

# Postgraduate Certificate

## Management and Promotion of Audiovisual Products





## Postgraduate Certificate Management and Promotion of Audiovisual Products

- » 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/management-promotion-audiovisual-products](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/management-promotion-audiovisual-products)

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# 01

# Introduction

The ultimate goal of any audiovisual product is to reach the desired audience. To achieve this, it is not enough to create an interesting and high quality piece; it is imperative to know how to move fluently through the different existing distribution and promotion channels, in the different markets. In this Postgraduate Certificate we offer all the necessary information to become an expert in this essential field.





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*Get to know and learn how to use the specific forms of management and promotion of audiovisual products in a high-impact specialization”*

The audiovisual market develops in the national and international spectrum through specific channels. The professional in this line of work may find it difficult to give their work a chance to gain a place in the market.

This comprehensive program is a complete compilation of the knowledge that, in all aspects, you need to have to work in this field. A theoretical and practical review that will turn everything you have learned into professional and personal competencies with the support of an innovative and impressive work system.



*It becomes a remarkably important skill for the professional of audiovisual promotion and management"*

This **Postgraduate Certificate in Management and Promotion of Audiovisual Products** 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 practicing 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
- ♦ Supplementary documentation databases are permanently available, even after the program

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*Theory alone is insufficient:  
We provide you with the most  
practical and competent expertise”*

Our teaching staff is made up of working professionals. This way, we ensure that we provide you with up-to-date knowledge, which is what we are aiming for. A multidisciplinary team of qualified and experienced teachers in different environments, who will impart the theoretical knowledge in an efficient way, but, above all, will put at the service of the program the practical knowledge derived from their own experience: one of the differential qualities of this renovation.

This mastery of the subject is complemented by the effectiveness of the methodology used in the design of this course. 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 education.

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 telepractice: 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.

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

*A course of high interest for  
the professional in this area that will  
give your CV a competitive plus.*



# 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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*Learn in an efficient and stimulating way and achieve your professional goals with the quality of a high impact educational program"*



## General Objectives

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- Learn the working protocols in the area of management in the audiovisual sector
- Know the different channels and techniques for promoting an audiovisual production



*Grow as a professional with the boost of world-class education"*





## Specific Objectives

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- ♦ Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society
- ♦ Identify the different audiovisual exhibition windows and monitor amortizations
- ♦ Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects
- ♦ Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media
- ♦ Know the history and contemporary problems of film festivals
- ♦ Identify the different categories and modalities of film festivals
- ♦ Analyze and interpret the economic, cultural and aesthetic logics of film festivals at local, national and global levels

03

# Structure and Content

The syllabus of 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 first moment.



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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. Management and Promotion of Audiovisual Products

- 1.1. Executive Production Management
  - 1.1.1. Financial Channels
  - 1.1.2. Legislation
  - 1.1.3. National and International Co-Productions
  - 1.1.4. Copyrights and Royalties
- 1.2. Audiovisual Distribution
  - 1.2.1. The Distribution Strategy
  - 1.2.2. Introduction to the Distribution of Audiovisual Products in Spain
  - 1.2.3. Distribution Company
  - 1.2.4. Operational windows: Distribution in classic windows / Online distribution
  - 1.2.5. Contracts and Distribution Rights
  - 1.2.6. Advertising and Marketing
  - 1.2.7. Festivals
  - 1.2.8. Academies and Associations
  - 1.2.9. Promotional Pieces: Trailers
  - 1.2.10. The Low Cost Audiovisual Project: Creation and Promotion
- 1.3. Audiovisual Exhibition
  - 1.3.1. Showrooms
  - 1.3.2. TV exhibition: Media/ Audiences
  - 1.3.3. Digital Media and Multimedia
- 1.4. Film Festival Introduction I
  - 1.4.1. Origins, Objectives
- 1.5. Film Festivals: Introduction II
  - 1.5.1. Types of Festivals
  - 1.5.2. Exhibition and Legitimization of Film Production in the Global Society
  - 1.5.3. The Festival as a Legitim�er of Discourses: The Case of Sundance and Indie
- 1.6. The Film Festival as an Agora: Festival Structure
  - 1.6.1. Selection and Sections
  - 1.6.2. Galas, Awards and Juries
  - 1.6.3. Audiences and Public Opinion





- 1.7. The Festival as a Mediator
  - 1.7.1. Production and Management of Festivals: Editorial Lines (Policies)
  - 1.7.2. The Programmer: Canons and Counter-Canons
  - 1.7.3. The Star: Promoting Cinema
- 1.8. Geopolitics of the Film Festival
  - 1.8.1. Festival Geographies
  - 1.8.2. City Branding
  - 1.8.3. Local Communities and Transnational Networks
  - 1.8.4. The Festival as a Market
  - 1.8.5. The Festival as a Producer
- 1.9. Film Festivals in Spain
  - 1.9.1. Cartography and Typology
  - 1.9.2. Financing and Organizational Models
  - 1.9.3. Study Cases
- 1.10. The Legitimization of Transnational Cinema on the International Festival Circuit
  - 1.10.1. The Case of Latin America



