Advanced Master's Degree
Senior Audiovisual Industry Management

AMDSAIM

tech technological university

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Advanced Master's Degree
Senior Audiovisual
Industry Management

Language: **English**

Course Modality: **Online**

Duration: **24 months**

Accreditation: **TECH Technological University**

Official Nº of hours: **3.000 h.**

Website: **www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-audiovisual-industry-management**

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01
Welcome

The audiovisual industry is one of the most important in the world, as it is consumed, in one way or another, by the vast majority of citizens through different media: television, cinema, advertising, etc. Moreover, with the popularization of the Internet, there are practically no limits to its consumption. This demonstrates the importance of this sector at an economic level and, therefore, it is important that companies have managers who, in addition to having extensive knowledge of the audiovisual aspects, are specialized in business management, using their skills to achieve the highest possible performance. With this in mind, TECH offers business professionals the best program of the moment on senior management of audiovisual companies, so that they are able to acquire the knowledge that will be essential for their daily work.

Advanced Master's Degree in Senior Audiovisual Industry Management
TECH Technological University

Your advanced training in the field of audiovisual business management will help you create successful products, which will be consumed by citizens around the world"

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

> *TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

At TECH Technological University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04
Objectives

The main objective of this Advanced Master's Degree at TECH Technological University is to provide students with the most complete and relevant information on the management of audiovisual companies, so that they are able to develop successfully in a highly competitive sector. Therefore, students will be able to learn, first hand, the most interesting aspects to understand how audiovisual production is carried out and how companies in the sector should be managed.

This program will help you develop the skills to successfully manage audiovisual companies"

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Advanced Master's Degree in Senior Audiovisual Industry Management** qualifies students to:.

01 Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04 Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

02 Develop the key leadership skills that should define working professionals

03 Develop strategies to carry out decision making in a complex and unstable environment

05 Design innovative strategies and policies to improve management and business efficiency

06 Acquire the communication skills necessary for a business leader to get their message heard and understood by the members of their community

08 Understand the logistics operations that are necessary in the business environment in order to develop an adequate management of them

09 Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate an adequate image of our company

07 Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

10 Be able to develop all the phases of a business idea: design, feasibility plan, execution, follow-up

11 Have the transversal and specific skills necessary to successfully face the reality of cultural journalism in different fields

14 Know the basis of the functioning of the audiovisual system (to fix fundamental contents, to know the authors/texts worked on in each topic)

12 Know how to identify, create and develop stories with the different points that encompass it, marked by rigor and personal branding

13 Know and develop the essential guidelines for documentation in cultural journalism

15 Acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication (understanding the main ideas, relating concepts and elements)

16 Knowledge of the legal framework and legislation governing the audiovisual production sector and its impact on the different production formats

18 Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects

19 Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media

17 Analyze and design innovative strategies that contribute to the improvement of management and decision-making processes, as well as to the development of information products in line with the needs of audiences and advertisers

20 Recognize the different formats in the context of the current television panorama
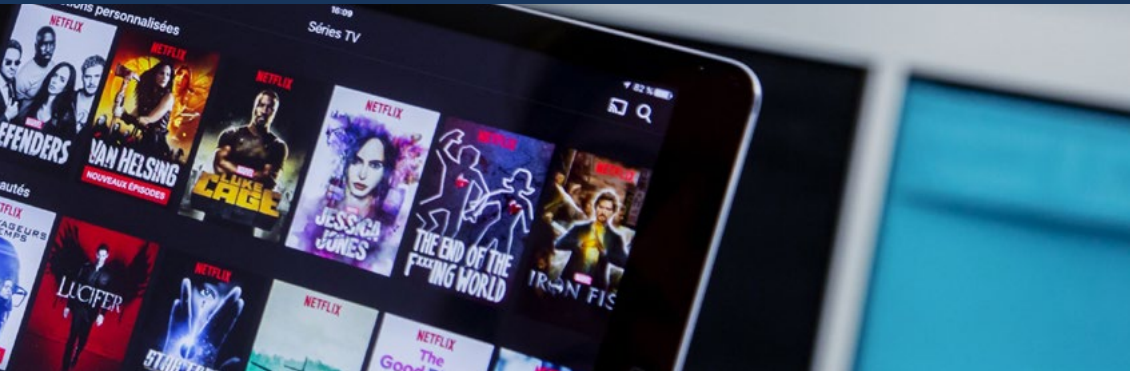
05

Skills

TECH Technological University is aware of the need for specialization of business professionals in different areas related to their activity and, therefore, has designed this Advanced Master's Degree in Senior Management in the Audiovisual Industry, with which students will have the opportunity to develop the necessary skills that will allow them to improve in their work practice, making them more competitive and able to apply the latest tools in the audiovisual field.

Acquire the necessary skills to succeed in the audiovisual sector"

01 Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved

02 Be part of and lead the company's corporate and competitive strategy

03 Resolve business conflicts and problems between workers

04 Proper team management to improve productivity and, therefore, company profits

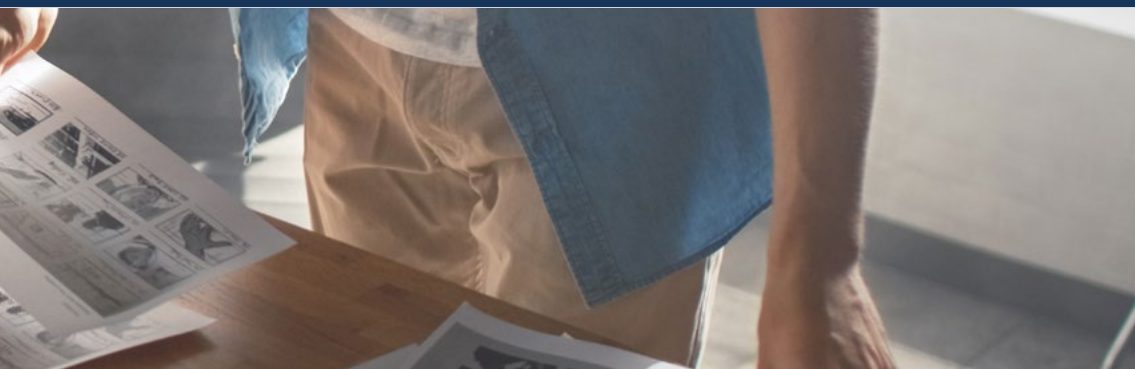**05** Carry out the economic and financial control of the company

