

Postgraduate Diploma Communication and Branding in Creative Industries





Postgraduate Diploma Communication and Branding in Creative Industries

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/videogames-design/postgraduate-diploma/postgraduate-diploma-communication-branding-creative-industries

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01

Introduction

Creating an eye catching name is very difficult and even more so if we are talking about video games, where thousands of titles are released every year on every imaginable subject. The Communication and Branding in Creative Industries team has a relevant role in the creation of the videogame industry, as they are responsible for channeling all the creativity of the designers and transmitting it to the target audience in a reliable and attractive way, capturing their attention with powerful names and logos. This TECH degree program emphasizes this importance by providing the student with all the necessary tools to successfully complete the most important communication and branding assignments.



“

The names of the most legendary video games are remembered for decades. You will have the ability to generate that impact thanks to the content of this Postgraduate Diploma"

In the creative sector, specifically in the video game industry, the branding and communication of a product is one of the most fundamental of all. The games with the most punch and potential have names that appeal to all audiences, such as Fortnite or Minecraft.

The intention of this TECH degree is to provide its students with the most powerful and current methodologies and communication tools, so that they can develop their full potential in an industry as creative as the video game industry.

Thus, in an intensive way, the concept of branding and its main strategies are reviewed during the teaching, defining all the steps that must be taken to unify all the ideas and concepts of the videogame in a powerful and attractive product. Communication is an intrinsic part of this process of connecting with the audience, so strategic techniques and tailored planning will also be addressed to understand how best to generate a positive impact on the audience.

This complete TECH degree also has the advantage of being taught completely online, so the student can download all the teaching material from any device with internet access. Thus, there are no fixed schedules or classes that limit the student's own personal or professional responsibilities.

This **Postgraduate Diploma in Communication and Branding in Creative Industries** contains the most complete and up to date educational program on the market. The most important features of the program include:

- ◆ The development of case studies presented by experts in the management of creative companies
- ◆ The graphic, schematic and eminently practical contents of the book provide practical information on those disciplines that are essential for professional practice
- ◆ Practical exercises where self assessment can be used to improve learning
- ◆ Special emphasis on innovative methodologies in communication and branding in creative companies
- ◆ 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 video game presentation campaigns will be remembered thanks to a detailed study of the audience that you will learn in this Postgraduate Diploma"

“ *Age of Empires, Pokémon, God of War, among others. They are all names etched in the memory of players around the world. Will you be the next to add to that list?*”

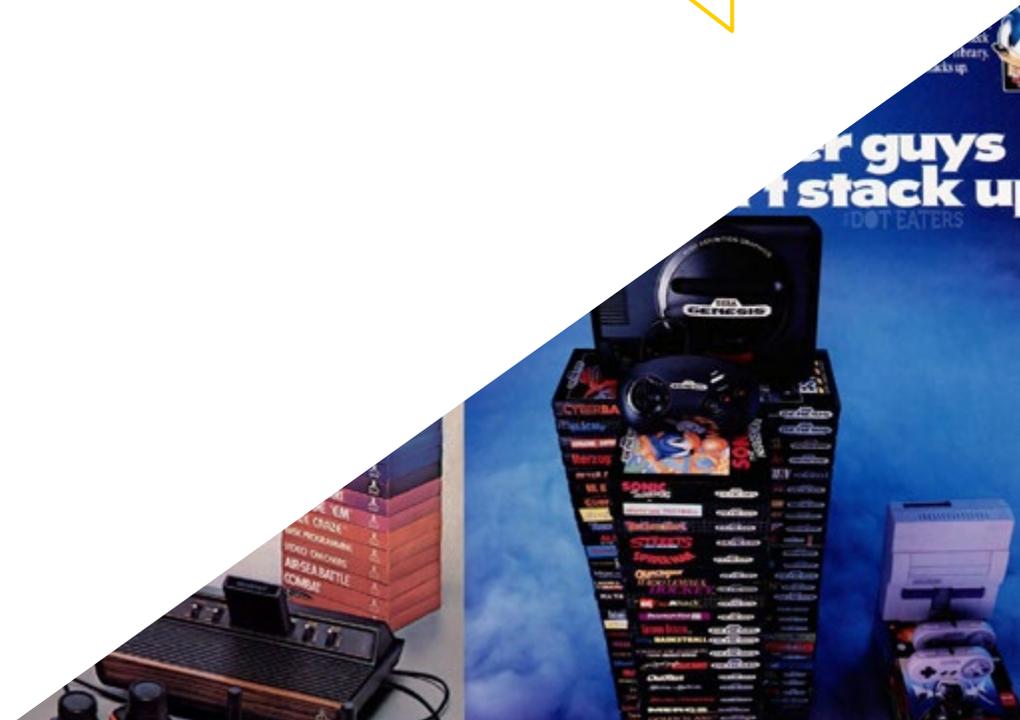
The program's teaching staff includes professionals from sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

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 immersive training programmed to train in real situations.

