

# Postgraduate Diploma Audiovisual Product Management



## Postgraduate Diploma Audiovisual Product Management

Course Modality: **Online**

Duration: **6 months**

Certificate: **TECH Technological University**

Official N° of Hours: **450 h.**

Website: [www.techtute.com/videogames/postgraduate-diploma/postgraduate-diploma-audiovisual-product-management](http://www.techtute.com/videogames/postgraduate-diploma/postgraduate-diploma-audiovisual-product-management)

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# 01

# Introduction

The impact of film and television today has made people want to create their own audiovisual works. As a result, companies in the industry are looking for new talent to innovate new production techniques and stories. In this degree, video game designers and programmers will find an opportunity to venture into the area, learning the basics that help create content adapted to different formats. They will also acquire a series of skills to manage a work team in any company such as Paramount, Universal, etc.





“Your creativity will help you break into this new field of work”

Optimally managing an audiovisual product is a job that requires specialized knowledge of the transmission platform models that have emerged in recent years. As a result, video game designers can adapt their technology skills to benefit the industry.

Thus, the Postgraduate Diploma in Audiovisual Product Management will provide students with training focused on the structuring of audiovisual companies, new business models in the field of communication and the main promotional strategies in the industry. All of them are essential concepts to face a new labor challenge, achieving a more attractive profile, adapted to the demands of the sector.

Because of the above, completing the degree will open the doors to a highly competitive professional market, which requires designers with an innovative perspective and exceptional creativity. In addition, their knowledge in animation will allow them to work in companies such as Pixar, Disney, Sony Pictures, which has specialized in recent years in the creation of animated products.

This **Postgraduate Diploma in Audiovisual Product Management** 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 self-assessment can be used to improve learning
- ◆ Special emphasis on innovative methodologies in Audiovisual Product Management
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Your talent and skills are needed in the world of audiovisual production"*



*Enter a new job market, making the most of your talent to create stories"*

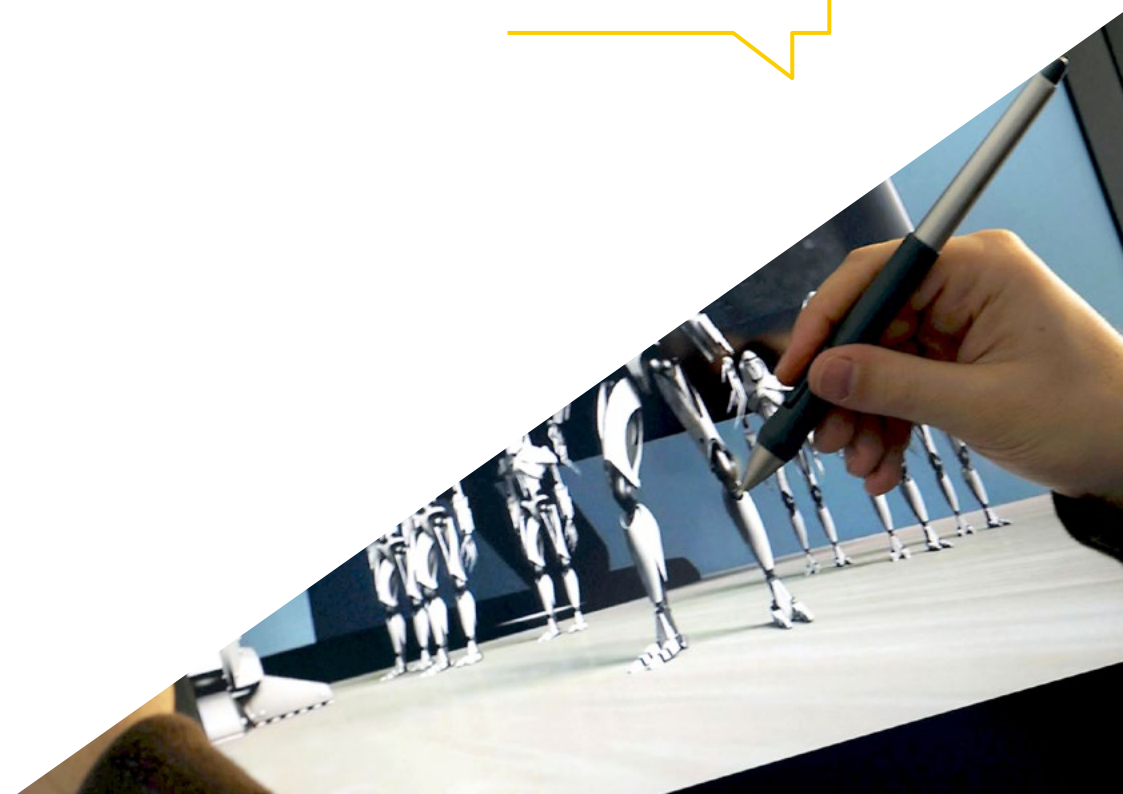
It includes, in its teaching staff, professionals belonging to the field of design, who bring to this program the experience of their work, as well as recognized specialists from prestigious societies and universities.

