

<b>Module title</b>		<b>Abbreviation</b>
Marketing, Museum Management, Location Factors		04-Mus-Kult-172-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Museum Studies		Professorship of Museum Studies
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
Ü (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (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) practical project (approx. 50 hours total; materials, e. g. for an exhibition unit or media unit or PR work or marketing/advertising) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: every winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)		