This program is designed around Problem Based Learning, whereby the professional 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.

With the right communication and a good marketing campaign you are guaranteed the success of any title you work on.

TECH gives you the greatest possible comfort and flexibility so that you can adapt the didactic content to your own pace and not the other way around.



02 Objectives

This Postgraduate Diploma in Communication and Branding in Creative Industries aims to provide students with a set of tools and methodologies with which to approach, in a practical way, video game presentation campaigns, as well as to accept the challenge of giving a complete brand image to the title under development. To this end, it ensures that a series of predefined objectives are met, which the teaching staff must take into account when developing all the teaching materials available.



“

TECH ensures that its teachings are of the highest possible quality and rigor so you are guaranteed that, by studying this Postgraduate Diploma, you will become a true expert in video game communication”



General Objectives

- ◆ Offer useful knowledge for the specialization of students, providing them with skills for the development and application of original ideas in their personal and professional work
- ◆ Understand how creativity and innovation have become the drivers of the economy
- ◆ Problem solving novel environments and in interdisciplinary contexts in the field of creativity management
- ◆ Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case
- ◆ Know how to manage the process of creation and implementation of novel ideas on a given topic
- ◆ Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries
- ◆ Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today
- ◆ Acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments
- ◆ Gain knowledge to manage companies and organizations in the new context of creative industries
- ◆ Organize and plan tasks with the use of available resources in order to face them in precise time frames
- ◆ Use new information and communication technologies as tools for training and exchange of experiences in the field of study
- ◆ Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice
- ◆ Acquire market research skills, strategic vision, digital and co-creation methodologies



With your skill and creativity to generate good ideas, you just need to know how to transform them into valuable assets for communication campaigns within the video game industry"



Specific Objectives

Module 1. New Creative Industries

- ◆ Gain knowledge of the new creative industries
- ◆ In-depth knowledge of the weight of the creative industries at the economic level
- ◆ Study visual and performing arts in depth
- ◆ Obtain an in depth knowledge of the historical, natural and cultural heritage

Module 2. Creative Branding: Communication and Management of Creative Brands

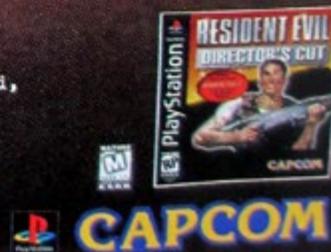
- ◆ Understand the process of brand creation and evolution
- ◆ Know how the graphic identity of the brand should be created
- ◆ Know the main techniques and tools of communication
- ◆ Be able to perform the company *briefing*

Module 3. New Digital Marketing Strategies

- ◆ Apply digital marketing tools, taking into account the target audience of the messages
- ◆ Perform web analytics that provide information to the company to direct its advertising strategy
- ◆ Using social networks as marketing and advertising tools
- ◆ Apply *Inbound Marketing* tools

Now You Can See Resident Evil
Through The Director's Eyes.

Experience the director's original horrific vision.
Presenting RESIDENT EVIL DIRECTOR'S CUT™ - the uncensored,
unrelenting version of the CONSUMER'S CHOICE OVERALL
BEST-PLAYSTATION GAME.™ Substantially enhanced with
rightfully graphic footage, alternate camera angles and
new levels of difficulty. Resident Evil Director's Cut.
It's a sight for sore eyes.



CAPCOM

Includes the drop-dead **RESIDENT EVIL 2** interactive demo.

03

Course Management

TECH ensures that its degrees are of the highest possible quality thanks to the professional expertise and high level of competence of its teaching staff. Therefore, for this Postgraduate Diploma in Communication and Branding in Creative Industries we have brought together a faculty with extensive experience at the head of various companies in the field of creativity. In this way, the student is guaranteed access to rigorous and professional teaching material.



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The best professionals in the creative industry are the ones who will give you the keys to reach your full potential in the video game industry"

International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study “Narcissism and Celebrities”, together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



Dr. Young, S. Mark

- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

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

Management



Dr. Velar, Marga

- Corporate Marketing Manager at SGN Group (New York)
- Forefashion Lab Address
- Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra
- PhD. in Communication from Universidad Carlos III de Madrid
- Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid
- MBA in Fashion Business Management by ISEM Fashion Business School

Professors

Ms. Arroyo Villoria, Cristina

- ♦ Partner and director of projects and entrepreneurship at the creative industries factory
- ♦ Strategic planning, business development, communication and marketing strategy
- ♦ Bachelor's Degree in Labor Sciences from the University of Valladolid
- ♦ Professional Master's Degree in Human Resources Management from the San Pablo CEU Business School
- ♦ Professional Master's Degree in Educational Technology by the Bureau Veritas Business School



“ Our teaching team, experts in MBA in Creative Business Management, will help you achieve success in your profession”

04

Structure and Content

This Postgraduate Diploma in Communication and Branding in Creative Industries from TECH contains 3 full teaching modules. In them, we first review the emergence of new creative industries and their cultural impact, then the creative branding and how to take advantage of the construction and creation of brands, and finally the new technological strategies of digital marketing to know how to make good communication campaigns in the modern context of this decade.



