

# Postgraduate Certificate Management and Promotion of Audiovisual Products





## Postgraduate Certificate Management and Promotion of Audiovisual Products

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

Website: [www.techtute.com/us/videogames/postgraduate-certificate/management-promotion-audiovisual-products](http://www.techtute.com/us/videogames/postgraduate-certificate/management-promotion-audiovisual-products)

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# 01 Introduction

In the world of art and film, the success of a work is often measured by box office receipts. As a result, a series of distribution and promotion policies have been implemented to ensure that productions reach a wider audience. Large companies such as Paramount or Universal Pictures are looking for professionals who not only create great stories, but also know all aspects related to Audiovisual Management and Promotion. In this sense, the following degree will help students to learn the fundamental concepts that govern the marketing and dissemination of an audiovisual product in contemporary society.



PROD.

ROLL

ONE

DIRECTOR:

CAMERA:

DATE:



“

*Film and television have their own rules and procedures for producing, distributing and exhibiting any audiovisual work"*

Audiovisual Management and Promotion is a process that has adapted to the innovation of cinema to meet the needs of the consumer. A communication, advertising and marketing campaign helps to visualize the productions, which is why the films are screened in different countries due to the public's clamor. On the other hand, digital platforms such as Netflix have revolutionized the way in which series, documentaries and movies are viewed, becoming a reference for other companies to adopt their market model and enter this medium.

As a result, the industry has become more competitive and demanding of integral professionals, capable of producing and managing a project in all its aspects. In this way, game designers interested in the film industry can bring a fresh perspective to the constant problems of the sector. In this sense, with this Postgraduate Certificate, students will learn the keys to ensure that the films and series in which they work compete among the best in the industry, receiving high ratings and placing them in the top of the world's most watched.

In addition to the above, the agenda covers topics such as audiovisual distribution, the structure of distribution companies, market research and even the use of social networks as a method of promotion. To all of them we must add film marketing, which is indispensable from the first day of shooting a film and, many times, does not end when it is shown in a movie theater. One company that employs this type of strategy to perfection is Disney, which turns its characters into a brand and then markets them in different objects that attract the attention of children.

At the end of the program, the student, as a videogame developer and designer, will know the executive production strategies in the development and subsequent distribution of audiovisual projects. Thus, representing a complete and integral work profile.

This **Postgraduate Certificate in Management and Promotion of Audiovisual Products** contains the most complete and up to date educational program on the market. The most important features of the program include:

- ◆ Practical cases studies are presented by experts in Design
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self assessment process can be carried out to improve learning
- ◆ Special emphasis on innovative methodologies for the Management and Promotion of Audiovisual Products
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Access to content from any fixed or portable device with an Internet connection



*New consumer needs are focused on always having access to the series and movies they want to watch"*

“

*Online subscription platforms, such as Netflix or Amazon Prime, have changed the way entertainment is accessed”*

