

Postgraduate Diploma

Creative Industries Innovation





Postgraduate Diploma Creative Industries Innovation

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

Website: www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-creative-industries-innovation

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01

Introduction

Art and culture are human activities thousands of years old. Since their origins they have undergone constant evolution, adapting to each historical context. Today, with the emergence of the digital sphere and the frenetic speed at which today's societies move, art and culture urgently need innovations to address the new problems that are arising in relation to how they are used and consumed by the population. This program provides journalists and communication professionals with the necessary tools to meet these innovation challenges and become specialists in creative industries.





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You have lots of ideas and the world of culture is waiting for them: put them into action thanks to this Postgraduate Diploma"

Since the first pictorial representations in the Stone Age, art has been a fundamental element in different periods and societies. But art and culture have had to adapt to each historical moment: new materials and techniques have emerged with which to make the different artistic pieces, different forms of financing and dynamization of cultural activities have appeared, art has been carried out with various functions and has been integrated into the economic sphere in different ways.

Therefore, for each context, innovations have been needed that have been adjusted to what was socially appropriate and demanded at the time and place. The same is true today, but there is a notable difference: the digital sphere, the Internet and the enormous speed at which things happen and at which changes are made in social structures mean that constant and urgent innovations are needed in the cultural industries.

For this reason, experts are needed who can carry out these innovations, so that they can positively influence society and create new workflows and employment. This Postgraduate Diploma in Innovation in Creative Industries prepares students to face these innovation challenges, providing them with the tools to become high-level professionals in this sector, thanks to its innovative contents and its faculty, experts in the field.

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

- ♦ Specialized content, prepared by experts in the creative industries
- ♦ The focus of the subject, centered on cultural industries but applied to journalism and communications
- ♦ 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



Develop your cultural projects thanks to this Postgraduate Diploma"

“

The creative industries need innovative professionals who respond to today's problems: that could be you"

Specialize and become an expert thanks to this program.

Innovation is fundamental in culture: the creative industries need you.

The program's teaching staff includes professionals from the 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 are to provide students with the necessary knowledge to be able to carry out all kinds of innovative projects in the field of cultural industries, so that these projects have a positive impact on society. This program in Creative Industries Innovation is the solution for those who wish to innovate and need specific tools to achieve it.





“

TECH wants you to achieve your goals: this Postgraduate Diploma is the best way to do it"



General Objectives

- ♦ Know how to manage the process of creation and implementation of novel ideas on a given topic
- ♦ 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
- ♦ Gain knowledge to manage companies and organizations in the new context of creative industries
- ♦ Offer useful knowledge for the specialization of students, providing them with skills for the development and application of original ideas in their personal and professional work



Your goals are TECH's goals: become an expert with this program"





Specific Objectives

Module 1. Futures Thinking: How to Transform Today from Tomorrow

- ♦ In-depth knowledge of the Futures Thinking methodology
- ♦ Understand the signals that indicate that a change in the way of working should take place
- ♦ Understand what the future may look like in order to anticipate and create innovative strategies that favor company growth
- ♦ Thinking about sustainability as an objective to be achieved through all the actions proposed

Module 2. Leadership and Innovation in Creative Industries

- ♦ Apply creative resources in the development of the company
- ♦ Understand innovation as an essential part of any creative company
- ♦ Understand the obstacles to innovation in the creative industry
- ♦ Be able to lead an innovation strategy in the company

Module 3. Digital Transformation in the 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

03

Course Management

This Postgraduate Diploma in Creative Industries Innovation is taught by the best specialists in innovation in the world of culture, from an industrial point of view. Therefore, the faculty will guide students to achieve the necessary skills to be useful and suitable professionals to carry out changes and transformations in the sector, improving, in turn, their social environment.





