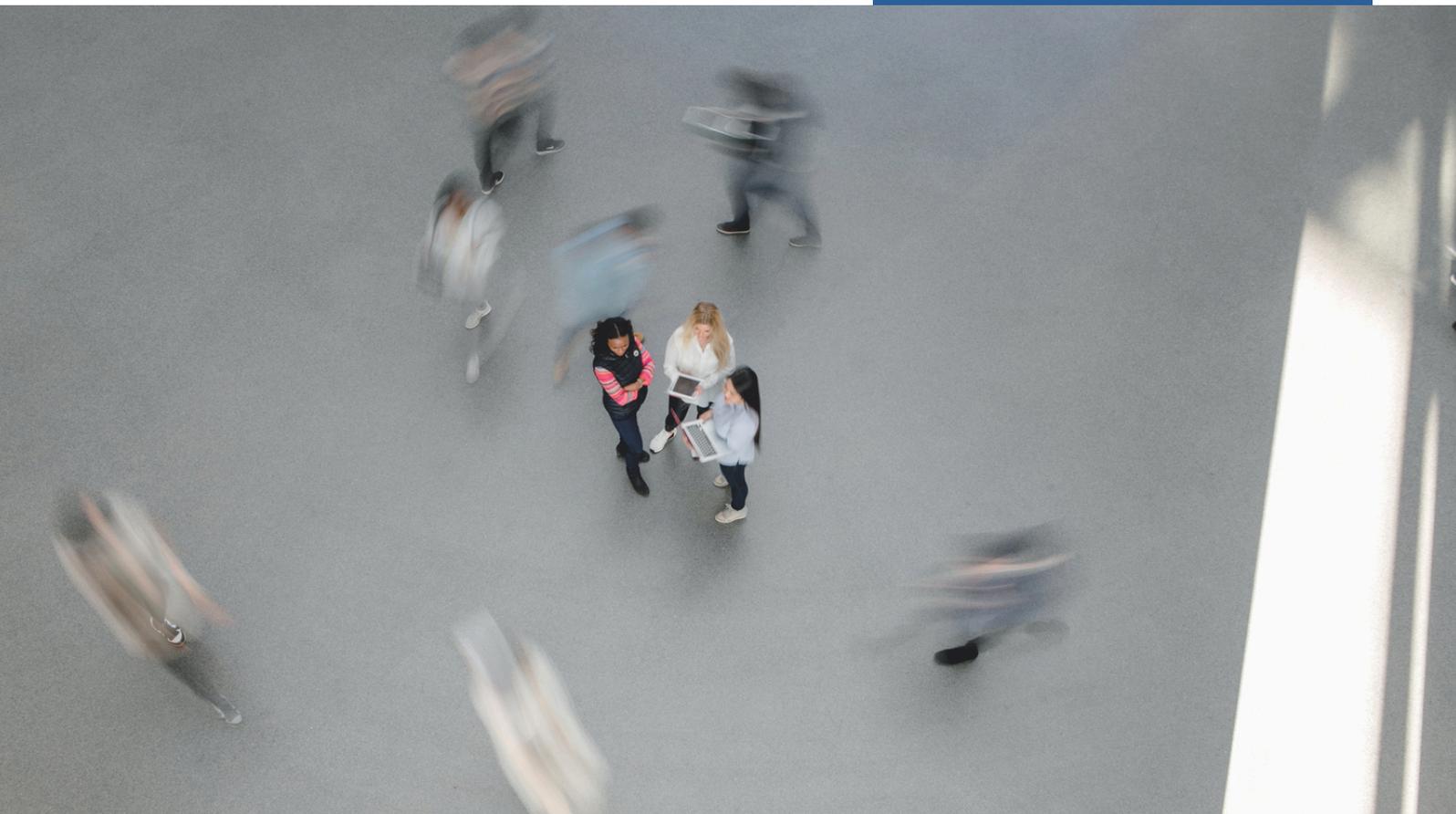


ARTS & CULTURAL CONSUMPTION AND AUDIENCES



→ PROFESSIONAL SCHOOL



LEUPHANA
UNIVERSITY LÜNEBURG



Do you want to get fit for the challenges of today's professional world?

In the part-time, compact certificate programmes, you can expect an **interdisciplinary, cross-disciplinary course of study** that is precisely tailored to your needs and limited time.

