

# Postgraduate Certificate Production and Direction of Cultural Management



## Postgraduate Certificate Production and Direction of Cultural Management

- » Modality: online
- » Duration: 6 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 programs in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/production-direction-cultural-management](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/production-direction-cultural-management)

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# 01 Welcome

The promotion of culture and arts is essential for society as it enriches people's lives and their perception of reality. At the same time, to implement these tasks requires the best competencies in production, direction and management of initiatives and the professionals who manage to master them are the best suited to lead organizations and cultural transformation. This Postgraduate Certificate provides all this practical and theoretical knowledge from a 100% online learning platform. Over the course of 6 weeks, students will delve into the creative trends within this sphere and collaborative strategies for this industry. In addition, TECH's Relearning method will allow them to achieve all academic objectives in the most immediate and efficient way.



Postgraduate Certificate in Production and Direction of Cultural Management.  
TECH Technological University



“

*Develop practical skills for the effective management of organizations in different contexts and become the best leader for cultural projects through TECH"*

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 center for intensive managerial skills education.



“

*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 balances 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.

**+100000**

executives prepared 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

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

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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.



### 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 analyses in academia"*

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 education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

---

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 students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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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**

### You will 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 fields 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

### You will be part of an exclusive community

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

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

The Postgraduate Certificate examines in depth all the keys to Cultural Management and its role in society. Throughout the program, students will learn to identify and apply the different tools and techniques necessary to effectively manage organizations and projects within the industry. In addition, this program is designed to prepare students in the leadership of activities and initiatives of vital importance to this industry.



“

*One of the objectives of this program is to help you master the cultural policies and cultural heritage and its importance in society"*

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

The Postgraduate Certificate in Production and Direction of Cultural Management will teach the students to:

01

Mastering the fundamentals of cultural management and its importance in today's society

03

Handle the necessary tools for the effective management of cultural organizations, both public and private

02

Differentiate types of cultural organizations and how they function

04

Identify the objectives of cultural management and how they can be applied in different contexts



05

Understand the classification of cultural products and how they can be effectively managed

07

Develop practical skills for the effective management of cultural organizations in different contexts

06

Analyze the evolution of collecting throughout history and its impact on cultural management

08

Prepare to lead and manage cultural organizations successfully in the labor market

05

# Structure and Content

This very complete TECH Technological University program is taught 100% online over 6 weeks. Through this format, graduates can choose the time and place that best suits their study needs. Based on its academic module and the innovative didactic method of Relearning, this program aims to be a unique and stimulating experience that lays the foundations for the professional success of its students.



“

*TECH Technological University's Relearning methodology offers you a unique learning experience with which you will lay the foundations for your professional success in Cultural Management"*

## Syllabus

The Postgraduate Certificate in Production and Direction of Cultural Management aims to provide students with the skills and tools necessary to lead cultural organizations effectively and successfully. The program's syllabus includes a module where different essential topics for this creative sector are addressed.

This program, with 150 didactic hours, also analyzes the different types of collections and the evolution of the conservation of works throughout history. It also examines the main international institutions and public bodies in charge of supporting cultural actions.

On the other hand, the Postgraduate Certificate will address the importance of cultural heritage and its dissemination. In addition, the different approaches to the implementation of these initiatives will be discussed.

Thus, this program provides an in-depth understanding of the key aspects of Cultural Management and its role in society. Graduates will be prepared to lead organizations within this field in different contexts and will be highly valued in the development of projects.

This Postgraduate Certificate is developed over 6 weeks and consists of one module:

### **Module 1.** Production and Direction in Cultural Management



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

TECH offers the possibility of developing this Postgraduate Certificate in Production and Direction of Cultural Management completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*The conventional materials and multimedia resources of this program will allow you to strengthen your practical and theoretical competencies in Cultural Management quickly and flexibly.*

