

# Postgraduate Diploma New Transmedia Production





## Postgraduate Diploma New Transmedia Production

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

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

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# 01 Welcome

Multimedia productions are increasingly opting for transmediality to offer users a more enriching experience, which they themselves are part of. Consumers no longer want to just read a book, watch a movie or enjoy a video game, now more than ever they want to follow their story through different media. For this reason, entrepreneurs are increasingly involved in this type of events and are committed to creating new franchises that already have products of origin that are popular. Thanks to this program, students will be able to manage any type of company related to transmedia production, achieving resounding success in their businesses.



Postgraduate Diploma in New Transmedia Production  
TECH Technological University



“

*Thanks to your specialization in transmedia businesses, you will be able to run the most profitable ones in the market”*

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

---

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

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

**03**

### Consolidate the student's senior management skills

---

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

---

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04 Objectives

The main objective of this Postgraduate Diploma in New Transmedia Production is to offer business professionals the true guidelines they must follow to make their companies the most successful and profitable on the market. Therefore, at the end of their studies, they will be able to manage transmedia content focused on their target audience, meeting their expectations and the needs of their own company.



“

*You will become an expert in transmedia  
business management”*

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

The Postgraduate Diploma in New Transmedia 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)

04

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

02

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

03

Study, in-depth, the most recent developments  
of Transmedia Storytelling in technological  
fields such as virtual reality or video games





05

Master the fundamentals of transmedia business models

06

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

07

Study in depth the relationship between Transmedia Storytelling and the video game industry

08

Understand the role of the videogame as the spearhead of the user experience in the transmedia universe



05

# Structure and Content

Multimedia fiction content creation has advanced drastically with the appearance and progress of new technologies. In addition, society is becoming increasingly specialized and looks for higher quality productions, so the use of transmedia techniques is essential to capture their attention. With this in mind, TECH Technological University has designed a 3-module program, with which students will be able to specialize in everything related to this field of action.



“

*Thanks to this program, you will be able to run transmedia franchises that reach a mass audience”*

## Syllabus

New transmedia productions have encouraged audience contact. In this sense, communication has ceased to be emitted from a sender to a receiver and has become a constant idea exchange, which producers have to be interested in and include in their creations. Now more than ever a successful movie is able to become a great revolution for the market, offering comics, merchandising, readings or virtual meetings, for example. In this way, the industry has diversified, and viewers and companies are delighted by all that this new industry has to offer.

All of this is attracting the attention of business professionals who, in search of new sectors to invest in, are focusing on everything related to the creation of multimedia content in order to increase their profits. For this reason, TECH Technological University has designed this program, thanks to which you will not only have an exhaustive knowledge of a new sector to invest in, but you will also be able to become true specialists in the field.

Students will learn about the study of transmedia content production, but they will also understand the main franchises in this sector, focusing, in this case, on the video game industry and its commitment to the use of transmedia Storytelling.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

### Module 1

Transmedia Content Production

### Module 2

Transmedia Franchises

### Module 3

Transmedia Storytelling in the Video Game Industry



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

TECH offers the possibility of developing this Postgraduate Diploma in New Transmedia Production completely online. Over the course of 6 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 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

