

Postgraduate Diploma

Creative Industries Management





Postgraduate Diploma Creative Industries Management

- » 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-management

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 18

05

Methodology

p. 22

06

Certificate

p. 30

01

Introduction

Art, culture and leisure are some of the fundamental elements that give societies their backbone. Without them, societies deteriorate and become empty and boring. But these disciplines need industries to organize them and turn them into economically and socially beneficial activities. This program offers students the opportunity to specialize in this work, starting from the area of communication, in order to participate in artistic life from a productive point of view.





“

You love culture and you have lots of projects to carry out: carry them out thanks to this Postgraduate Diploma”

The creative industries are one of the fundamental elements that provide the backbone of societies. Without art and leisure, that is, without creativity, the different communities that make up each country and each region suffer, since culture is essential to human activity.

Any artistic discipline, be it music, cinema, theater or painting, whether in its most popular or academic forms, is an element present in the day-to-day life of societies. But for these disciplines to contribute to the cultural life of each place it is necessary to have agents or companies that organize cultural events in an effective and beneficial way for the community.

This Postgraduate Diploma in Creative Industries Management, focused on journalists and communication professionals, offers the opportunity to learn everything you need to know about cultural industries, both in theory and practice, as it aims to provide the necessary tools for the education of companies and institutions related to the arts, as well as for the organization of events in this field.

From an industrial perspective, always directed towards communication, this program is the answer for all those who wish to work in the world of culture and want to obtain the industrial and business knowledge necessary to achieve it.

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

- ♦ The industrial and entrepreneurial approach, which will help students to undertake their cultural projects
- ♦ The combination of a theoretical and practical perspective, which will enable students to obtain skills that will be useful in their professional environment
- ♦ 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



If you are interested in culture and want to embark on a professional career in this field, this Postgraduate Diploma is the answer"

“

The creative industries are one of the most important cultural fields but there is a lack of qualified professionals: with this program you will be a highly sought-after expert"

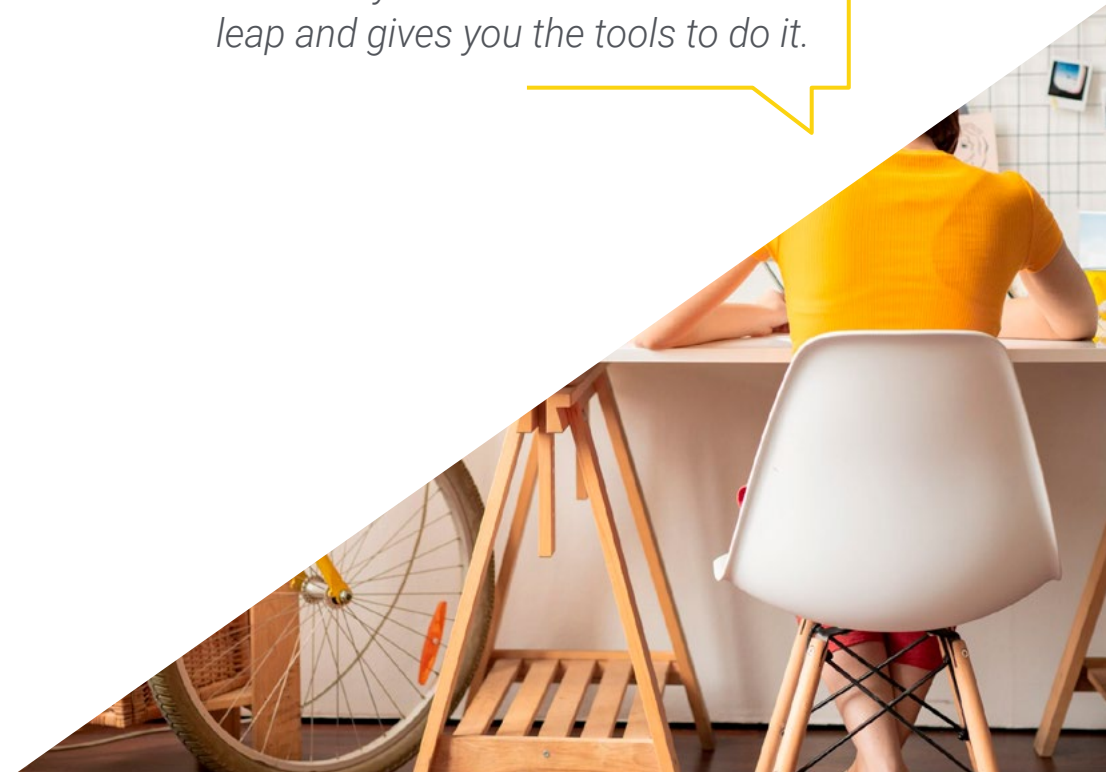
The program includes in its teaching staff professionals from the sector who bring to this program the experience of their work, as well as recognized specialists from leading societies and prestigious universities.