06 Control the company's logistics, purchasing and procurement processes

08 Apply the most appropriate strategies to support e-commerce of the company's products

09 Develop and lead marketing plans

07 Delve into the new business models of information systems

10 Focus on innovation in all processes and areas of the company

11 Use social media in a journalistic environment

14 Plan narrative actions adjusted to the available means

12 Know the composition of audiovisual production teams

15 Master the different phases of the audiovisual project

13 Organize a staging appropriate to the objectives of the audiovisual project

16 Know and apply the organizational structures of audiovisual communication

17 Know how to adapt to the consumption patterns of the moment

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

19 Describe the historical evolution of audiovisual production

20 Create products adjusted to available financing

21 Plan the amortization of audiovisual products

22 Produce an audiovisual product in different media

06
Structure and Content

Professionals in the audiovisual sector must be constantly updating their specialist knowledge in order to keep up to date with the main developments in this industry, but, above all, to be able to successfully manage this type of companies. For this reason, TECH has designed this very complete program, in which students will find the most relevant information to put into practice during their working life. A high-level program aimed at professionals seeking excellence.

A very complete syllabus that will be fundamental to increase your competitiveness in the management of audiovisual companies"

Syllabus

The Advanced Master's Degree in Senior Audiovisual Industry Management of TECH Technological University is an intensive program that prepares the student to face challenges and business decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision making in uncertain environments.

Throughout 3,000 hours of study, students will analyze a multitude of practical cases through individual work, achieving high-quality learning that can be applied to their daily practice. It is, therefore, an authentic immersion in real business situations. .

This program deals in depth with the main areas of the audiovisual company and is designed for managers to understand business management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and one that prepares them to achieve excellence in the field of audiovisual business management. A program that understands students' needs and those of their company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty. This will provide them with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 18 modules:

Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Direction and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Cultural Journalism
Module 10	Theory and Realization Technique
Module 11	Structure of the Audiovisual System
Module 12	Audiovisual Production
Module 13	Fiction Production and Actors Direction
Module 14	Cultural Industries and New Communication Business Models
Module 15	Management and Promotion of Audiovisual Products
Module 16	Television Genres, Formats and Programming
Module 17	The Audiovisual Audience
Module 18	Television Scriptwriting: Programs and Fiction

Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 24 months of learning, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Leadership, Ethics, and CSR.

1.1. Globalization and Governance
1.1.1. Globalization and Trends: Internationalization of Markets
1.1.2. Economic Environment and Corporate Governance
1.1.3. Accountability

1.2. Leadership
1.2.1. Intercultural Environment
1.2.2. Leadership and Business Management
1.2.3. Management Roles and Responsibilities

1.3. Business Ethics
1.3.1. Ethics and Integrity
1.3.2. Ethical Behavior in Companies
1.3.3. Deontology, Ethical Codes and Codes of Conduct
1.3.4. Fraud and Corruption Prevention

1.4. Sustainability
1.4.1. Business and Sustainable Development
1.4.2. Social, Environmental and Economic Impact
1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility
1.5.1. Corporate Social Responsibility
1.5.2. Roles and Responsibilities
1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design
2.1.1. Organizational Culture
2.1.2. Organizational Analysis
2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy
2.2.1. Corporate Level Strategy
2.2.2. Typologies of Corporate Level Strategies
2.2.3. Determining the Corporate Strategy
2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation
2.3.1. Strategic Thinking
2.3.2. Strategic Planning and Formulation
2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns
2.4.1. Wealth, Value and Return on Investments
2.4.2. Corporate Strategy: Methodologies
2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management
2.5.1. Strategic Mission, Vision and Values
2.5.2. Balanced Scorecard
2.5.3. Analyzing, Monitoring and Evaluating the Corporate Strategy
2.5.4. Strategic Management and Reporting

2.6. Strategic Implementation and Execution
2.6.1. Strategic Implementation: Objectives, Actions and Impacts
2.6.2. Strategic Alignment and Supervision
2.6.3. Continuous Improvement Approach

2.7. Executive Management
2.7.1. Integrating Functional Strategies into the Global Business Strategies
2.7.2. Management Policy and Processes
2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/Problems
2.8.1. Problem Solving Methodology
2.8.2. Case Method
2.8.3. Positioning and Decision Making

Module 3. People and Talent Management

3.1. Organizational Behavior
3.1.1. Organizational Theory
3.1.2. Key Factors for Change in Organizations
3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management
3.2.1. Job Design, Recruitment and Selection
3.2.2. Human Resources Strategic Plan: Design and Implementation
3.2.3. Job Analysis: Design and Selection of People
3.2.4. Training and Professional Development

3.3. Management and Leadership Development
3.3.1. Management Skills: 21st Century Skills and Abilities
3.3.2. Non-Managerial Skills
3.3.3. Map of Skills and Abilities
3.3.4. Leadership and People Management

3.4. Change Management
3.4.1. Performance Analysis
3.4.2. Strategic Approach
3.4.3. Change Management: Key Factors, Process Design and Management
3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management
3.5.1. Negotiation Objectives: Differentiating Elements
3.5.2. Effective Negotiation Techniques
3.5.3. Conflicts: Factors and Types
3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication
3.6.1. Corporate Strategy and Management Communication
3.6.2. Internal Communication: Influence and Impact
3.6.3. Interpersonal Communication: Team Management and Skills