**Module 2. Transmedia Franchises**

<b>2.1. Naming and Delimitation of Terms: Media and Business Franchising, Licensing, Merchandising, Consumer Products</b> 2.1.1. Transmedia and Media Franchising vs. Franchise Business 2.1.2. Transmedia Media Franchises 2.1.3. Consumer Products, Licensing and Merchandising	<b>2.2. Elements for Transmedia Business Models</b> 2.2.1. Technology 2.2.2. Mainstream Culture 2.2.3. Fan Phenomenon	<b>2.3. Transmedia Business Models: Creation, Monetization, Life Cycle</b> 2.3.1. Origins of Transmedia Franchising and Types of Franchises 2.3.2. Monetization of the Franchise Business 2.3.3. Franchise Life Cycle	<b>2.4. Historical Evolution of Transmedia Franchises</b> 2.4.1. Background 2.4.2. Old Media Franchises (1928/1977) 2.4.3. Modern Media Franchises
<b>2.5. Legal Basis Franchises: Intellectual Property, Audiovisual Rights, Transfer of Rights:</b> 2.5.1. Intellectual Property, Author and Work 2.5.2. Intellectual Property Rights: Moral Rights and Economic Rights. Copyright and Author's Rights 2.5.3. Transfer of Rights: Trademark and Trademark Registration. Types of Franchise Agreements	<b>2.6. Transmedia franchise management: media, chronology, Partners</b> 2.6.1. The strategy 2.6.2. Key Categories and Partners Selection 2.6.3. Product and Service Development	<b>2.7. Franchise Management Tools</b> 2.7.1. Franchise Agreement (Standard Clauses) 2.7.2. Evaluation and Approval Forms 2.7.3. Style Guide	<b>2.8. Brand Marketing in Franchise Management</b> 2.8.1. Business Plan 2.8.2. Royalties and Sell-off 2.8.3. Guaranteed Minimum and Other Fees
<b>2.9. Financial Aspects</b> 2.9.1. Brand Marketing Plan 2.9.2. 360° Marketing Campaign 2.9.3. Consumer Behavior	<b>2.10. Transmedia Franchise Management Diagram</b> 2.10.1. Strategy Management, Partners Selection and Franchise Agreement 2.10.2. Production and Marketing Management		

**Module 3.** Transmedia Storytelling in the Video Game Industry

**3.1. A Historical Relationship: Video Games at the Beginning of Transmedia Storytelling Theories**

- 3.1.1. Context
- 3.1.2. Marsha Kinder and the Ninja Turtles
- 3.1.3. From Pokémon to the Matrix: Henry Jenkins

**3.2. Importance of the Videogame Industry in Media Conglomerates**

- 3.2.1. Video Games as Content Generators
- 3.2.2. Some Figures
- 3.2.3. The Leap to New and Old Media

**3.3. Relevance and Evolution of Video Games as a Cultural Object and as an Object of Academic Study**

- 3.3.1. Video Games and Popular Culture
- 3.3.2. Consideration as a Cultural Object
- 3.3.3. Video Games at the University

**3.4. Storytelling and Transmediality in Emerging Narratives**

- 3.4.1. Transmedia Storytelling at the Amusement Park
- 3.4.2. New Considerations on Narrative
- 3.4.3. Emerging Stories

**3.5. On the Narrative of Videogames and their Weight in Transmedia Storytelling**

- 3.5.1. Early Discussions on Narrative and Videogames
- 3.5.2. The Value of Storytelling in Video Games
- 3.5.3. Ontology of Video Games

**3.6. Videogames as Creators of Transmedia Worlds**

- 3.6.1. The Rules of the World
- 3.6.2. Playable Universes
- 3.6.3. Inexhaustible Worlds and Characters

**3.7. Crossmediality and Transmediality: The Industry's Adaptive Strategy to New Audience Demands**

- 3.7.1. Derivative products
- 3.7.2. A New Audience
- 3.7.3. The Leap to Transmediality

**3.8. Transmedia Video Game Adaptations and Expansions**

- 3.8.1. Industrial Strategy
- 3.8.2. Failed Adaptations
- 3.8.3. Transmedia Expansions

**3.9. Video Games and Transmedia Characters**

- 3.9.1. Traveling Characters
- 3.9.2. From the Narrative Medium to the Videogame
- 3.9.3. Out of our Control: The Leap to Other Media

**3.10. Video Games and Fandom: Affective Theories and Followers**

- 3.10.1. Cosplaying Mario
- 3.10.2. We are What We Play
- 3.10.3. Fans Take the Lead





“

*Transmedia storytelling is essential in the creation of new video games, as fans seek more enriching experiences that go beyond their screens”*

