

# Postgraduate Certificate

## Digital Transformation and Innovation in Creative Industries





## Postgraduate Certificate

### Digital Transformation and Innovation in Creative Industries

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/digital-transformation-innovation-creative-industries](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/digital-transformation-innovation-creative-industries)

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# 01

# Introduction

The arrival of the Internet and digital technology has brought about a radical change in how the creative industries produce their content, disseminate it and how it is consumed by the public. This change is irreversible, although there are still many companies and projects that are waiting to do it properly, using all of the tools that the digital environment offers for their businesses and initiatives. In order to take advantage of it properly, experts in digital transformation are needed. Therefore, this program offers very interesting contents to those communication professionals who want to specialize in digitization and become useful members of their organization.





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*Digital transformation is a process that all companies are undergoing, but they need experts: it could be you"*

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The last 20 years have seen an unstoppable digitalization process that has led companies of all kinds to adapt to the new situation. On the one hand, this transformation is mandatory, as many tasks and businesses are now performed in this field, so companies have no choice but to adjust to the circumstances. But, on the other hand, the digital environment opens the door to great opportunities, as it opens new sales channels and reaches a greater number of customers and the general public.

For that reason, digital transformation is a key field in the creative industries, as it offers adaptation and the possibility of increased profits. However, it has to be done correctly: without a proper procedure, guided by a true expert, the process can be carried out with multiple errors, causing the project to fail and, with it, the company or the client.

Therefore, specific knowledge is needed to carry out this transformation, so that it is done efficiently and in accordance with the expectations of the customers, who trust the specialist who performs this task. This Postgraduate Certificate in Digital Transformation and Innovation in Creative Industries offers students all the necessary tools to become an expert and a leader in this field in their professional environment.

With this program, students will be able to respond to all the problems that may arise in the projects they undertake at work, as it offers complete and practical learning, focused on the challenges that students will face when carrying out digitization processes.

This **Postgraduate Certificate in Digital Transformation and Innovation in Creative Industries** contains the most complete and up-to-date program on the market. The most important features include:

Its most notable features are:

- ♦ The development of case studies on business digitalization processes in the creative industries
- ♦ Emphasis on innovative content, so that the student has the best knowledge when completing the program
- ♦ 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



*Without digitalization there are no companies: they need your expertise in order to thrive"*

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*Do you know of any relevant company that has not carried out a proper digital transformation? They all need professionals specialized in the field”*

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

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

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

*Learn everything you need to carry out digitalization processes from scratch.*

*Talent in innovation is highly valued: specialize and become a highly demanded professional in the sector.*

**DIGITAL  
TRANSFORMATION**



# 02 Objectives

The main objective of this program is to offer its students the best knowledge on Digital Transformation and Innovation applied to the Creative Industries, and from a communication and journalism point of view. With this knowledge, students will be able to become great experts in the field, becoming valued professionals in their work environment.





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*You have lots of ideas and you want to put them into action: this Postgraduate Certificate teaches you how to do it"*



## General Objectives

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- ♦ Understand how creativity and innovation have become the drivers of the economy.
- ♦ Problem solving novel environments and in interdisciplinary contexts in the field of creativity management
- ♦ Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case
- ♦ Know how to manage the process of creation and implementation of novel ideas on a given topic







## Specific Objectives

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### Module 1. Digital Transformation in Creative Industry

- ◆ Know how to carry out digital transformation in creative companies
- ◆ Understand the impacts of the fourth industrial revolution
- ◆ Apply *Big Data* concepts and strategies to the creative enterprise.
- ◆ Applying *Blockchain* technology

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*Digital Transformation is an exciting process that you want to be a part of”*

# 03

# Course Management

This Postgraduate Certificate in Digital Transformation and Innovation in Creative Industries is taught by the most expert and specialized faculty in the field, so that they can transmit deep knowledge and extracted from real cases to students. In this way, the teachers' experience is transferred directly to the students, so that they can immediately incorporate it into their professional lives.





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*The best will teach you the keys  
to digitalization”*

## 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

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- ♦ 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

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

## Management



### Dr. Velar, Marga

- ♦ Corporate Marketing Manager 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





# 04

# Structure and Content

The contents of this Postgraduate Certificate have been designed by the best experts in digital transformation, so the student will have, upon completion, specialized knowledge that will open the doors to new job opportunities. The program, consisting of a module divided into 10 topics, is comprehensive and in-depth, and touches on all relevant issues in digitization applied to the creative industries.







