# Professional Master's Degree
## MBA in Audiovisual Business Management

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# tech global university

## Professional Master's Degree
## MBA in Audiovisual Business Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **60 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/professional-master-degree/master-mba-audiovisual-business-management**

# Index

# 01
# Introduction

The audiovisual industry is an industry in which the passage of time has become a process of strengthening and development without brake. At the present time, the proliferation of diverse workspaces and communication in this field determine an extreme need for specific education to maintain competitiveness and get the business niche that ensures the viability of a project. This program has been developed so that the professional is fully prepared in this field, with the solvency and seriousness of the largest online educational institution in the world.

"A comprehensive program of the highest quality, which will allow you to acquire the personal and professional work tools necessary to master the MBA in Audiovisual Business Management"

The audiovisual industry is developing at a dizzying pace, feeding intensively on the social, economic and cultural changes of the international environment. Management in this context is the essential guideline to give real chances of success, in the practical sense of the term, to any project.

In order to be able to work in this field in a precise and solvent way, the professional will need a personal background of broad but specific knowledge in the different fields and contexts of the audiovisual sector.

This Professional Master's Degree has been developed with the clear and concrete objective of providing the necessary professional tools to be able to organize and manage the management processes of the different work fields involved. With this approach in mind, we will begin by covering the concepts of industry and culture, studying cultural journalism and the way it works.

The technical part, focused on the development of the projects, from the theoretical and practical points of view, will take the students through the journey from the idea to the staging. This approach, which will give you theoretical knowledge and the ability to apply it in practice, will be present throughout the entire education in the different subjects. In this way, everything you will learn will be converted into real working skills that will allow you to boost your capacity intensively. Therefore, you will learn the structure of the audiovisual system and the way in which the production of this type of content contemplates its financing and its valuation of investment in costs and benefits.

Another relevant aspect refers more directly to the most creative part of the sector. You will learn the basics that determine the direction of actors in fiction and the creation of narrative discourse. This data will allow you to continue advancing towards the understanding of the cultural industry and the new communication models that are currently being developed. In this sense, an in-depth knowledge of the new genres and formats that are being used in TV is a *Must*. A domain that will give you the necessary perspective to position it in your own way of creating and therefore reach your target audience.

This **Professional Master's Degree in MBA in Audiovisual Business 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

*A Professional Master's Degree that will take you through an intense and comprehensive educational journey"*

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

*The different scenarios of the management of the audiovisual industry are developed with clarity and effectiveness to give our students a boost.*

Our teaching staff is made up of working professionals. In this way, TECH ensures that it delivers the educational update objective it is aiming for. A multidisciplinary team of qualified and experienced teachers in different environments, who will impart the theoretical knowledge in an efficient way, but, above all, will put at the service of the program the practical knowledge derived from their own experience: one of the differential qualities of this program.

This mastery of the subject is complemented by the effectiveness of the methodological design of this MBA. 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 views learning as a highly practical process. To achieve this remotely, TECH will use telepractice: with the help of an innovative, interactive video system, and Learning from an Expert you will be able to acquire the knowledge as if you were facing the scenario you are learning at that moment. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

*A practical and real program that will allow you to advance gradually and safely.*

## 02

# Objectives

The objectives that TECH proposes in each of the 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.

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

## General Objectives

- Broaden the knowledge and information provided to the student with a higher level of depth in the field of journalism, although, more specifically within the field of audiovisual industry management

- Learn how to perform functions in this field in a specialized and professional environment

## Specific Objectives

### Module 1. Cultural Journalism

- Have the transversal and specific competencies necessary to successfully face the reality of cultural journalism in different fields
- In-depth knowledge of digital communication and cultural journalism
- Know how to identify, create and develop stories with the different points that encompass it, marked by rigor and personal branding
- Know and develop the essential guidelines for documentation in cultural journalism
- Know, understand and identify the new topics of journalism, culture and web 3.0
- Learn about the use of social networks in cultural journalism and journalistic genres
- Know how to make use of information through social networks and develop a communication plan
- Develop specific content within cultural journalism in terms of positioning

