

# Postgraduate Certificate Transmedia Content Production





## Postgraduate Certificate Transmedia Content Production

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

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/transmedia-content-production](http://www.techtute.com/us/school-of-business/postgraduate-certificate/transmedia-content-production)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 42*

10

Benefits for Your Company

---

*p. 46*

11

Certificate

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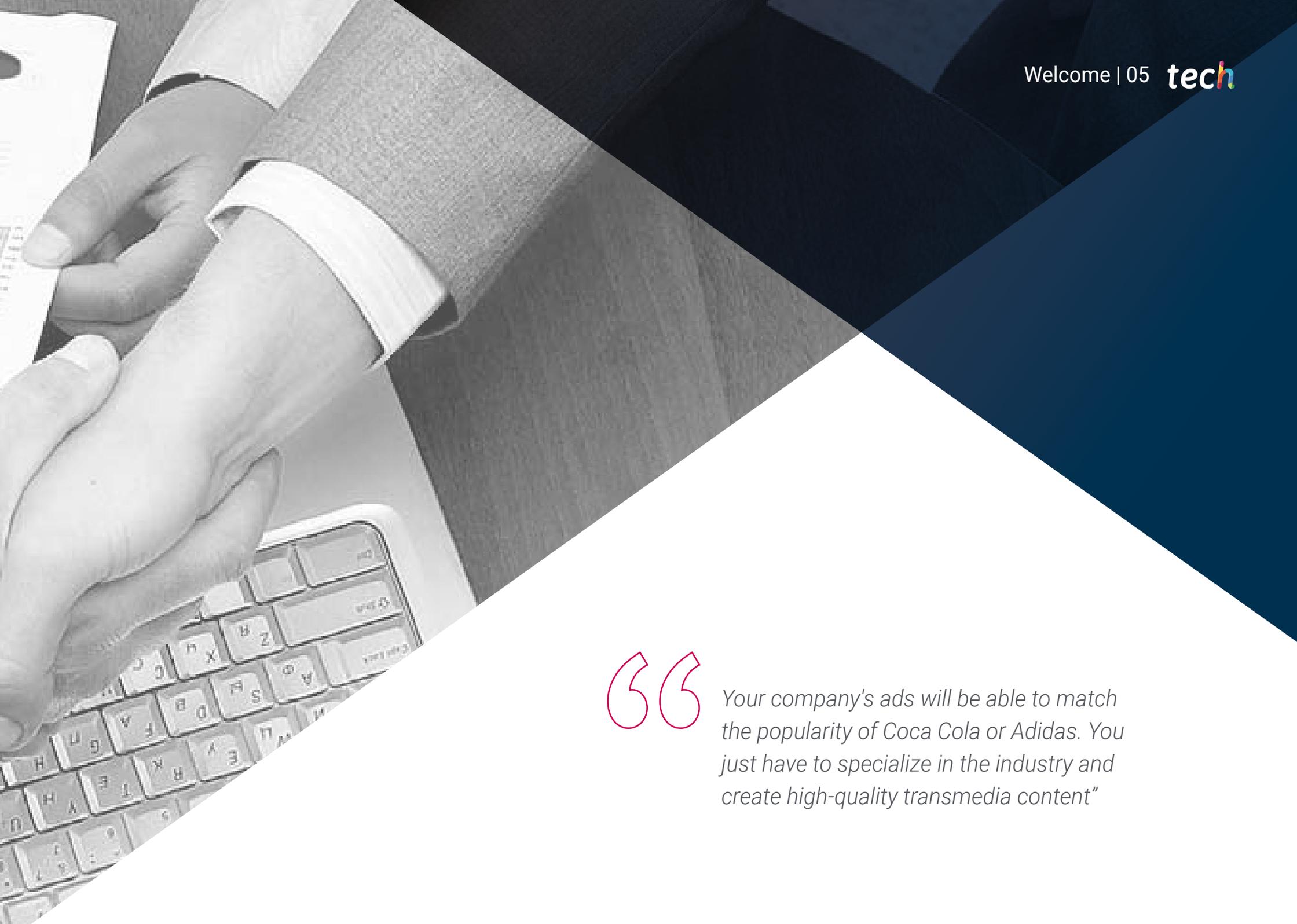
*p. 50*

# 01 Welcome

Creativity and innovation are the foundations of advertising communication and entertainment culture. For this reason, more and more agencies and production companies are opting to create transmedia content in order to achieve a greater public involvement in the stories they devise. Thanks to this program, students will be able to use the different media and transmedia platforms to create higher quality content that reaches a large audience and builds loyalty. However, they will also be able to run their own business, creating successful productions that are recognized around the world and become clear examples of transmedia content.