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*Expert curriculum and quality content are the key to your learning success”*

## Module 1. Digital Transformation in Creative Industry

- 1.1. Digital Future of the Creative Industry
  - 1.1.1. Digital Transformation
  - 1.1.2. Situation of the Sector and its Comparison
  - 1.1.3. Future Challenges
- 1.2. Forth Industrial Revolution
  - 1.2.1. Industrial Revolution
  - 1.2.2. Application
  - 1.2.3. Impacts
- 1.3. Digital Enablers for Growth
  - 1.3.1. Operational Effectiveness, Acceleration and Improvement
  - 1.3.2. Continuous Digital Transformation
  - 1.3.3. Solutions and Services for the Creative Industries
- 1.4. The Application of *Big Data* to the Enterprise
  - 1.4.1. Data Value
  - 1.4.2. Data in Decision-Making.
  - 1.4.3. *Data Driven Company*
- 1.5. Cognitive Technology
  - 1.5.1. AI and *Digital Interaction*
  - 1.5.2. IoT and Robotics
  - 1.5.3. Other Digital Training
- 1.6. Uses and Applications of *Blockchain* Technology
  - 1.6.1. *Blockchain*
  - 1.6.2. Value for the Creative Industry Sector
  - 1.6.3. Transaction Versatility





- 1.7. Omnichannel and Transmedia Development
  - 1.7.1. Impacts in the Sector
  - 1.7.2. Challenge Analysis
  - 1.7.3. Evolution
- 1.8. Entrepreneurship Ecosystems
  - 1.8.1. The Role of Innovation and Venture Capital
  - 1.8.2. The *Start-up* Ecosystem and the Agents that Comprise It
  - 1.8.3. How to Maximize the Relationship between the Creative Agent and the *Start-up*?
- 1.9. New Disruptive Business Models
  - 1.9.1. Marketing-Based (Platforms and *Marketplaces*)
  - 1.9.2. Service-Based (*Freemium*, *Premium* or Subscription models)
  - 1.9.3. Community-Based (from *Crowdfunding*, Social Networking or Blogging)
- 1.10. Methodologies to Promote a Culture of Innovation in the Creative Industries
  - 1.10.1. Blue Ocean Innovation Strategy
  - 1.10.2. *Lean Star-up* Innovation Strategy
  - 1.10.3. *Agile* Innovation Strategy

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*Unbeatable contents: don't miss the opportunity and specialize in a field with enormous professional possibilities”*

05

# 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.*



### 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.

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

## 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

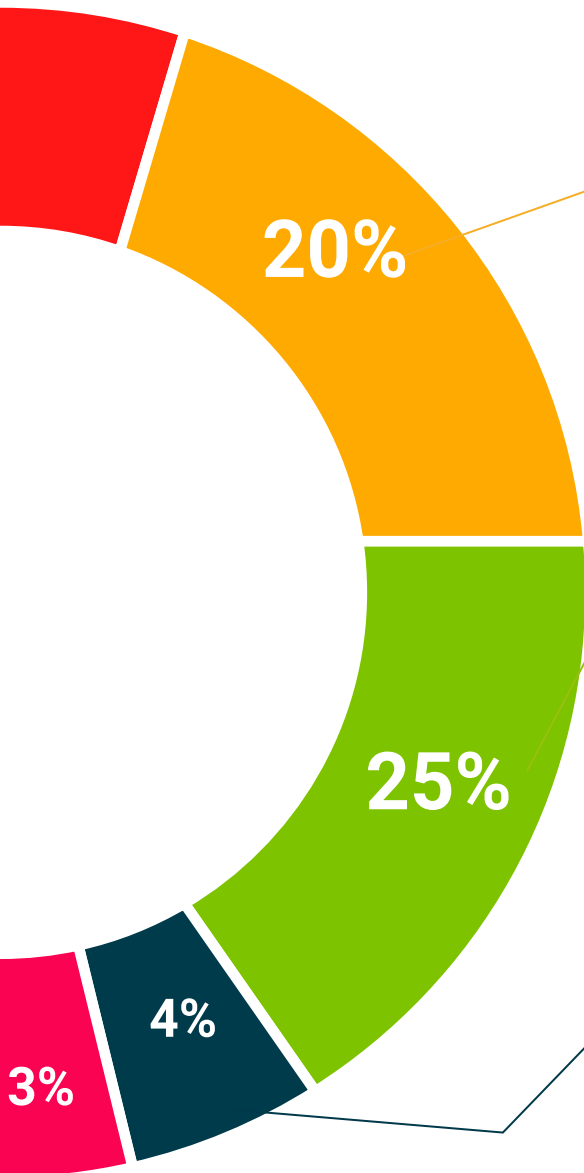
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.



06

# Certificate

The Postgraduate Certificate in Digital Transformation and Innovation in Creative Industries 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 Digital Transformation and Innovation in Creative Industries** 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 Digital Transformation and Innovation in Creative Industries**

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 quality  
development languages  
virtual classroom



## Postgraduate Certificate

Digital Transformation  
and Innovation in  
Creative Industries

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of hours: 150 h.

# Postgraduate Certificate Digital Transformation and Innovation in Creative Industries