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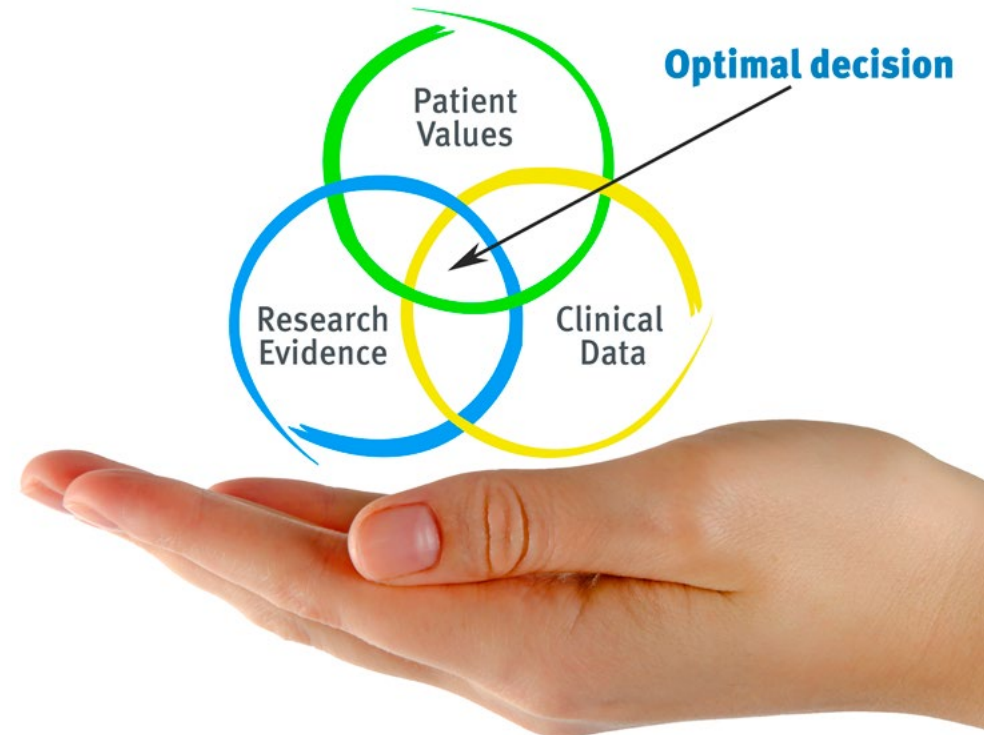
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## 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.*



*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.

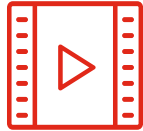
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



