

# Postgraduate Certificate Transmedia Franchises



## Postgraduate Certificate Transmedia Franchises

- » 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-franchises](http://www.techtute.com/us/school-of-business/postgraduate-certificate/transmedia-franchises)

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# 01 Welcome

Cinema is one of the clearest examples of transmedia franchises. The major productions of the Marvel Universe, with a whole series of complementary products available to customers, have provided insight into how these companies should be managed. As a result, more and more entrepreneurs are deciding to diversify and enter the transmedia sector. Thanks to this TECH Technological University program, students will learn the tools to become directors and managers of successful franchises, gaining access to the most competitive franchises in the sector or starting their own brands.



Postgraduate Certificate in Transmedia Franchises  
TECH Technological University



“

*Cinema is a clear exponent of Transmedia Franchises. If you want to reach the level of the main productions, you have to start with this Postgraduate Certificate"*

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

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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 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

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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 areas.

*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**

### Take on new responsibilities

---

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

# 04 Objectives

The main objective of this Postgraduate Certificate in Transmedia Franchising by TECH Technological University is to offer students an effective learning through which they will be able to run their own businesses, achieving the international success of the most recognized brands today, like Star Wars or Matrix. Therefore, at the end of the program, students will have a high level of knowledge on how these types of companies should be managed in order to achieve the most beneficial results possible.



“

*Reach the professional elite by successfully  
managing your transmedia franchise”*

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

This **Postgraduate Certificate in Transmedia Franchises** 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

Master the fundamentals of transmedia business models

04

Know the typologies, forms of monetization and details of transmedia business management

05

# Structure and Content

The curriculum of this Postgraduate Certificate in Transmedia Franchises has been designed with business professionals' academic needs in mind, seeking to improve their work by entering a sector of great relevance today. For this purpose, a program of 10 topics has been designed where you will find everything related to regulations, business monetization, the life cycle of franchises or marketing plans, among other related aspects.



“

*Know the legal bases of franchising  
and avoid any possible legal risk"*

## Syllabus

Star Wars is one of the clearest examples of transmedia franchises. The range of films, comics, books, video games, etc., has made it one of the most successful sagas, both in terms of audience success and complementary product consumption. Considering the great benefits that are achieved when such a success is achieved, it is normal that more and more entrepreneurs decide to bet on this type of business.

For this reason, TECH Technological University offers this highly valuable intensive academic program, where students can learn the ins and outs of the industry to apply those techniques and strategies that will take their businesses to the top of the sector. Specifically, the syllabus covers the most relevant aspects that a manager must bear in mind in order to act more effectively.

This program is designed to promote student learning and, therefore, seeks to meet their needs and expectations through high-quality content. However, in order to allow greater flexibility, it is offered 100% online, so that students can access the virtual campus at any time, where they will find a multitude of theoretical and practical resources.

This Postgraduate Certificate is developed over 6 weeks and is structured into 1 module:

### Module 1

### Transmedia Franchises



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

TECH offers the possibility of developing this Postgraduate Certificate in Transmedia Franchises completely online. Over the course of 12 months, 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 Franchises**

<p><b>1.1. Naming and Delimitation of Terms: Media and Business Franchising, Licensing, Merchandising, Consumer Products</b></p> <p>1.1.1. Transmedia and Media Franchising vs. Franchise Business</p> <p>1.1.2. Transmedia Media Franchises</p> <p>1.1.3. Consumer Products, Licensing and Merchandising</p>	<p><b>1.2. Elements for Transmedia Business Models</b></p> <p>1.2.1. Technology</p> <p>1.2.2. Mainstream Culture</p> <p>1.2.3. Fan Phenomenon</p>	<p><b>1.3. Transmedia Business Models: Creation, Monetization, Life Cycle</b></p> <p>1.3.1. Origins of Transmedia Franchising and Types of Franchises</p> <p>1.3.2. Monetization of the Franchise Business</p> <p>1.3.3. Franchise Life Cycle</p>	<p><b>1.4. Historical Evolution of Transmedia Franchises</b></p> <p>1.4.1. Background</p> <p>1.4.2. Old Media Franchises (1928/1977)</p> <p>1.4.3. Modern Media Franchises</p>
<p><b>1.5. Legal Basis Franchises: Intellectual Property, Audiovisual Rights, Transfer of Rights:</b></p> <p>1.5.1. Intellectual Property, Author and Work</p> <p>1.5.2. Intellectual Property Rights: Moral Rights and Economic Rights. Copyright and Author's Rights</p> <p>1.5.3. Transfer of Rights: Trademark and Trademark Registration. Types of Franchise Agreements</p>	<p><b>1.6. Transmedia franchise management: media, chronology, Partners</b></p> <p>1.6.1. The strategy</p> <p>1.6.2. Key Categories and Partners Selection</p> <p>1.6.3. Product and Service Development</p>	<p><b>1.7. Franchise Management Tools</b></p> <p>1.7.1. Franchise Agreement (Standard Clauses)</p> <p>1.7.2. Evaluation and Approval Forms</p> <p>1.7.3. Style Guide</p>	<p><b>1.8. Brand Marketing in Franchise Management</b></p> <p>1.8.1. Business Plan</p> <p>1.8.2. Royalties and Sell-off</p> <p>1.8.3. Guaranteed Minimum and Other Fees</p>
<p><b>1.9. Financial Aspects</b></p> <p>1.9.1. Brand Marketing Plan</p> <p>1.9.2. 360° Marketing Campaign</p> <p>1.9.3. Consumer Behavior</p>	<p><b>1.10. Transmedia Franchise Management Diagram</b></p> <p>1.10.1. Strategy Management, Partners Selection and Franchise Agreement</p> <p>1.10.2. Production and Marketing Management</p>		