Postgraduate Certificate in Transmedia Content Production.  
TECH Technological University



“

*Your company's ads will be able to match the popularity of Coca Cola or Adidas. You just have to specialize in the industry and create high-quality transmedia content”*

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:



### 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 (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.



### 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"*

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

This Postgraduate Certificate in Transmedia Content Production has been developed to improve the skills and abilities of business professionals in this field. Therefore, at the end of the program, students will be able to manage production and communication companies, leading professional teams that create interesting products for the audience. Therefore, in a short time, they will become the employees that every company wants to have in their staff.



“

*You will be the creative team leader that is committed to transmedia content”*

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

The **Postgraduate Certificate in Transmedia Content Production** qualifies students to:

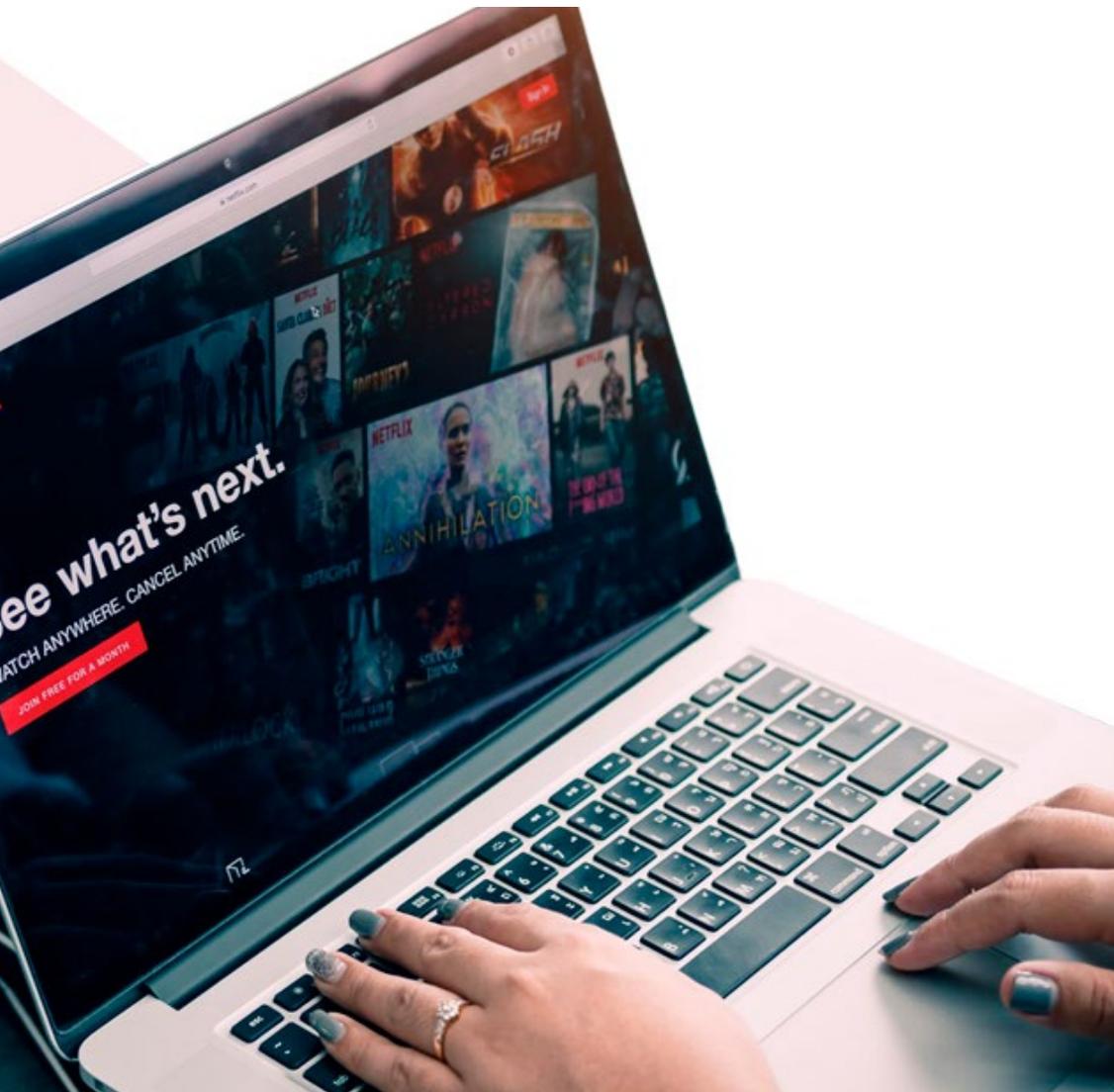
01

Manage and know conceptually the field of transmedia Storytelling and understand its relevance in different professional fields (advertising, marketing, journalism, entertainment)

02

Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization





03

Further develop the practical methodology in the construction of transmedia content, from the research and documentation phase, to the platforms and participatory mechanics

04

Become a professional specialized in transmedia content, adding value to the companies they work for

05

# Structure and Content

Today's society is increasingly demanding and, therefore, looks for content that really makes them enjoy an unforgettable experience. For this reason, production companies and communication agencies are investing in transmedia content to build audience loyalty. This Postgraduate Certificate's syllabus is oriented to facilitate student learning in issues related to this type of content production, being able to manage all project phases.



“

*Rely on different communication media to deliver high quality transmedia content to your audience”*

## Syllabus

This TECH Technological University Postgraduate Certificate has been designed with the academic needs of business professionals in the field of transmedia content generation in mind. This new way of communicating is essential in today's society, where the audience is much more specialized and has multiple options at its disposal to purchase advertising, information or entertainment products.