3.7. Team Management and People Performance
3.7.1. Multicultural and Multidisciplinary Environment
3.7.2. Team and People Management
3.7.3. Coaching and People Performance
3.7.4. Management Meetings: Planning and Time Management

3.8. Knowledge and Talent Management
3.8.1. Identifying Knowledge and Talent in Organizations
3.8.2. Corporate Knowledge and Talent Management Models
3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management

4.1. Economic Environment
4.1.1. Organizational Theory
4.1.2. Key Factors for Change in Organizations
4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Management Accounting
4.2.1. International Accounting Framework
4.2.2. Introduction to the Accounting Cycle
4.2.3. Company Financial Statements
4.2.4. Analysis of Financial Statements: Decision-Making

4.3. Budget and Management Control
4.3.1. Budgetary Planning
4.3.2. Management Control: Design and Objectives
4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility
4.4.1. Corporate Tax Responsibility
4.4.2. Tax Procedure: A Country-Case Approach

4.5. Corporate Control Systems
4.5.1. Types of Control
4.5.2. Regulatory Compliance
4.5.3. Internal Auditing
4.5.4. External Auditing

4.6. Financial Management
4.6.1. Introduction to Financial Management
4.6.2. Financial Management and Corporate Strategy
4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning
4.7.1. Business Models and Financing Needs
4.7.2. Financial Analysis Tools
4.7.3. Short-Term Financial Planning
4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy
4.8.1. Corporate Financial Investments
4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context
4.9.1. Macroeconomic Analysis
4.9.2. Economic Indicators
4.9.3. Economic Cycle

4.10. Strategic Financing
4.10.1. Banking Business: Current Environment
4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets
4.11.1. Fixed Income Market
4.11.2. Equity Market
4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/Problems
4.12.1. Problem Solving Methodology
4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management
5.1.1. Define the Operations Strategy
5.1.2. Supply Chain Planning and Control
5.1.3. Indicator Systems

5.2. Purchasing Management
5.2.1. Stocks Management
5.2.2. Warehouse Management
5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (I)
5.3.1. Costs and Efficiency of the Operations Chain
5.3.2. Change in Demand Patterns
5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (II) Implementation
5.4.1. Lean Manufacturing/Lean Thinking
5.4.2. Logistics Management
5.4.3. Purchasing

5.5. Logistical Processes
5.5.1. Organization and Management by Processes
5.5.2. Procurement, Production, Distribution
5.5.3. Quality, Quality Costs and Tools
5.5.4. After-Sales Service

5.6. Logistics and Customers
5.6.1. Demand Analysis and Forecasting
5.6.2. Sales Forecasting and Planning
5.6.3. Collaborative Planning, Forecasting and Replacement

5.7. International Logistics
5.7.1. Customs, Export and Import processes
5.7.2. Methods and Means of International Payment
5.7.3. International Logistics Platforms

5.8. Competing through Operations
5.8.1. Innovation in Operations as a Competitive Advantage in the Company
5.8.2. Emerging Technologies and Sciences
5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management
6.1.1. Business Information Systems
6.1.2. Strategic Decisions
6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy
6.2.1. Company and Industry Sector Analysis
6.2.2. Online Business Models
6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning
6.3.1. The Process of Strategic Planning
6.3.2. Formulating the IS Strategy
6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence
6.4.1. CRM and Business Intelligence
6.4.2. Business Intelligence Project Management
6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models
6.5.1. Technology Based Business Models
6.5.2. Innovation Abilities
6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce
6.6.1. E-Commerce Strategic Plan
6.6.2. Logistics Management and Customer Service in E-Commerce
6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. e-Business Strategies
6.7.1. Social Media Strategies
6.7.2. Optimizing Service Channels and Customer Support
6.7.3. Digital Regulation

6.8. Digital Business
6.8.1. Mobile E-Commerce
6.8.2. Design and Usability
6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing and Corporate Communication

7.1. Commercial Management

7.1.1. Sales Management
7.1.2. Commercial Strategy
7.1.3. Sales and Negotiation Techniques
7.1.4. Management of Sales Teams

7.2. Marketing

7.2.1. Marketing and the Impact on the Company
7.2.2. Basic Marketing Variables
7.2.3. Marketing Plan

7.3. Strategic Marketing Management

7.3.1. Current Trends in Marketing
7.3.2. Marketing Tools
7.3.3. Marketing Strategy and Communication with Customers

7. 4. Digital Marketing Strategy

7.4.1. Approach to Digital Marketing
7.4.2. Digital Marketing Tools
7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy

7.5.1. Positioning and Promotion
7.5.2. Public Relations
7.5.3. Sales and Communication Strategy

7.6. Corporate Communication

7.6.1. Internal and External Communication
7.6.2. Communication Departments
7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy

7.7.1. Corporate Communication Strategy
7.7.2. Communication Plan
7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management

8.1. Innovation

8.1.1. Macro Concept of Innovation
8.1.2. Types of Innovation
8.1.3. Continuous and Discontinuous Innovation
8.1.4. Training and Innovation

8.2. Innovation Strategy

8.2.1. Innovation and Corporate Strategy
8.2.2. Global Innovation Project: Design and Management
8.2.3. Innovation Workshops

8.3. Business Model Design and Validation

8.3.1. The Lean Start-Up Methodology
8.3.2. Innovative Business Initiative: Stages
8.3.3. Financing Arrangements
8.3.4. Model Tools: Empathy Map, Canvas Model and Metrics
8.3.5. Growth and Loyalty

8.4. Project Direction and Management

8.4.1. Innovation Opportunities
8.4.2. Feasibility Study and Proposal Specification
8.4.3. Project Definition and Design
8.4.4. Project Execution
8.4.5. Project Closure

Module 9. Cultural Journalism

9.1. Cultural Journalism in the Conventional Media and its integration in the Digital World
9.1.1. Introduction: The Concept of Culture
9.1.2. Art Cultural Information
9.1.3. Cultural Information on the Performing Arts
9.1.4. Film Cultural Information
9.1.5. Music Cultural Information
9.1.6. Cultural Information in Books

