

# Professional Master's Degree

## MBA in Creative Business Management





## Professional Master's Degree MBA in Creative Business Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/in/videogames/professional-master-degree/master-mba-creative-business-management](http://www.techtitute.com/in/videogames/professional-master-degree/master-mba-creative-business-management)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Skills

---

*p. 14*

04

Course Management

---

*p. 18*

05

Structure and Content

---

*p. 24*

06

Methodology

---

*p. 36*

07

Certificate

---

*p. 44*

# 01

# Introduction

Running a creative company in the field of video games is no easy task. There are a multitude of factors to take into account, among which are the more technical aspects of programming, the artistic part of music and design, the treatment as a final product, intellectual property, among others. Such is this complexity that TECH has developed a complete degree for all professionals in the video game industry who want to take a step forward and start leading companies. Upon graduation, the student will be able to assume the management of all the important areas of a company in the video game sector.





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*Your leadership will be able to take the video game companies you work for to the top”*

The video game industry is complex, as, despite being a booming sector with millions of buyers around the world, competitiveness is incredibly high. This is in addition to the technical characteristics of the sector, such as the different platforms on which to launch titles (consoles, mobiles or computers) as well as the work tools that are constantly being updated.

In addition, there is the difficulty of the creative process involved in developing a video game, as it involves various design, animation, modeling and art departments that must be well coordinated and with a good workflow to ensure that deadlines and objectives are met.

Thus, TECH has developed this MBA in Creative Business Management to guide all professionals in the video game industry who want to focus their careers on the management and coordination of industries in this sector. The student will learn during the teaching all the vicissitudes of video game companies, as well as advanced management methodology to be able to successfully lead any kind of project.

It is a program that can also be followed 100% online, which gives the student the necessary flexibility to study the didactic material at their own pace and adjusted to their own personal obligations.

This **MBA in Creative Business Management** 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 Business Management
- ◆ 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 the management of creative enterprises
- ◆ 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



*If managing companies in the videogame sector is your dream, this is the education you were looking for"*

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*It is committed to a sector in continuous growth and directs the most powerful companies”*

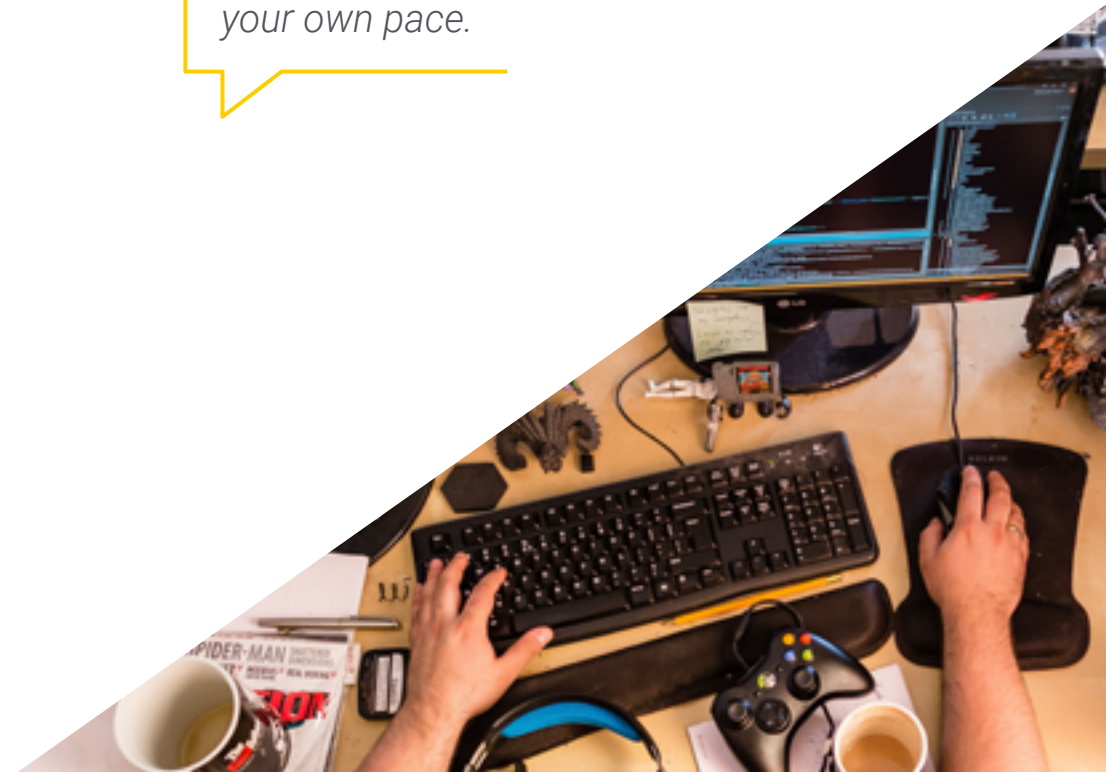
*You will be able to effectively coordinate a multitude of work teams related to video games.*

*TECH gives you all the necessary facilities to study the degree at your own pace.*

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.



# 02 Objectives

The objective of this MBA in Creative Business Management at TECH is to instruct its students in work methodologies and management of multidisciplinary teams, adapted to the video game sector. As these are eminently creative companies, the student will learn specific techniques to manage creativity. A completely necessary qualification for all professionals who want to specialize in the management of companies in the video game sector.





