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): --

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 (type, number of weekly contact hours, language — if other than German)
Ü + V (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
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)