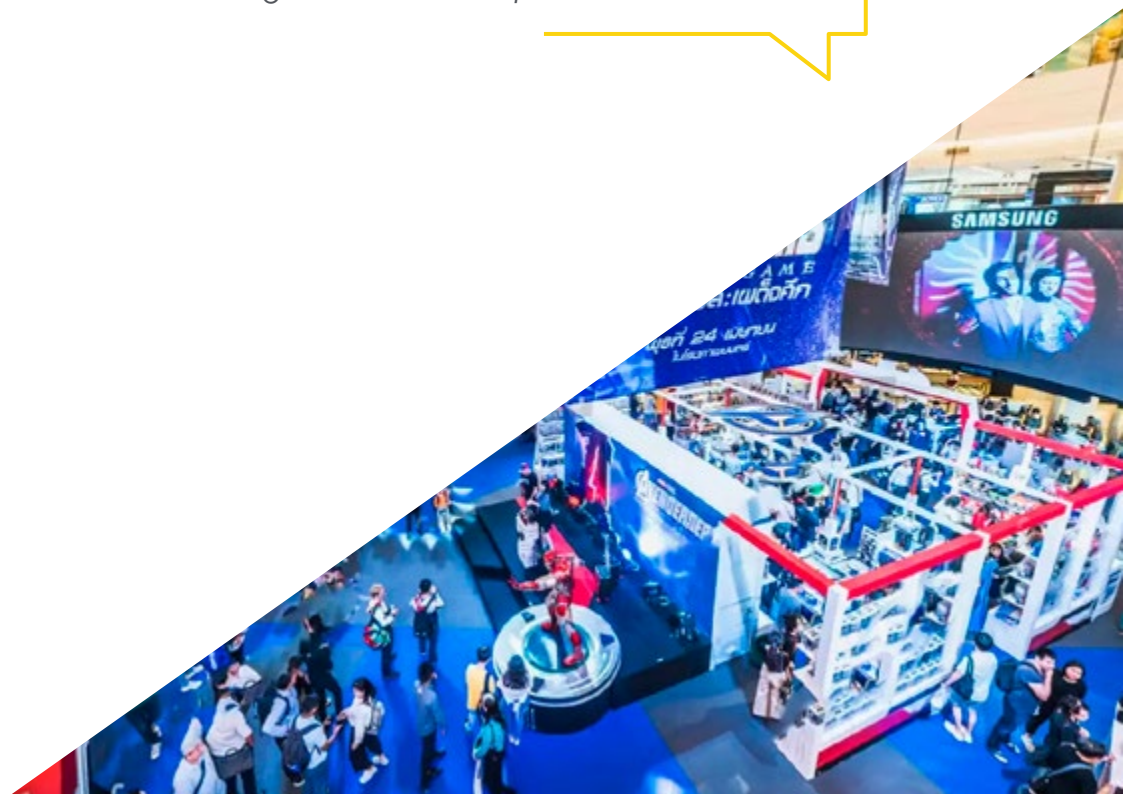
It includes, in its teaching staff, professionals belonging to the field of design, who bring to this program the experience of their work, as well as recognized specialists from prestigious societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training experience designed to train for real life situations.

This program is designed around Problem Based Learning, whereby the student must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Conducting research on users' consumption habits helps determine the best way to distribute a film.*

*Merchandising has become a widely used tool to generate more profit with a movie.*



# 02 Objectives

In the Postgraduate Certificate in Management and Promotion of Audiovisual Products, video game designers will learn a new way of understanding the entertainment industry. In this way, they will acquire the necessary knowledge to work successfully in the cinematographic field, analyzing, managing and controlling the products in which they collaborate. Likewise, they will decide the marketing strategy that best suits the needs of the production and the distribution channel in which they will achieve greater visibility. They will also identify the advantages and disadvantages of using film festivals as a marketing medium.







“

*Film festivals play an indispensable role in the distribution and exhibition chain of a film"*



## General Objectives

- ◆ Learn the working protocols in the area of management in the audiovisual sector
- ◆ Know the different channels and techniques for promoting an audiovisual production

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*With the advent of the Internet, the world of audiovisual distribution has completely changed”*





