### Module title
Museum management and marketing (audience research, visitor focus)

### Abbreviation
04-MusWiss-MuM-132-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
graduate

### Other prerequisites
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### Contents
Introduction to the management and marketing of museums and exhibitions, taking into account the current development and strategical concepts.

### Intended learning outcomes
Students are familiar with the fields of work from the area of the museum management and marketing and are able to reflect these theoretically and apply practically.

### Courses
S (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
presentation (approx. 30 minutes) with position paper (2 pages) and written elaboration (approx. 15 pages), weighted 1:2

### 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
Master’s degree (2 majors) Museum Studies (2013)