**Module 1. Production and Direction in Cultural Management**

<p><b>1.1. Tools for the management of cultural organizations I</b></p> <p>1.1.1. Cultural Management</p> <p>1.1.2. Classification of Cultural Products</p> <p>1.1.3. Cultural Management Objectives</p>	<p><b>1.2. Tools for the Management of Cultural Organizations II</b></p> <p>1.2.1. Cultural Organizations</p> <p>1.2.2. Typology</p> <p>1.2.3. UNESCO</p>	<p><b>1.3. Collecting and Patronage</b></p> <p>1.3.1. The Art of Cpllections</p> <p>1.3.2. Developer of the Taste for Collecting throughout History</p> <p>1.3.3. Types of Collections</p>	<p><b>1.4. The Role of the Foundations</b></p> <p>1.4.1. What do They Consist of?</p> <p>1.4.2. Associations and Foundations</p> <p>1.4.2.1. Differences</p> <p>1.4.2.2. Similarities</p> <p>1.4.3. Examples of Cultural Foundations Worldwide</p>
<p><b>1.5. Cultural Development in Third-Sector Organizations</b></p> <p>1.5.1. What are Third-Sector Organizations?</p> <p>1.5.2. Role of Third-Sector Organizations in Society</p> <p>1.5.3. Networks</p>	<p><b>1.6. Public Institutions and Organizations</b></p> <p>1.6.1. Model of Organization of Cultural Policy in Europe</p> <p>1.6.2. Main public Institutions in Europe</p> <p>1.6.3. Cultural Action of the European International Organizations</p>	<p><b>1.7. Cultural Heritage</b></p> <p>1.7.1. Culture as a Country Brand</p> <p>1.7.2. Cultural Policies</p> <p>1.7.2.1. Institutions</p> <p>1.7.2.2. Figures</p> <p>1.7.3. Culture as Heritage of the Humanity</p>	<p><b>1.8. Cultural Heritage Dissemination</b></p> <p>1.8.1. What is Cultural Heritage?</p> <p>1.8.2. Public Management</p> <p>1.8.3. Private Management</p> <p>1.8.4. Coordinated Management</p>
<p><b>1.9. Project Creation and Management</b></p> <p>1.9.1. What is Creation and Project Management?</p> <p>1.9.2. Breeding</p> <p>1.9.2.1. Public</p> <p>1.9.2.2. Private</p> <p>1.9.2.3. Coproductions</p> <p>1.9.2.4. Others</p> <p>1.9.3. Cultural Management Planning</p>	<p><b>1.10. Art, Company and Society</b></p> <p>1.10.1. The Third-Sector as Social Opportunity</p> <p>1.10.2. Social Commitment of Companies through the Different Art Types</p> <p>1.10.2.1. Investments</p> <p>1.10.2.2. Profitability</p> <p>1.10.2.3. Promotion</p> <p>1.10.2.4. Profit</p> <p>1.10.2. Art as Inclusion and Transformation of the Society</p> <p>1.10.3. The Theater as Social Opportunity</p> <p>1.10.4. Festivals that Involve Citizenship</p>		



# 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.*



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

### 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.

## 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 is aimed at University Graduates, Postgraduates and Degree holders who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administrative and Economic Sciences.

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

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Production and Direction of Cultural Management.





“

*Do not miss this opportunity to deepen in the application of the most necessary techniques and tools in the Management and Production of Cultural Projects”*

