

# Postgraduate Diploma

## Audiovisual Product Management



## Postgraduate Diploma

### Audiovisual Product Management

Course Modality: **Online**

Duration: **6 months**

Certificate: **TECH Technological University**

Official N° of Hours: **450 h.**

Website: [www.techtute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-audiovisual-product-management](http://www.techtute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-audiovisual-product-management)

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# 01

# Introduction

Knowing the basics of the functioning of the audiovisual market and its production is to acquire the ability to intervene professionally in this field. An educational program that will help you to promote your products to the highest quality. This Postgraduate Diploma will take you to the most comprehensive learning, in the highest quality education; the hallmark of all TECH programs.





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*Learn everything you need to perform quality  
Audiovisual Product Management by of  
mastering the necessary knowledge”*

Learning about the audiovisual market and its industry requires the study of the ins and outs of the system. Knowing the cult authors, systems and communicative keys is fundamental and will therefore be one of the fields of work of this program.

In addition, this comprehensive program will give you access to the most interesting content in the field of audiovisual environment management. At this point, learning what are the current challenges of the digital landscape and understand what they mean in terms of organization of new businesses is a prerequisite.

A complete tour that will also lead you to the analysis of the contemporary situation of audiovisual production in multiple contexts.



*All of the aspects that the audiovisual professional should know about Audiovisual Product Management"*

This **Postgraduate Diploma in Audiovisual Product Management** 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 telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-assessment 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 course has finished

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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. That way we can be sure to offer you the educational update we aim to provide. A multidisciplinary team of professors prepared and experienced in different environments who will cover the theoretical knowledge in an efficient way, but, above all, who will put the practical knowledge derived from their own experience at the service of the program: one of its differential qualities.

This mastery of the subject is complemented by the effectiveness of the methodological design of this Postgraduate Diploma. Developed by a multidisciplinary team of e-Learning experts, it integrates the latest advances in educational technology. In 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 learning: 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.*

*The forms of Audiovisual Product Management and the interpretation of its message, in a program of high interest for the professional in this sector.*



# 02

# Objectives

The objectives that TECH sets in each of its educational programs are focused on achieving a global impulse to the development of the students, not only in the academic field, in which the highest quality standards are set, but also in the personal field. To this end, a stimulating and flexible development is offered 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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- ♦ Know the structure of the audiovisual system
- ♦ Learn how new businesses are managed and configured in the contemporary landscape
- ♦ Know how audiovisual content is managed and produced

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*We boost your professional growth with this Postgraduate Diploma in Audiovisual Product Management of high professional quality”*





## Specific Objectives

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### Module 1. Structure of the Audiovisual System

- ♦ Know the basis of the functioning of the audiovisual system (to fix fundamental contents, to know the authors/texts worked on in each topic)
- ♦ Acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication (understanding the main ideas, relating concepts and elements)
- ♦ Study in depth the historical, economic-political, social and technological framework in which audiovisual products are produced, distributed and consumed
- ♦ Learn the nature and interrelationships between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers
- ♦ Identify current issues and debates concerning the audiovisual system

### Module 2. Cultural Industries and New Communication Business Models

- ♦ Study the transformations that have taken place in the cultural industries in the supply and consumption of digital networks, in their economic, political and socio-cultural 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, 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

### Module 3. Management and Promotion of Audiovisual Products

- ♦ Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society
- ♦ Identifying the different audiovisual exhibition windows and monitoring 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 Diploma is configured as a journey through each and every one of the knowledge necessary to understand and assume the ways of working in this field. With allow 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. Structure of the Audiovisual System