### Module 2. Theory and Techniques for Performance

- Know the working environment of the production team: technological means, technical routines and human resources. Figure of the filmmaker in professional contexts: competencies and responsibilities
- Know the creative path of the idea, from the script to the product on screen
- Learning the basics of staging elements
- Be able to analyze and foresee the necessary means from a sequence
- Acquire the ability to plan narrative and documentary sequences according to the available means
- Know the basic techniques of production
- Identify and properly use technological tools in the different phases of the audiovisual process
- Learn to put into practice the fundamental elements and processes of audiovisual storytelling
- Know the characteristics, uses and needs of multi-camera audiovisual projects
- Be able to move television programs from the set to the screen
- Understand the needs and advantages of teamwork in multi-camera audiovisual projects

## Module 3. 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 4. Audiovisual Production

- Know the historical origins of audiovisual production and its evolution in contemporary society
- Identify the theoretical concepts that define the production processes of audiovisual works
- Knowledge of the legal framework and legislation governing the audiovisual production sector and its impact on the different production formats
- Be able to identify the production design of an audiovisual work based on the analysis of its financing sources
- Identify the different items in the budget of an audiovisual work
- Point out production decisions from the final copy of an audiovisual production
- Define ways of exploitation and commercialization of audiovisual productions
- Identify and classify the human teams and technical means appropriate and necessary for each phase of the project: pre-production, recording/filming, post-production
- Control the amortization process of audiovisual productions

## Module 5. Fiction Production and Acting Direction

- Provide the student with the theoretical and technical foundations, as well as the instrumental skills to face, from a narrative and aesthetic point of view, the production of audiovisual fiction, in different media and technologies
- Study the processes of creation, production and post-production of audiovisual works (cinema, television), as well as the basic elements of narration (image and sound)
- Adequately handle the theoretical models of narrative construction, the mechanisms involved in the creation of stories and their articulation through staging, editing and post-production
- Knowing the integral staging of audiovisual productions for film and television, taking responsibility for the direction of actors and adjusting to the script, work plan or previous budget
- Have the capacity and ability to direct/produce films according to a schedule, script and shooting plan
- Relate cinema to other pictorial arts such as photography and painting
- Analyze the differences between directing for theater and for film in order to understand the particularities of the languages
- Know the interpretative methods and their origin in order to make actor-director communication more fluid

## Module 6. 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 7. 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

## Module 8. Television Genres, Formats and Programming

- Know the concept of genre as applied to fiction production and television entertainment

- Distinguish and interpret the various genres of fiction production and television entertainment and their evolution over time

- Have the capacity for cultural, social and economic analysis of television genres as the backbone of audiovisual creation and consumption practices

- Know the modifications and hybridizations that occur in television genres in the context of contemporary television

- Recognize the different formats in the context of the current television panorama

- Identify the keys to a format, its structure, operation and impact factors

- Know how to interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective

- Know the main techniques and processes of programs in generalist television

- Understand and critically analyze the processes of the television offer, its evolution and current reality, in relation to the phenomenon of reception and the social and cultural contexts in which it is produced

## Module 9. The Audiovisual Audience

- Know, at a theoretical level, the currents of studies dedicated to audiovisual reception
- Identify the differences between the different approaches to the study of audiovisual reception and the current state of the art
- Understand the functioning of social networks as a fundamental part of today's audiovisual environment
- Understanding the links between audience and content
- Understand the transformations resulting from digitalization

## Module 10. Television Scriptwriting: Programs and Fiction

- Understand the creative and industrial process in the development of a fiction script for television
- Identify the different genres of television programs in order to determine the scripting techniques they require
- Know the different tools available to a television scriptwriter
- Learn how a television program format is related to its writing techniques
- Understand the basics of the dynamics of a television program format
- Gain an overview of international franchises of TV program formats
- Use a critical point of view when analyzing the various genres and formats of television programs based on their scripts
- Know the ways to present a draft script for a TV series

*Achieve your goal of professional growth with this MBA in Audiovisual Business Management"*

# Skills

The fundamental difference of this Professional Master's Degree is that it offers students the acquisition of skills and abilities that will allow them to reach the upper echelons of the field. A criterion of excellence that the professional will find in every part and in every aspect of this program.

