

Module title		Abbreviation
Marketing, Public Relations and Museum Management		o4-Mus-Kult-152-mo1
Module coordinator		Module offered by
holder of the Professorship of Museum Studies		Professorship of Museum Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
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 (2) + Ü (2) 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)		
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) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
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)		