## Specific Objectives

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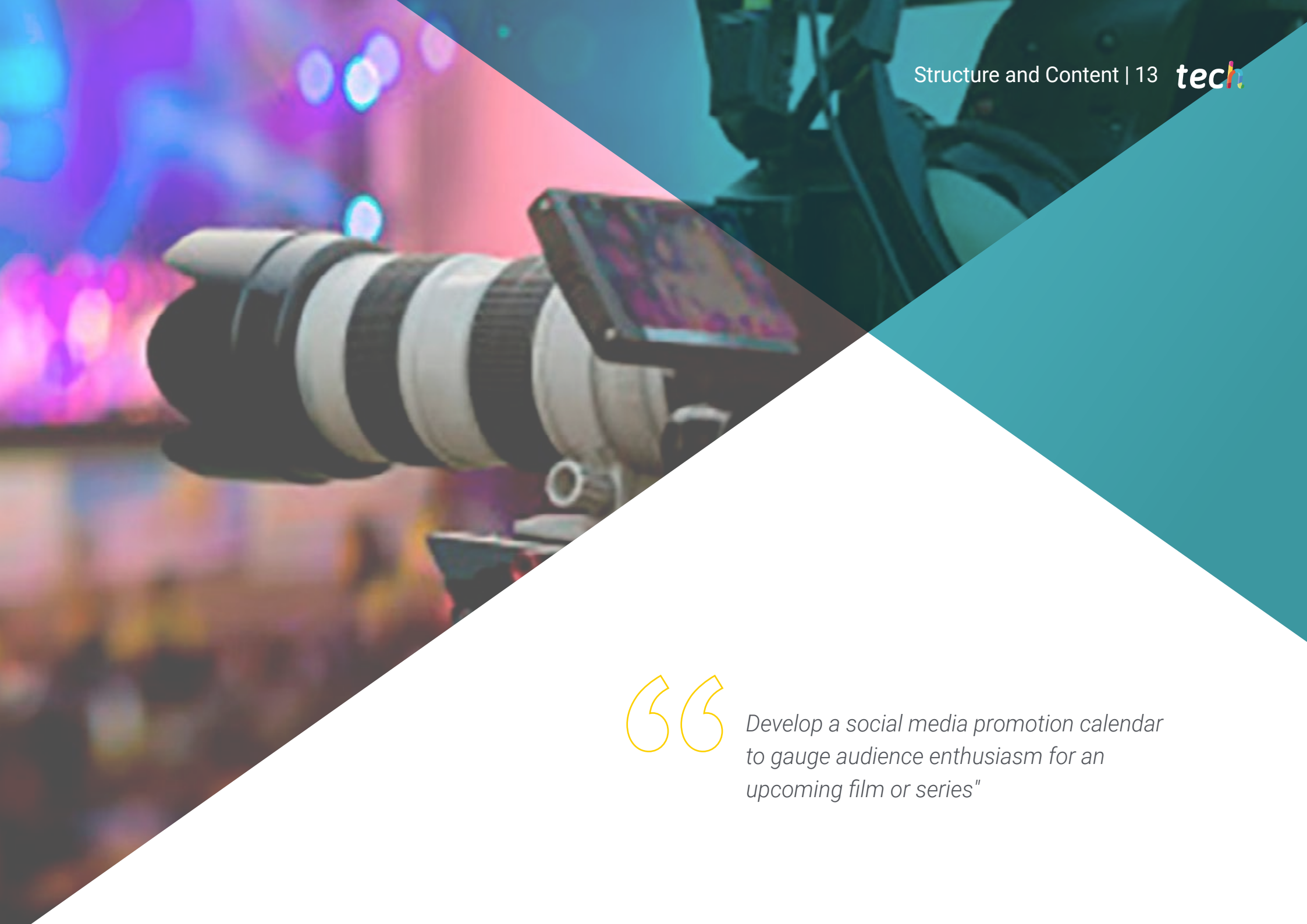
- ◆ Know the fundamental concepts governing the distribution, marketing and dissemination of an audiovisual product in contemporary society
- ◆ Identifying the different audiovisual exhibition windows and monitoring amortizations
- ◆ Knowledge of executive production strategies in the development and subsequent distribution of audiovisual projects
- ◆ Identify the marketing design of an audiovisual production through its impact on the different contemporary audiovisual media
- ◆ Know the history and contemporary problems of film festivals
- ◆ Identify the different categories and modalities of film festivals
- ◆ Analyze and interpret the economic, cultural and aesthetic logics of film festivals at local, national and global levels

# 03

## Structure and Content

The syllabus for this Postgraduate Certificate has been designed following the new guidelines that the industry demands from its professionals. In this way, programmers and video game specialists will be able to venture into the audiovisual field, knowing the management and promotion of the projects in which they collaborate. Thus, they will become familiar with basic aspects such as film marketing, market research, digital platforms, among others.





