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| Module title | | Abbreviation |
| Museum management and marketing | | o4-MusWiss-MuM-161-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 | graduate | -- |
| Contents | | |
| No information on contents available. | | |
| Intended learning outcomes | | |
| No information on intended learning outcomes available. | | |
| Courses (type, number of weekly contact hours, language — if other than German) | | |
| S (2) Module taught in: German and/or English Teaching cycle: Course offered every year, summer semester. | | |
| 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 (4 pages) 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 | | |
| Master's degree (2 majors) Museum Studies (2016) Master's degree (1 major) Museum and Ancient Cultures (2016) | | |