*Acquire the necessary skills to grow in your profession by mastering all aspects of management in the audiovisual industry"*

## General Skill

- Develop the global management of an audiovisual communication project in each and every one of its facets with complete control of the different agents and processes involved in it

*Enroll in the best MBA program in Audiovisual Business Management on the current university scene"*
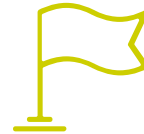
## Specific Skills

◆ Describe what cultural journalism is

◆ Know how to move efficiently through the 3.0 network

◆ Using social networks in a journalistic environment

◆ Knowing the composition of audiovisual production teams

◆ Organize a staging

◆ Planning narrative actions adjusted to the available means

◆ Mastering the different phases of the audiovisual project

◆ Using the multi-camera system

◆ Know and apply the organizational structures of audiovisual communication

◆ Knowing how to adapt to the consumption patterns of the moment

◆ Know the relational code of the different agents of audiovisual communication

◆ Have a contextual view

◆ Describe the historical evolution of audiovisual production

◆ Knowledge of the legal framework

◆ Create products adjusted to available financing

◆ Distribute the budget in different items

◆ Know the distribution channels

- Organize the different human teams
- Planning the amortization of audiovisual products
- Produce an audiovisual product in different media
- Knowing the different creative and productive processes
- Create and supervise the creation of an audiovisual narrative
- Staging an audiovisual project
- Directing an audiovisual project
- Directing the actors
- Be able to adapt to supply and consumption changes
- Recognize the challenges of the digital landscape
- Design innovative management strategies
- Know how to organize the efficient distribution of an audiovisual product
- Monitor product amortizations
- Apply executive organization to these tasks
- Recognize the different marketing designs
- Explain the current situation of cinema in this context
- Recognize all genres of audiovisual production
- Explaining the relationship between gender and social momentum

- Know the current state of television consumption
- Recognize the different keys to communication in the various formats in relation to cultural contexts
- Define the different lines of study in the audiovisual sector
- Understand how networks work from this point of view
- Describe the relationship between audience and content
- Know which adaptations are necessary for audiovisual digitization
- Understand how the process of creating a fiction script works
- Know what type of script each genre needs
- Learn about the work of television scriptwriters
- Appreciate the different television format franchises
- Present a TV series project

# 04
# Structure and Content

The syllabus of the Professional Master's Degree is structured as a comprehensive tour through each and every one of the concepts required to understand and work in this field. With allow approach focused on practical application that will help you grow as a professional from the very first moment.

*A comprehensive syllabus focused on acquiring knowledge and converting it into real skills, created to propel you to excellence"*

## Module 1. Cultural Journalism

1.1. Concept and Delimitations of Cultural Journalism
    1.1.1. Introduction: The Concept of Culture
    1.1.2. Art Cultural Information
    1.1.3. Cultural Information on the Performing Arts
    1.1.4. Film Cultural Information
    1.1.5. Music Cultural Information
    1.1.6. Cultural Information in Books

1.2. The Origins of Cultural Journalism
    1.2.1. Introduction
    1.2.2. The Origins of Cultural Information in the Press
    1.2.3. The Origins of Cultural Information in the Radio
    1.2.4. The Origins of Cultural Information in the Television

1.3. The Practice of Cultural Journalism
    1.3.1. Introduction
    1.3.2. General Considerations
    1.3.3. Factors of Interest and Evaluation Criteria for the Elaboration of Cultural Information

1.4. The Sources of Cultural Journalism
    1.4.1. Introduction
    1.4.2. General Sources of Cultural Information
    1.4.3. Specific Sources of Audiovisual Information on Culture

1.5. Genres in Cultural Information
    1.5.1. Introduction
    1.5.2. News
    1.5.3. Interview
    1.5.4. Chronicle
    1.5.5. Reporting

1.6. The Current Diversification of Cultural Information in the Press, Radio and Television
    1.6.1. Introduction
    1.6.2. Press Cultural Information
    1.6.3. Radio Cultural Information
    1.6.4. Television Cultural Information

1.7. Culture and Internet
    1.7.1. Introduction
    1.7.2. Culture and Internet
    1.7.3. Benefits of Culture

1.8. Cultural Marketing
    1.8.1. Introduction
    1.8.2. Cultural Marketing
    1.8.3. How is Cultural Marketing Carried Out?