“

*Develop a social media promotion calendar to gauge audience enthusiasm for an upcoming film or series”*

## Module 1. Management and Promotion of Audiovisual Products

- 1.1. Audiovisual Distribution
  - 1.1.1. Introduction
  - 1.1.2. Distribution Players
  - 1.1.3. Marketing Products
  - 1.1.4. The Fields of Audiovisual Distribution
  - 1.1.5. National Distribution
  - 1.1.6. International Distribution
- 1.2. Distribution Companies
  - 1.2.1. Organizational Structures
  - 1.2.2. Negotiation of the Distribution Contract
  - 1.2.3. International Customers
- 1.3. Operating Windows, Contracts and International Sales
  - 1.3.1. Operating Windows
  - 1.3.2. International Distribution Contracts
  - 1.3.3. International Sales
- 1.4. Film Marketing
  - 1.4.1. Film Marketing
  - 1.4.2. The Film Production Value Chain
  - 1.4.3. Advertising Media at the Service of Promotion
  - 1.4.4. Launching Tools
- 1.5. Market Research in Film
  - 1.5.1. Introduction
  - 1.5.2. Preproduction stage
  - 1.5.3. Post-production Stage
  - 1.5.4. Commercialization Stage





- 1.6. Social Networks and Film Promotion
  - 1.6.1. Introduction
  - 1.6.2. Promises and Limits of Social Networking
  - 1.6.3. Objectives and Their Measurement
  - 1.6.4. Promotion Calendar and Strategies
  - 1.6.5. Interpreting What Networks Are Saying
- 1.7. Audiovisual Distribution on the Internet I
  - 1.7.1. The New World of Audiovisual Distribution
  - 1.7.2. The Internet Distribution Process
  - 1.7.3. Products and Possibilities in the New Scenario
  - 1.7.4. New Distribution Modes
- 1.8. Audiovisual Distribution on the Internet II
  - 1.8.1. Keys to the New Scenario
  - 1.8.2. The Dangers of Internet Distribution
  - 1.8.3. *Video on Demand (VOD)* as a New Window for Distribution
- 1.9. New Spaces for Distribution
  - 1.9.1. Introduction
  - 1.9.2. The Netflix Revolution
- 1.10. Film Festivals
  - 1.10.1. Introduction
  - 1.10.2. The Role of Film Festivals in Distribution and Exhibition

“ *In the entertainment industry there are different tactics for movies or series to become a worldwide success*”

