Module title
Culture management

Abbreviation
04-Mus-Kult-102-m01

Module coordinator
holder of the Professorship of Museum Studies

Module offered by
Professorship of Museum Studies

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
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Duration
1 semester

Module level
undergraduate

Other prerequisites
Admission prerequisite to assessment: regular attendance and successful completion of exercises as specified at the beginning of the course.

Contents
The module provides students with basics of the marketing and cultural management as well as press and public relations. Furthermore, students will apply the study matter, which they have already acquired, to an application-orientated example.

Intended learning outcomes
Students are able to apply different marketing and management methods reflectively. They are able to classify them on a practical profession and result-orientated in view of organisational, conceptional as well as contentual requirements and to evaluate the particular effort. Furthermore, they acquire practical work skills.

Courses
Ü + V (no information on SWS (weekly contact hours) and course language available)

Method of assessment
a) presentation (approx. 30 minutes) with position paper (approx. 2 pages) and written examination (approx. 60 to 90 minutes) or b) introductory presentation (approx. 15 minutes) with position paper (1 page), weighted 3:2

Assessment offered: once a year, winter semester

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor's degree (1 major, 1 minor) Museology and material culture (2010)
Bachelor's degree (1 major, 1 minor) European Ethnology (Minor, 2009)
Bachelor's degree (2 majors) European Ethnology (2009)