Postgraduate Certificate
Creation in Television

tech. technological university

Postgraduate Certificate

Creation in Television

» Modality: **online**
» Duration: **12 weeks**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **University graduates who have previously completed any of the degrees in the field of Audiovisual Communication**

Website: **www.techtitute.com/in/school-of-business/postgraduate-certificate/creation-television**

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01
Welcome

Since its invention, television has become a window to the world for many households. Making a program in this format requires a specialized team, but above all a director with leadership skills, new ideas and a clear perception of what the public wants. With this program, students will learn about the concept of genre applied to fiction production and television entertainment, from the executive point of view of a producer. This means that they will be able to compete internationally for a more senior position in a television network.

Postgraduate Certificate in Creation in Television.
TECH Technological University

Leadership, creativity and innovation are two qualities of television creators"

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.

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.

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"

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

At the end of the program, students will have met the program objectives and will have enhanced their leadership and management skills. In this way, they will learn about the main genres used in this medium and how to create quality scripts. Therefore, this program becomes a first level curriculum to work in an international network such as CNN or Atresmedia.

TECH is aware of your skills and abilities, that's why we offer you this Postgraduate Certificate to enhance them"

Your goals are our goals.
We work together to help you achieve them.

The **Postgraduate Certificate in Creation in Television** will train the student:

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

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

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

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

05 Recognize the different formats in the context of the current television landscape

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

08 Know the theoretical keys and the professional, social and cultural context of television programming, with special attention to television programming in the Spanish television model

09 Know the main techniques and processes of programming in generalist television

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

10 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
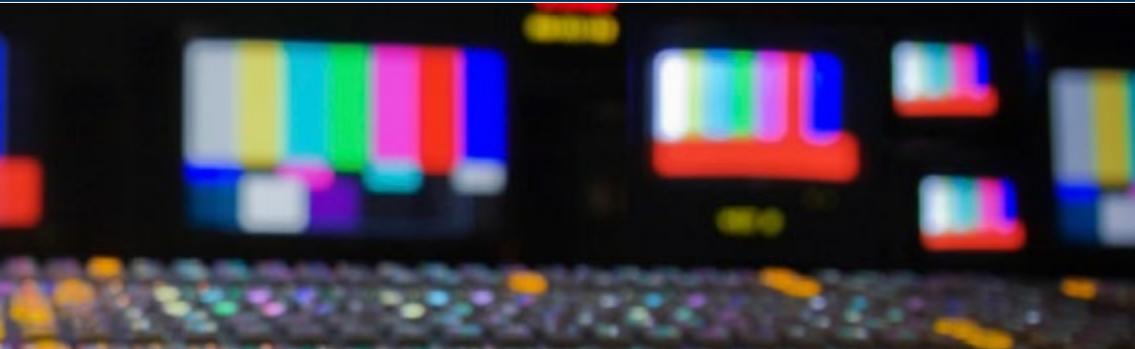
11 Understand the creative and industrial process in the development of a fiction script for television

13 Know the different tools available to a television scriptwriter

12 Identify the different genres of television programs in order to determine the scripting techniques they require

14 Learn how a television program format is related to its writing techniques

15 Understand the basics of the dynamics of a television program format

17 Use a critical point of view when analyzing the various genres and formats of television programs based on their scripts

16 Gain an overview of international franchises of TV program formats

18 Know the ways to present a draft script for a TV series

05

Structure and Content

A curriculum has been devised that meets the requirements requested by major television networks for their producers and directors. In this way, the student will have an up-to-date program in an online modality, in order to be able to continue his academic work along with his professional growth.

" *TECH has created training that will make you the next producer of a worldwide hit show"*

Syllabus

The Postgraduate Certificate in Creation in Television by TECH Technological University is an intensive and up-to-date program that will help students prepare to face the work challenges that a director must assume in a television network.

The Postgraduate Certificate in Creation in Television program is designed to ensure the development of managerial skills of students to sell their ideas and bring them to the television screens of every home.

During the program, the development of scripts for television programs and fictions will be analyzed, discovering the characteristics of the narrative, the characters, the technical script, etc.

Time will also be devoted to a critical understanding of the processes of television supply, its evolution and current reality, in relation to the social and cultural phenomena in which it is produced. Highlighting all the contents from the critical perspective of the executive figure of the director.

Therefore, this program is focused on encouraging the student to aspire to become a prestigious director or producer. Thus, supported by innovative content and the best teaching methodology, it meets the needs and requirements of large television networks, providing the necessary skills to bring an idea to the small screen.