# 04

# 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"*

## 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”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

## Relearning Methodology

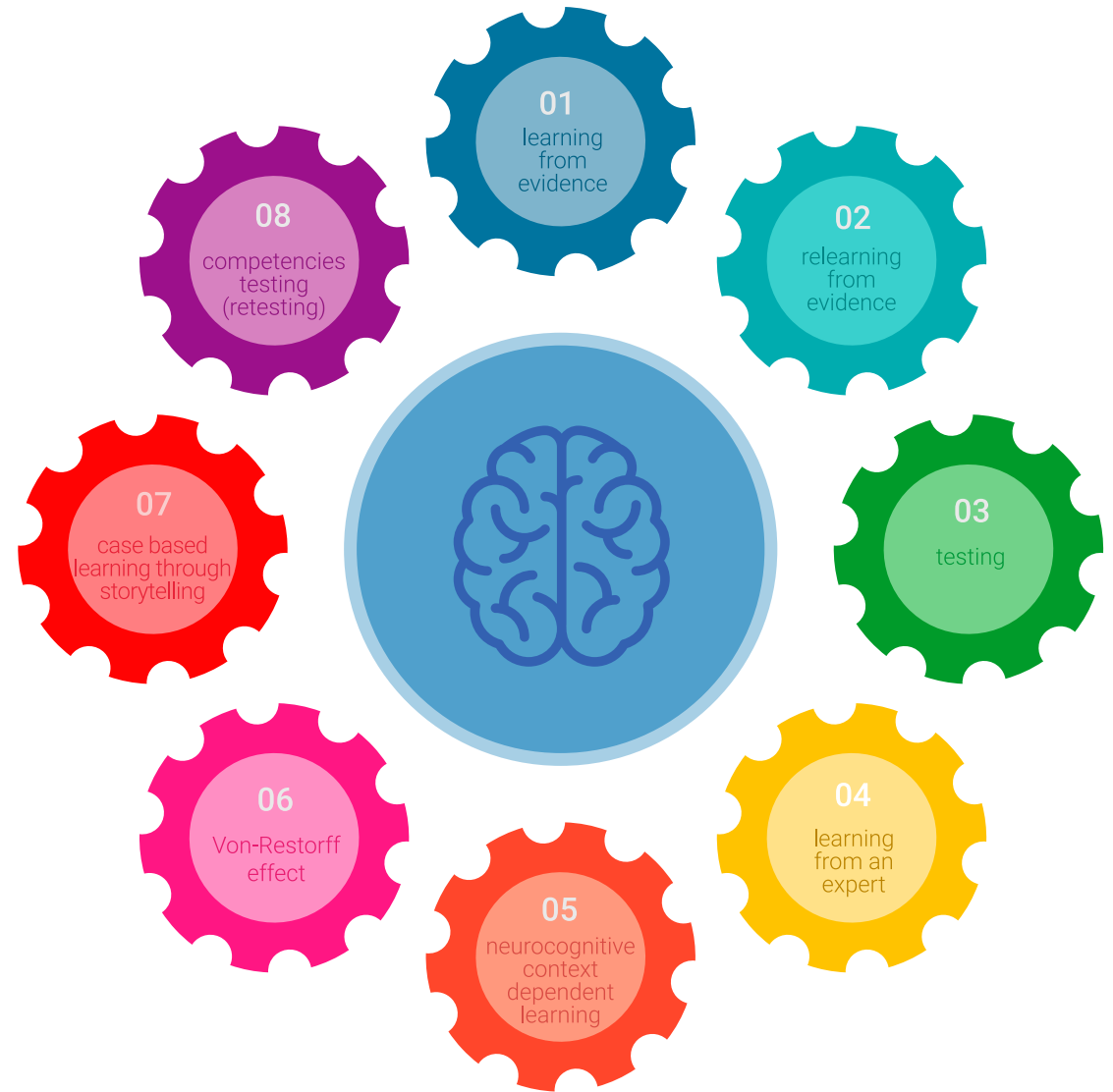
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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.