“

You are demanding and TECH offers you the best teaching staff so that you can become a specialist”

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

- ♦ 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

“

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)
- ♦ Manager at ForeMarketing Lab
- ♦ 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 Carlos III University in 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

Professors

Ms. Arroyo Villoria, Cristina

- ♦ Partner and director of projects and entrepreneurship at the creative industries factory
- ♦ Strategic planning, business development, communication and marketing strategy
- ♦ Bachelor's Degree in Labor Sciences from the University of Valladolid
- ♦ Professional Master's Degree in Human Resources Management from the San Pablo CEU Business School
- ♦ Professional Master's Degree in Educational Technology by the Bureau Veritas Business School

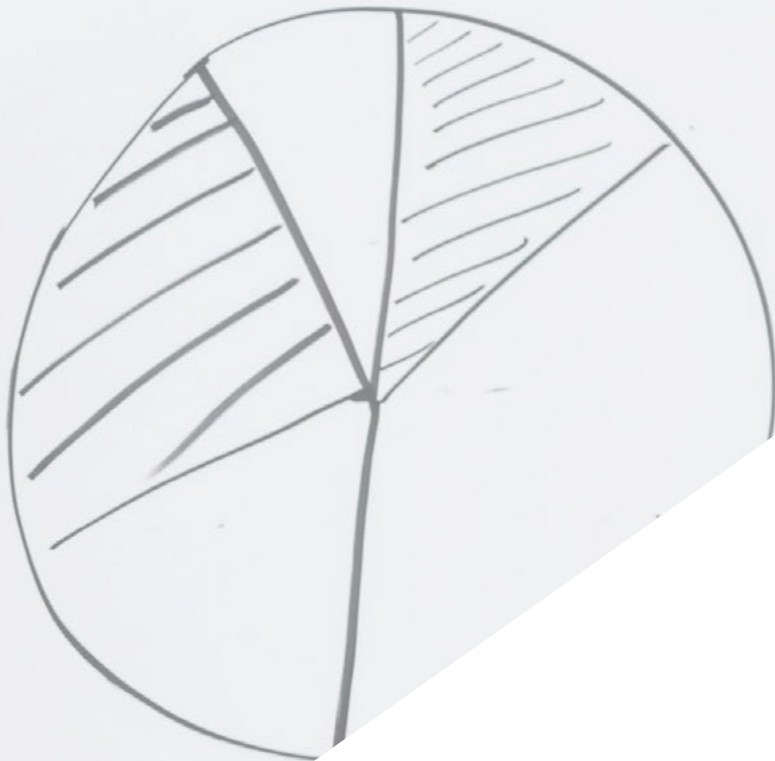


04

Structure and Content

The content of this program, structured in three modules, has been designed by the best experts in innovation in creative industries to provide students with the best knowledge. Each module contains 10 topics in which each aspect of this subject will be explored in depth, with a special focus on the field of journalism and communication.





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*The contents you need to specialize:
don't wait any longer and enroll"*

Module 1. Future Thinking: How to Transform Today from Tomorrow?

- 1.1. Methodology Futures Thinking
 - 1.1.1. Futures Thinking
 - 1.1.2. Benefits of using this Methodology
 - 1.1.3. The Role of the "Futurist" in the Creative Enterprise
- 1.2. Signs of Change
 - 1.2.1. The Sign of Change
 - 1.2.2. Identification of the Signs of Change
 - 1.2.3. Interpretation of the Signs
- 1.3. Types of Futures
 - 1.3.1. Journey to the Past
 - 1.3.2. The Four Types of Futures
 - 1.3.3. Application of the Methodology Futures Thinking in the Workplace
- 1.4. Future Forecasting
 - 1.4.1. Searching for Drivers
 - 1.4.2. How to Create a Forecast for the Future
 - 1.4.3. How to Design a Future Scenario
- 1.5. Mental Stimulation Techniques
 - 1.5.1. Past, Future and Empathy
 - 1.5.2. Facts vs. Experience
 - 1.5.3. Alternative Routes
- 1.6. Collaborative Forecasting
 - 1.6.1. The Future as a Game
 - 1.6.2. Future Wheel
 - 1.6.3. The Future from Different Approaches
- 1.7. Epic Victories
 - 1.7.1. From Discovery to the Innovation Proposal
 - 1.7.2. The Epic Victory
 - 1.7.3. Fairness in the Game of the Future
- 1.8. Preferred Futures
 - 1.8.1. The Preferred Future
 - 1.8.2. Techniques
 - 1.8.3. Working Backwards from the Future

