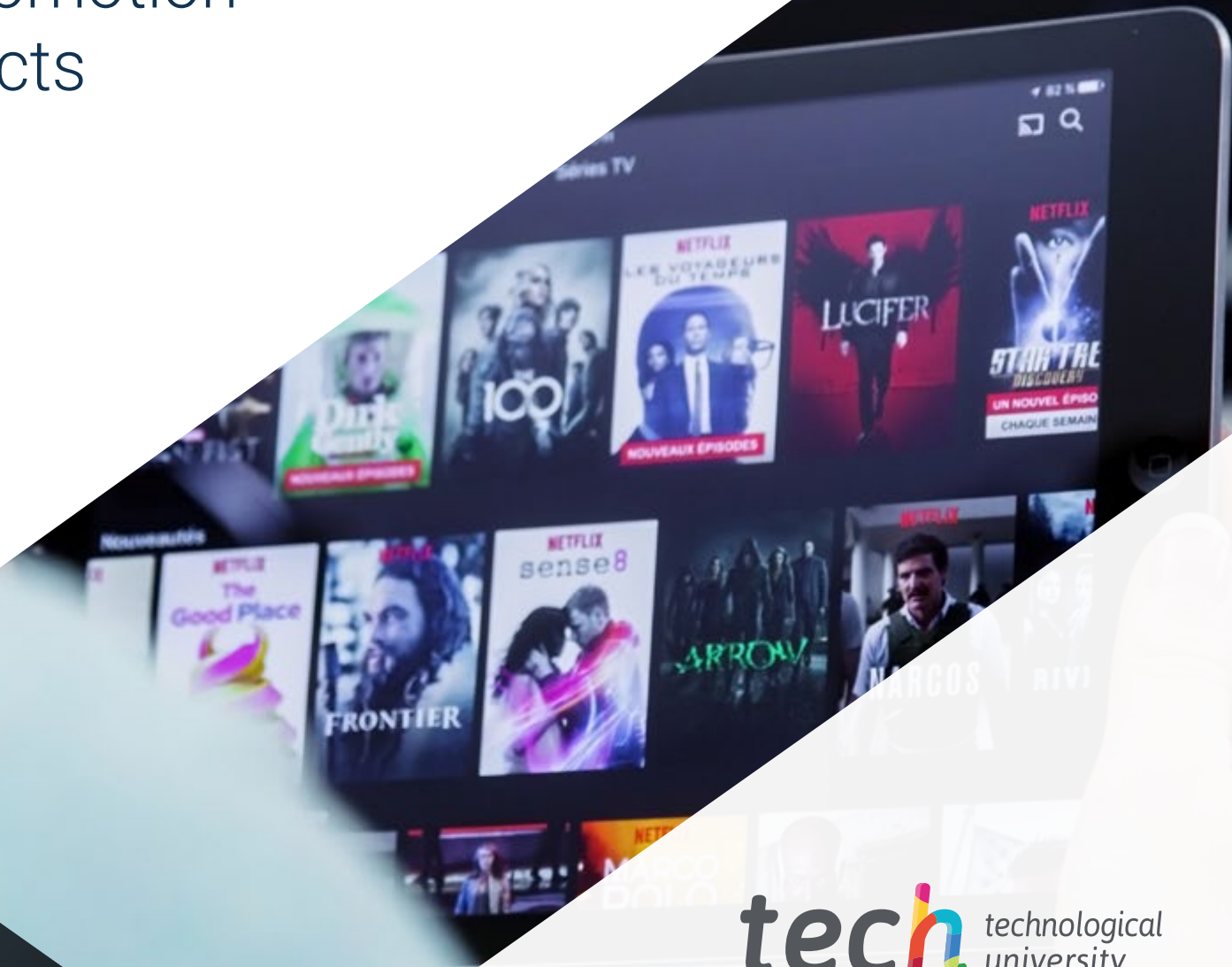


# Postgraduate Certificate Management and Promotion of Audiovisual Products





## Postgraduate Certificate Management and Promotion of Audiovisual Products

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates and graduates who have previously completed any of the degrees in the field of Audiovisual Communication

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/management-promotion-audiovisual-products](http://www.techtute.com/in/school-of-business/postgraduate-certificate/management-promotion-audiovisual-products)

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# 01 Welcome

*Netflix* is perhaps currently one of the most influential businesses in the world, especially in the digital environment. For many, the way they have managed their social media accounts, interacting with users, creating valuable content and, many times, trending worldwide for their witty and funny comments, is familiar to almost all. Behind this, there is a team that knows the fundamentals of the market and how to work it to your advantage. With this program, we seek to train the next director of this area, enhancing their skills with a new agenda and focusing on strategies that will guarantee their success.