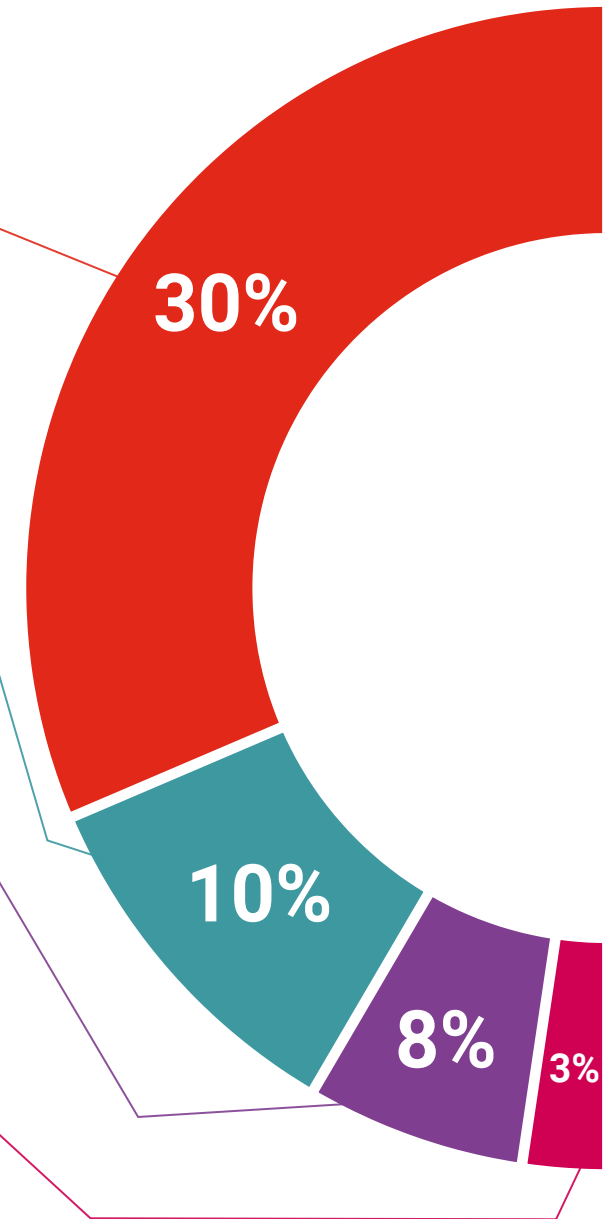
### Management Skills Exercises

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 TECH Technological University program is aimed at business professionals who opt for transmediality to create innovative productions, whether in the field of communication, advertising, film, television or even video games. Students who have understood the new market demands and are willing to do their utmost to improve their qualifications and therefore their way of working. Therefore, they will be able to create new productions better adapted to today's society needs.





“

*Thanks to your higher qualification in this field, you will be one step closer to being able to work for major video game companies”*

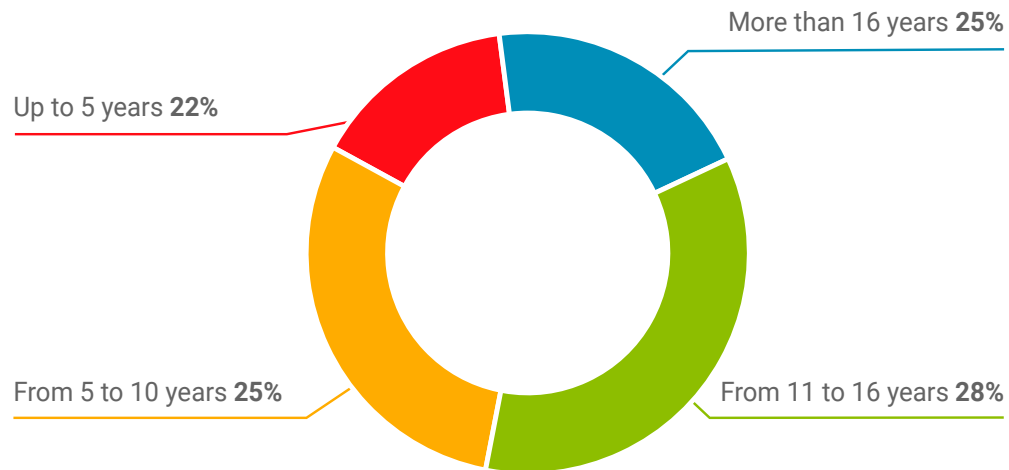
### Average Age

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

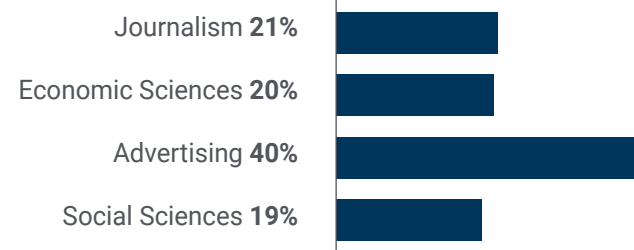
### Years of Experience

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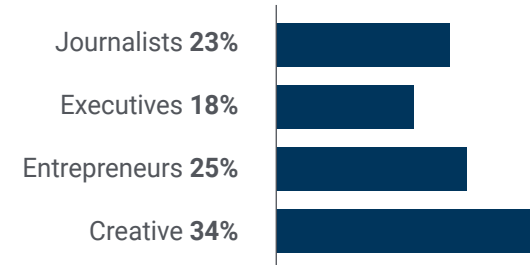
### Training