9.2. The Art of Storytelling
9.2.1. Introduction
9.2.2. The Origins of Cultural Information in the Press
9.2.3. The Origins of Cultural Information in the Radio
9.2.4. The Origins of Cultural Information in the Television

9.3. Essential Guides to Cultural Journalism Documentation
9.3.1. Introduction
9.3.2. General Considerations
9.3.3. Factors of Interest and Evaluation Criteria for the Elaboration of Cultural Information

9.4. The 3.0 Philosophy of Communication
9.4.1. Introduction
9.4.2. General Sources of Cultural Information
9.4.3. Specific Sources of Audiovisual Information on Culture

9.5. Media and Social Media Management
9.5.1. Introduction
9.5.2. News
9.5.3. Interview
9.5.4. Chronicle
9.5.5. Reportage

9.6. Interactive Journalistic Content
9.6.1. Introduction
9.6.2. Press Cultural Information
9.6.3. Radio Cultural Information
9.6.4. Television Cultural Information

9.7. Communication Paradigms
9.7.1. Introduction
9.7.2. Culture and the Internet
9.7.3. Benefits of Culture

9.8. Web Positioning: SEO, SEM, SMO, SMM, SERM. Specialized Journalistic Content
9.8.1. Introduction
9.8.2. Cultural Marketing
9.8.3. How is Cultural Marketing Carried Out?

9.9. Analysis of Culture
9.9.1. Introduction
9.9.2. Theoretical and Methodological Approach to Culture
9.9.3. Culture, Communication and Meaning
9.9.4. Culture and Imaginaries

9.10. Cyberculture and Digital Journalism of Cultural Content
9.10.1. Introduction
9.10.2. Definition of Cyberculture
9.10.3. Digital Journalism of Cultural Contents
9.10.4. Keys to Digital Journalism of Cultural Content

Module 10. Theory and Realization Technique

10.1. The Realization as Construction of the Audiovisual Work. The Work Team
10.1.1. From the Literary Script to the Technical Script or Playbill
10.1.2. The Work Team

10.2. The Elements of the Screen Layout Construction Materials
10.2.1. Spatial Pre-Adaptation Art Direction
10.2.2. The Elements of the Screen Layout

10.3. Pre-Production Implementation Documents
10.3.1. Technical Script
10.3.2. The Scenographic Plan
10.3.3. The Storyboard
10.3.4. Plan
10.3.5. The Shooting Plan

10.4. The Expressive Value of Sound
10.4.1. Typology of Sound Elements
10.4.2. Construction of Sound Space

10.5. The Expressive Value of Light
10.5.1. Expressive Value of Light
10.5.2. Basic Lighting Techniques

10.6. Basic Single-Camera Shooting Techniques
10.6.1. Uses and Techniques of Single-Camera Filming
10.6.2. Found Footage Subgenre Fiction and Documentary Films
10.6.3. Single-Camera Production in Television

10.7. The Assembly
10.7.1. Mounting as an Assembly Space-Time Reconstruction
10.7.2. Non-Linear Assembly Techniques

10.8. Post-Production and Color Grading
10.8.1. Postproduction
10.8.2. Vertical Assembly Concept
10.8.3. Color Correction

10.9. Formats and Production Equipment
10.9.1. Multi-Camera Formats
10.9.2. The Studio and the Team

10.10. Keys, Techniques and Routines in Multi-Camera Production
10.10.1. Multi-Camera Techniques
10.10.2. Some Common Formats

Module 11. Structure of the Audiovisual System

11.1. An Introduction to Cultural Industries (C.I.)
11.1.1. Concepts of Culture Culture-Communication
11.1.2. C.I. Theory and Evolution: Typology and Models

11.2. Film Industry I
11.2.1. Main Characteristics and Agents
11.2.2. Structure of the Cinematographic System

11.3. Film Industry II
11.3.1. The U.S. Film Industry
11.3.2. Independent Production Companies
11.3.3. Problems and Debates in the Film Industry

11.4. Film Industry III
11.4.1. Film Regulation: State and Culture Policies for the Protection and Promotion of Cinematography
11.4.2. Study Case

11.5. Television Industry I
11.5.1. Economic Television
11.5.2. Founding Models
11.5.3. Transformations

11.6. Television Industry II
11.6.1. The U.S. Television Industry
11.6.2. Main Features
11.6.3. State Regulation

11.7. Television Industry III
11.7.1. Public Service Television in Europe
11.7.2. Crises and Debates

11.8. The Axes of Change
11.8.1. New Processes in the Audiovisual Industry
11.8.2. Regulatory Debates

11.9. Digital Terrestrial Television (DTT)
11.9.1. Role of the State and Experiences
11.9.2. The New Features of the Television System

11.10. New Operators in the Audiovisual Landscape
11.10.1. Over-the-Top (OTT) Service Platforms
11.10.2. Consequences of its Appearance

Module 12. Audiovisual Production

12.1. Audiovisual Production
12.1.1. Introductory Concepts
12.1.2. The Audiovisual Industry

12.2. The Production Team
12.2.1. The Professionals
12.2.2. The Producer and the Script

12.3. The Audiovisual Project
12.3.1. Project Management
12.3.2. Project Evaluation
12.3.3. Presentation of Projects

12.4. Production and Financing Modalities
12.4.1. Financing of Audiovisual Production
12.4.2. Modes of Audiovisual Production
12.4.3. Resources for Pre-Financing

12.5. The Production Team and The Script Breakdown
12.5.1. The Production Team
12.5.2. Script Breakdown

12.6. The Shooting Locations
12.6.1. The Locations
12.6.2. The Scenery

12.7. Casting and Filming Contracts
12.7.1. Casting
12.7.2. Casting Test
12.7.3. Contracts, Rights and Insurance

12.8. The Work Plan and Budget of the Audiovisual Work
12.8.1. The Work Plan
12.8.2. The Budget

12.9. Production in Filming or Recording
12.9.1. Preparation for Filming
12.9.2. Filming Equipment and Means

12.10. Post-Production and the Final Balance of the Audiovisual Work
12.10.1. Editing and Post-Production
12.10.2. Balance Sheet and Operations