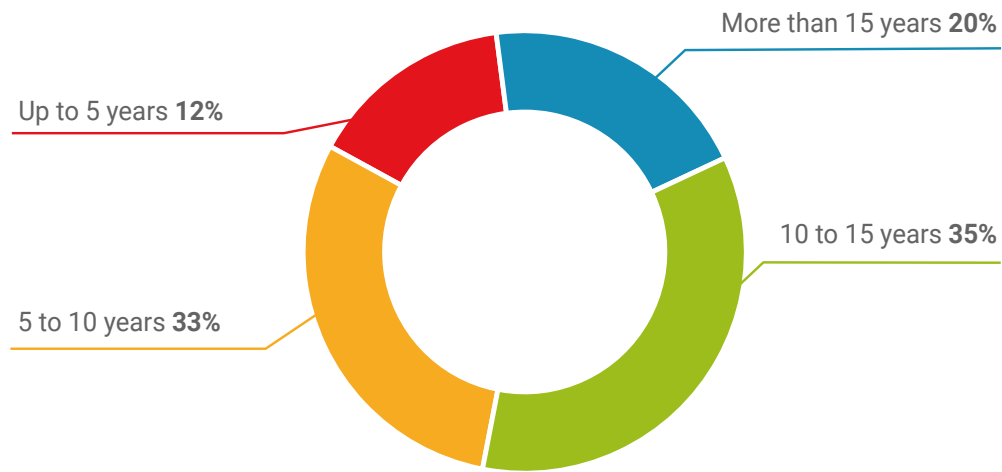
### Average Age

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

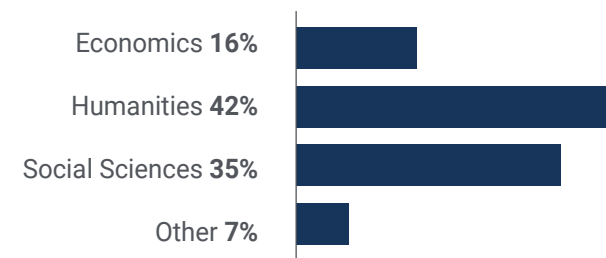
### Years of Experience

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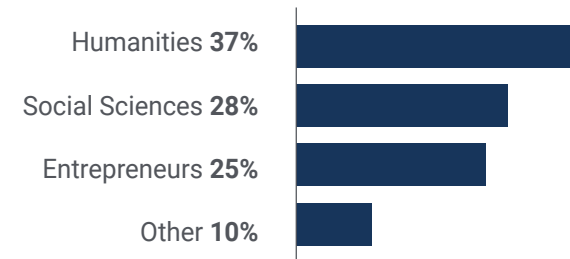
### Training

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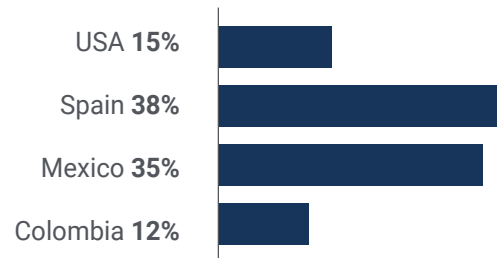
### Educational Profile

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## Geographical Distribution

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## Laura Miguel

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Art Gallery Director

*"I was at a crossroads in my professional career before enrolling in this Postgraduate Certificate. After completing it, I have acquired better managerial skills and, through them, I have gained incredible opportunities where I have applied all the knowledge offered by this program about Cultural Management. Therefore, TECH Technological University has been for me a unique opportunity for learning and personal growth"*

09

# Impact on Your Career

The Postgraduate Certificate in Production and Direction of Cultural Management provides professionals with a deep understanding of the key aspects of Cultural Management. Through it, they will be prepared to successfully lead and manage different organizations in this industry.

In addition, they will be equipped with practical skills that will enable them to stand out for their ability to provide innovative solutions. Thus, they will be highly valued at the business level and will be at the forefront of the productive transformation process required by this sector.





“

*After this program, you will be a manager capable of fully understanding culture as the heritage of humanity"*

Are you ready to take the leap?

### Excellent professional development awaits you

TECH's Postgraduate Certificate in Cultural Production and Direction of Cultural Management is an intensive program that prepares you to face challenges and business decisions in the in question field. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the place for you

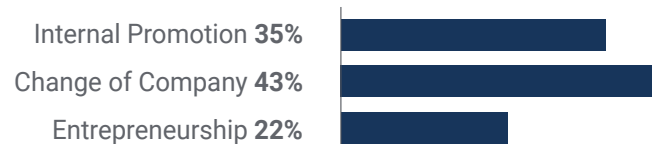
*This Postgraduate Certificate will make you an expert in the classification of cultural products and how they can be managed effectively.*

*Manage the different types of cultural organizations and their functioning thanks to this program.*

### Time of Change



### Type of Change



### Salary Increase

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



10

# Benefits for Your Company

Thanks to this Postgraduate Certificate, professionals will have the ability to maintain superior control over production and management activities in the context of cultural management. This will be possible thanks to their excellent management of cultural policies.

Thus, graduates of this program will be able to provide companies with a solid and effective management strategy for companies in this sector. At the same time, through this program, they will gain an extensive network of contacts that, in the future, will integrate their list of professional partners, suppliers and clients.





“

*Enroll in this program now! You are facing a definite opportunity to boost your career in Cultural Management and achieve professional success"*

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

01

### Growth of talent and intellectual capital

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 professional can work on a real project or develop new projects in the field of R & D or business development of your 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 Production and Direction of Cultural Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Production and Direction of Cultural Management** contains the most complete and up-to-date program on the market.

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

The diploma 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 Production and Direction of Cultural Management**  
Official N° of Hours: **150 h.**



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



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

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