1.9. Image Analysis
    1.9.1. Introduction
    1.9.2. Theoretical and Methodological Approach to Culture
    1.9.3. Culture, Communication and Meaning
    1.9.4. Culture and Imaginaries

1.10. Cyberculture and Digital Journalism of Cultural Contents
    1.10.1. Introduction
    1.10.2. Definition of Cyberculture
    1.10.3. Digital Journalism of Cultural Contents
    1.10.4. Keys to Digital Journalism of Cultural Content

## Module 2. Theory and Techniques for Performance

2.1. The Realization as Construction of the Audiovisual Work The Work Equipment
    2.1.1. From the Literary to Technical Scripts Scale
    2.1.2. The Work Equipment

2.2. The Elements of the Screen Layout. Construction Materials
    2.2.1. Spatial Preadaptation. Art Direction
    2.2.2. The Elements of the Screen Layout

2.3. Pre-production. Implementation Documents
    2.3.1. Technical Script
    2.3.2. The Scenographic Plan
    2.3.3. The Storyboard
    2.3.4. Planning
    2.3.5. The Shooting Schedule

## Module 3. Structure of the Audiovisual System

3.1.   An Introduction to Cultural Industries (CI)
   3.1.1.   Concepts of Culture. Culture-Communication
   3.1.2.   C.I. Theory and Evolution: Typology and Models
3.2.   Film Industry
   3.2.1.   Main Characteristics and Agents
   3.2.2.   Structure of the Cinematographic System
3.3.   Film Industry
   3.3.1.   The U.S. Film Industry
   3.3.2.   Independent Production Companies
   3.3.3.   Problems and Debates in the Film Industry
3.4.   Film Industry
   3.4.1.   Film Regulation: State and Culture Policies for the Protection and Promotion of Cinematography
   3.4.2.   Case Study
3.5.   Television Industry I
   3.5.1.   Economic Television
   3.5.2.   Founder Models
   3.5.3.   Transformations
3.6.   Television Industry II
   3.6.1.   The U.S. Television Industry
   3.6.2.   Main Features
   3.6.3.   State Regulation
3.7.   Television Industry III
   3.7.1.   Public Service Television in Europe
   3.7.2.   Crises and Debates
3.8.   The Axes of Change
   3.8.1.   New Processes in the Audiovisual Industry
   3.8.2.   Regulatory Discussion
3.9.   Digital Terrestrial Television (DTT)
   3.9.1.   Role of the State and Experiences
   3.9.2.   The New Features of the Television System
3.10.   New Operators in the Audiovisual Landscape
   3.10.1.   Service Platforms *Over-The-Top* (OTT)
   3.10.2.   Consequences of its Appearance

## Module 4. Audiovisual Production

4.1.   Audiovisual Production
   4.1.1.   Introductory Concepts
   4.1.2.   The Audiovisual Industry
4.2.   The Production Team
   4.2.1.   The Professionals
   4.2.2.   The Producer and the Script
4.3.   The Audiovisual Project
   4.3.1.   Project Management
   4.3.2.   Project Evaluation
   4.3.3.   Presentation of Projects
4.4.   Production and Financing Modalities
   4.4.1.   Financing of Audiovisual Production
   4.4.2.   Modes of Audiovisual Production
   4.4.3.   Resources for Pre-financing
4.5.   The Production Team and the Script Breakdown
   4.5.1.   The Production Team
   4.5.2.   The Breakdown of the Script
4.6.   The Shooting Areas
   4.6.1.   The Locations
   4.6.2.   The Scenery
4.7.   Casting and Film Contracts
   4.7.1.   Casting
   4.7.2.   The Casting Test
4.8.   The Work Plan and the Budget of the Audiovisual Work
   4.8.1.   The Work Plan
   4.8.2.   The Budget
4.9.   Production in Filming or Recording
   4.9.1.   Preparation for Filming
   4.9.2.   Filming Equipment and Means
4.10.   Post-production and the Final Balance of the Audiovisual Work
   4.10.1.   Editing and Post-production
   4.10.2.   Balance Sheet and Operations