Module 13. Fiction Production and Actors Direction

13.1. The Realization of Fiction
13.1.1. Introduction
13.1.2. The Process and its Tools

13.2. Optics and Camera
13.2.1. Optics and Framing
13.2.2. Camera Movement
13.2.3. Continuity

13.3. Light and Color: Theoretical Aspects
13.3.1. Exhibition
13.3.2. Color Theory

13.4. Lighting in Films
13.4.1. Tools
13.4.2. Lighting as Narrative

13.5. Color and Optics
13.5.1. Color Control
13.5.2. Optics
13.5.3. Image Control

13.6. Work on the Shooting
13.6.1. The List of Plans
13.6.2. The Team and its Functions

13.7. Technical Issues in Film Directing
13.7.1. Technical Resources

13.8. The Directors' Vision
13.8.1. Directors Take the Floor

13.9. Digital Transformations
13.9.1. Analog-Digital Transformations in Cinematographic Photography
13.9.2. The Reign of Digital Post-Production

13.10. Direction of Actors
13.10.1. Introduction
13.10.2. Main Methods and Techniques
13.10.3. Working with Actors

Module 14. Cultural Industries and New Communication Business Models

14.1. The Concepts of Culture, Economy, Communication, Technology, IC
14.1.1. Culture, Economy, Communication
14.1.2. Cultural Industries

14.2. Technology, Communication and Culture
14.2.1. Craft Culture Commoditized
14.2.2. From Live Performance to Visual Arts
14.2.3. Museums and Heritage

14.3. The Major Sectors of the Cultural Industries
14.3.1. Editorial Products
14.3.2. Flow C.I.'s
14.3.3. Hybrid Models

14.4. The Digital Era in the Cultural Industries
14.4.1. Digital Cultural Industries
14.4.2. New Models in the Digital Era

14.5. Digital Media and Media in the Digital Age
14.5.1. The Online Press Business
14.5.2. Radio in the Digital Environment
14.5.3. Particularities of the Media in the Digital Age

14.6. Globalization and Diversity in Culture
14.6.1. Concentration, Internationalization and Globalization of Cultural Industries
14.6.2. The Struggle for Cultural Diversity

14.7. Cultural and Cooperation Policies
14.7.1. Cultural Policies
14.7.2. The Role of States and Country Regions

14.8. Musical Diversity in the Cloud
14.8.1. The Music Industry Today
14.8.2. The Cloud
14.8.3. Latin/Iberoamerican Initiatives

14.9. Diversity in the Audiovisual Industry
14.9.1. From Pluralism to Diversity
14.9.2. Diversity, Culture and Communication
14.9.3. Conclusions and Suggestions

14.10. Audiovisual Diversity on the Internet
14.10.1. The Audiovisual System in the Internet Era
14.10.2. Television Offerings and Diversity
14.10.3. Conclusions

Module 15. Management and Promotion of Audiovisual Products

15.1. Audiovisual Distribution
15.1.1. Introduction
15.1.2. Distribution Players
15.1.3. Marketing Products
15.1.4. Audiovisual Distribution Areas
15.1.5. National Distribution
15.1.6. International Distribution

15.2. The Distribution Company
15.2.1. Organizational Structure
15.2.2. Negotiation of the Distribution Agreement
15.2.3. International Customers

15.3. Operating Windows, Contracts and International Sales
15.3.1. Operating Windows
15.3.2. International Distribution Contracts
15.3.3. International Sales

15.4. Cinematographic Marketing
15.4.1. Film Marketing
15.4.2. The Film Production Value Chain
15.4.3. Advertising Media at the Service of Promotion
15.4.4. Launching Tools

15.5. Market Research in Film
15.5.1. Introduction
15.5.2. Pre-Production Phase
15.5.3. Post-Production Phase
15.5.4. Commercialization Phase

15.6. Social Media and Film Promotion
15.6.1. Introduction
15.6.2. Promises and Limits of Social Media
15.6.3. Objectives and Their Measurement
15.6.4. Promotion Calendar and Strategies
15.6.5. Interpreting What Social Media Networks Are Saying

15.7. Audiovisual Distribution on the Internet I
15.7.1. The New World of Audiovisual Distribution
15.7.2. The Internet Distribution Process
15.7.3. Products and Possibilities in the New Scenario
15.7.4. New Distribution Modes

15.8. Audiovisual Distribution on the Internet II
15.8.1. Keys to the New Scenario
15.8.2. The Risks of Internet Distribution
15.8.3. Video On Demand (VOD) as a New Distribution Window

15.9. New Spaces for Distribution
15.9.1. Introduction
15.9.2. Netflix Revolution

15.10. Film Festivals
15.10.1. Introduction
15.10.2. The Role of Film Festivals in Distribution and Exhibition

Module 16. Television Genres, Formats and Programming

16.1. Genre in Television
16.1.1. Introduction
16.1.2. Television Genres

16.2. The Format on Television
16.2.1. Approach to the Concept of Format
16.2.2. Television Formats

16.3. Create Television
16.3.1. The Creative Process in Entertainment
16.3.2. The Creative Process in Fiction

16.4. Evolution of Formats in Today's International Market I
16.4.1. Consolidation of the Format
16.4.2. The Reality Television Format
16.4.3. Reality TV News
16.4.4. Digital Terrestrial Television and Financial Crisis

16.5. Evolution of Formats in Today's International Market II
16.5.1. Emerging Markets
16.5.2. Global Brands
16.5.3. Television Reinvents Itself
16.5.4. The Era of Globalization