This Postgraduate Certificate takes place over 12 weeks and is divided into 2 modules:

Module 1	Television Genres, Formats and Programming
Module 2	Television Scriptwriting: Programs and Fiction

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During the 12 weeks of the training, the student will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

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

Module 1. Television Genres, Formats and Programming

1.1. Genre in Television
1.1.1. Introduction
1.1.2. Television Genres

1.2. Format in Television
1.2.1. Approach to the Concept of Format
1.2.2. Television Formats

1.3. Creating Television
1.3.1. The Creative Process in Entertainment
1.3.2. The Creative Process in Fiction

1.4. Evolution of Formats in Today's International Market I
1.4.1. Consolidation of the Format
1.4.2. The Reality TV Format
1.4.3. News in Reality TV
1.4.4. Digital Terrestrial Television and Financial Crisis

1.5. Evolution of Formats in Today's International Market II
1.5.1. Emerging Markets
1.5.2. Global Brands
1.5.3. Television Reinvents Itself
1.5.4. The Ae of Globalization

1.6. Selling the Format. Pitching
1.6.1. Sale of a Television Format
1.6.2. Pitching

1.7. Introduction to Television Programming
1.7.1. The Role of Programming
1.7.2. Factors Affecting Programming

1.8. Television Programming Models
1.8.1. United States and United Kingdom
1.8.2. Spain

1.9. The Professional Practice of Television Programming
1.9.1. The Programming Department
1.9.2. Programming for Television

1.10. Study of Audiences
1.10.1. Television Audience Research
1.10.2. Audience Concepts and Ratings

Module 2. Television Scriptwriting: Programs and Fiction

2.1. Television Fiction	**2.2. Narrative Categories in Television**
2.1.1. Concepts and Limits	2.2.1. Enunciation
2.1.2. Codes and Structures	2.2.2. Characters
	2.2.3. Actions and Transformations
	2.2.4. The Space
	2.2.5. The Weather

2.3. Television Genres and Formats
2.3.1. Narrative Units
2.3.2. Television Genres and Formats

2.4. Fiction Formats
2.4.1. Television Fiction
2.4.2. Situation Comedy
2.4.3. Dramatic Series
2.4.4. The Soap Opera
2.4.5. Other Formats

2.5. The Fiction Script in Television
2.5.1. Introduction
2.5.2. The Technique

2.6. The Television Drama
2.6.1. Dramatic Series
2.6.2. The Soap Opera

2.7. Comedy Series
2.7.1. Introduction
2.7.2. The Sitcom

2.8. The Entertainment Script
2.8.1. The Script Step by Step
2.8.2. Writing to Say

2.9. Entertainment Script Writing
2.9.1. Script Meeting
2.9.2. Technical Script
2.9.3. Production Breakdown
2.9.4. The Playbill

2.10. Entertainment Script Design
2.10.1. Magazine
2.10.2. Humor Program
2.10.3. Talent Show
2.10.4. Documentaries
2.10.5. Other Formats

"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"

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.

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.

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.