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.

*It studies in depth the challenges of the digital environment in the business models of journalistic companies.*

*Manages strategic, human, material and technical resources in an audiovisual business.*



# 02 Objectives

This program has been designed for those video game programmers who wish to start a new career path. In this way, they will improve their techniques and create animation productions that compete in highly demanding markets. Therefore, they will be prepared to manage an audiovisual work team, administering the different resources available to do an excellent job. In this way, they will be able to access new jobs and test their skills.





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*Meet your new professional goals, study the changes that digital networks have imposed on the sector"*



## General Objectives

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- ◆ Know the structure of the audiovisual system
- ◆ Learn how new businesses are managed and configured in the contemporary audiovisual landscape
- ◆ Know how audiovisual content is managed and produced

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*Companies like Disney are looking for specialized and integral designers, capable of leading a team and creating a new story”*





## Specific Objectives

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### Module 1. Structure of the Audiovisual System

- ◆ Know the basis of the functioning of the audiovisual system: to fix fundamental contents, to know and texts texts worked on in each topic
- ◆ Acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication: understanding the main ideas, relating concepts and elements
- ◆ Study in depth the historical, economic-political, social and technological framework in which audiovisual products are produced, distributed and consumed
- ◆ Learn the nature and interrelationships between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers
- ◆ Identify current issues and debates concerning the audiovisual system

### Module 2. Cultural Industries and New Communication Business Models

- ◆ Study the transformations that have taken place in the cultural industries in the supply and consumption of digital networks, in their economic, political and socio-cultural aspects
- ◆ Delve into the challenges that the digital environment has posed to the business models of journalistic companies and other traditional cultural industries

- ◆ Analyze and design innovative strategies that contribute to the improvement of management and decision-making processes, as well as to the development of information products in line with the needs of audiences and advertisers
- ◆ Understand the changes in the processes of organization and management of strategic, human, material and technical resources of new businesses in the digital environment

### Module 3. Management and Promotion of Audiovisual Products

- ◆ 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 of this degree includes all the indispensable knowledge for the student to gain access to a new job in the audiovisual industry. In this way, it will analyze the transformations that have taken place in the cultural sector in the supply and consumption of digital networks in their economic, political and socio-cultural aspects. The student will also learn the fundamental concepts that govern the distribution, marketing and diffusion of an audiovisual product in contemporary society.





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*This program will provide you with the knowledge you need to become a valuable professional in the industry”*

## Module 1. Structure of the Audiovisual System

- 1.1. An Introduction to Cultural Industries (C.I.)
  - 1.1.1. Concepts of Culture. Culture-Communication
  - 1.1.2. C.I. Theory and Evolution: Typology and Models
- 1.2. Film Industry I
  - 1.2.1. Main Characteristics and Agents
  - 1.2.2. Structure of the cinematographic System
- 1.3. Film Industry II
  - 1.3.1. The U.S. Film Industry
  - 1.3.2. Independent Production Companies
  - 1.3.3. Problems and Debates in the Film Industry
- 1.4. Film Industry III
  - 1.4.1. Film Regulation: State and Culture. Policies for the Protection and Promotion of Cinematography
  - 1.4.2. Case Study
- 1.5. Television Industry I
  - 1.5.1. Economic Television
  - 1.5.2. Founder Models
  - 1.5.3. TransformationS
- 1.6. Television Industry II
  - 1.6.1. The U.S. Television Industry
  - 1.6.2. Main Features
  - 1.6.3. State Regulation
- 1.7. Television Industry III
  - 1.7.1. Public Service Television in Europe
  - 1.7.2. Crises and Debates





