### Module title
Marketing, Public Relations and Museum Management

### Abbreviation
04-Mus-Kult-152-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
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### 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)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
<th>Language</th>
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<tbody>
<tr>
<td>Ü (2) + Ü (2)</td>
<td></td>
<td>German and/or English</td>
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### Module taught in
German and/or English

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Scope</th>
<th>Language</th>
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<tr>
<td>a) presentation (approx. 30 minutes) with position paper (2 pages) and written elaboration (approx. 10 pages) or b) project (50 hours total, materials, e. g. for an accompanying event or media unit or PR work or marketing/advertising)</td>
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<td>German and/or English</td>
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### Language of assessment
German and/or English

### 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 (2015)