Postgraduate Certificate in Management and Promotion of Audiovisual Products.  
TECH Technological University



“

*It is part of the value chain of a production and creates a strategy for promotion in digital media”*

02

# 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:



### 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"*



### 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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# 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 Postgraduate Certificate in Management and Promotion of Audiovisual Products will open up a wide range of opportunities for students, enabling them to analyze, manage and control different broadcasting campaigns. Therefore, it is a great experience for those who are looking for a salary and professional improvement in their daily work. In this way, TECH has set up a series of objectives to guide learning at all times.





“

*It's your best opportunity to  
take your business' promotional  
campaigns to the next level"*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Certificate in Management and Promotion of Audiovisual Products trains the student to:

01

Learn the working protocols in the area of management in the audiovisual sector

04

Know the different channels and techniques for promoting an audiovisual production

02

Know the different channels and techniques for promoting an audiovisual production

03

Learn the working protocols in the area of management in the audiovisual sector

05

Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society





06

Identifying the different audiovisual exhibition windows and monitoring amortizations

08

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



09

Know the history and contemporary problems of film festivals

07

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

10

Analyze and interpret the economic, cultural and aesthetic logics of film festivals at local, national and global levels

05

# Structure and Content

The syllabus and contents have been designed thanks to a group of experts who are familiar with the essential competencies that the head of the promotion and distribution department of an audiovisual project must have. In this way, students will obtain a complete Postgraduate Certificate with great value for their careers.





*Audiovisual businesses are looking for your talent.  
Develop it in this Postgraduate Certificate"*

## Syllabus

The Postgraduate Certificate in Management and Promotion of Audiovisual Products of TECH Technological University is an intensive program that will provide the student with a series of indispensable knowledge to face new work challenges. This will take into account the demands of production companies looking for inventive and creative directors.

The program is structured in such a way as to ensure the development of students' managerial competencies. They will learn the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product.

During the program, participants will identify the different audiovisual exhibition windows, the structure of distribution businesses and how to carry out market research to adapt a project to the demands of the public. The importance of social networks and film festivals as a promotional tool will also be addressed.

This scheme seeks to boost the career of students who aspire to become directors or producers of prestige. Thus, supported by innovative content and the best teaching methodology, it meets the needs and requirements of large production companies, providing the necessary skills to manage a project that translates into economic benefits for a company.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

### Module 1

### Management and Promotion of Audiovisual Products



### Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During the 6 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. Management and Promotion of Audiovisual Products**

**1.1. Audiovisual Distribution**

- 1.1.1. Introduction
- 1.1.2. Distribution Players
- 1.1.3. Marketing Products
- 1.1.4. The Fields of Audiovisual Distribution
- 1.1.5. National Distribution
- 1.1.6. International Distribution

**1.2. Distribution Companies**

- 1.2.1. Organizational Structures
- 1.2.2. Negotiation of the Distribution Contract
- 1.2.3. International Customers

**1.3. Operating Windows, Contracts and International Sales**

- 1.3.1. Operating Windows
- 1.3.2. International Distribution Contracts
- 1.3.3. International Sales

**1.4. Film Marketing**

- 1.4.1. Film Marketing
- 1.4.2. The Film Production Value Chain
- 1.4.3. Advertising Media at the Service of Promotion
- 1.4.4. Launching Tools

**1.5. Market Research in Film**

- 1.5.1. Introduction
- 1.5.2. Pre-production stage
- 1.5.3. Post-production Stage
- 1.5.4. Commercialization Stage

**1.6. Social Networks and Film Promotion**

- 1.6.1. Introduction
- 1.6.2. Promises and Limits of Social Networking
- 1.6.3. Objectives and Their Measurement
- 1.6.4. Promotion Calendar and Strategies
- 1.6.5. Interpreting What Networks Are Saying

**1.7. Audiovisual Distribution on the Internet I**

- 1.7.1. The New World of Audiovisual Distribution
- 1.7.2. The Internet Distribution Process
- 1.7.3. Products and Possibilities in the New Scenario
- 1.7.4. New Distribution Modes

**1.8. Audiovisual Distribution on the Internet II**

- 1.8.1. Keys to the New Scenario
- 1.8.2. The Dangers of Internet Distribution
- 1.8.3. Video on Demand (VOD) as a New Window for Distribution

**1.9. New Spaces for Distribution**

- 1.9.1. Introduction
- 1.9.2. The Netflix Revolution

**1.10. Film Festivals**

- 1.10.1. Introduction
- 1.10.2. The Role of Film Festivals in Distribution and Exhibition



*A good director knows the dangers of sharing their projects on the Internet. Discover the keys to work in this scenario"*





# 06

# 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.



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.





### 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.



07

# Our Students' Profiles

The Postgraduate Certificate in Management and Promotion of Audiovisual Products is aimed at university 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.