- 1.1. An Introduction to Cultural Industries (CI)
  - 1.1.1. Concepts of Culture. Culture-Communication
  - 1.1.2. C.I. Theory and Evolution: Typology and Models
- 1.2. Film Industry
  - 1.2.1. Main Characteristics and Agents
  - 1.2.2. Structure of the Cinematographic System
- 1.3. Film Industry
  - 1.3.1. The U.S. Film Industry
  - 1.3.2. Independent Production Companies
  - 1.3.3. Problems and Debates in the Film Industry
- 1.4. Film Industry
  - 1.4.1. Film Regulation: State and Culture Policies for the Protection and Promotion of Cinematography
  - 1.4.2. Case Study
- 1.5. Television Industry I
  - 1.5.1. Economic Television
  - 1.5.2. Founder Models
  - 1.5.3. Transformations
- 1.6. Television Industry II
  - 1.6.1. The U.S. Television Industry
  - 1.6.2. Main Features
  - 1.6.3. State Regulation
- 1.7. Television Industry III
  - 1.7.1. Public Service Television in Europe
  - 1.7.2. Crises and Debates
- 1.8. The Axes of Change
  - 1.8.1. New Processes in the Audiovisual Industry
  - 1.8.2. Regulatory Discussion
- 1.9. Digital Terrestrial Television (DTT)
  - 1.9.1. Role of the State and Experiences
  - 1.9.2. The New Features of the Television System

- 1.10. New Operators in the Audiovisual Landscape
  - 1.10.1. Service Platforms Over-The-Top (OTT)
  - 1.10.2. Consequences of its Appearance

## Module 2. Cultural Industries and New Communication Business Models

- 2.1. The Concepts of Culture, Economy, Communication, Technology, IC
  - 2.1.1. Culture, Economy and Communication
  - 2.1.2. Cultural Industries
- 2.2. Technology, Communication and Culture
  - 2.2.1. Craft Culture Commoditized
  - 2.2.2. From Live Performance to Visual Arts
  - 2.2.3. Museums and Heritage
- 2.3. The Major Sectors of the Cultural Industries
  - 2.3.1. Editorial Products
  - 2.3.2. Flow C.I.s
  - 2.3.3. Hybrid Models
- 2.4. The Digital Era in the Cultural Industries
  - 2.4.1. Digital Cultural Industries
  - 2.4.2. New Models
- 2.5. Digital Media and Media in the
  - 2.5.1. The Online Newspaper Business
  - 2.5.2. Radio in the Digital Environment
  - 2.5.3. Particularities of the Media in the
- 2.6. Globalization and Diversity in Culture
  - 2.6.1. Concentration, Internationalization and Globalization of Cultural Industries
  - 2.6.2. The Struggle for Cultural Diversity
- 2.7. Cultural and Cooperation Policies
  - 2.7.1. Cultural Policies
  - 2.7.2. The Role of States and Country Regions

- 2.8. Musical Diversity in the Cloud
  - 2.8.1. The Music Industry Today
  - 2.8.2. Cloud
  - 2.8.3. Latin/ Latin American Initiatives
- 2.9. Diversity in the Audiovisual Industry
  - 2.9.1. From Pluralism to Diversity
  - 2.9.2. Diversity, Culture and Communication
  - 2.9.3. Conclusions and Suggestions
- 2.10. Audiovisual Diversity on the Internet
  - 2.10.1. The Audiovisual System in the Internet Era
  - 2.10.2. Television Offering and Diversity
  - 2.10.3. Conclusions

