

Communication 5 ECTS

Content: Internal and external communication, concepts and theories of communication, introduction to image processing and graphic design.

Objectives: Students become familiar with the key concepts, theories and areas of communication and are able to function in various communicative situations and communication cultures

Learning environments: Contact instruction, independent work

Time of instruction: Periods 4-5 (February-May)

Knowledge of Art 5 ECTS

Content: Historical and theoretical background of different art forms.

Objectives: Students become familiar with current phenomena, concepts and historical background related to different art forms.

Learning environments: Contact instruction, independent work, excursions

Time of instruction: Periods 4-5 (February-May)

Cultural Manager's Work and Production Processes in Practice 10 ECTS

Content: Production process management, the cultural manager's professional identity, professional ethics and values of cultural managers.

Objectives: Students will acquire hands-on experience in the tasks and operating environments of their field.

Learning environments: Independent work, project work

Time of instruction: Periods 4-6 (February-June)

Independent studies 10 ECTS

Content: Students can choose to complete courses on Finnish cultural history, Finnish design or Finnish literature. The learning environment (independent work, project work, internship) will be determined together with the supervising lecturer.

Learning environments: Independent work.

Time of instruction: Periods 3b-6 (January-June)

The Degree Programme in Cultural Management trains professionals needed in cultural events and organizations, private enterprises, cultural and art projects, as well as municipal and state cultural administration. The programme also enables graduates to operate as entrepreneurs in the cultural and creative industry.

Cultural managers are art and business experts and organizers. They are expected to possess strong skills in networking, communicating and developing their own work and operating environment in Finland and abroad, as well as in cross-sector cooperation aimed at promoting culture and the arts.



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Cultural Management

The Degree Programme in Cultural Management offers courses in English in the field of arts and cultural administration, marketing, communication and Finnish language, media and culture. During the academic year 2010–2011, students can complete up to 76 ECTS of studies within the degree programme.

All courses are offered at our Turku campus.

In autumn and spring term there will be one week excursions to our campuses in Jyväskylä and Kauniainen.

Course offerings are subject to change.

Admissions criterion: Enrolment in Erasmus programme or in the University of the Arctic Network

Fees: None

Additional costs: 80-100 € (material, excursions)

Accommodation: Unit dormitories 300–350 € per month

Application deadline: April 15th (for the autumn term), November 15th (for the spring term)

For applications and further information, please contact :

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Programme in Cultural Management

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Autumn Term 2010

Introduction to University Studies 1 ECTS

Content: Studying at HUMAK, using library and electronic materials available at HUMAK and in the field of study.

Objectives: Students are familiar with HUMAK's pedagogical environment and are able to use HUMAK's virtual campus and HumakPro in their studies.

Learning environments: Contact instruction, independent work, online learning.

Time of instruction: Period 1 (August-September)

Finnish 5 ECTS

Content: Finnish language and culture.

Objectives: Students learn the basics of Finnish language and culture.

Learning environment: Contact instruction.

Time of instruction: Period 1-3a (August-December)

Introduction to Profession and Professional Field 5 ECTS

Content: Oral and written communication and cultural manager's professional orientation.

Objectives: Students are able to give and receive feedback on their own communication, identify the characteristics and language of formal writing in English and understand the significance of project and team work and the forms of collaboration they involve.

Learning environments: Contact instruction, independent work.

Time of instruction: Periods 1-2 (August-November)

Introduction to the Cultural Manager's Work and Production Processes 10 ECTS

Content: Introduction to a variety of cultural productions and cultural managers.

Objectives: Students become familiar with the job description of a cultural manager and with the elements and production processes of different types of productions.

Learning environments: Contact instruction, independent work.

Time of instruction: Periods 1-3a (August-December)

Media and Interaction Skills 5 ECTS

Content: Media education, media skills, conference and negotiation skills.

Objectives: Students become familiar with theories of media education, and are able to interpret and analyze media materials.

Learning environments: Contact instruction, independent work.

Time of instruction: Periods 1-3a (August-December)

Independent studies 10 ECTS

Content: Students can choose to complete courses on Finnish cultural history, Finnish design or Finnish literature. The learning environment (independent work, project work, internship) will be determined together with the supervising lecturer.

Learning environments: Independent work.

Time of instruction: Periods 1-3a (August-December)

Spring Term 2011

Finnish Language and Culture 5 ECTS

Content: Conversation and reading in Finnish.

Objectives: Students learn the basic skills of using the Finnish language and knowledge of Finnish culture.

Learning environments: Contact instruction.

Time of instruction: Periods 3b-6 (January-June)

Marketing 5 ECTS

Content: Marketing as a tool for the arts and cultural field.

Objectives: Students become familiar with key marketing theories and practices, as well as the characteristics of arts and cultural marketing and sales.

Learning environments: Contact instruction, independent work

Time of instruction: Periods 3b-5 (January-May)