## Module 5. Fiction Production and Acting Direction

## Module 6. Cultural Industries and New CommunicationBusiness Models

**Module 7.** Management and Promotion of Audiovisual Products

## Module 8. Television Genres, Formats and Programming

8.1.   Gender in Television
    8.1.1.   Introduction
    8.1.2.   Television Genres
8.2.   The Television Format
    8.2.1.   Approach to the Concept of Format
    8.2.2.   Television Formats
8.3.   Create Television
    8.3.1.   The Creative Process in Entertainment
    8.3.2.   The Creative Process in Fiction
8.4.   Evolution of Formats in Today's International Market I
    8.4.1.   Consolidation of the Format
    8.4.2.   The Reality TV Format
    8.4.3.   News in Reality TV
    8.4.4.   Digital Terrestrial Television and Financial Crisis
8.5.   Evolution of Formats in Today's International Market II
    8.5.1.   Emerging Markets
    8.5.2.   Global Brands
    8.5.3.   Television Reinvents Itself
    8.5.4.   The Era of Globalization
8.6.   Selling the Format. Pitching
    8.6.1.   Sale of a Television Format
    8.6.2.   Pitching
8.7.   Introduction to Television Programming
    8.7.1.   The Role of Programming
    8.7.2.   Factors Affecting Programming
8.8.   Television Programming Models
    8.8.1.   United States and United Kingdom

8.9.   The Professional Practice of Television Programming
    8.9.1.   The Programming Department
    8.9.2.   Programming for Television
8.10.   Audience Research
    8.10.1.   Television Audience Research
    8.10.2.   Audience Concepts and Ratings

## Module 9. The Audiovisual Audience

9.1.   Audiences in the Audiovisual Media
    9.1.1.   Introduction
    9.1.2.   The Constitution of the Audiences
9.2.   The Study of Audiences: Traditions I
    9.2.1.   Theory of Effects
    9.2.2.   Theory of Uses and Gratifications
    9.2.3.   Cultural Studies
9.3.   The Study of Audiences: Traditions II
    9.3.1.   Studies on Reception
    9.3.2.   Audiences for Humanistic Studies
9.4.   Hearings from an Economic Perspective
    9.4.1.   Introduction
    9.4.2.   Audience Measurement
9.5.   Theories of Reception
    9.5.1.   Introduction to Reception Theories
    9.5.2.   Historical Approach to Reception Studies
9.6.   Audiences in the Digital World
    9.6.1.   Digital Environment
    9.6.2.   Communication and Convergence Culture
    9.6.3.   The Active Nature of the Audiences
    9.6.4.   Interactivity and Participation
    9.6.5.   The Transnationality of Audiences
    9.6.6.   Fragmented Audiences
    9.9.7.   Audience Autonomy