“

*You will be able to create a marketing plan that will make your brand known in the market”*

# 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

This program is specially designed for business professionals seeking to stand out in a booming sector, where it is necessary to obtain a great market and consumer knowledge in order to achieve success, offering them the most desired products. A qualification that will add value to their résumés and open doors in a highly competitive job market.







“

*Do you want to achieve professional success with your transmedia franchise? Discover the secrets of the sector and apply the most appropriate strategies to do so”*

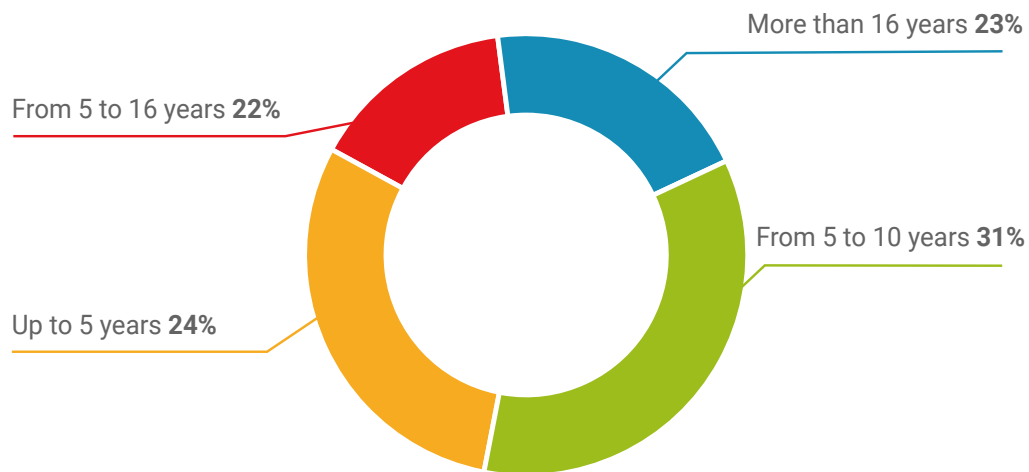
### Average Age

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

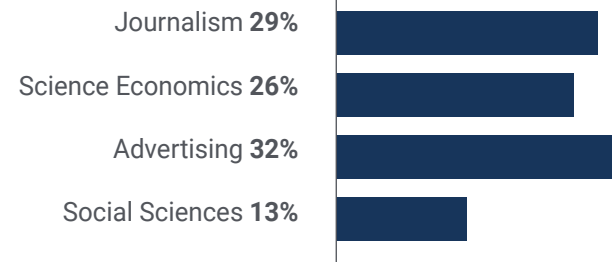
### Years of Experience

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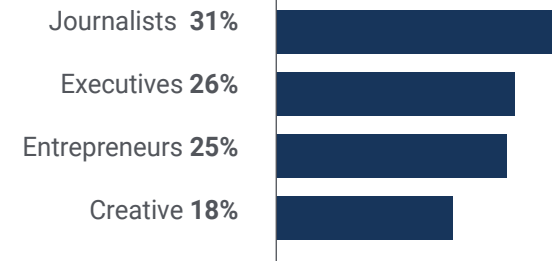
### Training