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*Specialize in the Management of Creative Companies and take the lead of the most cutting-edge video game companies”*



## General Objectives

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- ◆ 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 video game economy and industry
- ◆ 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 or video game
- ◆ Acquire specific knowledge for the management of companies and organizations in the new context of the video game industry
- ◆ 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



## Specific Objectives

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### 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. Protection of Creative and Intangible Products in Today's Marketplace

- ◆ Knowledge of regulations affecting creative and intangible products, such as intellectual and industrial property or advertising law.
- ◆ Apply the standards studied to the daily work as a manager of creative companies.

### Module 3. Economic and Financial Management of Creative Companies

- ◆ Understanding the financial structure of a creative company
- ◆ Have sufficient knowledge to carry out the accounting and financial management of a creative company.
- ◆ Understanding how investments should be made in this sector
- ◆ Knowing how to price products in the creative industry

#### Module 4. Futures Thinking: How to Transform Today from Tomorrow

- ◆ In-depth knowledge of the Futures Thinking methodology
- ◆ Understand the signals that indicate that a change in the way of working should take place
- ◆ Understand what the future may look like in order to anticipate and create innovative strategies that favor company growth
- ◆ Thinking about sustainability as an objective to be achieved through all the actions proposed

#### Module 5. Consumer or User Management in Creative Businesses

- ◆ Know the new trends in consumer purchasing methods
- ◆ Understand that the customer has to be at the center of all company strategies
- ◆ Apply *design thinking* techniques and tools
- ◆ Apply different research resources and techniques

#### Module 6. 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 7. Leadership and Innovation in the Creative Industries

- ◆ Apply creative resources in the development of the company
- ◆ Understand innovation as an essential part of any creative company
- ◆ Understand the obstacles to innovation in the creative industry
- ◆ Be able to lead an innovation strategy in the company





### **Module 8. Digital Transformation in the Creative Industry**

- ◆ Know how to carry out digital transformation in creative companies
- ◆ Understand the impacts of the fourth industrial revolution
- ◆ Apply big data concepts and strategies to the creative enterprise
- ◆ Applying blockchain technology

### **Module 9. New Digital Marketing Strategies**

- ◆ Apply digital marketing tools, taking into account the audience to which the messages will reach
- ◆ 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

### **Module 10. Entrepreneurship in the Creative Industries**

- ◆ Be able to carry out entrepreneurial projects in creative industries
- ◆ Develop appropriate leadership skills
- ◆ Know how to identify market opportunities
- ◆ Apply idea generation tools, such as brainstorming

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# 03 Skills

The skills that students will acquire during the following MBA in Creative Business Management will be of great use in the workplace when it comes to assuming the position of manager or director of any work group related to the field of video games. TECH ensures that its programs are of the highest possible quality, offering its students a complete and extensive content so that they acquire the skills most in demand in the labor market.





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*A qualification that will raise the level of work of all the video game teams you are responsible for"*



## General Skills

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- ◆ Work in companies in the creative sector knowing how to successfully manage them
- ◆ In-depth knowledge of the functioning and global context of the new creative industries

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*With this MBA in Creative Business Management, you will have everything it takes to succeed as a leader in the video game industry”*







## Specific Skills

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- ◆ Have in-depth knowledge of all aspects of creative product protection, from intellectual property protection to advertising law
- ◆ Know how to perform a correct economic and financial management of companies in the creative industry
- ◆ Know how to calculate profit, profitability and costs within projects for the creative industry
- ◆ Possess complete competencies in the methodology Future Thinking in order to be able to apply its benefits in daily work
- ◆ Know how to correctly manage changes and predict the future of creative industry companies
- ◆ Be able to perform efficient consumer management of creative businesses.
- ◆ Know how to manage communication at an integral level for companies in the creative industry
- ◆ Be able to be an active part of the branding process in creative companies
- ◆ Have in-depth knowledge that allows the professional to manage the digitalization process in the creative industries
- ◆ Know how to apply innovative digital marketing strategies for creative companies
- ◆ Provide the student with complete knowledge that will allow him/her to become an entrepreneur in the creative industry, making the most of his/her primary idea
- ◆ Help the professional to acquire tools to manage leadership within these industries

# 04

# Course Management

TECH has brought together a team of teachers from various fields of the creative industry for the development of this MBA in Creative Business Management. These professionals, in charge of the elaboration and writing of the didactic material, accumulate a great experience successfully managing creative companies in different fields, so the student has the guarantee of the professional quality of the teachers to study a valuable and adequate qualification adapted to changing times.