- 1.9. From Prediction to Action
 - 1.9.1. Images of the Future
 - 1.9.2. Artifacts of the Future
 - 1.9.3. Roadmap
- 1.10. ODS. A Global and Multidisciplinary Vision of the Future ODS
 - 1.10.1. Sustainable Development as a Global Goal
 - 1.10.2. Human Management in Nature
 - 1.10.3. Social Sustainability

Module 2. Leadership and Innovation in Creative Industries

- 2.1. Creativity Applied to Industry
 - 2.1.1. Creative Expression
 - 2.1.2. Creative Resources
 - 2.1.3. Creative Techniques
- 2.2. The New Innovative Culture
 - 2.2.1. The Context of the Innovation
 - 2.2.2. Why does Innovation Fail?
 - 2.2.3. Academic Theories
- 2.3. Innovation Dimensions and Levers
 - 2.3.1. The Plans or Dimensions of Innovation
 - 2.3.2. Attitudes for Innovation
 - 2.3.3. Intrapreneurship and Technology
- 2.4. Constraints and Obstacles to Innovation in the Creative Industry
 - 2.4.1. Personal and Group Restrictions
 - 2.4.2. Social Constraints and Organizations
 - 2.4.3. Industrial and Technological Restrictions
- 2.5. Closed Innovation and Open Innovation
 - 2.5.1. From Closed Innovation to Open Innovation
 - 2.5.2. Practical Classes to Implement Open Innovation
 - 2.5.3. Experiences of Open Innovation in Companies
- 2.6. Innovative Business Models in Creative Industries
 - 2.6.1. Business Trends in the Creative Economy
 - 2.6.2. Study Cases
 - 2.6.3. Sector Revolution

- 2.7. Leading and Managing an Innovation Strategy
 - 2.7.1. Boosting Adoption
 - 2.7.2. Leading the Process
 - 2.7.3. Portfolio Maps
- 2.8. Financing Innovation
 - 2.8.1. CFO: Venture Capital Investor
 - 2.8.2. Dynamic Financing
 - 2.8.3. Response to the Challenges
- 2.9. Hybridization: Innovating in the Creative Economy
 - 2.9.1. Intersection of Sectors
 - 2.9.2. Generation of Disruptive Solutions
 - 2.9.3. The Medici Effect
- 2.10. New Creative and Innovative Ecosystems
 - 2.10.1. Generation of Innovative Environments
 - 2.10.2. Creativity as a Lifestyle
 - 2.10.3. Ecosystems

Module 3. Digital Transformation in the Creative Industry

- 3.1. Digital Future of the Creative Industry
 - 3.1.1. Digital Transformation
 - 3.1.2. Situation of the Sector and its Comparison
 - 3.1.3. Future Challenges
- 3.2. Forth Industrial Revolution
 - 3.2.1. Industrial Revolution
 - 3.2.2. Application
 - 3.2.3. Impacts
- 3.3. Digital Enablers for Growth
 - 3.3.1. Operational Effectiveness, Acceleration and Improvement
 - 3.3.2. Continuous Digital Transformation
 - 3.3.3. Solutions and Services for the Creative Industries

