

Module title		Abbreviation
Museum management and marketing (audience research, visitor focus)		04-MusWiss-MuM-132-m01
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	graduate	--
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 (type, number of weekly contact hours, language – if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
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)		