

# Postgraduate Certificate Protection of Creative and Intangible Products



## Postgraduate Certificate

### Protection of Creative and Intangible Products

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: [www.techtute.com/in/journalism-communication/postgraduate-certificate/protection-creative-intangible-products](http://www.techtute.com/in/journalism-communication/postgraduate-certificate/protection-creative-intangible-products)

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# 01

# Introduction

In today's world, the digital environment is of great importance and its popularization has led to a large number of tasks and activities being carried out online. Therefore, complex scenarios have been created with regard to how certain intellectual elements related to culture are to be legally treated. In this way, intellectual property and all its derived legislation is a matter of capital importance these days. This program is the opportunity to learn about all the problems that underlie the new current circumstances and their possible solutions, so that graduates have all the knowledge to face the different cases that may arise in intellectual property matters.





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*Do you know all about intellectual property? This Postgraduate Certificate will give you all the knowledge you need to know how to act”*



With the popularization of the Internet, intellectual property has been one of the most prominent and debated topics in the field of culture in recent years. The digital world, combined with the real world, has brought a series of problems and doubts that this Postgraduate Certificate in Protection of Creative and Intangible Products solves.

Intellectual property is a complex issue with a variety of actors involved in the use and exploitation of non-physical creative goods. For example, on the Internet, it is not always clear who owns the content that users find and what uses can be made of it.

This specific problem is new because of the Internet, but it has older origins. Already in the 20th century, the philosopher Walter Benjamin wondered what happened to works of art, such as paintings, once they could be reproduced without limit thanks to the technology that allows them to be copied and photocopied. Does the copy still belong to the original author? Can the author claim or own any rights to that copy?

For this reason, it is necessary to have an adequate education in this field, especially considering how the Internet has complicated these issues. Therefore, this Postgraduate Certificate offers its students all the necessary information to know all the intellectual rights, the limits of use of certain products and services, and how to act in problematic cases.

This **Postgraduate Certificate in Protection of Creative and Intangible Products** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ A wide variety of case studies on intellectual property
- ♦ Specialized knowledge in intellectual property applied to the creative field
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Avoid legal problems thanks to this Postgraduate Certificate focused on intellectual property"*



*Intellectual property is a fundamental issue in the creative industries: specialize and protect your creative products"*

*Do you want to know the rights of your creative products? Enroll in this Postgraduate Certificate.*

*More and more companies are asking for intellectual property experts: you could be that specialist.*

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.



02

# Objectives

The objectives of this program in Protection of Creative and Intangible Products are, on the one hand, to teach students everything they need to know about intellectual property in order to face their professional careers with confidence and, on the other hand, to open new job opportunities in the creative industries, which need specialists in this field.





# Patent Application

## General Questions

Proposed Insured's Name:  
(Please use capital letters)

Birth Date:  Day:  Month:  Year:

Address:

Phone Number:

ID Number:

“

Your customers will feel more confident if you know the existing intellectual property laws”



## General Objectives

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- ♦ Learn all about intellectual property and its application in the creative industries
- ♦ Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries
- ♦ Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today
- ♦ Acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments





## Specific Objectives

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- ◆ Knowledge of regulations affecting creative and intangible products, such as intellectual and industrial property or advertising law
- ◆ Apply the standards studied to the daily work as a manager of creative companies



*Intellectual property will not be a secret for you when you take this Postgraduate Certificate"*

# 03

# Course Management

Intellectual property is a complex subject that requires real specialists in order to learn all the keys properly. For that reason, TECH has prepared an expert faculty in the subject, so that it guides the students through this subject until they acquire all the knowledge they need in their working life.

CON

Agreement made this \_\_\_ day of \_\_\_, 20\_\_  
between \_\_\_\_\_

(hereinafter called "First Party"), residing at: \_\_\_\_\_

and \_\_\_\_\_  
(hereinafter called "Second Party"), residing at: \_\_\_\_\_

WITNESSETH THAT,

WHEREAS, both parties wish the integrity of the Work to be maintained:

1. DESCRIPTION OF WORK  
elementum pretium. Aenean euismod  
sed feugiat nisi auctoritatem  
2. PAYMENT SCHEDULE. Integer blandit massa elit,  
cursus nisi. Quisque semper magna, vitae luctus ante adipiscing  
rutrum turpis. Ut quis varius ligula. Quisque tristique, nisi vel mattis volutpat, ante nisi molestie  
est nec tortor. Vestibulum vitae vulputate dolor. Cras tempus tempus nunc egestas  
augue, a aliquam augue hendrerit ac. Mauris quis nisi tempus, ultrices lorem sit

3. DATE OF DELIVERY: In eu turpis ut lectus malesuada  
facilisis sed est. Fusce adipiscing velit lectus, a hendrerit  
eleifend ante lacinia. Donec porttitor nunc id facilisis dictum





“

*An expert faculty in intellectual property teaches you everything you need to know to work with legal certainty"*



## Management



### Dr. Velar, Marga

- ♦ Corporate Marketing Manager at SGN Group (New York)
- ♦ ForeMarketing Lab Management
- ♦ Professor at Centro Universitario Villanueva, at ISEM Marketing 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 Postgraduate Certificate in Fashion Communication and Management from Villanueva University Center, Complutense University
- ♦ MBA Fashion Business Management by ISEM Marketing Business School



56

60

305.96

81%

Business

SUMMARY REPORT

Category	Value
Return	95
Product Information	90
Shipping Time	85
Return or Exchange	80
Site Security Indicators	75
Business	70
See Credibility Indicators	65
Product Credibility Indicators	60
Price	55
Free Shipping	50
Shipping and Handling Cost	45
Value Proposition	40
Images	35
Description	30
Specifications	25
Stock Availability	20

0	1	0	0	0	1
1	0	0	0	1	0
0	0	1	0	1	0
0	1	0	1	1	0
0	0	0	0	1	1
1	0	0	1	0	0

Day	Value
Mon	1
Tue	2
Wed	3
Thu	4
Fri	5
Sat	6
Sun	7



# 04

# Structure and Content

The contents of this course are structured in a module, divided into 10 topics, with which students will be able to learn the most important contents on intellectual property that they can apply in their work environment, especially focused on the field of communication and journalism.