- 3.4. The Application of Big Data to the Enterprise
 - 3.4.1. Data Value
 - 3.4.2. Data in Decision-Making
 - 3.4.3. Data Driven Company
- 3.5. Cognitive Technology
 - 3.5.1. AI and Digital Interaction
 - 3.5.2. IoT and Robotics
 - 3.5.3. Other Digital Training
- 3.6. Uses and Applications of Blockchain Technology
 - 3.6.1. Blockchain.
 - 3.6.2. Value for the Creative Industry Sector
 - 3.6.3. Transaction Versatility
- 3.7. Omnichannel and Transmedia Development
 - 3.7.1. Impacts in the Sector
 - 3.7.2. Challenge Analysis
 - 3.7.3. Evolution
- 3.8. Entrepreneurship Ecosystems
 - 3.8.1. The Role of Innovation and Venture Capital
 - 3.8.2. The Start-up Ecosystem and the Agents that Comprise It
 - 3.8.3. How to Maximize the Relationship between the Creative Agent and the Start-up?
- 3.9. New Disruptive Business Models.
 - 3.9.1. Marketing-Based (Platforms and Marketplaces)
 - 3.9.2. Service-Based (Freemium, Premium or Subscription models)
 - 3.9.3. Community-Based (from Crowdfunding, Social Networking or Blogging)
- 3.10. Methodologies to Promote a Culture of Innovation in the Creative Industries
 - 3.10.1. Blue Ocean Innovation Strategy
 - 3.10.2. Lean Start-Up Innovation Strategy
 - 3.10.3. Agile Innovation Strategy

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

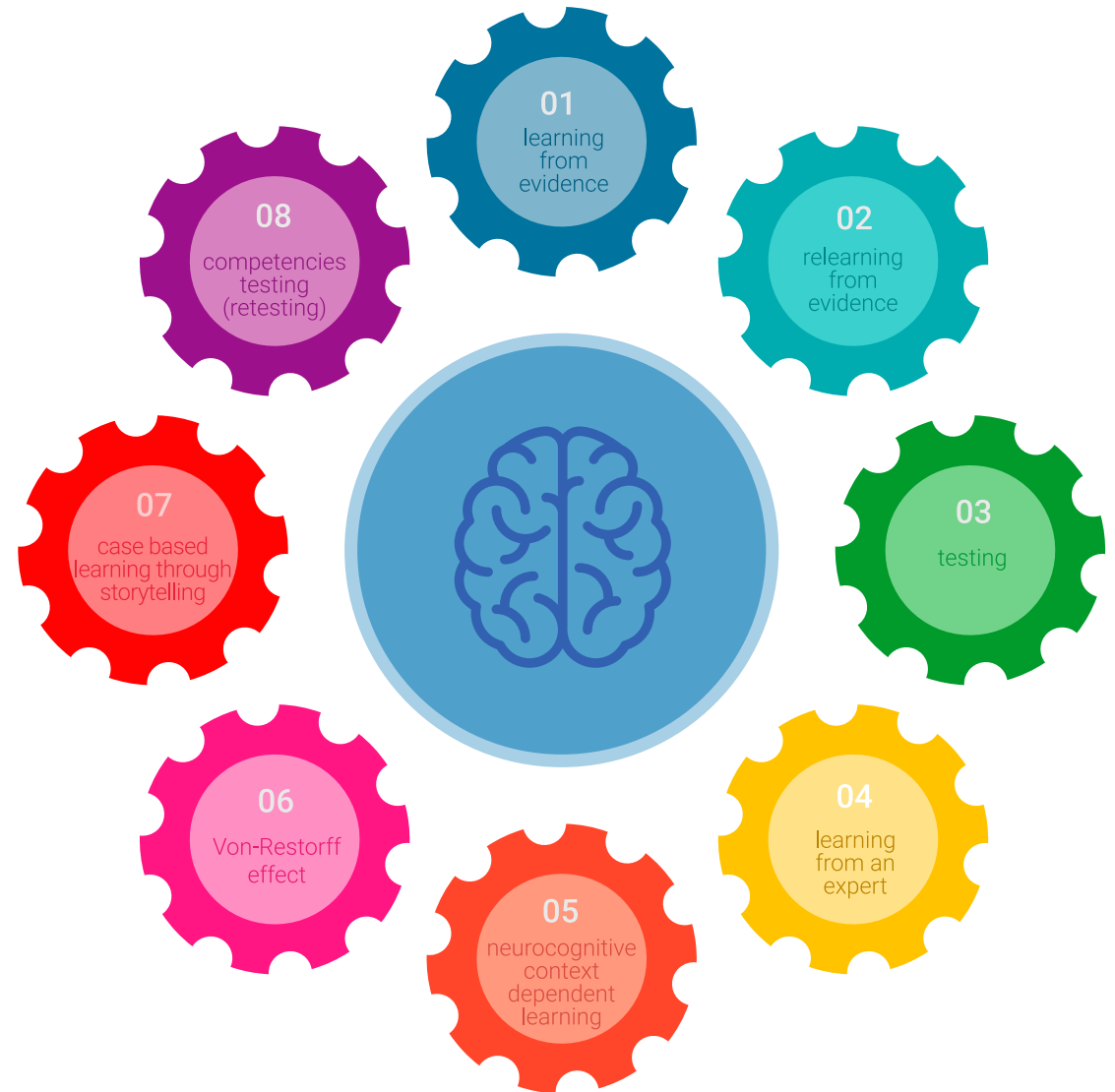
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