In this program, students will find all the information they need to specialize in an area that is highly competitive and fundamental for their company's growth. To this end, over the course of 6 weeks, they will be able to learn about the project ideation phases, creative strategies, narrative proposals, media selection and transmedia production in general.

In order to achieve effective learning, the university provides students with multiple practical exercises and simulated cases through which they can consolidate their knowledge. In addition, one of the great advantages of this program is that they can study from anywhere in the world, without the need to access a physical classroom or have to follow predetermined schedules. So, they will have the freedom to self-manage their studies.

This Postgraduate Certificate takes place over 6 weeks and it consists in 1 module:

### Module 1

### Transmedia Content Production



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

TECH offers the possibility of developing this Postgraduate Certificate in Transmedia Content Production completely online. Over the course of 6 weeks, 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. Transmedia Content Production**

**1.1. The Project Ideation Phase**

- 1.1.1. Story
- 1.1.2. Platforms
- 1.1.3. Public

**1.2. Documentation, Research, Search for references**

- 1.2.1. Documentation
- 1.2.2. Successful References
- 1.2.3. Learning from Others

**1.3. Creative Strategies: in Search of the Premise**

- 1.3.1. The Premise
- 1.3.2. Necessity of the Premise
- 1.3.3. Coherent Projects

**1.4. Platforms, Narrative and Participation. An Iterative Process**

- 1.4.1. Creative Process
- 1.4.2. Connection Between the Different Parts
- 1.4.3. Transmedia Narratives as a Process

**1.5. The Narrative Proposal: Story, Arcs, Worlds, Characters**

- 1.5.1. The Story and Narrative Arcs
- 1.5.2. Worlds and Universes
- 1.5.3. Characters at the Center of the Story

**1.6. The Optimal Support for Our Narrative. Formats and Platforms**

- 1.6.1. The Medium and the Message
- 1.6.2. Platform Selection
- 1.6.3. Format Selection

**1.7. User Experience (UX) Design Know your Audience**

- 1.7.1. Discover your Audience
- 1.7.2. Levels of Participation
- 1.7.3. Experience and Memorability

**1.8. The Transmedia Production Bible: Approach, Platforms, User Journey**

- 1.8.1. The Transmedia Production Bible
- 1.8.2. Approach and Platforms
- 1.8.3. User Journey