DEAR PROSPECTIVE STUDENT,

thank you very much for your interest in our certificate programme Arts & Cultural Consumption and Audiences. The programme was developed in cooperation with the Goethe-Institut to respond to the challenges cultural managers are facing today in an ever changing environment. It is targeted at employees of cultural organisations in different countries who wish to improve in their profession regarding arts marketing, branding and communication and audience development.

The classes and seminars of the course are distance-learning. Project work, international case studies and arts management practitioners provide a hands-on approach and give you the opportunity to bring in your own experiences and projects.

In this document, you receive some basic information about the programme, its goals, subjects and organisation. Further information on updates and events as well as our online application you find on our website.

You are welcome to arrange an individual consultation with us via our [appointment booking tool](#) or e-mail (macuma.info@leuphana.de) to answer all questions regarding the programme.



Sabine Engel
Study programme coordinator



Christian Holst
Study programme coordinator



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VISITOR ORIENTATION IN CULTURAL INSTITUTIONS

For cultural institutions, it is essential to cater to the expectations, topic interests and needs of their visitors. Corresponding knowledge about visitor groups, their analysis as well as suitable approaches to strategy formation is therefore indispensable.

In the English-language **certificate course Arts & Cultural Consumption and Audiences**, cultural professionals can qualify comprehensively for these matters. In the remote-learning course, the students deal with forms and developments of the consumption of cultural goods, analysis and strategy formation for various visitor groups as well as holistic concepts for communication and branding. The certificate is embedded in the Masters programme in Arts and Cultural Management, which is offered in partnership with the Goethe-Institut.

AT A GLANCE

Degree	Certificate of Advanced Studies (CAS) or optionally a certificate of attendance
Credit Points	15
Length of study	2 semesters
Language	English
Start date	September
Application deadline	July 31st
Costs	2,560 Euro total plus the current semester fees of c. 210 Euro per Semester (Semester fees only apply if you decide to acquire ECTS)
Admission requirements	Advanced English skills, a degree + at least two years' professional experience in the field of arts management or at least five years' professional experience for candidates without a degree
Programme Directors	Prof. Dr. Sigrid Bekmeier-Feuerhahn, Prof. Dr. Volker Kirchberg

FUTURE-ORIENTED QUALIFICATION

Now more than ever, cultural workers and institutions are called upon to develop their strategic skills in dealing with their target groups. In the certificate, you will learn how to gain data-based insights into visitor groups and how to develop innovative strategies for addressing and engaging these groups. You will develop tailored communication concepts and align them with the needs of your audience. In this way, you will strengthen the loyalty and satisfaction of existing target groups while simultaneously tapping into new visitor segments. This will help you to significantly improve the long-term relevance and financial stability of your cultural institution.



The internationally oriented programme opens up the opportunity to position yourself as expert in a globally networked field of work and to take on leading roles worldwide in cultural management, audience development or strategic consulting. The skills acquired during the course enable the development of sustainable solutions for challenges such as declining visitor numbers, cultural diversity and digital transformation in cultural organisations – a clear competitive advantage in the changing cultural landscape.

COURSE OF STUDY

The certificate programme is offered every year and comprises a workload of 15 ECTS credits, which can be completed within two semesters. In total, you will complete three specialist modules. The certificate programme is delivered entirely online. The wide range of e-learning options and intensive student support guarantee a well-organised digital learning environment that is tailored to your needs. This allows you to optimally combine the courses with your professional activities.



Would you like to view the semester schedule so you can compare it to your personal calendar?

No problem, please contact us and we will send you the current plan.



Pre- and post-processing documents for the synchronous events as well as for your self-study are made available to you via our online learning platform. You can engage with your fellow students and teaching staff around the world in forum discussions, webinars and group work spaces and work with them on joint projects. The platform is also used to submit assessments and for preparing and revising classes.

A WEALTH OF CULTURAL MANAGEMENT EXPERTISE

The Goethe-Institut has been offering training and networking programmes in cultural management worldwide to further qualify cultural professionals and to advance the development of cultural infrastructures since 2009. Typically, each Goethe-Institut programme is tailored to specific local needs and to the potentials of course participants. The Goethe-Institut considers all of its courses as reciprocal, mutual learning processes in which the participants are the experts in their fields. The global network of 157 institutes gives the Goethe-Institut close ties to local arts scenes. This international practical expertise is contributed to the Master's in Arts and Cultural Management.



