

course beginning: autumn autumn

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subject catalogue S23 K24

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course code MAG200

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name of course

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Introduction to Culture Management

specification

Obligatory for Musicology and Music Management BA students

academic instructor

M.Löhmus

prerequisite course

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no of terms

1

contact hr/total

36.0

hr/term

36.0

hr/week

0.0

ECTS/total

3.00

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Lect

30.0

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Grp

6.0

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Ind

0.0

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Sem

0.0

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Pract

0.0

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**graded or pass/fail exams**

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**term**

1

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**ECTS**

3.00

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**aim of the subject**

The aim of the course is to create a framework in the fields of culture policy and management, the concepts and terminology used in them. The subject gives an introductory overview of the history of European and Estonian cultural policy, the basic concepts of cultural policy, classification of the arts, the role of various cultural institutions in Estonia focusing on music and performing arts.

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**content**

The course introduces the concepts and terminology of cultural management, cultural organizations, cultural policy and the arts, as well as the general rules and main issues of cultural policy, the basic strategy of cultural policy, cultural organizations framework in Estonia.

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## **learning outcomes**

As a result of the course, students

- have a systematic overview of the basic concepts of culture management, theoretical principles and key organizations in Estonia;
- knows professional terminology;
- knows topical issues in the field of cultural management;
- is able to analyze cultural organizations through their purpose and activities;
- is able to assess the role and consequences of professional activities on society in terms of social and ethical aspects.

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## **assessment**

A seminars is required to get the course assesment. In seminar each student analyzes the cultural organization from Estonian music field on the basis of the dual strategy of cultural policy.

Assessment paper is a written analysis of one music or music theater event. The analysis includes the process of organizing from the visitor view: advertising, marketing, ticketing, format, programme, audience movement, artist comfort, safety, accompanying services etc.).

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## **assessment criteria**

Seminar and assessment paper must be completed in a timely and successful manner.

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## **course reading material**

Kolb, B. M. 2005. Kultuuriturundus.

Kuidas korraldada kultuuri? I, II ja III

Managing the Arts. Vol 1, 2 and 3 Eesti Muusika- ja Teatriakadeemia, Tallinn.

Lõhmus, M. "Viis pilku kultuurikorraldusele: õpetaja pilk" 19.08.2011

<http://www.sirp.ee/s1-artiklid/c5-muusika/viis-pilku-kultuurikorraldusele-opetaja-pilk/>

Lõhmus, M. "Viis pilku kultuurikorraldusele: tööandja pilk" 23.09.2011

<http://www.sirp.ee/s1-artiklid/c5-muusika/viis-pilku-kultuurikorraldusele-toeoeandja-pilk/>

Lõhmus, M. "Viis pilku kultuurikorraldusele: maksumaksja pilk" 21.10.2011

<http://www.sirp.ee/s1-artiklid/c5-muusika/viis-pilku-kultuurikorraldusele-maksumaksja-pilk/>

Lõhmus, M. "Viis pilku kultuurikorraldusele: kultuuritutvustaja pilk" 24.11.2011

<http://www.sirp.ee/s1-artiklid/c5-muusika/viis-pilku-kultuurikorraldusele-kultuuritutvustaja-pilk/>

Lõhmus, M. "Viis pilku kultuurikorraldusele: pilk ajakirjandusele" 22.12.2011

<http://www.sirp.ee/s1-artiklid/c5-muusika/pilk-ajakirjandusele/>

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**author of course description**

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