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*All the knowledge you need about protecting creative products is right here”*

## Module 1. Protection of Creative and Intangible Products

- 1.1. Legal Protection of Intangible Assets
  - 1.1.1. Intellectual Property
  - 1.1.2. Industrial Property
  - 1.1.3. Advertising Law
- 1.2. Intellectual Property I
  - 1.2.1. Applicable Regulations
  - 1.2.2. Relevant Aspects and Issues
  - 1.2.3. Case Studies
- 1.3. Intellectual Property II
  - 1.3.1. Intellectual Property Registration
  - 1.3.2. Copyright Reservation Symbols and Other Means of Protection for the Dissemination of Contents
- 1.4. Intellectual Property III
  - 1.4.1. Management Entities
  - 1.4.2. The Intellectual Property Commission
  - 1.4.3. Relevant Organizations
- 1.5. Industrial Property I: Branding
  - 1.5.1. Applicable Regulations
  - 1.5.2. Relevant Aspects and Issues
  - 1.5.3. Real Applications
- 1.6. Industrial Property II: Industrial Designs
  - 1.6.1. Applicable Regulations
  - 1.6.2. Relevant Aspects and Issues
  - 1.6.3. Legal Practice
- 1.7. Industrial Property III: Patents and Utility Models
  - 1.7.1. Applicable Regulations
  - 1.7.2. Relevant Aspects and Issues
  - 1.7.3. Study Cases





- 1.8. Intellectual and Industrial Property: Practice
  - 1.8.1. Intellectual Property vs. Industrial Property (Comparative Law)
  - 1.8.2. Practical Issues in Conflict Resolution
  - 1.8.3. Case Study: Steps to Follow
- 1.9. Advertising Law
  - 1.9.1. Applicable Regulations
  - 1.9.2. Relevant Aspects and Issues
  - 1.9.3. Jurisprudence in Advertising Matters
- 1.10. Advertising Law II
  - 1.10.1. Advertising Self-Regulation
  - 1.10.2. Self-Control
  - 1.10.3. Advertising Jury



*The most complete program: you will know everything about intellectual property when you graduate"*

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.





“

*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.



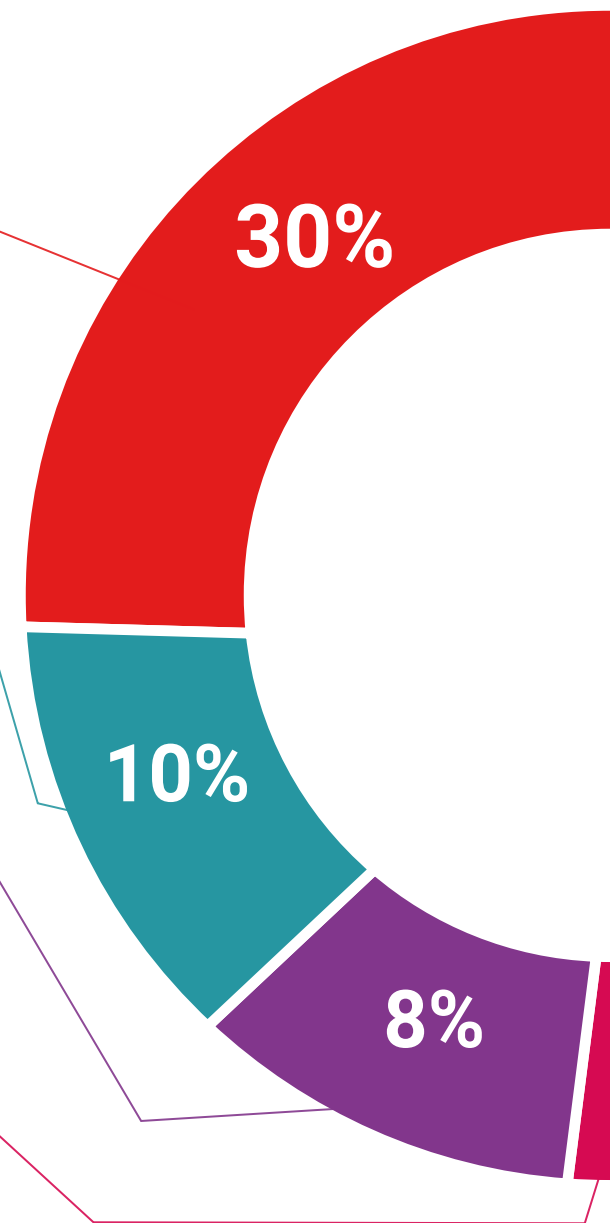
### Practising Skills and Abilities

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.





06

# Certificate

The Postgraduate Certificate in Protection of Creative and Intangible 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 Certificate in Protection of Creative and Intangible 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 certificate 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 Protection of Creative and Intangible Products**

Official N° of hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate 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  
online training  
development language  
classroom



**Postgraduate Certificate**  
Protection of Creative  
and Intangible Products

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

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