### Module title
Cultural Management

### Abbreviation
04-Mus-Kult-131-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 (a maximum of 2 incidents of unexcused absence) of courses (lectures excluded).

### 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)

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### 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 (2 pages) and written elaboration (approx. 10 pages)
- **b)** practical examination: project (materials for an accompanying event or media unit or PR work or marketing/advertising etc., expenditure of time equivalent to expenditure of time for presentation with written elaboration)

### 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 (2013)