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%

3%

30%

15%

4%
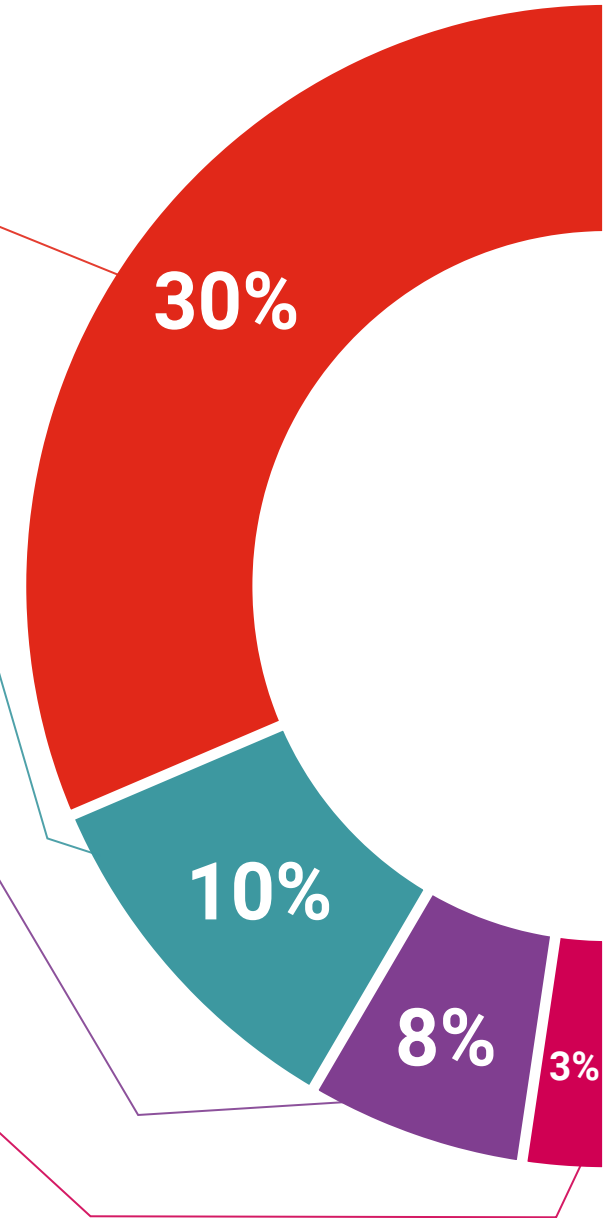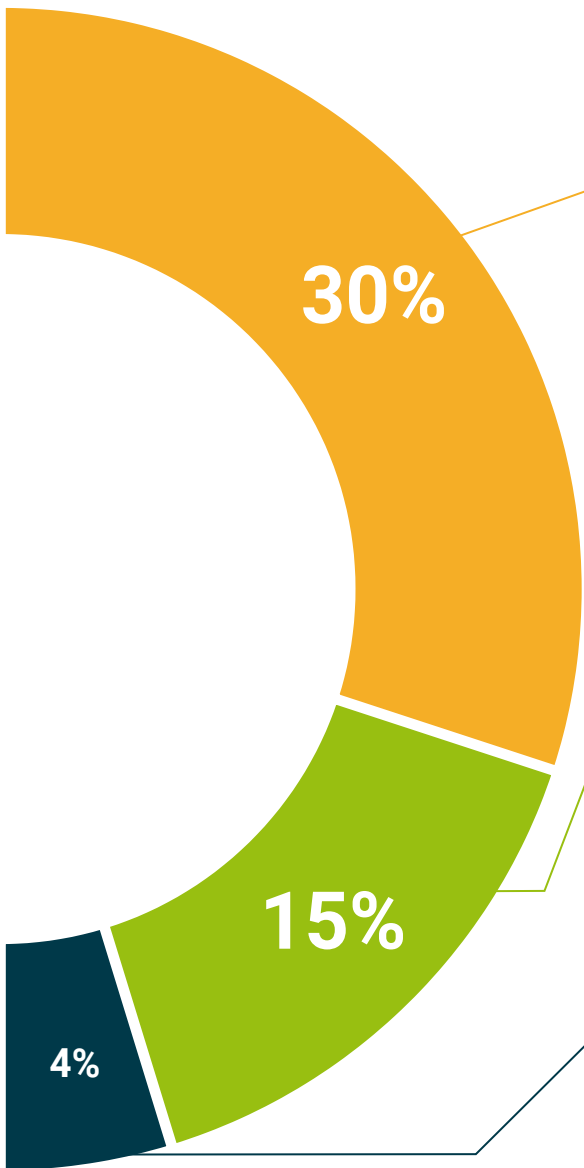
Case Studies

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 Postgraduate Certificate in Creation in Television is aimed at university graduates, graduates and graduates who have previously completed any of the following degrees in design, advertising, digital business, audiovisual communication or any other branch related to the area of this field of work.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

"
Interprets and analyzes television formats from a professional, aesthetic and cultural perspective"

Average Age

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

Years of Experience

More than 15 years **12%**

Up to 5 years **5%**

5 to 10 years **65%**

10 to 15 years **18%**

Training

Communication **45%**

Business **32%**

Design **15%**

Social Sciences **8%**

Academic Profile

Project Management **25%**

Communication **19%**

Sales and Marketing **15%**

General Management **13%**

Operations **12%**

Consulting **10%**

Planning and Accounting **6%**
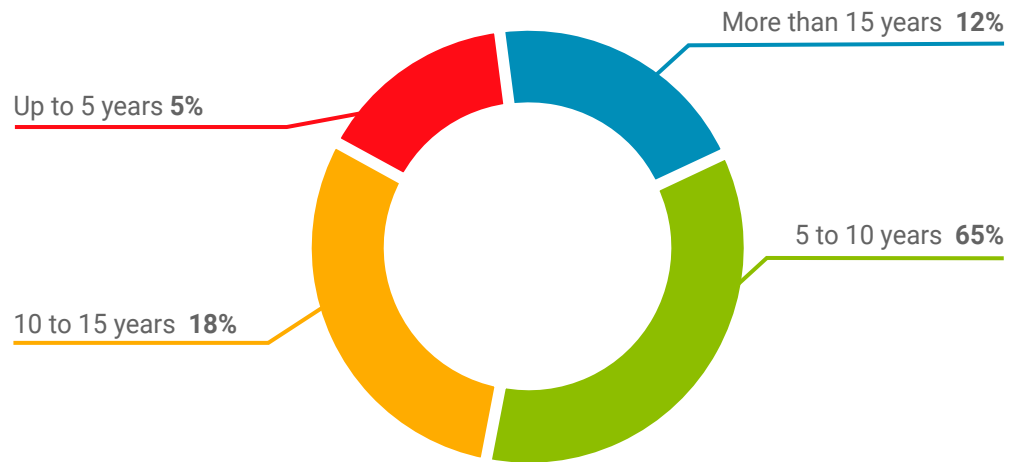
Geographical Distribution