*Study at your own pace, with the flexibility of a program that combines learning with other occupations in a comfortable and real way"*

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.*



### 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.



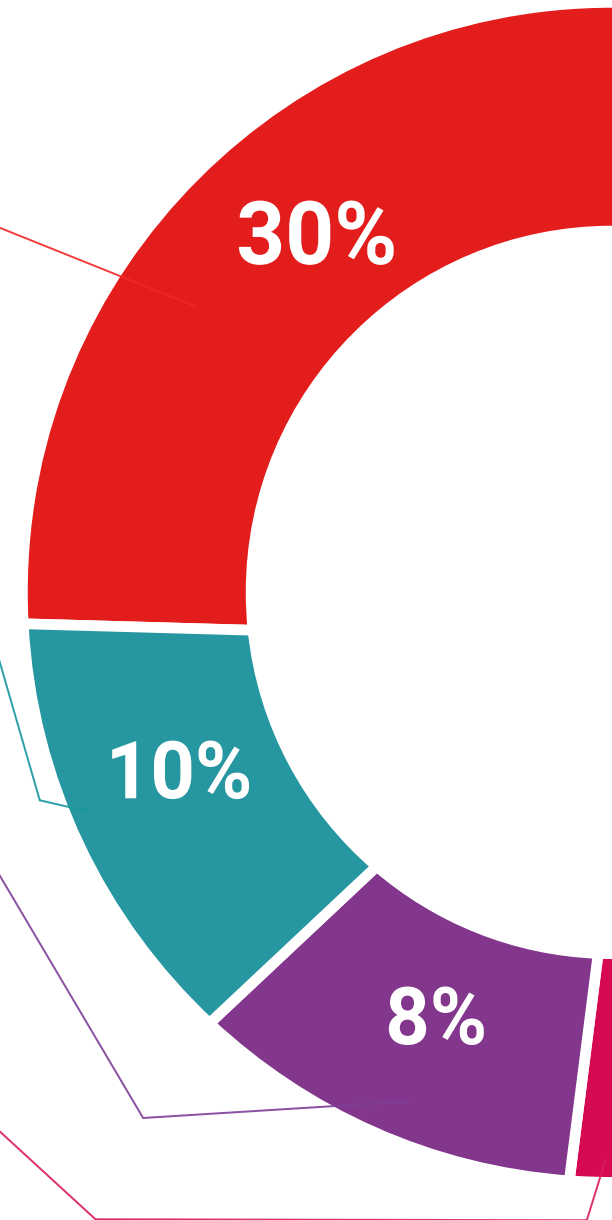
#### Practising Skills and Abilities

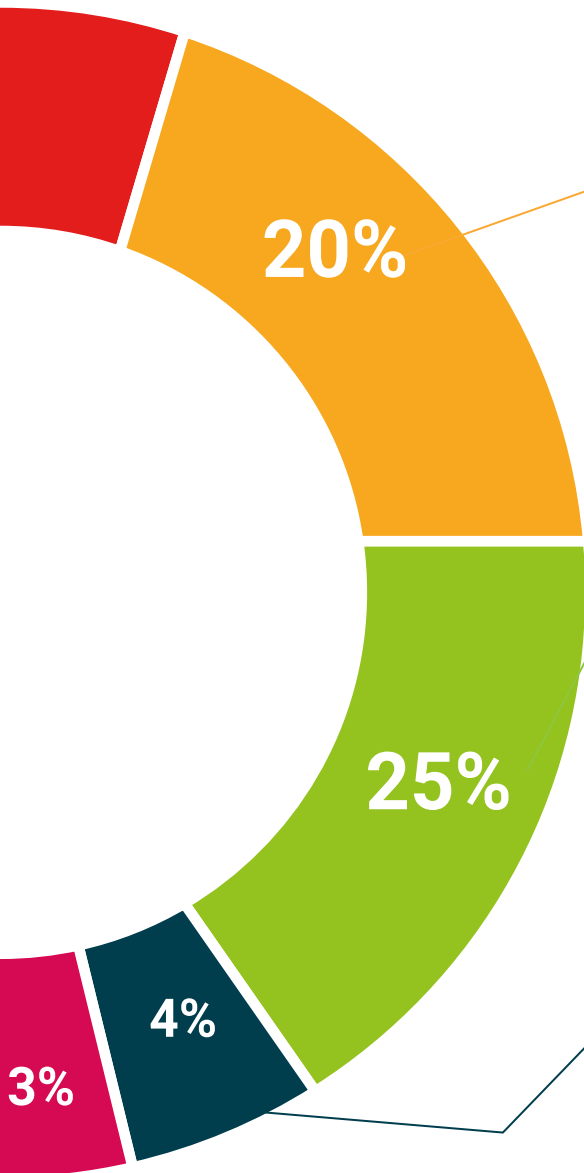
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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.



05

# Certificate

The Postgraduate Certificate in Management and Promotion of Audiovisual Products 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 Diploma in Management and Promotion of Audiovisual Products** 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 Management and Promotion of Audiovisual Products**  
Official N° of Hours: **150 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

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