- 1.8. Axes of Change
  - 1.8.1. New Processes in the Audiovisual Industry
  - 1.8.2. Regulatory Discussions
- 1.9. Digital Terrestrial Television (DTT)
  - 1.9.1. Role of the State and Experiences
  - 1.9.2. The New Features of the Television System
- 1.10. New Operators in the Audiovisual Landscape
  - 1.10.1. Service Platforms *Over-The-Top* (OTT)
  - 1.10.2. Consequences of its Appearance

## Module 2. Cultural Industries and New Communication Business Models

- 2.1. The Concepts of Culture, Economy, Communication, Technology, IC.
  - 2.1.1. Culture, Economy and Communication
  - 2.1.2. Cultural Industries
- 2.2. Technology, Communication and Culture
  - 2.2.1. Craft Culture Commoditized
  - 2.2.2. From Live Performance to Visual Arts
  - 2.2.3. Museums and Heritage
- 2.3. The Major Sectors of the Cultural Industries
  - 2.3.1. Editorial Products
  - 2.3.2. The C.I. Flow
  - 2.3.3. Hybrid Models
- 2.4. The Digital Era in the Cultural Industries
  - 2.4.1. Digital Cultural Industries
  - 2.4.2. New Models in the Digital Era
- 2.5. Digital Media and Media in the Digital Age
  - 2.5.1. The Online Press Business
  - 2.5.2. The Radio in the Digital Environment
  - 2.5.3. Particularities of the Media in the Digital Age

- 2.6. Globalization and Diversity in Culture
  - 2.6.1. Concentration, Internationalization and Globalization of Cultural Industries
  - 2.6.2. The Struggle for Cultural Diversity
- 2.7. Cultural and Cooperation Policies
  - 2.7.1. Cultural Policies
  - 2.7.2. The Role of States and Country Regions
- 2.8. Musical Diversity in the Cloud
  - 2.8.1. The Music Industry Today
  - 2.8.2. Cloud
  - 2.8.3. Latin/Iberoamerican Initiatives
- 2.9. Diversity in the Audiovisual Industry
  - 2.9.1. From Pluralism to Diversity
  - 2.9.2. Diversity, Culture and Communication
  - 2.9.3. Conclusions and Suggestions
- 2.10. Audiovisual Diversity on the Internet
  - 2.10.1. The Audiovisual System in the Internet Era
  - 2.10.2. Television Offering and Diversity
  - 2.10.3. Conclusions

## Module 3. Management and Promotion of Audiovisual Products

- 3.1. Audiovisual Distribution
  - 3.1.1. Introduction
  - 3.1.2. Distribution Players
  - 3.1.3. Marketing Products
  - 3.1.4. The Fields of Audiovisual Distribution
  - 3.1.5. National Distribution
  - 3.1.6. International Distribution
- 3.2. Distribution Companies
  - 3.2.1. Organizational Structures
  - 3.2.2. Negotiation of the Distribution Contract
  - 3.2.3. International Customers
- 3.3. Operating Windows, Contracts and International Sales
  - 3.3.1. Operating Windows
  - 3.3.2. International Distribution Contracts
  - 3.3.3. International Sales
- 3.4. Film Marketing
  - 3.4.1. Film Marketing
  - 3.4.2. The Film Production Value Chain
  - 3.4.3. Advertising Media at the Service of Promotion
  - 3.4.4. Launching Tools
- 3.5. Market Research in Film
  - 3.5.1. Introduction
  - 3.5.2. Preproduction stage
  - 3.5.3. Post-production Stage
  - 3.5.4. Commercialization Stage