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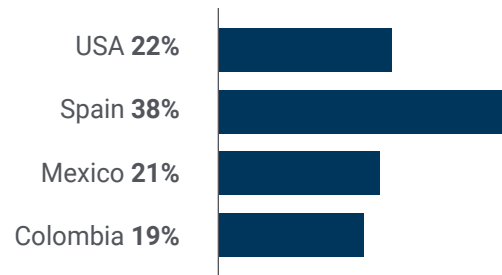
### Academic Profile

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## Geographical Distribution

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## Ignacio Díaz

Communication and Advertising Agency Director

*"The arrival of transmediality has impacted all sectors related to content creation. The ability to create interrelated products for different media has brought significant benefits to the consumer user experience. Therefore, I had been looking for a program that would help me to strengthen my knowledge in this field for some time. Luckily, I found this TECH Postgraduate Diploma, which I would recommend to anyone looking to get into this highly competitive sector"*

08

# Course Management

The teachers of this Postgraduate Diploma by TECH Technological University are professionals with extensive experience in the creation of transmedia content, advertising and Branded Content. Teachers who understand the importance of continuous specialization to enter a sector in constant evolution and, therefore, offer the most relevant content on the subject. In this way, we are committed to quality education adapted to market needs.



“

*A team specialized in Branded Content will teach you how to create campaigns that add quality to your brands"*