“

The high quality of this program will mark a before and after in your professional career”

Module 1. New Creative Industries

- 1.1. New Creative Industries
 - 1.1.1. From the Cultural Industry to the Creative Industry
 - 1.1.2. Today's Creative Industries
 - 1.1.3. Activities and Sectors that make up the Creative Industries
- 1.2. Economic Importance of the Creative Industries Today
 - 1.2.1. Contribution
 - 1.2.2. Drivers of Growth and Change
 - 1.2.3. Job outlook in the Creative Industries
- 1.3. New Global Context of the Creative Industries
 - 1.3.1. Radiography of the Creative Industries in the World
 - 1.3.2. Sources of Financing for the Creative Industries in each Country
 - 1.3.3. Case Studies: Management Models and Public Policies
- 1.4. Natural and Cultural Heritage
 - 1.4.1. Historical and Cultural Heritage
 - 1.4.2. By-products and Services for Museum, Archaeological and Historical Sites and Cultural Landscapes
 - 1.4.3. Intangible Cultural Heritage
- 1.5. Visual Arts
 - 1.5.1. Plastic Arts
 - 1.5.2. Photography
 - 1.5.3. Crafts
- 1.6. Performing Arts
 - 1.6.1. Theater and Dance
 - 1.6.2. Music and Festivals
 - 1.6.3. Fairs and Circuses
- 1.7. Audiovisual Media
 - 1.7.1. Movies, TV and Audiovisual Content
 - 1.7.2. Radio, Podcasts and Audio Content
 - 1.7.3. Video Games

- 1.8. Current Publications
 - 1.8.1. Literature, Essays and Poetry
 - 1.8.2. Publishers
 - 1.8.3. Press
- 1.9. Creative Services
 - 1.9.1. Design and Fashion
 - 1.9.2. Architecture and Landscaping
 - 1.9.3. Advertising
- 1.10. Connections of the Creative Economy or Orange Economy
 - 1.10.1. Cascade Model - Concentric Circles
 - 1.10.2. *Spillovers* Creative, Production and Knowledge
 - 1.10.3. Culture at the Service of the Creative Economy

Module 2. Creative Branding: Communication and Management of Creative Brands

- 2.1. *Brands and Branding*
 - 2.1.1. The Brands
 - 2.1.2. The Evolution of *Branding*
 - 2.1.3. Positioning, Brand Personality, Notoriety
- 2.2. Brand Building
 - 2.2.1. Marketing Mix
 - 2.2.2. Brand Architecture
 - 2.2.3. Brand Identity
- 2.3. Brand Expression
 - 2.3.1. Graphic Identity
 - 2.3.2. Visual Expression
 - 2.3.3. Other Elements that Reflect the Brand

- 2.4. Communication
 - 2.4.1. Focuses
 - 2.4.2. *Brand Touchpoints*
 - 2.4.3. Communication Techniques and Tools
- 2.5. *Branded Content*
 - 2.5.1. From Brands to Entertainment Platforms
 - 2.5.2. The Rise of Branded Content
 - 2.5.3. Connecting with the Audience through Unique Storytelling
- 2.6. *Visual Storytelling*
 - 2.6.1. Brand Analysis
 - 2.6.2. Creative Advertising Concepts
 - 2.6.3. The Creative Fan
- 2.7. *Customer Experience*
 - 2.7.1. *Customer Experience(CX)*
 - 2.7.2. *Customer Journey*
 - 2.7.3. Brand Alignment and CX
- 2.8. Strategic Planning
 - 2.8.1. Objectives
 - 2.8.2. Identification of Audiences and *Insights*
 - 2.8.3. Designing the Corporate Strategy:
- 2.9. *Performance*
 - 2.9.1. Briefing
 - 2.9.2. Tactics
 - 2.9.3. Production Plan
- 2.10. Assessment
 - 2.10.1. What to Evaluate?
 - 2.10.2. How to Assess it? (Measuring Tools)
 - 2.10.3. Results Reports