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*The best professors will give you the kind of teaching you're looking for to lead video game companies"*

## 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. Eyzaguirre Vilanova, Carolina

- ◆ Legal counsel to the CEO of Eley Hawk Company
- ◆ Professor at the Madrid Bar Association in the Master in Digital Law, Innovation and Emerging Technologies
- ◆ Legal advice in the field of advertising law for Autocontrol (Association for the Self-Regulation of Commercial Communication)
- ◆ Designer in multiple projects for companies such as Estudio Mariscal, RBA Ediciones (National Geographic and El Mueble magazines) or Laboratorios Echevarne
- ◆ Degree in Law and Design from Pompeu Fabra University, Barcelona
- ◆ Specialized in Intellectual Property with an Official Master's Degree from Universidad Pontificia Comillas (ICADE) in Madrid

### Mr. Sanjosé, Carlos

- ◆ Head of Digital at MURPH
- ◆ Content creator for more than 8 years at Liceo25, parent company of online media such as 25 Gramos, Fleek Mag, Lenders Magazine or Libra, among others
- ◆ Specialist in digital marketing and strategy, Social Media & Social Ads, ecommerce platforms and Email Marketing
- ◆ Degree in Advertising and Public Relations

### Dr. San Miguel, Patricia

- ◆ Director and creator of the digital impact analysis observatory for fashion brands Digital Fashion Brands
- ◆ Professor of digital marketing at ISEM Fashion Business School and the University of Navarra
- ◆ PhD from the University of Navarra
- ◆ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ◆ Executive Fashion MBA by ISEM
- ◆ Writer of the book Influencer Marketing

### Ms. Bravo Durán, Sandra

- ◆ Lecturer at different universities and business schools in the fashion and luxury industry.
- ◆ Expert in Trend Forecasting and Customer Insights
- ◆ Sociologist and economist from the University of Salamanca
- ◆ Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- ◆ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ◆ PhD Candidate in Applied Creativity from the University of Navarra

**Mr. Justo, Rumén**

- ◆ Advisor to companies and entrepreneurs at the University of La Laguna (EmprendeULL)
- ◆ Founder of JR Producciones, a production company
- ◆ Co-founder of the start-ups E-MOVE, E-CARS and SENDA ECOWAY
- ◆ Chief Executive Officer of SENDA ECOWAY
- ◆ Accredited Mentor of the Mentoring Network of Spain at the CEOE
- ◆ Lean Coach at Olympo Boxes, Santa Cruz de Tenerife Chamber of Commerce
- ◆ Degree in Business Administration
- ◆ Master in PRL by SGS
- ◆ Postgraduate in Technology Surveillance
- ◆ Postgraduate Degree in Roadmapping by the UPC
- ◆ Postgraduate Diploma in Human Resources Management by the University of Vigo

**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





**Dr. Paule Vianez, Jessica**

- ◆ Professor of Finance / Department of Business Economics at the Universidad Rey Juan Carlos
- ◆ PhD with International Mention in Social and Legal Sciences from the International Doctoral School of the Universidad Rey Juan Carlos
- ◆ Degree in Finance and Accounting from the University of Extremadura
- ◆ Degree in Business Administration and Management from Universidad de Extremadura
- ◆ Professional Master's Degree in Statistical Computational Information Processing from the Complutense University of Madrid

**Ms. Gallego Martínez, Ana Belén**

- ◆ Independent Consultant Belen Galmar Business Accompaniment
- ◆ Law degree from Universidad Complutense de Madrid
- ◆ MBA - Master's Degree in Business Administration, specializing in financial management, Universidad Camilo José Cela
- ◆ Digital Transformation Executive Program by the School of Industrial Organization (Escuela de Organización Industrial)

# 05

## Structure and Content

The content of this MBA in Creative Business Management at TECH is structured in a series of modules with clear and concise content, which facilitates the student's acquisition of all available knowledge. The student will be able to learn about a completely innovative field such as creative business leadership, with advanced management methodologies and techniques applicable to the field of video games.





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*You will achieve the management positions that you propose within the industry thanks to the teachings of this degree"*

## 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. Publicaciones actuales
  - 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. Creative, Production and Knowledge Spillovers
  - 1.10.3. Culture at the Service of the Creative Economy

## Module 2. Protection of Creative and Intangible Products

- 2.1. Legal Protection of Intangible Assets
  - 2.1.1. Intellectual Property
  - 2.1.2. Industrial Property
  - 2.1.3. Advertising Law
- 2.2. Intellectual Property I
  - 2.2.1. Applicable Regulations
  - 2.2.2. Relevant Aspects and Issues
  - 2.2.3. Case Studies
- 2.3. Intellectual Property II
  - 2.3.1. Intellectual Property Registration
  - 2.3.2. Reservation of Rights Symbols and Other Means of Protection
  - 2.3.2. Licenses for Content Dissemination
- 2.4. Intellectual Property III
  - 2.4.1. Management Entities
  - 2.4.2. The Intellectual Property Commission
  - 2.4.3. Relevant Organizations



- 2.5. Industrial Property I: Branding.
  - 2.5.1. Applicable Regulations
  - 2.5.2. Relevant Aspects and Issues
  - 2.5.3. Real Applications
- 2.6. Industrial Property II: Industrial Designs
  - 2.6.1. Applicable Regulations
  - 2.6.2. Relevant Aspects and Issues
  - 2.6.3. Legal practice
- 2.7. Industrial Property III: Patents and Utility Models
  - 2.7.1. Applicable Regulations
  - 2.7.2. Relevant Aspects and Issues
  - 2.7.3. Study Cases
- 2.8. Intellectual and Industrial Property: Practice
  - 2.8.1. Intellectual Property vs. Industrial Property (Comparative Law)
  - 2.8.2. Practical Issues in Conflict Resolution
  - 2.8.3. Case Study: Steps to Follow
- 2.9. Advertising Law I
  - 2.9.1. Applicable Regulations
  - 2.9.2. Relevant Aspects and Issues
  - 2.9.3. Jurisprudence in Advertising Matters
- 2.10. Advertising Law II
  - 2.10.1. Advertising Self-Regulation
  - 2.10.2. Self-Control
  - 2.10.3. Advertising Jury

