

course beginning: autumn autumn

subject catalogue S23 K24

course code MAG442

name of course

Introduction to Culture Project Management

specification

Free elective course for MA and DOC

academic instructor

M.Löhmus

prerequisite course

no of terms

1

contact hr/total

32.0

hr/term

32.0

hr/week

2.0

ECTS/total

3.00

Lect

30.0

Grp

2.0

Ind

0.0

Sem

0.0

Pract

0.0

graded or pass/fail exams

A

term

1

ECTS

3.00

aim of the subject

The aim of the course is to give students the knowledge and skills about organize cultural projects, find the funding, market the projects and team building.

content

The course includes lectures on the general rule, main issues and the basic strategy of cultural policy, overview of cultural organization in Estonia, the life cycle of a cultural organization and project, project design, team selection, budgeting, strategic planning, audience, performers and team safety planning, application writing, project marketing and fundraising.

learning outcomes

As a result of the course, students will be able to describe their project in both written and oral form, prepare a cultural project application for the Cultural Endowment, write an introductory article about their own project and a critique of someone's cultural event, write a sponsorship application, and draw up a programme for their cultural event.

assessment

Three seminars are required to get the course assesment:

1. Write an article about your project 2500-3000 characters.
2. Compose a programme for your cultural event/project.
3. Write 4000-5000 characters a critical article about real cultural event.

All three seminars have to be done for getting to the exam.

For the examination students should fill the Cultural Endowment application form (ÕIS) for the "EAMT Cultural Project Expert Group", who are co-students.

Each student evaluates his/her partner's project application and divides "money" between the submitted projects, explains the reasons why such amount and why or why the application was not supported. Decisions and reasoning must be sent to the lecturer by the agreed date.

Write an A4 sponsorship application for your cultural project.

The oral part of the exam is about 7 minutes of presentation of the project and answering questions.

assessment criteria

All scores must be completed in a timely and successful manner in order to get assement.

course reading material

Perens, A. (2001) Projektijuhtimine.

author of course description

Marko Lõhmus