## Module 10. Television Scriptwriting: Programs and Fiction

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

**30%**

**10%**

**8%**

**20%**

**25%**

**4%**

**3%**
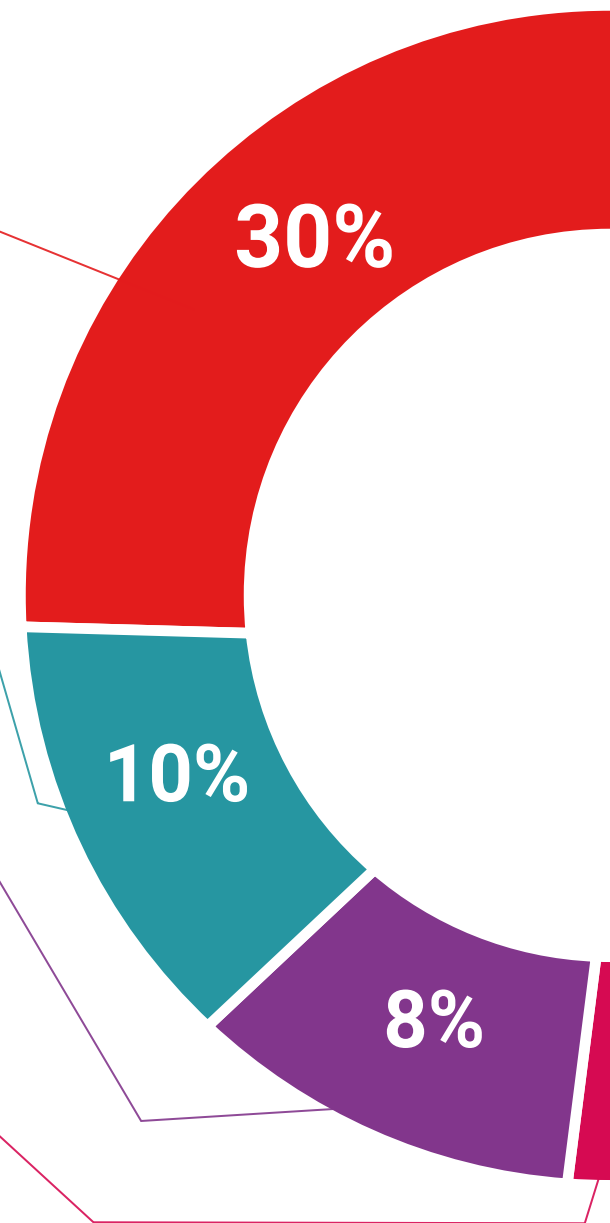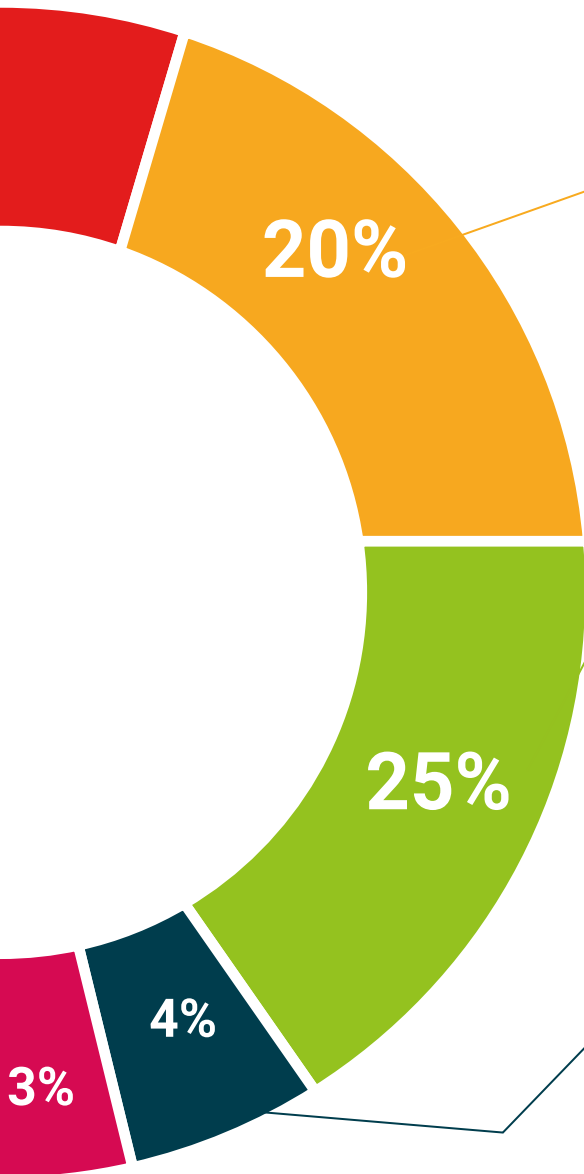
### Case Studies

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.