### Module 3. Economic and Financial Management of Creative Companies

- 3.1. The Necessary Economic Sustainability
  - 3.1.1. The Financial Structure of a Creative Company
  - 3.1.2. Accounting in a Creative Company
  - 3.1.3. Triple Balance
- 3.2. Revenues and Expenses of today's Creative Businesses
  - 3.2.1. Accounting of Costs
  - 3.2.2. Type of Costs
  - 3.2.3. Cost Allocation
- 3.3. Types of Profit in the Company
  - 3.3.1. Contribution Margin
  - 3.3.2. Break-even Point
  - 3.3.3. Evaluation of Alternatives
- 3.4. Investment in the Creative Sector
  - 3.4.1. Investment in the Creative Industry
  - 3.4.2. Investment Appraisal
  - 3.4.3. The Van Method: Net Present Value
- 3.5. Profitability in the Creative Industry
  - 3.5.1. Economic Profitability
  - 3.5.2. Time Profitability
  - 3.5.3. Financial Profitability
- 3.6. The Treasury Liquidity and Solvency
  - 3.6.1. Cash Flow
  - 3.6.2. Balance Sheet and Income Statement
  - 3.6.3. Settlement and Leverage
- 3.7. Financing Formulas currently on the Creative Market
  - 3.7.1. Venture Capital Funds
  - 3.7.2. Business Angels.
  - 3.7.3. Calls for Proposals and Grants

- 3.8. Product Pricing in the Creative Industry
  - 3.8.1. Pricing
  - 3.8.2. Profit vs. Competition.
  - 3.8.3. Pricing Strategy
- 3.9. Pricing Strategy in the Creative Sector
  - 3.9.1. Types of Pricing Strategies
  - 3.9.2. Advantages
  - 3.9.3. Disadvantages
- 3.10. Operational Budgets
  - 3.10.1. Tools of Strategic Planning
  - 3.10.2. Elements Included in the Operational Budget
  - 3.10.3. Development and Execution of the Operational Budget

### Module 4. Future Thinking How to Transform Today from Tomorrow?

- 4.1. Methodology Futures Thinking
  - 4.1.1. Future Thinking
  - 4.1.2. Benefits of using this Methodology
  - 4.1.3. The Role of the "Futurist" in the Creative Enterprise
- 4.2. Signs of Change
  - 4.2.1. The Sign of Change
  - 4.2.2. Identification of the Signs of Change
  - 4.2.3. Interpretation of the Signs
- 4.3. Types of Futures
  - 4.3.1. Journey to the Past
  - 4.3.2. The Four Types of Futures
  - 4.3.3. Application of the Methodology Futures Thinking in the Workplace
- 4.4. Future Forecasting
  - 4.4.1. Searching for Drivers
  - 4.4.2. How to Create a Forecast for the Future?
  - 4.4.3. How to Design a Future Scenario?

- 4.5. Mental Stimulation Techniques
  - 4.5.1. Past, Future and Empathy
  - 4.5.2. Facts Vs Experience
  - 4.5.3. Alternative Routes
- 4.6. Collaborative Forecasting
  - 4.6.1. The Future as a Game
  - 4.6.2. Future Wheel
  - 4.6.3. The Future from Different Approaches
- 4.7. Epic Victories
  - 4.7.1. From Discovery to the Innovation Proposal
  - 4.7.2. The Epic Victory
  - 4.7.3. Fairness in the Game of the Future
- 4.8. Preferred Futures
  - 4.8.1. The Preferred Future
  - 4.8.2. Techniques
  - 4.8.3. Working Backwards from the Future
- 4.9. From Prediction to Action
  - 4.9.1. Images of the Future
  - 4.9.2. Artifacts of the Future
  - 4.9.3. Roadmap
- 4.10. ODS. A Global and Multidisciplinary Vision of the Future ODS
  - 4.10.1. Sustainable Development as a Global Goal
  - 4.10.2. Human Management in Nature
  - 4.10.3. Social Sustainability

## Module 5. Consumer or User Management in Creative Businesses

- 5.1. The User in the Current Context
  - 5.1.1. Consumer Change in Recent Times
  - 5.1.2. The Importance of Research
  - 5.1.3. Trend Analysis
- 5.2. Strategy with the Focus on the Individual
  - 5.2.1. Human Centric Strategy
  - 5.2.2. Keys and Benefits of Being Human Centric
  - 5.2.3. Success Stories
- 5.3. Data on the Human Centric Strategy
  - 5.3.1. Data on the Human Centric Strategy
  - 5.3.2. The Value of the Data
  - 5.3.3. 360° View of the Customer
- 5.4. Implementation of the Human Centric Strategy in the Creative Industry
  - 5.4.1. Transformation of Dispersed Information into Customer Knowledge
  - 5.4.2. Opportunity Analysis
  - 5.4.3. Maximization Strategies and Initiatives
- 5.5. Human Centric Methodology
  - 5.5.1. From Research to Prototyping
  - 5.5.2. Double Diamond Model: Process and Phases
  - 5.5.3. Tools
- 5.6. Design Thinking
  - 5.6.1. Design Thinking
  - 5.6.2. Methodology
  - 5.6.3. The Techniques and Tools of Design Thinking
- 5.7. Brand Positioning in the User's Mind
  - 5.7.1. Positioning Analysis
  - 5.7.2. Typology
  - 5.7.3. Methodology and Tools