16.6. Selling the Format. Pitching
16.6.1. Sale of a Television Format
16.6.2. Pitching

16.7. Introduction to Television Programming
16.7.1. The Role of Programming
16.7.2. Factors Affecting Programming

16.8. Television Programming Models
16.8.1. United States and United Kingdom
16.8.2. Spain

16.9. The Professional Practice of Television Programming
16.9.1. The Programming Department
16.9.2. Programming for Television

16.10. Study of Audience
16.10.1. Television Audience Research
16.10.2. Audience Concepts and Ratings

Module 17. The Audiovisual Audience

17.1. Audiences in the Audiovisual Media
17.1.1. Introduction
17.1.2. The Constitution of the Audiences

17.2. The Study of Audiences: Traditions I
17.2.1. Theory of Effects
17.2.2. Theory of Uses and Gratifications
17.2.3. Cultural Studies

17.3. The Study of Audiences: Traditions II
17.3.1. Studies on Reception
17.3.2. Audiences for Humanistic Studies

17.4. Audiences from an Economic Perspective
17.4.1. Introduction
17.4.2. The Measurement of the Audiences

17.5. Theories of Reception
17.5.1. Introduction to the Reception Theories
17.5.2. Historical Approach to Reception Studies

17.6. Audiences in the Digital World
17.6.1. Digital Environment
17.6.2. Communication and Culture of Convergence
17.6.3. The Active Nature of the Audiences
17.6.4. Interactivity and Participation
17.6.5. The Transnationality of Audiences
17.6.6. The Autonomy of the Audiences

17.7. Audiences: The Essential Questions I
17.7.1. Introduction
17.7.2. Who Are They?
17.7.3. Why Do They Consume?

17.8. Audiences: The Essential Questions II
17.8.1. What Do They Consume?
17.8.2. How Do They Consume?
17.8.3. What are the Effects?

17.9. The Engagement Model I
17.9.1. Engagement as a Metadimension of Audience Behavior
17.9.2. The Complex Assessment of Engagement

17.10. The Engagement Model II
17.10.1. Introduction to the Dimensions of Engagement
17.10.2. Engagement and User Experiences
17.10.3. Engagement as an Emotional Response from Audiences
17.10.4. Engagement as a Result of Human Cognition
17.10.5. Observable Behaviors of Audiences as an Expression ofEngagement

Module 18. Television Scriptwriting: Programs and Fiction

18.1. Television Narrative
18.1.1. Concepts and Limits
18.1.2. Codes and Structures

18.2. Narrative Categories in Television
18.2.1. The Enunciation
18.2.2. Characters
18.2.3. Actions and Transformations
18.2.4. The Space
18.2.5. The Time

18.3. Television Genres and Formats
18.3.1. Narrative Units
18.3.2. Television Genres and Formats

18.4. Fiction Formats
18.4.1. Television Fiction
18.4.2. Situation Comedy
18.4.3. Dramatic Series
18.4.4. The Soap Opera
18.4.5. Other Formats

18.5. The Fiction Script in Television
18.5.1. Introduction
18.5.2. The Technique

18.6. The Drama on Television
18.6.1. Drama Series
18.6.2. Soap Opera

18.7. Comedy Series
18.7.1. Introduction
18.7.2. Sitcom

18.8. The Entertainment Script
18.8.1. The Script, Step-by-Step
18.8.2. Writing to Say

18.9. Entertainment Script Writing
18.9.1. Script Meeting
18.9.2. Technical Script
18.9.3. Production Breakdown
18.9.4. The Playbill

18.10. Entertainment Script Design
18.10.1. Magazine
18.10.2. Humor Program
18.10.3. Phases of the Accounting Cycle
18.10.4. Talent Show
18.10.5. Documentaries
18.10.6. Other Formats

07
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"

TECH Business School uses the 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"*

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

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 must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

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

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

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 online business school is the only one in the world licensed to incorporate 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. With this methodology we have 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, markets, and financial 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.

30%

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.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

10%

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.

8%

3%

30%

15%

4%
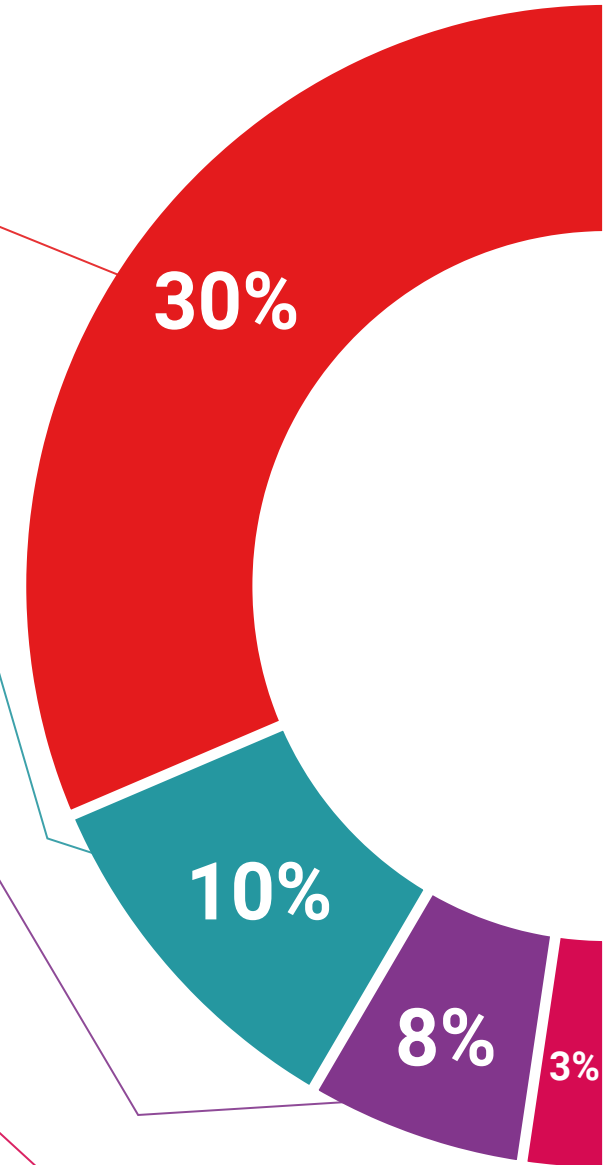
Case Studies

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 senior management 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.