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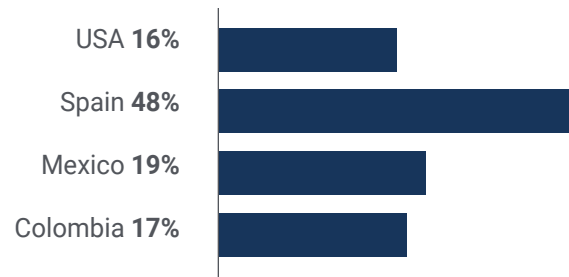
### Academic Profile

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## Geographical Distribution

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## Felipe Conte

Communication Company Director

*"I discovered the importance of transmedia content in achieving audience success years ago. And so, I decided to undertake and acquire certain brand franchises that I understood could provide me with greater profitability. However, I realized that my self-taught learning was not enough, and I looked for a program that would allow me to delve deeper into the subject. Luckily, I found this program from TECH Technological University and, today more than ever, I can say that it was a great choice. Without a doubt, I recommend it 100%"*

08

# Course Management

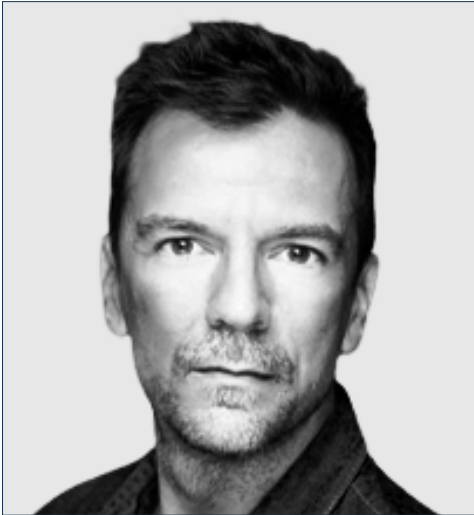
TECH Technological University has selected a large teaching team, widely specialized in Transmedia Franchises, to direct students' studies who decide to enroll in this Postgraduate Certificate. Thanks to their extensive industry experience and research work, the professors have developed the most comprehensive curriculum in the current academic landscape, which will be instrumental in furthering the learning of business professionals in this field.



“

*Teachers specialized in Transmedia Franchising will guide you through the study of this Postgraduate Certificate"*

## 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

### Mr. Sánchez López, Iván

- ◆ Collaborating doctoral professor at the UOC in the subject "*Storytelling: narrative resources*"
- ◆ Researcher in the Agora Group of the UHU, the Euro-American Alfamed Network and the GAPMIL Association of Unesco
- ◆ He has worked in film and television in the areas of production and direction, holding the position of Director of Communications for the International Youth Agency



GRUPO FUN FACTORY

RED CIRCUS

LEGIÃO NERD

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PRODUTOS OFICIAIS  
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COMIC CON EXPERIENCE  
SÃO PAULO  
2016

MUNDO GEEK

CRIAÇÃO VIDA

RUA B

STARTER

CCXP

COMIC CON EXPERIENCE

09

# Impact on Your Career

Business professionals looking to diversify their action plans and enter into transmedia franchising will find a perfect opportunity to learn about the particularities of the sector in this program. In this way, they will acquire the necessary skills that will allow them to make a radical change in their careers, managing those companies whose brands are so recognized by the public that they sell out their products as soon as they are launched on the market.





“

*Do you want to reach the big data of movie franchises like Star Wars? You just have to make an effort and apply everything you have learned in this Postgraduate Certificate in your own company"*

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

TECH's Postgraduate Certificate in Transmedia Franchises is an intensive program that prepares its 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.

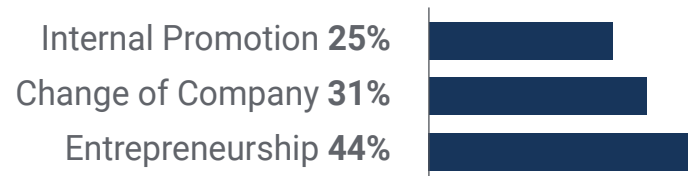
*Do you want to become a successful entrepreneur running transmedia franchises? Take the first step by studying this Postgraduate Certificate.*

*Thanks to this program, you will be able to improve your competitiveness in a short time.*

#### 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

Undertaking this type of program involves a great personal and financial effort, which is rewarded by the possibilities it offers in terms of professional growth. However, it is also a great opportunity for companies, enabling them to improve the performance of their teams by offering them this qualification, which will result in higher profits, providing them with more media through which to sell products related to the parent company's history.





“

*Managing a transmedia franchise will be essential to improve your company's profitability"*

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**

Professionals can work on a real project or develop new projects in the field of R&D or Business Development of your company.

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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 Franchises 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 Franchises** 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 Transmedia Franchises**

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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