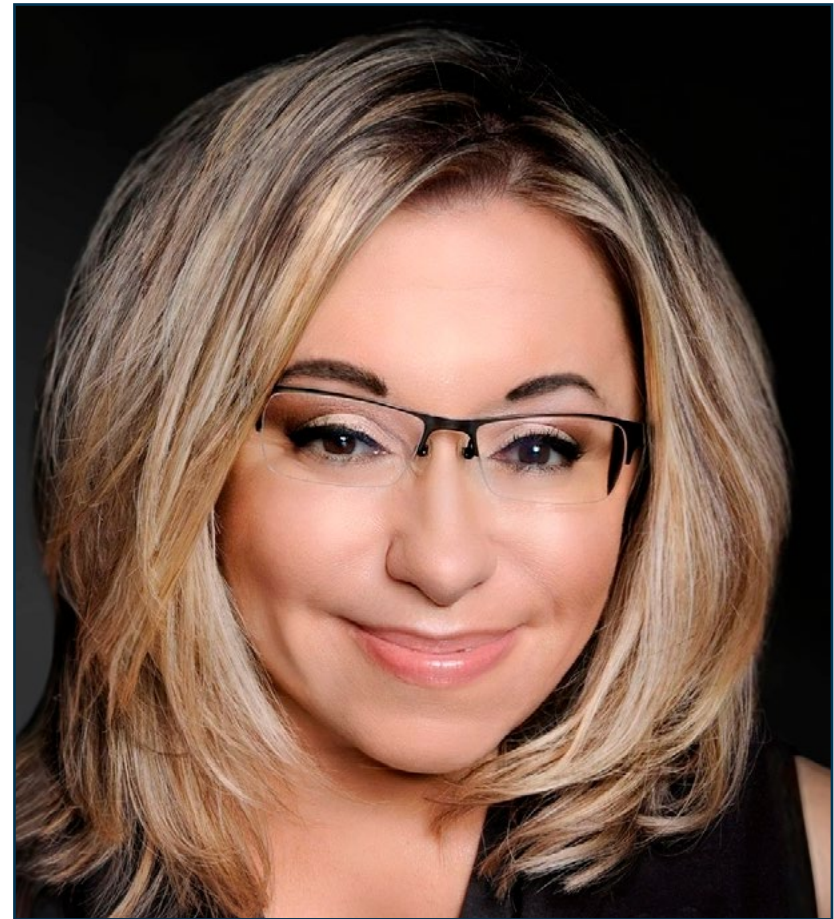
## International Guest Director

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

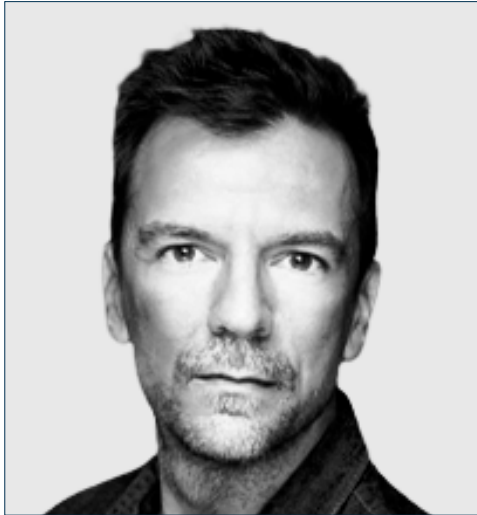
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- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian 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
- ♦ Author, blogger and 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

### 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 Euroamerican 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



09

# Impact on Your Career

Business professionals seeking to achieve employment success in the field of transmedia productions must have a broad knowledge of the subject. For this reason, TECH Technological University offers you this Postgraduate Diploma, which will give you access to the most up to date content to create this type of content in different areas, from advertising to video games. In this way, they will have a new world of work at their fingertips.





“

*Achieve the professional improvement  
you desire in the communication and  
advertising sector after completing this  
Postgraduate Diploma”*

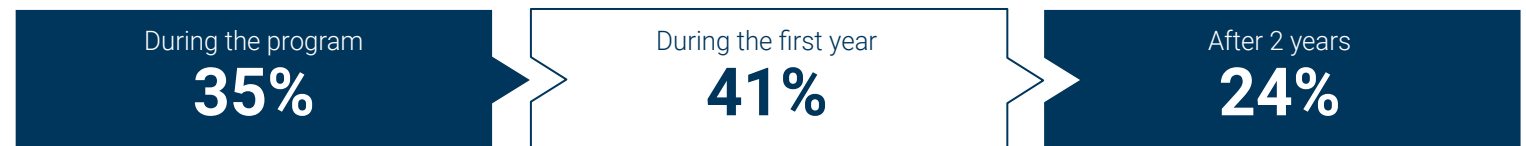
## Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Diploma in New Transmedia 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.

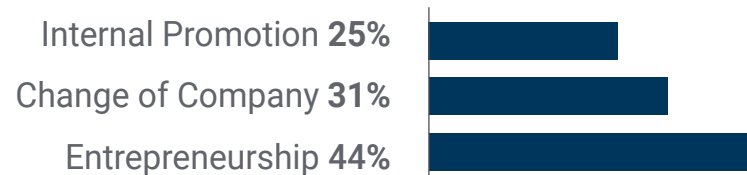
*It's time for change.  
Enroll in this program and  
become an expert in New  
Transmedia Production.*

*By completing this  
program, you will be  
able to be promoted  
in your job, reaching  
higher paying positions.*

### 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

Communication and advertising companies that make use of transmediality are able to create more innovative productions that engage the audience and incite them to a certain action. Thanks to this qualification, these companies will have more specialized personnel, which will give them added value and enable them to implement the most effective strategies. Therefore, this Postgraduate Diploma will not only be an improvement for the students, but also for their company.







“

*Create transmedia content and make your stories add value to your brand”*

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.

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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 Postgraduate Diploma will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

11

# Certificate

This Postgraduate Diploma in New Transmedia Production guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in New Transmedia 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will express the qualification obtained in the Postgraduate Diploma, and will meet the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Diploma in New Transmedia Production**

Official N° of Hours: **450 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.



## Postgraduate Diploma New Transmedia Production

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

# Postgraduate Diploma New Transmedia Production