- 5.8. User Insights in Creative Businesses
  - 5.8.1. Insights and their Importance
  - 5.8.2. Customer Journey and the Relevance of the Journey Map
  - 5.8.3. Research Techniques
- 5.9. User Profiling (Archetypes and Buyer Persona)
  - 5.9.1. Archetypes
  - 5.9.2. Buyer persona
  - 5.9.3. Methodology of Analysis
- 5.10. Research Resources and Techniques
  - 5.10.1. Techniques in Context
  - 5.10.2. Visualization and Creation Techniques
  - 5.10.3. Voice Contrast Techniques

## Module 6. Creative Branding: Communication and Management of Creative Brands

- 6.1. Brands and Branding
  - 6.1.1. The Brands
  - 6.1.2. The Evolution of Branding
  - 6.1.3. Positioning, Brand Personality, Notoriety
- 6.2. Brand Building
  - 6.2.1. Marketing Mix
  - 6.2.2. Brand Architecture
  - 6.2.3. Brand Identity
- 6.3. Brand Expression
  - 6.3.1. Graphic Identity
  - 6.3.2. Visual Expression
  - 6.3.3. Other Elements that Reflect the Brand
- 6.4. Communication.
  - 6.4.1. Focuses
  - 6.4.2. Brand Touchpoints



- 6.4.3. Communication techniques and tools
- 6.5. Branded Content
  - 6.5.1. From Brands to Entertainment Platforms
  - 6.5.2. The Rise of Branded Content
  - 6.5.3. Connecting with the Audience through Unique Storytelling
- 6.6. Visual Storytelling
  - 6.6.1. Brand Analysis
  - 6.6.2. Creative Advertising Concepts
  - 6.6.3. The Creative Fan
- 6.7. Customer Experience
  - 6.7.1. Customer Experience(CX)
  - 6.7.2. Customer Journey
  - 6.7.3. Brand Alignment and CX
- 6.8. Strategic Planning
  - 6.8.1. Objectives
  - 6.8.2. Identification of Audiences and Insights
  - 6.8.3. Designing the Corporate Strategy:
- 6.9. Performance
  - 6.9.1. Briefing
  - 6.9.2. Tactics
  - 6.9.3. Production plan
- 6.10. Assessment
  - 6.10.1. What to Evaluate?
  - 6.10.2. How to Evaluate (Measurement Tools)
  - 6.10.3. Results Reports

## Module 7. Leadership and Innovation in the Creative Industries

- 7.1. Creativity Applied to Industry
  - 7.1.1. Creative Expression
  - 7.1.2. Creative Resources
  - 7.1.3. Creative Techniques
- 7.2. The New Innovative Culture
  - 7.2.1. The Context of the Innovation
  - 7.2.2. Why does Innovation Fail?
  - 7.2.3. Academic Theories
- 7.3. Innovation Dimensions and Levers
  - 7.3.1. The Plans or Dimensions of Innovation
  - 7.3.2. Attitudes for Innovation
  - 7.3.3. Intrapreneurship and Technology
- 7.4. Constraints and Obstacles to Innovation in the Creative Industry
  - 7.4.1. Personal and Group Restrictions
  - 7.4.2. Social Constraints and Organizations
  - 7.4.3. Industrial and Technological Restrictions
- 7.5. Closed Innovation and Open Innovation
  - 7.5.1. From Closed Innovation to Open Innovation
  - 7.5.2. Practical Classes to Implement Open Innovation
  - 7.5.3. Experiences of Open Innovation in Companies
- 7.6. Innovative Business Models in IICCs
  - 7.6.1. Business Trends in the Creative Economy
  - 7.6.2. Study Cases
  - 7.6.3. Sector Revolution
- 7.7. Leading and Managing an Innovation Strategy
  - 7.7.1. Boosting Adoption
  - 7.7.2. Leading the Process
  - 7.7.3. Portfolio Maps

- 7.8. Financing innovation
  - 7.8.1. CFO: Venture Capital Investor
  - 7.8.2. Dynamic Financing
  - 7.8.3. Response to the Challenges
- 7.9. Hybridization: Innovating in the Creative Economy
  - 7.9.1. Intersection of Sectors
  - 7.9.2. Generation of Disruptive Solutions
  - 7.9.3. The Medici Effect
- 7.10. New Creative and Innovative Ecosystems
  - 7.10.1. Generation of Innovative Environments
  - 7.10.2. Creativity as a Lifestyle
  - 7.10.3. Icosystems