### Module 3. Management and Promotion of Audiovisual Products

- 3.1. Audiovisual Distribution
  - 3.1.1. Introduction
  - 3.1.2. Distribution Players
  - 3.1.3. Marketing Products
  - 3.1.4. The Audiovisual Distribution Sectors
  - 3.1.5. National Distribution BORRAR
  - 3.1.6. International Distribution
- 3.2. The Distribution Company
  - 3.2.1. The Organizational Structure
  - 3.2.2. Negotiation of the Distribution Agreement
  - 3.2.3. International Customers
- 3.3. Operating Windows, Contracts and International Sales
  - 3.3.1. Operating Windows
  - 3.3.2. International Distribution Contracts
  - 3.3.3. International Sales
- 3.4. Film Marketing
  - 3.4.1. Cinema Marketing
  - 3.4.2. The Film Production Value Chain
  - 3.4.3. Advertising Media at the Service of Promotion
  - 3.4.4. Launching Tools
- 3.5. Market Research in the Film Industry
  - 3.5.1. Introduction
  - 3.5.2. Pre-Production Phase
  - 3.5.3. Post-Production Phase
  - 3.5.4. Commercialization Phase
- 3.6. Social Networks and Film Promotion
  - 3.6.1. Introduction
  - 3.6.2. Promises and Limits of Social Networking
  - 3.6.3. Objectives and their Measurement
  - 3.6.4. Promotion Calendar and Strategies
  - 3.6.5. Interpreting What the Networks Are Saying
- 3.7. Audiovisual Distribution on the Internet I
  - 3.7.1. The New World of Audiovisual Distribution
  - 3.7.2. The Internet Distribution Process
  - 3.7.3. Products and Possibilities in the New Scenario
  - 3.7.4. New Distribution Modes
- 3.8. Audiovisual Distribution on the Internet II
  - 3.8.1. Keys to the New Scenario
  - 3.8.2. The Dangers of Internet Distribution
  - 3.8.3. *Video on Demand* (VOD) as a New Window for Distribution
- 3.9. New Distribution Spaces
  - 3.9.1. Introduction
  - 3.9.2. The Netflix Revolution
- 3.10. Film Festival
  - 3.10.1. Introduction
  - 3.10.2. The Role of Film Festivals in Distribution and Exhibition

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.



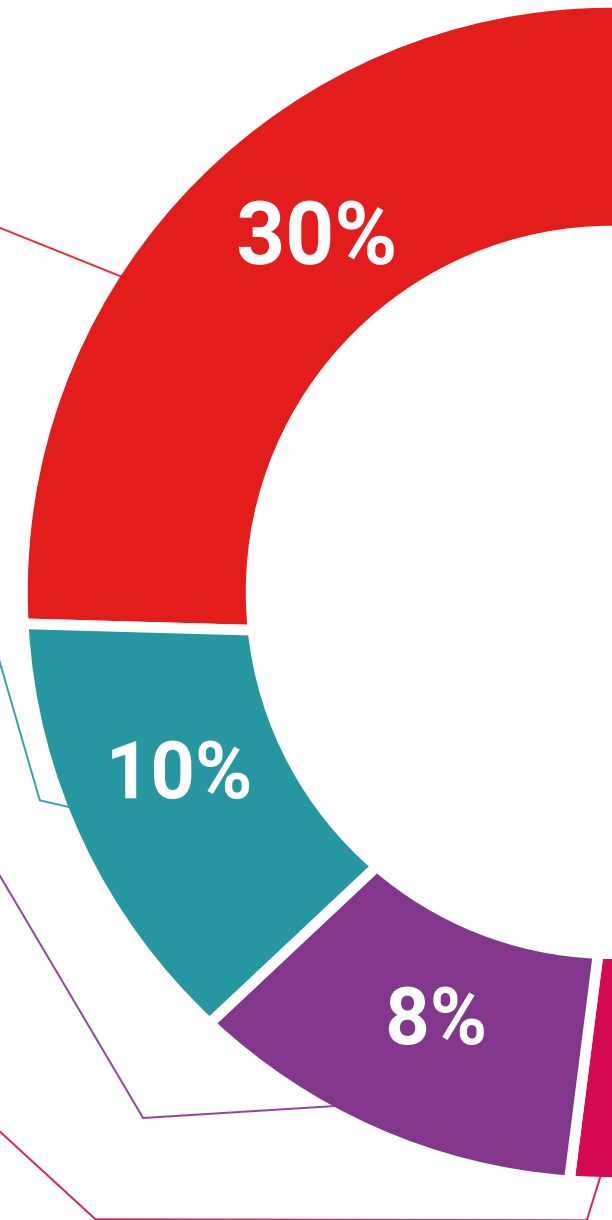
### Practising Skills and Abilities

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 Diploma in Audiovisual Product Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Audiovisual Product Management** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Audiovisual Product Management**

Official N° of Hours: **450 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  
development languages  
virtual classroom



**Postgraduate Diploma**  
**Audiovisual Product**  
**Management**

Course Modality: Online

Duration: 6 months

Certificate: TECH Technological University

Official N° of Hours: 450 h.

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## Audiovisual Product Management