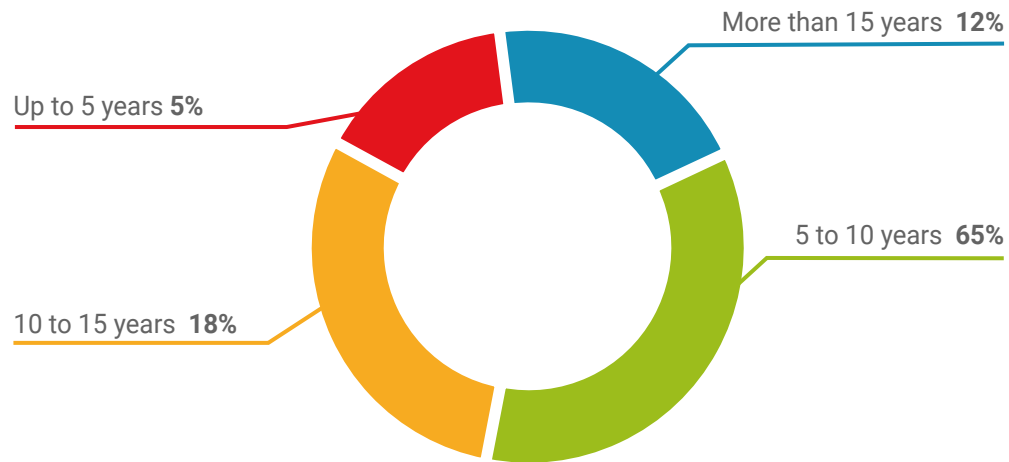
“

*Discover the success model Netflix uses to reach its audience”*

### Average Age

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

### Years of Experience



### Training

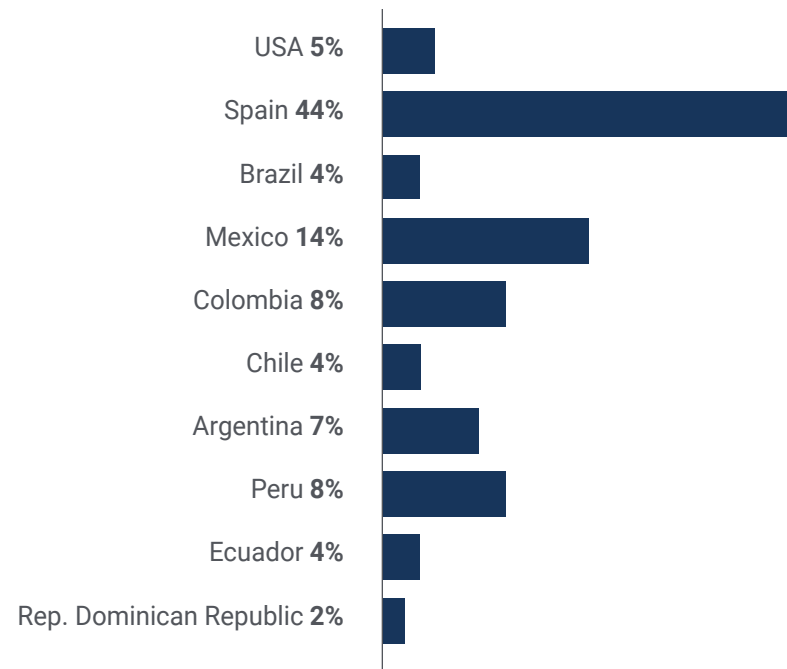


### Academic Profile



## Geographical Distribution

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## Alejandra Ramón

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Production Manager and Project Manager

*"Learning about the different business models in the fields of production and distribution media has allowed me to grow in my work environment. It is all thanks to this Postgraduate Certificate, which I have been able to complete after finishing work. A complete success"*

08

# Impact on Your Career

We 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.





“

*Lay the foundation of knowledge that will lead you to business success in a field that is in high demand”*

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

The Postgraduate Certificate in Management and Promotion of Audiovisual Products 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 personal and professional growth. Helping students achieve success.

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

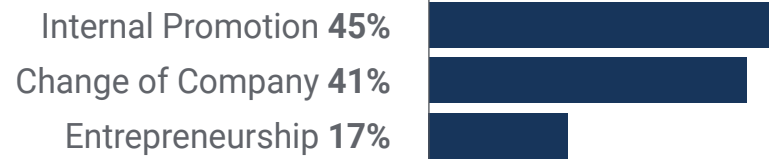
*This is your best opportunity to grow professionally and achieve the management position you desire.*

*Achieve the positive change you need to boost your career and profession with the Postgraduate Certificate in Management and Promotion of Audiovisual Products.*

### When the change occurs



### Type of change



## Salary increase

---

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



09

# Benefits for Your Company

The Postgraduate Certificate in Management and Promotion of Audiovisual Products 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.







“

*This is the road to success for the future managers of an audiovisual team”*

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 professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You 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 current project or develop new projects in the field of R&D or Business Development within their company.

---

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 Management and Promotion of Audiovisual Products 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 Management and Promotion of Audiovisual Products** 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 Management and Promotion of Audiovisual Products**

Official N° of Hours: **150 h.**



\*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.



## Postgraduate Certificate Management and Promotion of Audiovisual Products

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

# Postgraduate Certificate Management and Promotion of Audiovisual Products