- 3.6. Social Networks and Film Promotion
  - 3.6.1. Introduction
  - 3.6.2. Promises and Limits of Social Networking
  - 3.6.3. Objectives and Their Measurement
  - 3.6.4. Promotion Calendar and Strategies
  - 3.6.5. Interpreting What Networks Are Saying
- 3.7. Audiovisual Distribution on the Internet I
  - 3.7.1. The New World of Audiovisual Distribution
  - 3.7.2. The Internet Distribution Process
  - 3.7.3. Products and Possibilities in the New Scenario
  - 3.7.4. New Distribution Modes
- 3.8. Audiovisual Distribution on the Internet II
  - 3.8.1. Keys to the New Scenario
  - 3.8.2. The Dangers of Internet Distribution
  - 3.8.3. *Video on Demand* (VOD) as a New Window for Distribution
- 3.9. New Spaces for Distribution
  - 3.9.1. Introduction
  - 3.9.2. The Netflix Revolution
- 3.10. Film Festivals
  - 3.10.1. Introduction
  - 3.10.2. The Role of Film Festivals in Distribution and Exhibition



*Correctly managing Audiovisual Products will open doors to create new animations and video games"*

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.





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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"*

## 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.*



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

### 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 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.



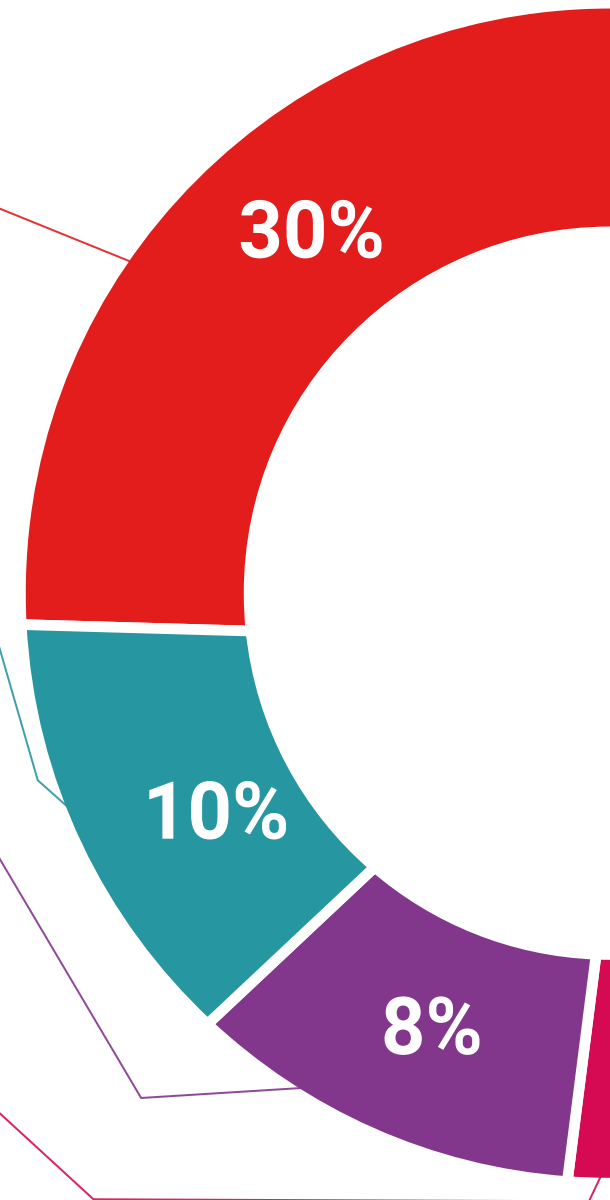
### Practising Skills and Abilities

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 Diploma in Audiovisual Product Management guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma 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 Diploma in Audiovisual Product Management** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Audiovisual Product Management**

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.

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



## Postgraduate Diploma Audiovisual Product Management

Course Modality: Online

Duration: 6 months.

Certificate: TECH Technological University

Official N° of Hours: 450 h.

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