**1.9. The Transmedia Production Bible: Project Aesthetics, Material and Technical Requirements**

- 1.9.1. Importance of Esthetics
- 1.9.2. Possibilities and Production
- 1.9.3. Material and Technical Requirements

**1.10. The Transmedia Production Bible: Case Studies on Business Models**

- 1.10.1. Model Design
- 1.10.2. Model Adaptation
- 1.10.3. Cases



*With this program you will be able to control the entire transmedia content production process”*



# 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.





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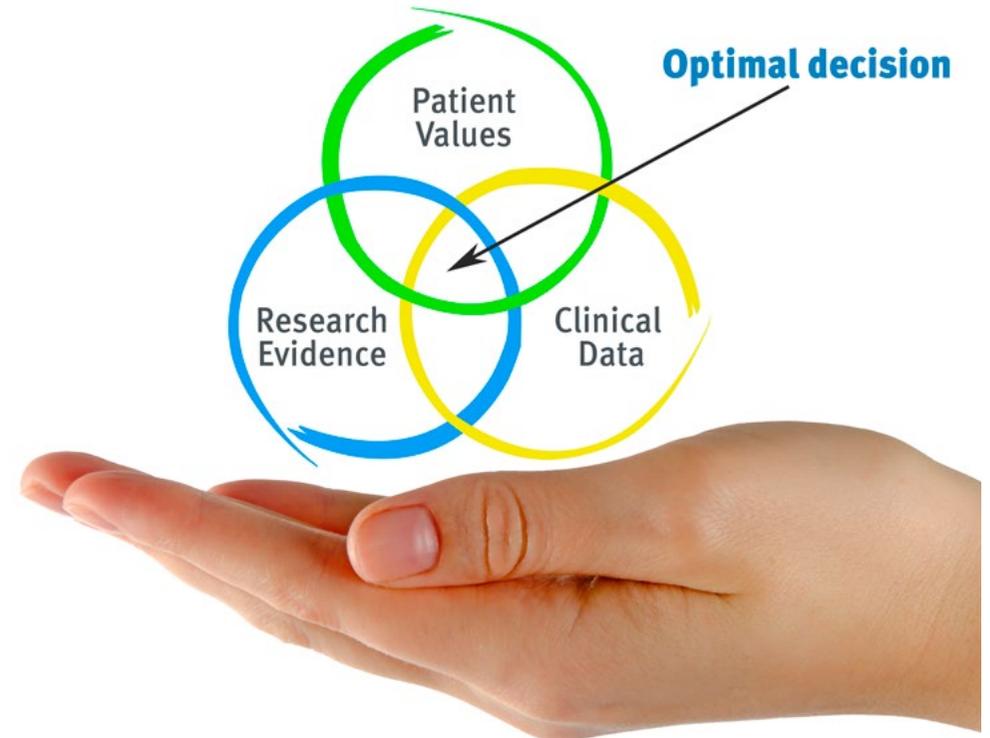
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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.

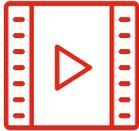
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