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.

The main career opportunities for journalists and communicators are in the creative industries: take advantage of it and specialize.

More and more journalists are working in the field of culture: TECH knows that you also want to make the leap and gives you the tools to do it.



02 Objectives

The objectives of this program in Creative Industries Management are to prepare the communication professional to face the different business challenges that may arise when organizing cultural activities, as well as to give an artistic perspective to journalists who wish to combine both disciplines.



“

Culture is important to you: TECH helps you open up a career path in that field”



General Objectives

- ♦ 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
- ♦ 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
- ♦ Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries



*Culture is important to you:
TECH helps you to open a
professional path in this field”*





Specific Objectives

Module 1. Protection of Creative and Intangible Products

- ◆ 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

Module 2. Economic and Financial Management of Creative Companies

- ◆ Understanding the financial structure of a creative company
- ◆ Have sufficient knowledge to carry out the accounting and financial management of a creative company
- ◆ Understanding how investments should be made in this sector
- ◆ Knowing how to price products in the creative industry

Module 3. Consumer or User Management in Creative Businesses

- ◆ Know the new trends in consumer purchasing methods
- ◆ Understand that the customer has to be at the center of all company strategies
- ◆ Apply *design thinking* techniques and tools
- ◆ Apply different research resources and techniques

03

Course Management

The most expert faculty is in charge of transmitting to the students their knowledge, the result of their professional experience. In this way, students receive the keys to success, using real case studies to be able to apply them to their respective careers.





“

The best faculty offers you specialized knowledge so that you can apply it to your professional career”

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)
- ♦ 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



Professors

Ms. Eyzaguirre Vilanova, Carolina

- ♦ Legal counsel to the CEO of Eley Hawk Company
- ♦ Professor at the Madrid Bar Association in the Master's Degree in Digital Law, Innovation and Emerging Technologies
- ♦ Legal advice in the field of advertising law for Marketing (Association for the Self-Regulation of Commercial Communication)
- ♦ Designer in multiple projects for companies such as Estudio Mariscal, RBA Ediciones (National Geographic and El Mueble magazines) or Laboratorios Echevarne
- ♦ Degree in Law and Design from Pompeu Fabra University, Barcelona
- ♦ Specialized in Intellectual Property with an Official Master's Degree from Universidad Pontificia Comillas (ICADE) in Madrid

Ms. Bravo, Sandra

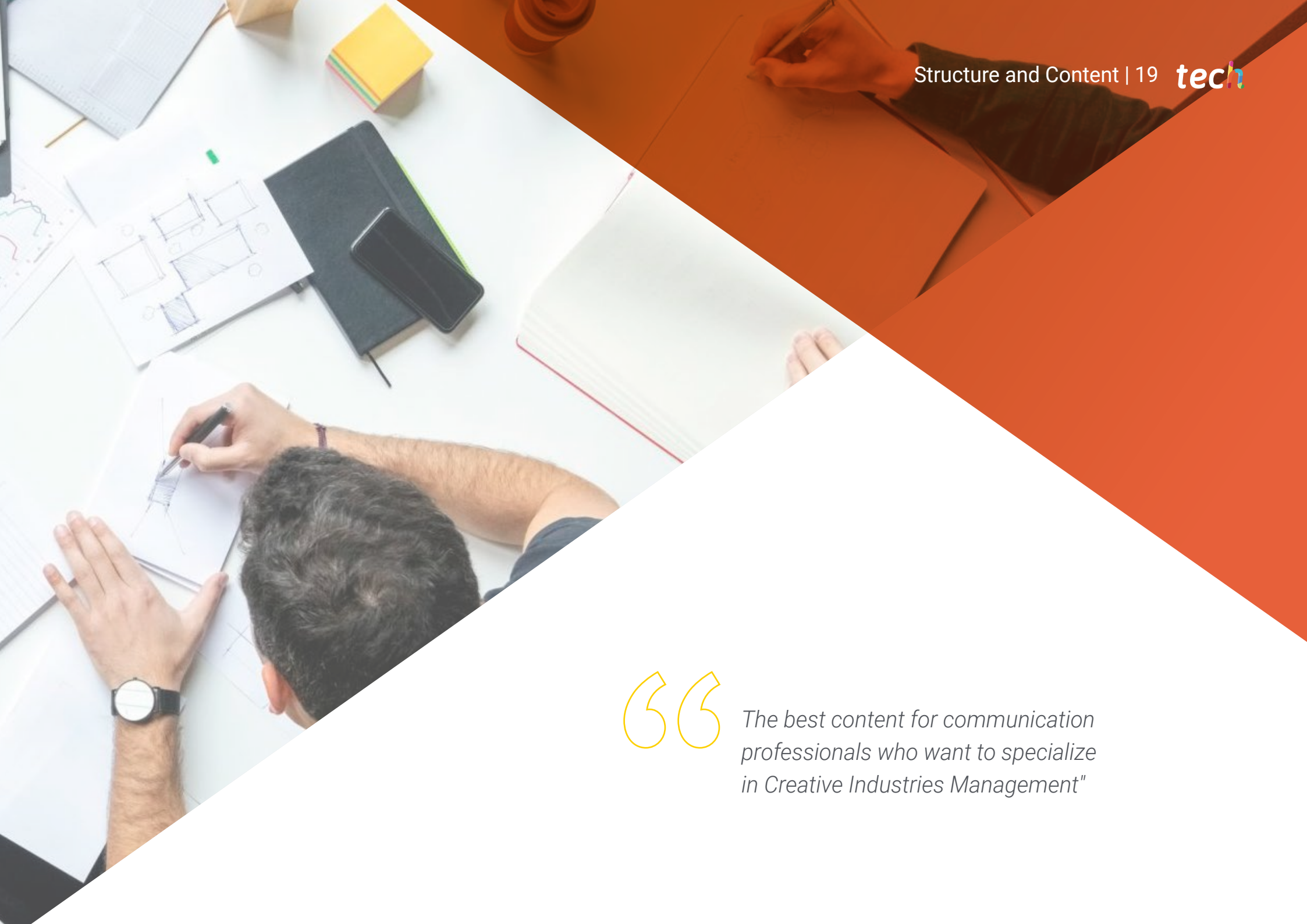
- ♦ Lecturer at different universities and business schools in the fashion and luxury industry
- ♦ Expert in Trend Forecasting and Customer Insights
- ♦ Sociologist and economist from the University of Salamanca
- ♦ Executive Master's Degree in Fashion Business Management from ISEM Marketing Business School
- ♦ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ♦ PhD Candidate in Applied Creativity from the University of Navarra