Our Students' Profiles

The profile of TECH Technological University students is that of professionals with extensive training and experience, who understand the importance of continuing their studies during their working life. In this particular case, these are professionals with previous knowledge in business management, who want to expand their scope of action to the audiovisual industry, and they will achieve this through a high-quality syllabus.

" *This program is aimed at people interested in improving their employability thanks to first class syllabus"*

Average Age

Between **35** and **45** years old

Years of Experience

More than 15 years **25%**

5 to 10 years **31%**

From 10 to 15 years **28%**

Up to 5 years **16%**

Training

Audiovisual Communication **29%**

Journalism **27%**

Social Sciences **6%**

Business **25%**

Other **13%**

Academic Profile

Managers of Audiovisual Companies **29%**

Audiovisual Technicians **20%**

Journalists **22%**

Producers **15%**

Other **14%**
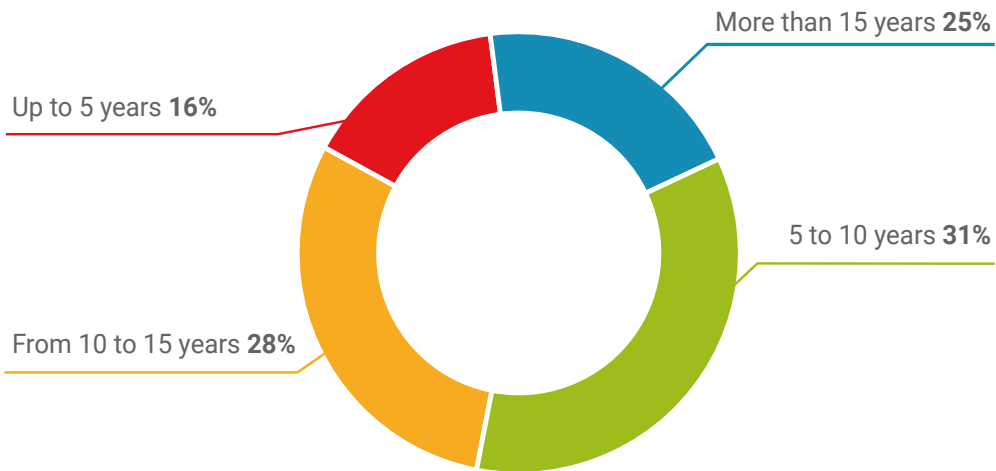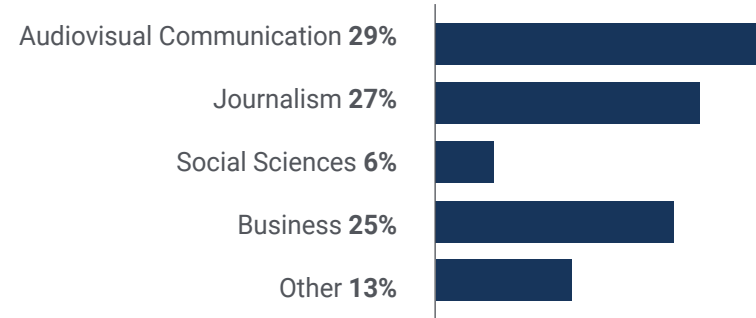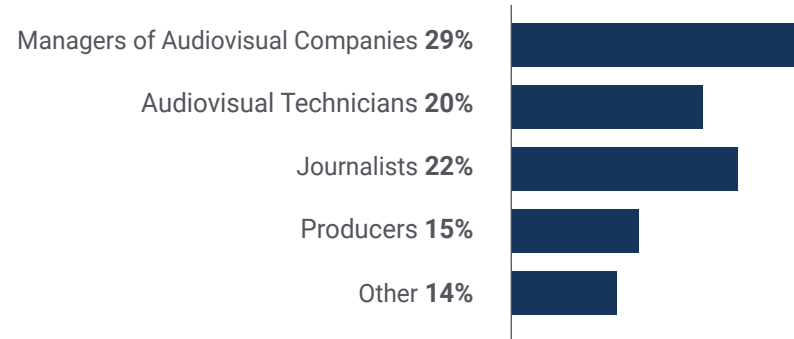
Geographical Distribution

USA **13%**

Spain **37%**

Mexico **19%**

Colombia **7%**

Argentina **8%**

Chile **6%**

Peru **3%**

Other **7%**
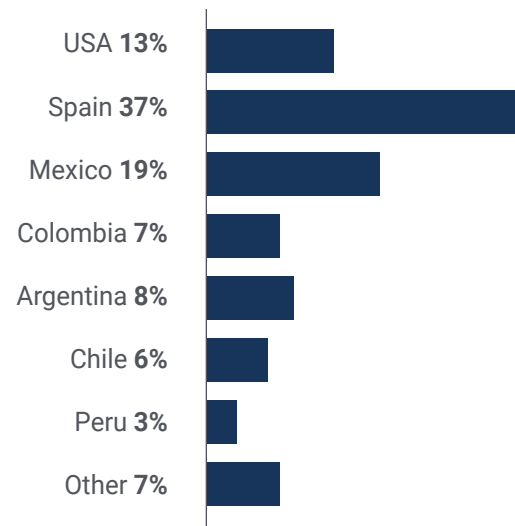
Martín Rodríguez

Manager of an Audiovisual Company

"This program has allowed me to get up to date in a sector of great relevance today and one which I had been thinking about entering for some time. Fortunately, the knowledge acquired in this Advanced Master's Degree has given me the necessary impulse to create my own company. A step I would not have taken without TECH"

Course Management

The teaching staff in charge of the development of this Advanced Master's Degree has been carefully selected by TECH due to their advanced skills in direction, management and leadership in the Audiovisual Industry. Students will have access to content created by professionals with extensive experience in the sector who will share the most effective secrets and working methods to help students reach the top positions in audiovisual management with the most perfected skills.