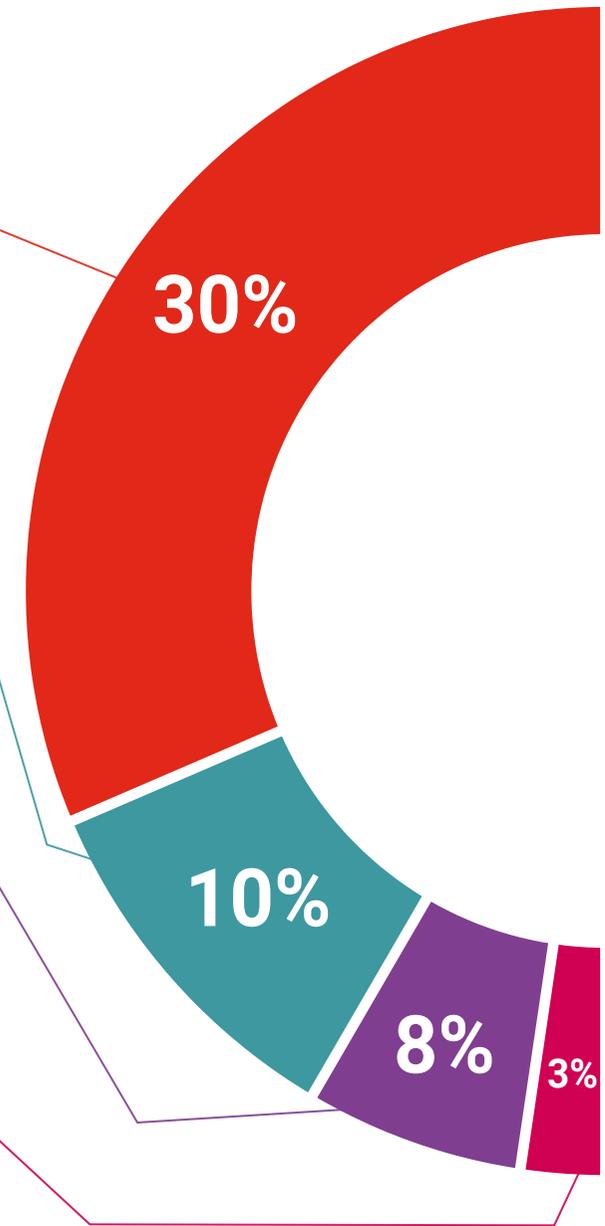
### Management Skills Exercises

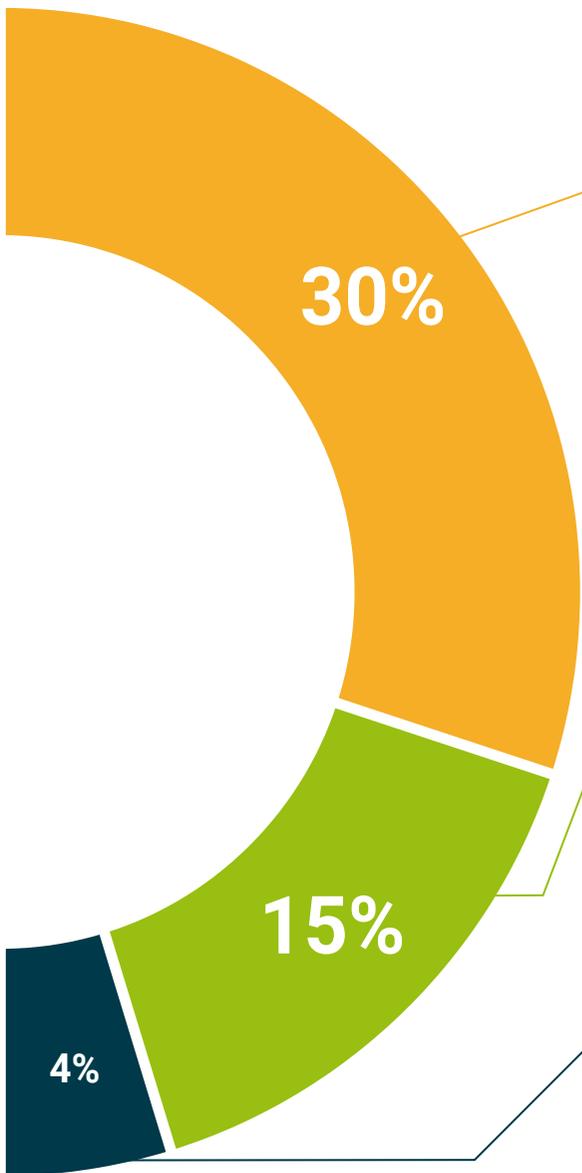
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 students who choose this program to improve their skills are mostly business professionals who understand the importance of academic improvement to move up in a highly competitive industry. Therefore, they want to be up to date with the best programs on the market and have opted for TECH Technological University because of its great prestige in the teaching field. A professional profile that seeks promotion and access to more responsible positions in their companies.