04

Structure and Content

The contents of this Postgraduate Diploma in Creative Industries Management have been designed by the best experts, who have taken into account all the necessary elements to undertake a professional career in this field with guarantees. The students, guided by the faculty, will delve into different aspects of the cultural industry through three modules composed of 10 topics each, so that at the end of the program they will be an expert in the field.





“

The best content for communication professionals who want to specialize in Creative Industries Management"

Module 1. Protection of Creative and Intangible Products

- 1.1. Legal Protection of Intangible Assets
- 1.2. Intellectual Property I
- 1.3. Intellectual Property II
- 1.4. Intellectual Property III
- 1.5. Industrial Property I: Branding
- 1.6. Industrial Property II: Industrial Designs
- 1.7. Industrial Property III: Patents and Utility Models
- 1.8. Intellectual and Industrial Property: Practice
- 1.9. Advertising Law I
- 1.10. Advertising Law I

Module 2. Economic and Financial Management of Creative Companies

- 2.1. The Necessary Economic Sustainability
 - 2.1.1. The Financial Structure of a Creative Company
 - 2.1.2. Accounting in a Creative Company
 - 2.1.3. Triple Balance
- 2.2. Revenues and Expenses of today's Creative Businesses
 - 2.2.1. Accounting of Costs
 - 2.2.2. Type of Costs
 - 2.2.3. Cost Allocation
- 2.3. Types of Profit in the Company
 - 2.3.1. Contribution Margin
 - 2.3.2. Break-Even Point
 - 2.3.3. Evaluation of Alternatives
- 2.4. Investment in the Creative Sector
 - 2.4.1. Investment in the Creative Industry
 - 2.4.2. Investment Appraisal
 - 2.4.3. The Van Method: Net Present Value
- 2.5. Profitability in the Creative Industry
 - 2.5.1. Economic Profitability
 - 2.5.2. Time Profitability
 - 2.5.3. Financial Profitability