## Module 8. Digital Transformation in the Creative Industry

- 8.1. Digital Future of the Creative Industry
  - 8.1.1. Digital Transformation
  - 8.1.2. Situation of the Sector and its Comparison
  - 8.1.3. Future Challenges
- 8.2. Forth Industrial Revolution
  - 8.2.1. Industrial Revolution
  - 8.2.2. Application
  - 8.2.3. Impacts
- 8.3. Digital Enablers for Growth
  - 8.3.1. Operational Effectiveness, Acceleration and Improvement
  - 8.3.2. Continuous Digital Transformation
  - 8.3.3. Solutions and Services for the Creative Industries
- 8.4. The Application of Big Data to the Enterprise
  - 8.4.1. Data Value
  - 8.4.2. Data in Decision Making
  - 8.4.3. Data Driven Company

- 8.5. Cognitive Technology
  - 8.5.1. AI and Digital Interaction
  - 8.5.2. IoT and Robotics
  - 8.5.3. Other Digital Training
- 8.6. Uses and Applications of Blockchain Technology
  - 8.6.1. Blockchain.
  - 8.6.2. Value for the IICC Sector
  - 8.6.3. Transaction Versatility
- 8.7. Omnichannel and Transmedia Development
  - 8.7.1. Impacts in the Sector
  - 8.7.2. Challenge Analysis
  - 8.7.3. Evolution
- 8.8. Entrepreneurship Ecosystems
  - 8.8.1. The Role of Innovation and Venture Capital
  - 8.8.2. The Start-up Ecosystem and the Agents that comprise it
  - 8.8.3. How to Maximize the Relationship between the Creative Agent and the Start-up?
- 8.9. New Disruptive Business Models.
  - 8.9.1. Marketing-based (Platforms and Marketplaces)
  - 8.9.2. Service-based (freemium, Premium or Subscription models)
  - 8.9.3. Community-based (from Crowdfunding, Social Networking or Blogging)
- 8.10. Methodologies to Promote a Culture of Innovation in the Creative Industries
  - 8.10.1. Blue Ocean Innovation Strategy
  - 8.10.2. Lean Start-up Innovation Strategy
  - 8.10.3. Agile Innovation Strategy



## Module 9. New Digital Marketing Strategies

- 9.1. Technology and Audiences
  - 9.1.1. Digital Strategy and Differences between User Types
  - 9.1.2. Target Audience, Exclusionary Factors and Generations
  - 9.1.3. The Ideal Customer Profile (ICP) and Buyer Persona
- 9.2. Digital Analytics for Diagnostics
  - 9.2.1. Analytics prior to the Digital Strategy
  - 9.2.2. Moment 0
  - 9.2.3. KPIs and Metrics, Typologies, Classification according to Methodologies
- 9.3. e-Entertainment: the Impact of e-Commerce in the Entertainment Industry
  - 9.3.1. E-commerce, Typologies and Platforms
  - 9.3.2. The Importance of Web Design: UX y UI
  - 9.3.3. Optimization of Online Space: Minimum Requirements
- 9.4. Social Media and Influencer Marketing
  - 9.4.1. Impact and Evolution of Network Marketing
  - 9.4.2. Persuasion, Keys to Content and Viral Actions
  - 9.4.3. Planning Campaigns for Social Marketing and Influencer Marketing
- 9.5. Mobile Marketing
  - 9.5.1. Mobile User
  - 9.5.2. Mobile Web and Apps
  - 9.5.3. Mobile Marketing Actions
- 9.6. Advertising in Online Environments
  - 9.6.1. Advertising in Social Networks and Objectives of the Social Ads
  - 9.6.2. The Conversion Funnel or Purchase Funnel: Categories
  - 9.6.3. Social Ads Platforms
- 9.7. The Inbound Marketing Methodology
  - 9.7.1. Social Selling, Key Pillars and Strategy
  - 9.7.2. The CRM Platform in a Digital Strategy
  - 9.7.3. Inbound Marketing or Attraction Marketing: Actions and SEO