Country	%
USA	**5%**
Spain	**44%**
Brazil	**4%**
Mexico	**14%**
Colombia	**8%**
Chile	**4%**
Argentina	**7%**
Peru	**8%**
Ecuador	**4%**
Rep. Dominican Republic	**2%**
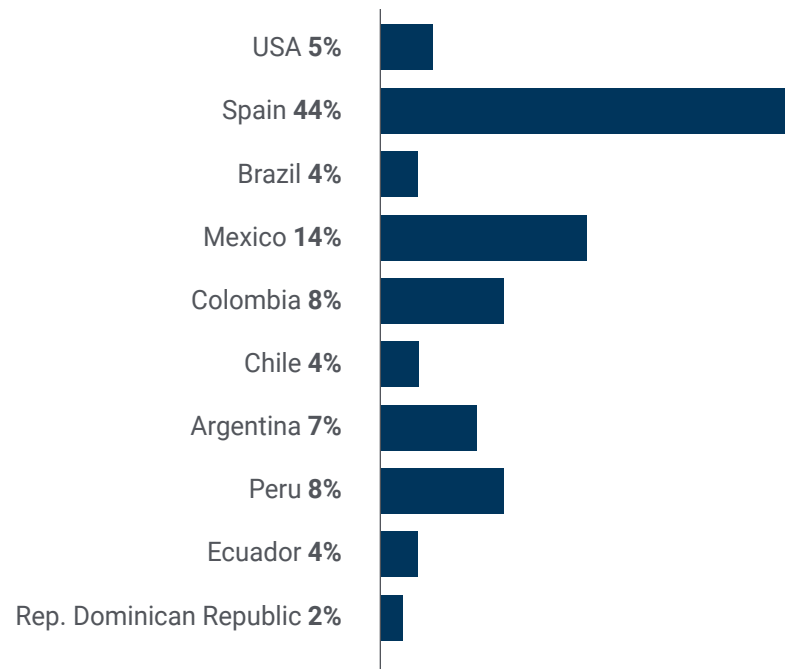
Alejandra Ramón

Production Manager and Project Manager

"The world of television is competitive and requires every worker in it to be the best. Therefore, with this program I was able to understand how this world works and I have been able to acquire a new position to direct a news program, becoming an achievement in my career"

08
Impact on Your Career

TECH is are aware that studying a program like this entails great economic, professional and, of course, personal investment. For this reason, the ultimate goal will always be to provide all the necessary tools and an innovative methodology to motivate students in each class. This will guarantee a satisfactory labor insertion in a sector that demands quality and excellence.

tech

Develop a critical point of view that will benefit your career by analyzing the formats used in international franchises"

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

The Postgraduate Certificate in Creation in Television of TECH is an intensive program that prepares future graduates to face challenges and business decisions in the field of audiovisual business management. The main objective is to promote your personal and professional growth. Help you achieve success.

So, if you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

Major international television networks will see your potential as a director after completing this program.

Achieve the positive change you need to boost your career and profession with the Postgraduate Certificate in Creation in Television.

When the change occurs

During the program	During the first year	After 2 years
13%	**62%**	**25%**

Type of change

Internal Promotion **45%**

Change of Company **41%**

Entrepreneurship **17%**
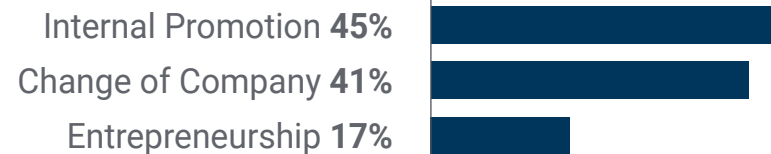
Salary increase

This program represents a salary increase of more than **25%** for our students.

Salary before	A salary increase of	Salary after
$59.800	**25.22%**	**$75.001**

Benefits for Your Company

The Postgraduate Certificate in Creation in Television contributes to elevate the organization's talent to its maximum potential by training high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

" *Generate programs that are a success for a television network"*

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

01

Intellectual Capital and Talent Growth

The professional 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 can work on a real project or develop new projects.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

10
Certificate

The Postgraduate Certificate in Creation in Television guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Creation in Television** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** by tracked delivery*.

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

Title: **Postgraduate Certificate in Creation in Television**
Official Nº of Hours: **300 h.**

tech technological university

Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Creation in Television

This is a qualification awarded by this University, equivalent to 300 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

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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