

Module title		Abbreviation
Museum management and marketing		04-MusWiss-MuM-221-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		
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		
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) term paper (approx. 15 pages) or b) practical project (approx 50 hours total, e.g. in form of a portfolio (20 to 25 pages)) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
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 (2022) Master's degree (1 major) Museum and Ancient Cultures (2023)		
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