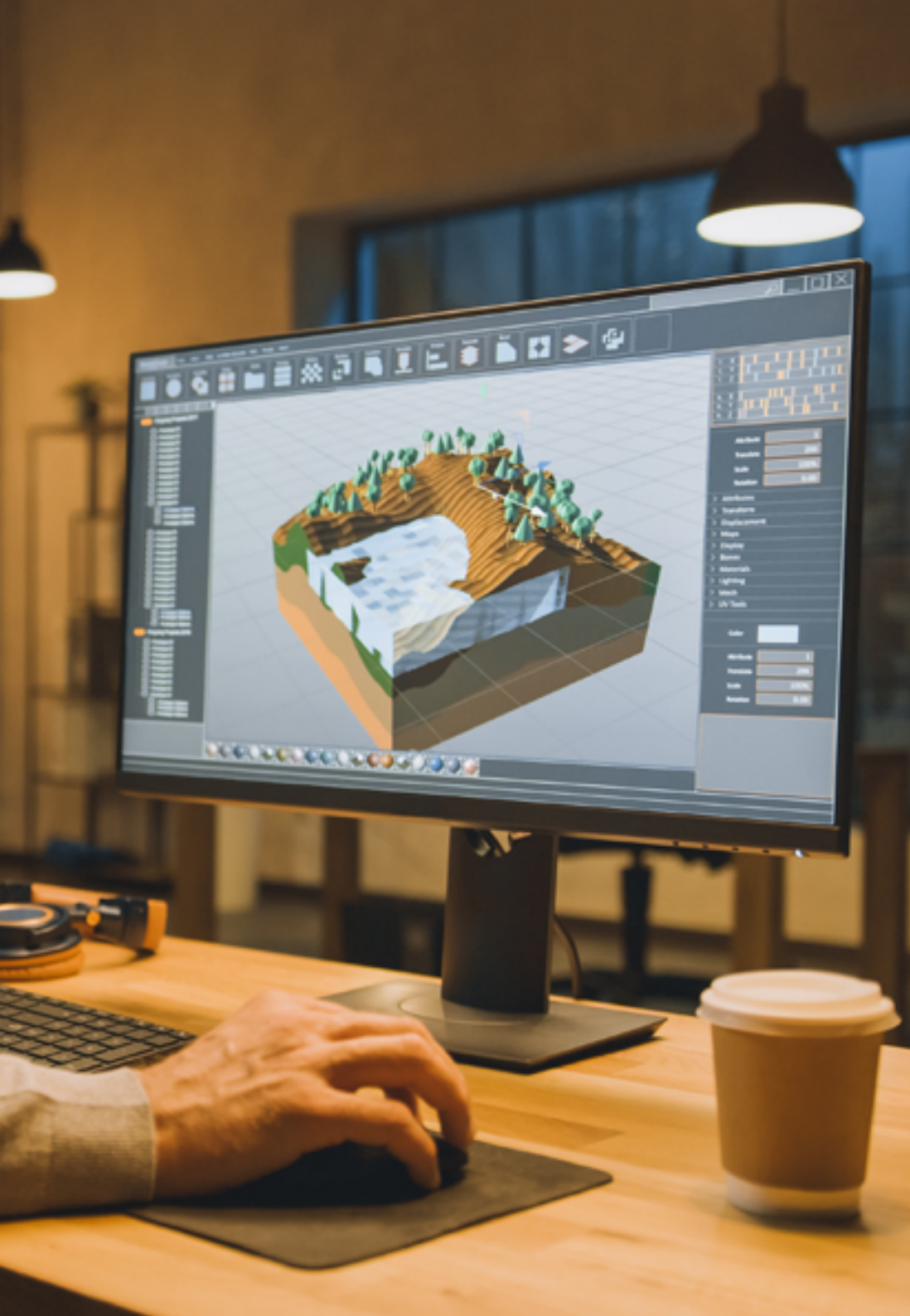
- 9.8. Automization of Marketing
  - 9.8.1. Email Marketing and Email Typology
  - 9.8.2. Email Marketing Automation, Applications, Platforms and Advantages
  - 9.8.3. The Emergence of Bot & Chatbot Marketing: Typology and Platforms
- 9.9. Data Management Tools
  - 9.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
  - 9.9.2. Big Data Big Data, Business Analytics and Business Intelligence
  - 9.9.3. Big Data, Artificial Intelligence and Data Science
- 9.10. Measuring Profitability
  - 9.10.1. ROI: the Definition of Return on Investment and ROI vs. ROAS.
  - 9.10.2. ROI Optimization
  - 9.10.3. Key Metrics

## Module 10. Entrepreneurship in the Creative Industries

- 10.1. The Entrepreneurial Project
  - 10.1.1. Entrepreneurship, Types and Life Cycle
  - 10.1.2. Entrepreneur Profile
  - 10.1.3. Topics of Interest for Entrepreneurship
- 10.2. Personal Leadership
  - 10.2.1. Self-knowledge
  - 10.2.2. Entrepreneurial Skills
  - 10.2.2. Development of Entrepreneurial Leadership Skills and Abilities
- 10.3. Identification of Innovative and Entrepreneurial Opportunities
  - 10.3.1. Analysis of Megatrends and Competitive Forces
  - 10.3.2. Consumer Behavior and Demand Estimation
  - 10.3.3. Evaluation of Business Opportunities
- 10.4. Business Idea Generation in the Creative Industry
  - 10.4.1. Tools for the Generation of Ideas: Brainstorming, mind maps, drawstorming, etc
  - 10.4.2. Value Proposition Design: CANVAS, 5 w
  - 10.4.3. Development of the Value Proposition

- 10.5. Prototyping and Validation
  - 10.5.1. Prototype Development
  - 10.5.2. Validation
  - 10.5.3. Prototyping Adjustments
- 10.6. Business Model Design
  - 10.6.1. The Business Model
  - 10.6.2. Methodologies for the Creation of Business Models
  - 10.6.3. Business Model Design for Proposed Idea
- 10.7. Team Leadership
  - 10.7.1. Team Profiles according to Temperaments and Personality
  - 10.7.2. Team Leadership Skills
  - 10.7.3. Teamwork Methods
- 10.8. Cultural Markets
  - 10.8.1. Nature of Cultural Markets
  - 10.8.2. Types of Cultural Markets
  - 10.8.3. Identification of Local Cultural Markets
- 10.9. Marketing Plan and Personal Branding
  - 10.9.1. Projection of the Personal and Entrepreneurial Project
  - 10.9.2. Short- and Medium-term Strategic Plan
  - 10.9.3. Variables for Measuring Success
- 10.10. Sales Pitch
  - 10.10.1. Project Presentation for Investors
  - 10.10.2. Development of Attractive Presentations
  - 10.10.3. Development of Effective Communication Skills