Module 3. New Digital Marketing Strategy

- 3.1. Technology and Audiences
 - 3.1.1. Digital Strategy and Differences between User Types
 - 3.1.2. Target Audience, Exclusionary Factors and Generations
 - 3.1.3. The Ideal *Customer Profile* (ICP) and *Buyer Persona*
- 3.2. Digital Analytics for Diagnostics
 - 3.2.1. Analytics prior to the Digital Strategy
 - 3.2.2. Moment 0
 - 3.2.3. KPIs and Metrics, Typologies, Classification according to Methodologies
- 3.3. *E-Entertainment: the Impact of E-Commerce in the Entertainment Industry*
 - 3.3.1. E-commerce, Typologies and Platforms.
 - 3.3.2. The Importance of Web Design: UX and UI
 - 3.3.3. Optimization of Online Space: Minimum Requirements
- 3.4. *Social Media and Influencer Marketing*
 - 3.4.1. Impact and Evolution of Network Marketing
 - 3.4.2. Persuasion, Keys to Content and Viral Actions
 - 3.4.3. Planning Campaigns for *Social Marketing* and *Influencer Marketing*
- 3.5. *Mobile Marketing*
 - 3.5.1. *Mobile User*
 - 3.5.2. *Mobile Web and Apps*
 - 3.5.3. *Mobile Marketing Actions*
- 3.6. Advertising in Online Environments
 - 3.6.1. Advertising in RRSS and Objectives of the Social Ads
 - 3.6.2. The Conversion Funnel or *Purchase Funnel: Categories*
 - 3.6.3. *Social Ads* Platforms
- 3.7. *The Inbound Marketing Methodology*
 - 3.7.1. *Social Selling*, Key Pillars and Strategy
 - 3.7.2. The CRM Platform in a Digital Strategy
 - 3.7.3. *Inbound Marketing* or Attraction Marketing: Actions and SEO

- 3.8. Automization of Marketing
 - 3.8.1. Email Marketing and Email Typology
 - 3.8.2. Email Marketing Automation, Applications, Platforms and Advantages
 - 3.8.3. The Emergence of *Bot & Chatbot Marketing*: Typology and Platforms
- 3.9. Data Management Tools
 - 3.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
 - 3.9.2. *Big Data: Big Data, Business Analytics y Business Intelligence*
 - 3.9.3. *Big Data, Artificial Intelligence and Data Science*
- 3.10. Measuring Profitability
 - 3.10.1. ROI: the Definition of Return on Investment and ROI vs. ROAS.
 - 3.10.2. ROI Optimization
 - 3.10.3. Key Metrics





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You will be the best possible leader for the video game companies you choose to lead"

05

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

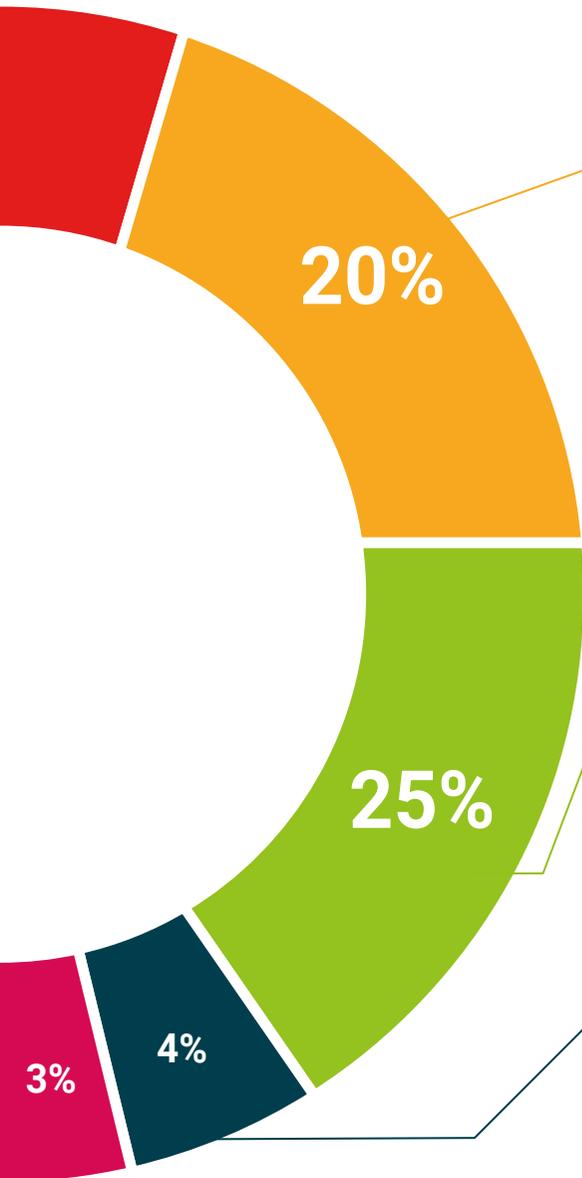
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



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.



06 Certificate

The Postgraduate Diploma in Communication and Branding in Creative Industries guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Diploma issued by TECH Global University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This program will allow you to obtain your **Postgraduate Diploma in Communication and Branding in Creative Industries** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Communication and Branding in Creative Industries**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University 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 lang
virtual classroom



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