“

*Professionals with extensive experience in communication choose this program to give a boost to their careers"*

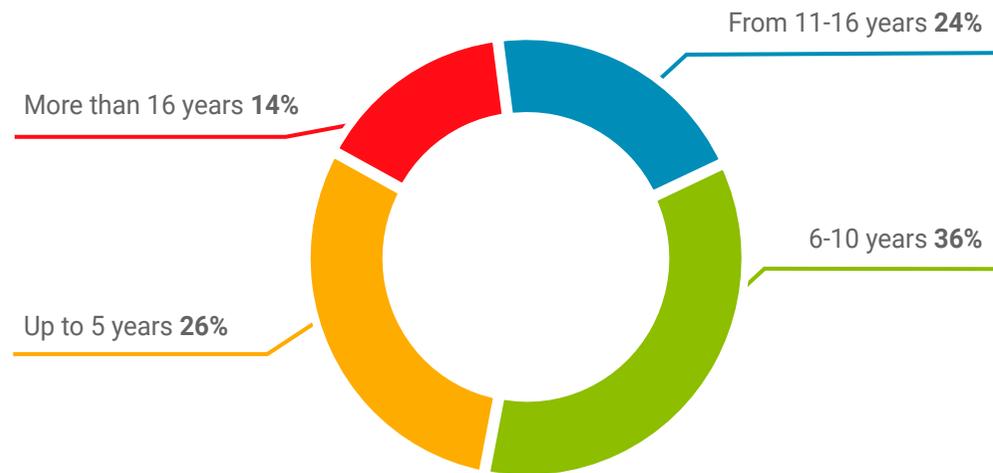
### Average Age

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

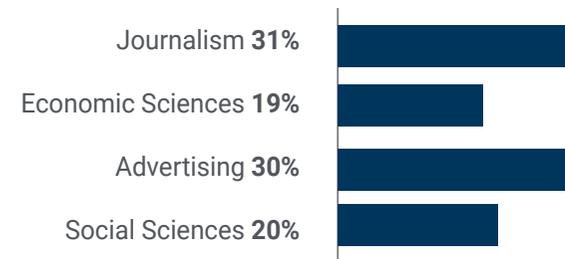
### Years of Experience

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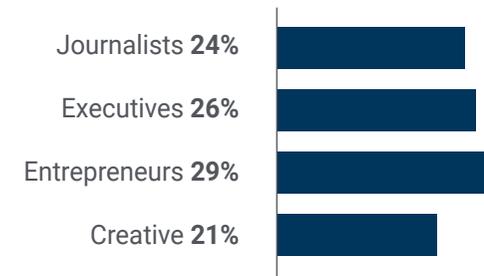
### Training

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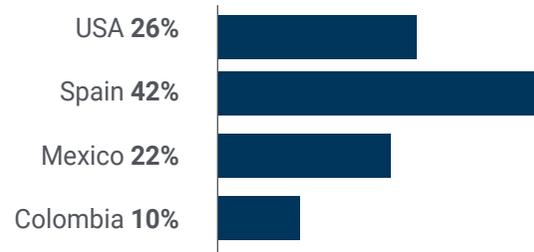
### Academic Profile

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## Geographical Distribution

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## Santiago García

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Production Company Director

*"Completing this Postgraduate Certificate by TECH Technological University has been fundamental to reach a higher qualification level in transmedia content production. This way, I have been able to apply a new way of working in my company, which has been fundamental to increase the number of clients"*

08

# Course Management

TECH Technological University has selected a highly qualified academic team to teach this Postgraduate Certificate in Transmedia Content Production. Teachers specialized in communication and content creation who are committed to quality and innovation as the main method to reach an increasingly demanding public. This will enable students to draw on their extensive knowledge of the sector to acquire an overview that will allow them to apply the most competitive strategies in the field.