This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



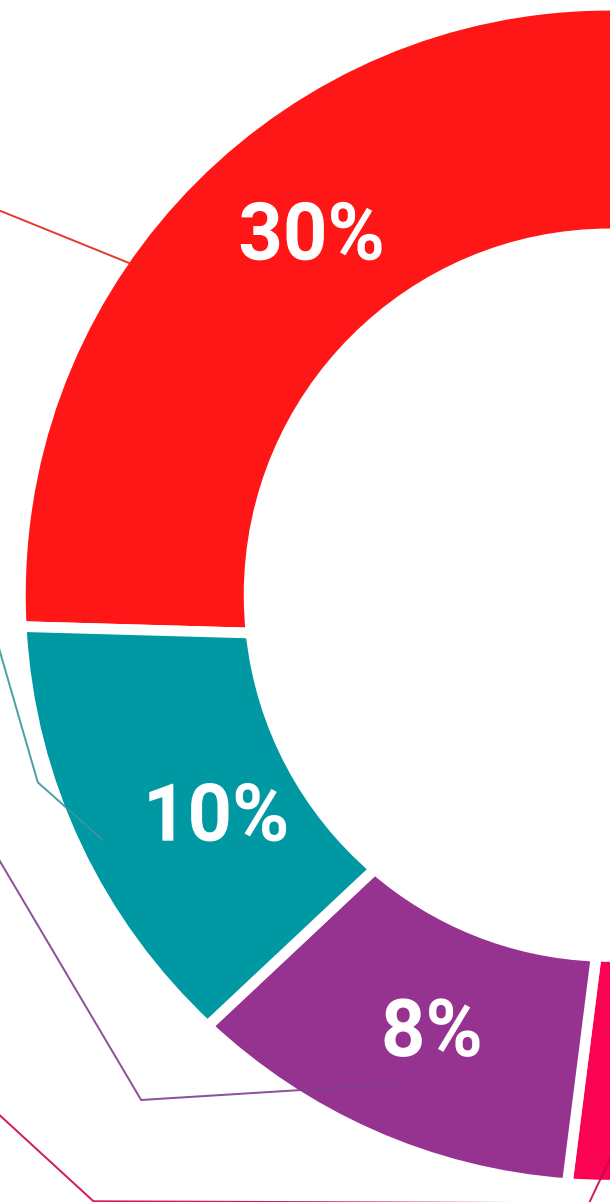
### Practising Skills and Abilities

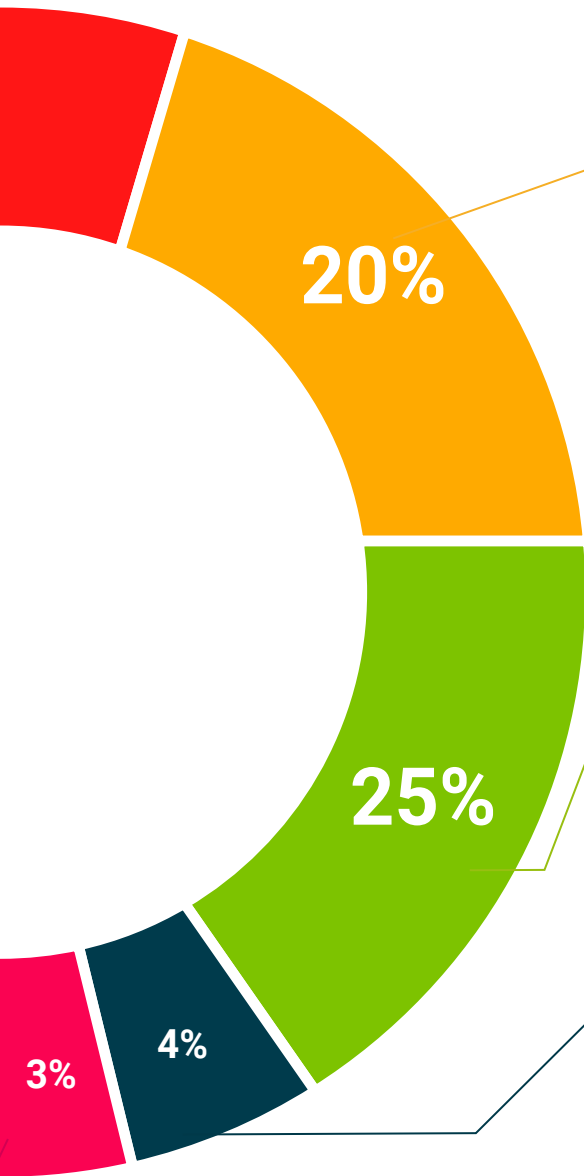
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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 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.



# 05 Certificate

The Postgraduate Certificate in Management and Promotion of Audiovisual Products guarantees, in addition to the most rigorous and up to date training, access to a Postgraduate Certificate issued by TECH Technological University.





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*Successfully complete this training program  
and receive your university certificate  
without travel or laborious paperwork”*

This **Postgraduate Certificate in Management and Promotion of Audiovisual Products** contains the most complete and up to date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** diploma 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 Management and Promotion of Audiovisual Products**

Official N° of hours: 150 h.



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



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- » Schedule: at your own pace
- » Exams: online

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