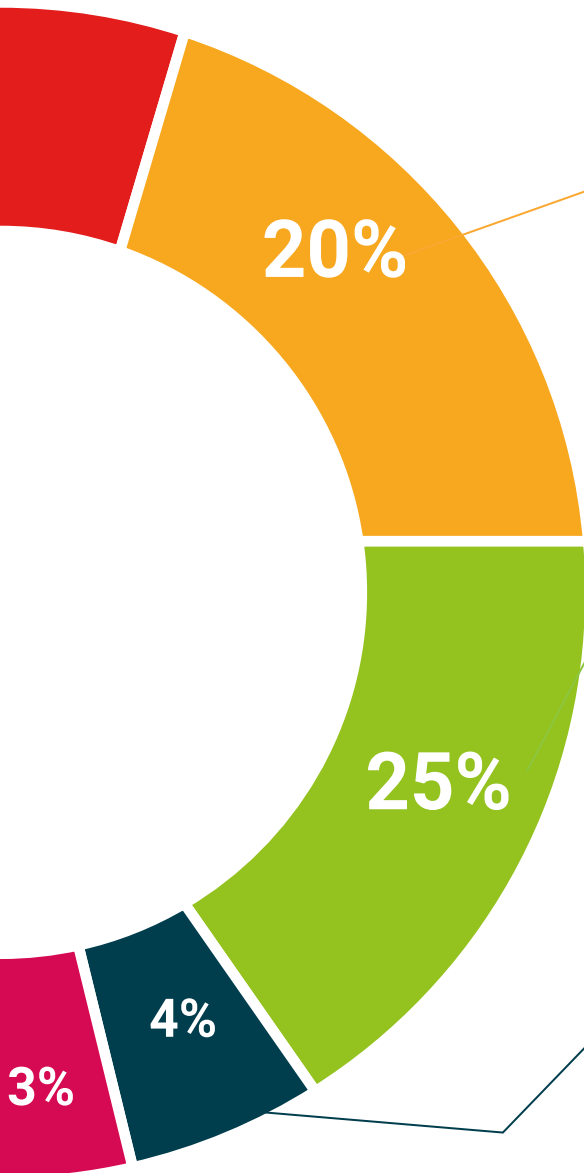
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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.





05

# Certificate

The Postgraduate Certificate in Cultural Industries and New Business Models 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 Cultural Industries and New Business Models** 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 will meet the requirements commonly demanded by labor exchanges, competitive examinations, and professionals from career evaluation committees.

Title: **Postgraduate Certificate in Cultural Industries and New Business Models**  
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 languages  
virtual classroom



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