“

*Experienced professors will teach  
you the secrets of the profession”*

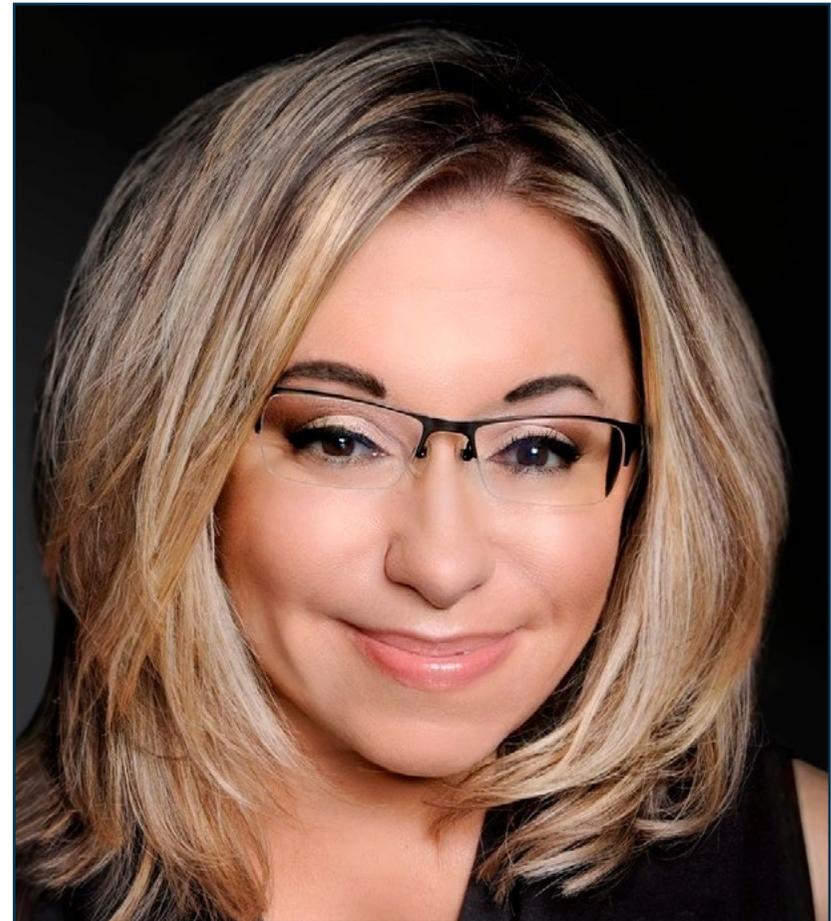
## International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apollonia and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.



## Dra. Romanska, Magda

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- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Dr. Regueira, Javier

- ♦ VP and co-founder of the Spanish Association of Branded Content
- ♦ Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- ♦ Professor at Universidad Pontificia Comillas, ESDEN, Esic, Inesdi, The Valley
- ♦ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ♦ Autor, blogger y TEDx Speaker
- ♦ Doctorate in Branded Content
- ♦ Graduate in Economics and Business Administration European ICADE E4
- ♦ Master's Degree in Marketing

## Professors

### Ms. Rosendo, Nieves

- ♦ Professor University of Granada
- ♦ PhD Candidate in Transmedia Communication