Take advantage of the knowledge and extensive professional experience of a multifaceted and multidisciplinary teaching staff from the world of the Audiovisual Industry"

Management

Mr. Ledesma Carrillo, Carlos Atxoña

- Head of the International / Legal Area at Transporte Interurbanos de Tenerife SAU
- Legal manager en Avalon Biz Consulting
- Rgpd trainer at ESFOCC Canary Islands Superior School of Training and Qualification
- Legal Advisor in Interurban Transports of Tenerife SAU
- Law degree at La Laguna University
- Expert in labor management from the European School of Management and Business. Madrid
- Diploma in Corporate Knowledge Management from Rey Juan Carlos I University
- MBA Master in Business Administration and Management at the European University of the Canary Islands

Professors

Ms. González, Mónica

- Financial Director of the bank Cajasiete in Tenerife, Canary Islands
- Co-founder of the Stock Market Investment Club of the Business School
- Degree in Business Administration from Las Palmas de Gran Canaria University
- Diploma in Business Studies from Las Palmas de Gran Canaria University
- Master's Degree in Taxation and Tax Consultancy from the Centro de Estudios Financieros in collaboration with the Spanish Association of Tax Advisors
- Executive Master's Degree in Financial Management and Advanced Finance from the Higher School of Banking Techniques and Practices

- Expert in Financial Planning and Management Control in Banking from International Financial Analysts
- Management Development Expert in Portfolio Management from the International Financial Analysts

Impact on Your Career

This TECH program is absolutely essential for all those business professionals who wish to turn their careers around, specializing in a complex and highly intense area such as audiovisual companies. An Advanced Master's Degree that includes the most relevant aspects in this area, and that will represent a sign of quality on the CV of the students. Undoubtedly, the opportunity they were waiting for to improve their career.

tech

"

Thanks to this program, you will learn how to successfully manage audiovisual companies"

Are you ready to take the leap?
Excellent professional development awaits you

The Advanced Master's Degree in Senior Audiovisual Industry Management at TECH Technological University is an intensive program that prepares the student to face challenges and business decisions at both national and international levels. The main objective is to promote their personal and professional growth, helping them to achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

A large percentage of our students achieve employment success after studying with us.

If you want to make a positive change in your profession, don't miss the opportunity to specialize with TECH.

When the change occurs

During the program	During the first year	After 2 years
21%	**53%**	**26%**

Type of change

Entrepreneurship **38%**
Internal Promotion **18%**
Change of Company **44%**
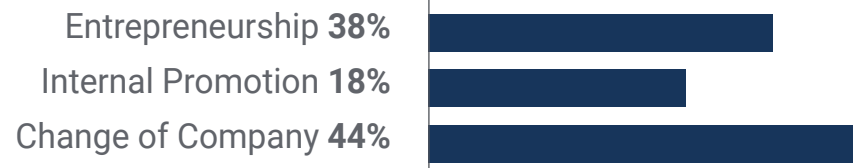
Salary increase

This program represents a salary increase of more than **25.22%** for our students.

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

11
Benefits for Your Company

This TECH program has been designed thinking about the training needs of business professionals in the top management of audiovisual companies, but also about what the students will be able to contribute to the companies in which they work. Therefore, it will not only be a competitive advantage for the students themselves, providing them with greater employability, but also for the companies, where they will be able to contribute all their value and knowledge.

Bring a new, more up-to-date and competitive management model to the audiovisual companies in which you work"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining High-Potential Executives to Avoid Talent Drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building Agents of Change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased International Expansion Possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

05 | Project Development

The manager will be able to work on a real project or develop new projects in the R&D or Business Development area of their company.

06 | Increased Competitiveness

This Advanced Master's Degree will equip students with the necessary skills to take on new challenges and consequently drive the organization forward.

Certificate

The Advanced Master's Degree in Senior Audiovisual Industry Management guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university degree without travel or laborious paperwork"

This **Advanced Master's Degree in Senior Audiovisual Industry 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 **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Master's Degree in Senior Audiovisual Industry Management**
Official Nº of hours: **3.000 h.**

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tech technological university

Awards the following
DIPLOMA
to

Mr./Ms. _____ with identification number _____.
For having successfully passed and accredited the following program

ADVANCED MASTER'S DEGREE

in

Senior Audiovisual Industry Management

This is a qualification awarded by this University, equivalent to 3,000 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in Senior Audiovisual Industry Management

General Structure of the Syllabus

Year	Subject	Hours	Type	Year	Subject	Hours	Type
1º	Leadership, Ethics, and CSR	178	CO	2º	Theory and Realization Technique	166	CO
1º	Strategic Direction and Executive Management	166	CO	2º	Structure of the Audiovisual System	166	CO
1º	People and Talent Management	166	CO	2º	Audiovisual Production	166	CO
1º	Economic and Financial Management	166	CO	2º	Fiction Production and Actors Direction	166	CO
1º	Operations and Logistics Management	166	CO	2º	Cultural Industries and New Communication Business Models	166	CO
1º	Information Systems Management	166	CO				
1º	Commercial Management, Marketing and Corporate Communication	166	CO	2º	Management and Promotion of Audiovisual Products	166	CO
				2º	Television Genres, Formats and Programming	166	CO
1º	Innovation and Project Management	166	CO	2º	The Audiovisual Audience	166	CO
1º	Cultural Journalism	166	CO	2º	Television Scriptwriting: Programs and Fiction	166	CO

Tere Guevara Navarro
Dean

tech technological university

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*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.

tech technological university

Advanced Master's Degree
Senior Audiovisual Industry Management

Language: **English**
Course Modality: **Online**
Duration: **24 months**
Accreditation: **TECH Technological University**
Official Nº of hours: **3.000 h.**

Advanced Master's Degree
Senior Audiovisual Industry Management