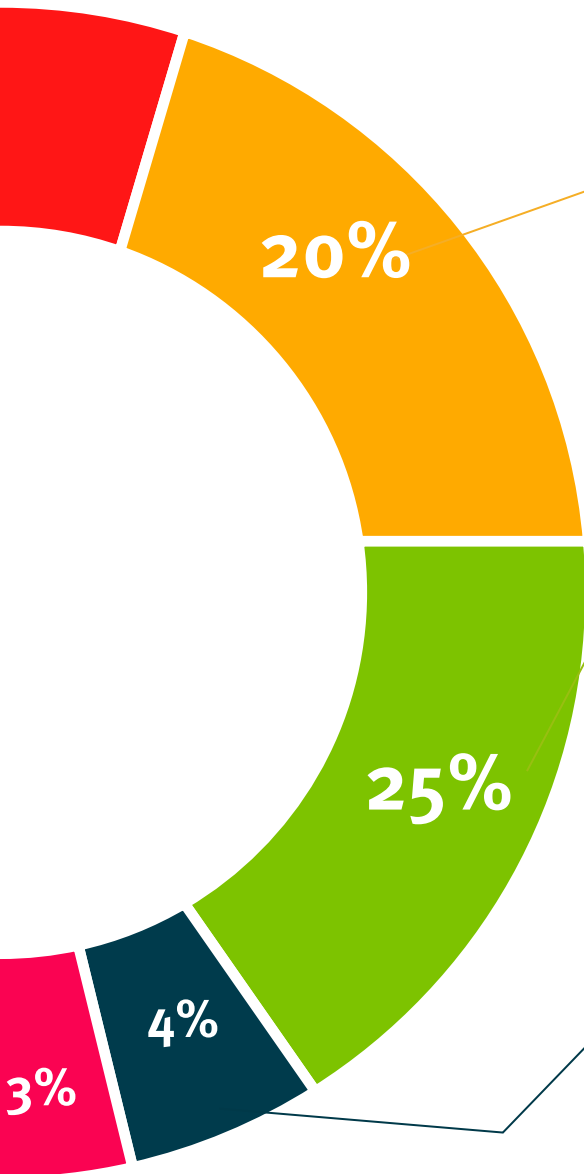
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Diploma in Creative Industries Innovation guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

Successfully complete this program and receive your Postgraduate Diploma without having to travel or fill out laborious paperwork"

This **Postgraduate Diploma in Creative Industries Innovation** 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 diploma 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 Creative Industries Innovation**

Official N° of Hours: **450 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



Postgraduate Diploma
Creative Industries
Innovation

- » Modality: online
- » Duration: 6 months
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- » Dedication: 16h/week
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Postgraduate Diploma Creative Industries Innovation