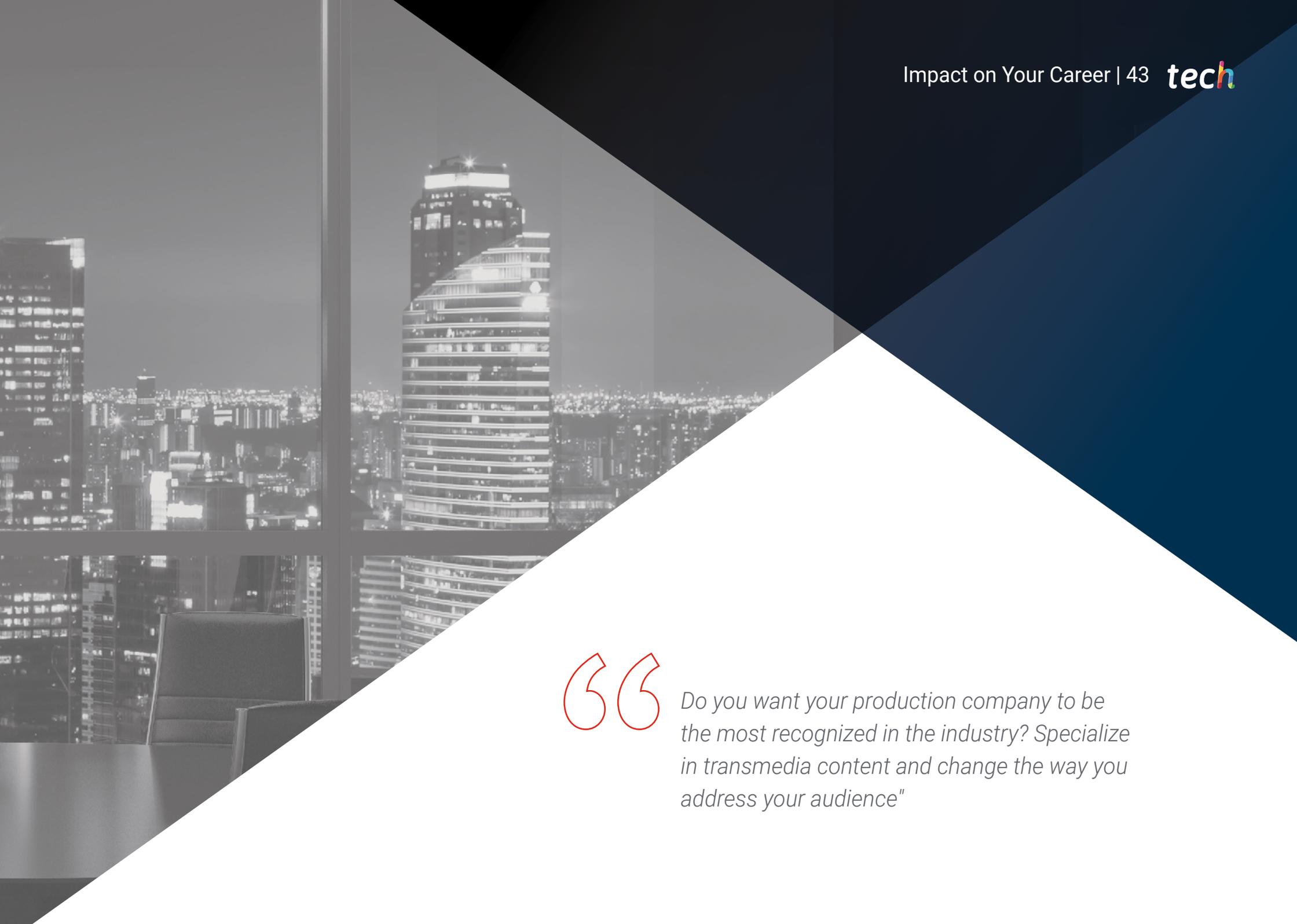


09

# Impact on Your Career

Business professionals who have decided to invest in the communication sector need to have a broad knowledge of the latest developments in content production in order to reach the public in a more effective way. Thanks to this program, they will be able to give a boost to their careers, achieving those more responsible positions that will help them to adequately manage the productions that are released to the market.





“

*Do you want your production company to be the most recognized in the industry? Specialize in transmedia content and change the way you address your audience”*

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

TECH's Postgraduate Certificate in Transmedia Content Production is an intensive program that prepares students to face challenges and decisions in the field of content generation through different platforms. The main objective is to promote personal and professional growth. Helping students achieve success.

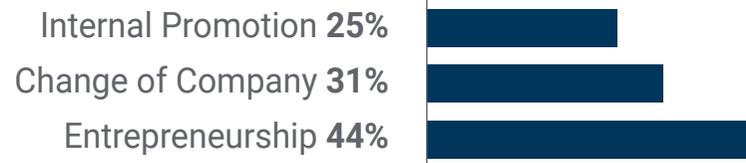
*Learn about all the platforms you can use to generate quality content and improve your company's competitiveness.*

*Access managerial positions in film and television production companies thanks to this program's specialization.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **23.65%** for our students.



10

# Benefits for Your Company

By completing this Postgraduate Certificate in Transmedia Content Production at TECH Technological University, students will be able to develop a new professional focus, more centered on multimedia production for different media. This will be fundamental for their professional growth, but also for their companies, as they will be able to provide the added value that will allow gradual company growth.



“

*Your agency will experience exponential growth thanks to new transmedia content production"*

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.

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**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**

Professionals 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.

# 11

# Certificate

This Postgraduate Certificate in Transmedia Content Production 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 Transmedia Content Production** contains the most complete and up-to-date educational program 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 express the qualification obtained in the Postgraduate Certificate and will meet the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Transmedia Content Production**

Official N° of Hours: **150 hours**.



\*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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