- 2.6. Cash Flow: Liquidity and Solvency
 - 2.6.1. Cash Flow
 - 2.6.2. Balance Sheet and Income Statement
 - 2.6.3. Settlement and Leverage
 - 2.7. Financing Formulas currently on the Creative Market
 - 2.7.1. Venture Capital Funds
 - 2.7.2. Business Angels
 - 2.7.3. Calls for Proposals and Grants
 - 2.8. Product Pricing in the Creative Industry
 - 2.8.1. Pricing
 - 2.8.2. Profit vs. Competition.
 - 2.8.3. Pricing Strategy
 - 2.9. Pricing Strategy in the Creative Sector
 - 2.9.1. Types of Pricing Strategies
 - 2.9.2. Advantages
 - 2.9.3. Disadvantages
 - 2.10. Operational Budgets
 - 2.10.1. Tools of Strategic Planning
 - 2.10.2. Elements Included in the Operational Budget
 - 2.10.3. Development and Execution of the Operational Budget
- Module 3. Consumer or User Management in Creative Businesses**
- 3.1. The User in the Current Context
 - 3.1.1. Consumer Change in Recent Times
 - 3.1.2. The Importance of Research
 - 3.1.3. Trend Analysis
 - 3.2. Strategy with the Focus on the Individual
 - 3.2.1. Human Centric Strategy
 - 3.2.2. Keys and Benefits of Being Human Centric
 - 3.2.3. Success Stories
 - 3.3. Data on the Human Centric Strategy
 - 3.3.1. Features in the Human Centric Strategy
 - 3.3.2. The Value of the Data
 - 3.3.3. 360° View of the Customer
 - 3.4. Implementation of the Human Centric Strategy in the Creative Industry
 - 3.4.1. Transformation of Dispersed Information into Customer Knowledge
 - 3.4.2. Opportunity Analysis
 - 3.4.3. Maximization Strategies and Initiatives
 - 3.5. Human Centric Methodology
 - 3.5.1. From Research to Prototyping
 - 3.5.2. Double Diamond Model: Process and Phases
 - 3.5.3. Data Science
 - 3.6. Design Thinking
 - 3.6.1. Design Thinking
 - 3.6.2. Methodology
 - 3.6.3. The Techniques and Tools of Design Thinking
 - 3.7. Brand Positioning in the User's Mind
 - 3.7.1. Positioning Analysis
 - 3.7.2. Typology
 - 3.7.3. Methodology and Tools
 - 3.8. User Insights in Creative Businesses
 - 3.8.1. Insights and their Importance
 - 3.8.2. Customer Journey and the Relevance of the Journey Map
 - 3.8.3. Research Techniques
 - 3.9. User Profiling (Archetypes and Buyer Persona)
 - 3.9.1. Archetypes
 - 3.9.2. Buyer persona
 - 3.9.3. Methodology of Analysis
 - 3.10. Research Resources and Techniques
 - 3.10.1. Techniques in Context
 - 3.10.2. Visualization and Creation Techniques
 - 3.10.3. Voice Contrast Techniques

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

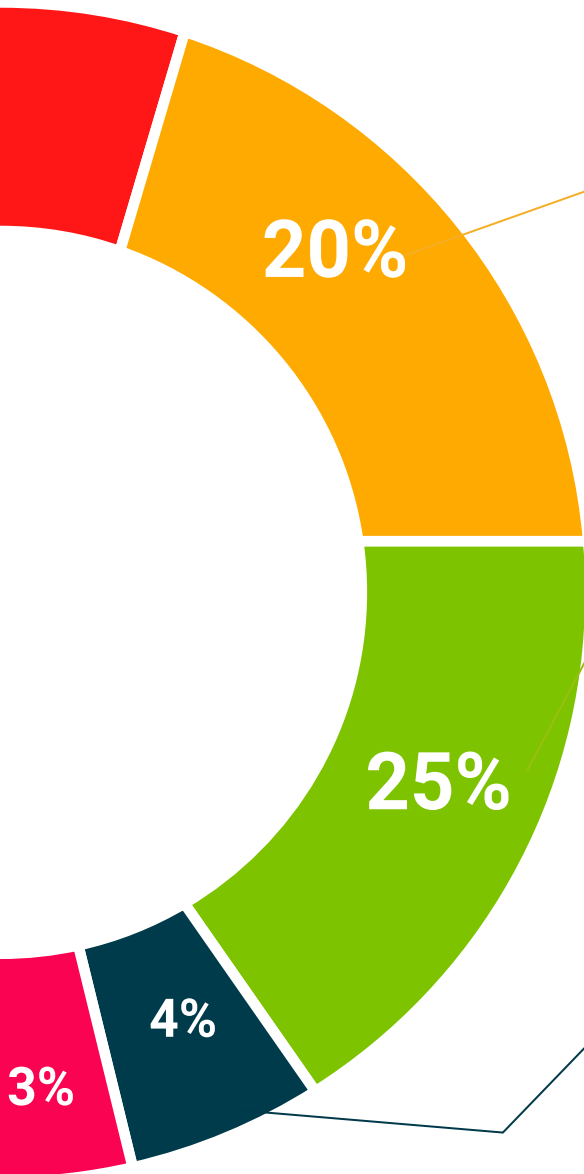
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Management 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 university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Diploma in Creative Industries 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 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 Management**

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 quality

online training

development language

classroom

tech technological
university

Postgraduate Diploma

Creative Industries
Management

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

Postgraduate Diploma Creative Industries Management