# Certificate

The Professional Master's Degree in MBA in Audiovisual Business Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Global University..

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Professional Master's Degree diploma in MBA in Audiovisual Business Management** endorsed by **TECH Global University**, the world's largest online university.
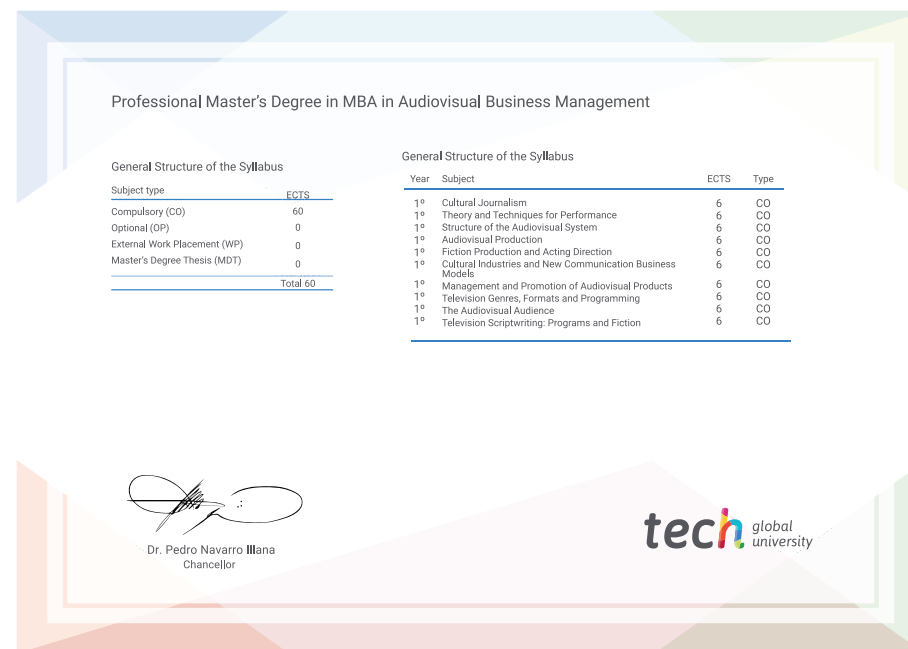
**TECH Global University** is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Professional Master's Degree in MBA in Audiovisual Business Management**

ECTS: **60**

Official Nº of Hours: **1,500 h**.

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tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

**Professional Master's Degree in MBA in Audiovisual Business Management**

This is a program of 1,500 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Chancellor

Unique TECH Code: AFWORD23S    techtitute.com/certificates

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Professional Master's Degree in MBA in Audiovisual Business Management

**General Structure of the Syllabus**

| Subject type | ECTS |
|---|---|
| Compulsory (CO) | 60 |
| Optional (OP) | 0 |
| External Work Placement (WP) | 0 |
| Master's Degree Thesis (MDT) | 0 |
| **Total** | **60** |

**General Structure of the Syllabus**

| Year | Subject | ECTS | Type |
|---|---|---|---|
| 1º | Cultural Journalism | 6 | CO |
| 1º | Theory and Techniques for Performance | 6 | CO |
| 1º | Structure of the Audiovisual System | 6 | CO |
| 1º | Audiovisual Production | 6 | CO |
| 1º | Fiction Production and Acting Direction | 6 | CO |
| 1º | Cultural Industries and New Communication Business Models | 6 | CO |
| 1º | Management and Promotion of Audiovisual Products | 6 | CO |
| 1º | Television Genres, Formats and Programming | 6 | CO |
| 1º | The Audiovisual Audience | 6 | CO |
| 1º | Television Scriptwriting: Programs and Fiction | 6 | CO |

Dr. Pedro Navarro Illana
Chancellor

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## Professional Master's Degree
MBA in Audiovisual Business Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **60 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Professional Master's Degree
MBA in Audiovisual
Business Management

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