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*An academic experience that will be fundamental to improve your training in this professional field"*

06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

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

## 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.



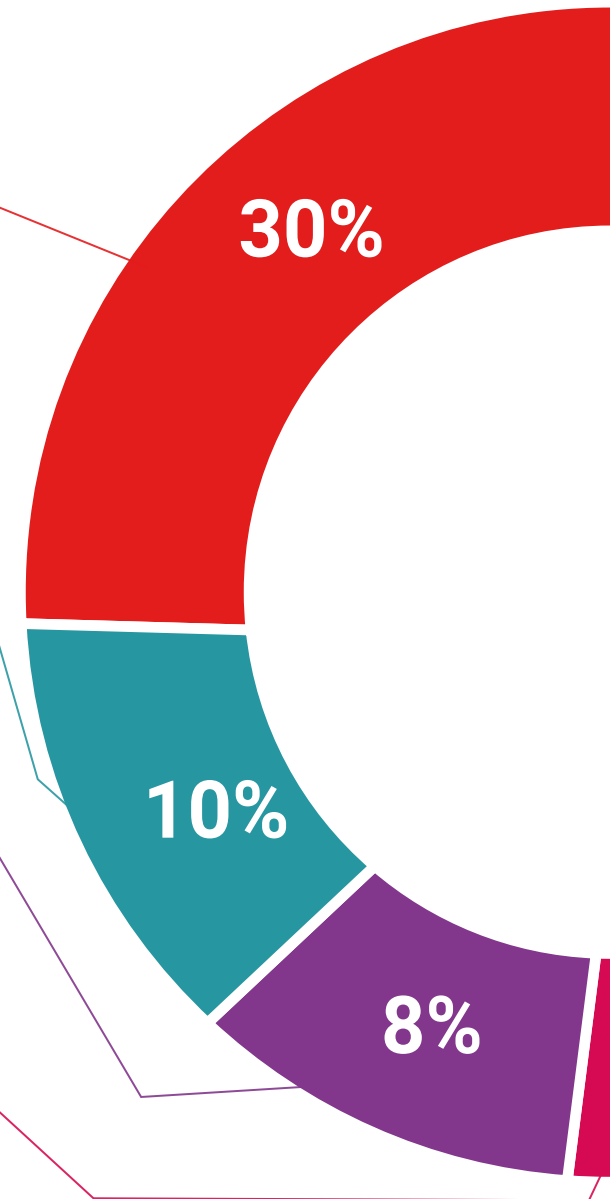
### Practising Skills and Abilities

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.



# 07 Certificate

The MBA in Creative Business Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Technological University.



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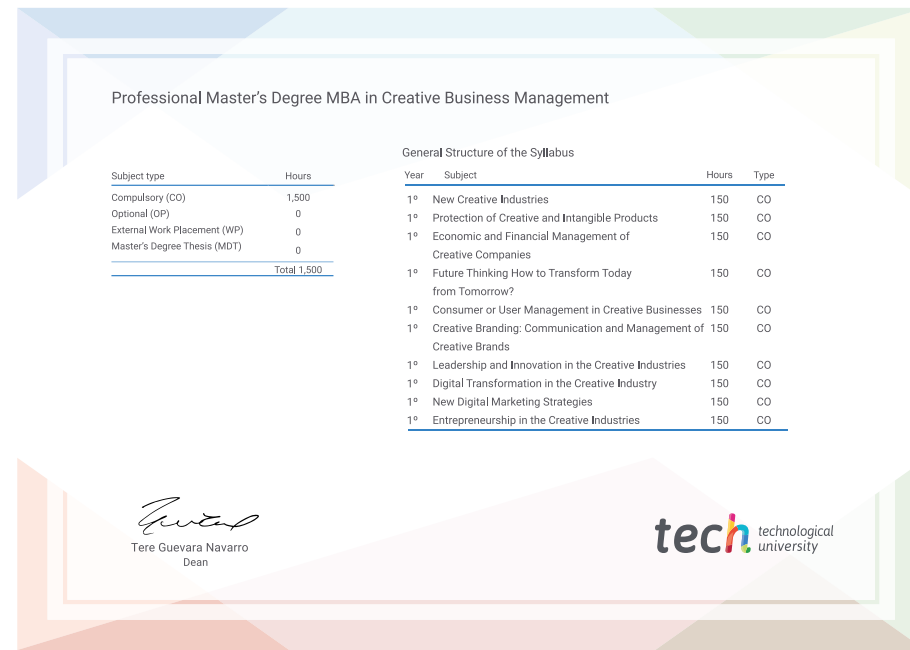
*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **MBA in Creative Business Management** contains the most complete and up-to-date academic program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** certificate issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the **Professional Master's Degree**, and meets the requirements commonly demanded by job exchanges, competitive examinations and professional career evaluation committees.

Title: **Professional Master's Degree MBA in Creative Business Management**  
 Official N° of hours: **1,500 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate 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



## Professional Master's Degree MBA in Creative Business Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Professional Master's Degree

## MBA in Creative Business Management