Due to our many years of experience in cultural management programmes and our global network, we can ensure the transfer of knowledge and practical skills in the Master programme Arts & Culture Management. We are very pleased to be able to offer this unique Master's degree programme.

Dr. THOMAS LIER, former Head of Cultural Education and Discourse at the Goethe-Institut

PRACTICE ORIENTATION

Leuphana's scientists ensure in-depth scientific and conceptually sound further education. Representatives from the Goethe-Institut and cultural organisations from all over the world complement the programme and present the course content from a practical and international perspective. Case studies support the distinct practical orientation. We warmly invite you to discuss current issues and (sub-)projects from your professional life with your fellow students and lecturers during your studies. Kill two birds with one stone and apply the knowledge you have learned directly into your organisation.

MODULES AND CONTENTS

Macuma
F3 THEORIES OF ARTS CONSUMPTION / RECEPTION / EXPERIENCE

Consumption of cultural goods and services

- Introduction to key terms and concepts
- Arts consumers and marketing
- Prosumption and the arts experience
- Transformational social processes and the arts

Macuma
F4 AUDIENCE DEVELOPMENT

Analysis and strategy development for visitor groups

- Target groups for cultural services
- Discourse of audience development
- Understanding the audience: motivations for, and barriers to, arts consumption
- Limitations and democratic dilemma of audience development

Macuma
F9 COMMUNICATIONS & BRANDING STRATEGIES

Digital and analogue communication and branding concepts

- Key principles for creating a corporate identity in integrated communication
- Campaign development
- Branding strategies: analysing and learning from branding strategies
- Integrated Marketing Communications: principles of communicating with your audience on different platforms

FORMS OF PARTICIPATION FOR YOUR FURTHER EDUCATION

If you successfully complete all the modules for the certificate with an examination, you will receive your university certificate at the end of the semester: the Certificate of Advanced Studies. This certificate attests to the acquisition of specialist knowledge at university Master's level and is worth a total of 15 credit points. However, you also have the option of waiving the exams without acquiring credit points. At the end of the course, you will then receive a certificate of attendance confirming your participation in the training programme.



If you decide to participate in the regular certificate programme, you will enrol as a student and can take advantage of benefits such as student discounts. If you choose the certificate participation option, you will only have to pay the tuition fees and no semester fees.



APPLICATION AND ADMISSION

The certificate programme begins in September each year. You have until 31 July to submit your application digitally using our application tool.

To meet the admission requirements for the certificate programme, you need

- a university degree and at least two years of professional experience in the field of arts management OR at least five years of professional experience if no university degree is available
- advanced English language skills



To the
application
website



You must submit the following application documents with your online application by the deadline:

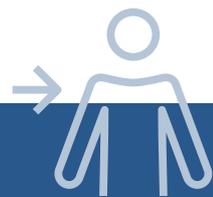
- Certified certificate of the university degree, if available
- Proof of English
- Proof of at least two years of professional experience (also voluntary or part-time) in the field of arts management OR at least five years of professional experience if no university degree is available

After you submit your application, we will review your documents and you will usually receive official notification in August. During the admission process, we will keep you informed of the individual steps and are always available to answer your questions.

It is also possible to take individual modules and to have them credited to the course at a later date, or to opt for the certificate participation. You can register for the modules, subject to availability, up until the start of the module in question.

At the beginning of your studies, you will receive all the information you need about the programme and have the opportunity to meet your fellow students and lecturers.

**Do you have all the documents you need?
We look forward to receiving your application!**



Are you unsure whether you fulfil the admission requirements or whether your documents are sufficient? We will be happy to advise you!

FEES AND FINANCING

The following fees apply for participation in the part-time Certificate Arts and Cultural Consumption and Audiences:

- Tuition fees: €2,560
- Plus semester fee: approx. €210 (per enrolled semester, not for the certificate participation option)

At the beginning of your studies, you determine the payment method in consultation with the coordinator. Instalment and special payments are possible. We will invoice you for the tuition fees based on the information you provide. The semester fee is charged in advance by the university during enrolment.

It is also possible to attend individual modules.



Due to the currently applicable legal regulations in Germany, you can claim costs related to your studies against tax. Please feel free to ask your tax advisor!



Studying is not only to your own advantage. Investing in your professional development can also be beneficial for your employer. A discussion with your superiors can provide clarity here. Some students negotiate individual financing models with their employers. These can vary from offers of support for flexible working hours to granting days off for study purposes or full financing of studies. We will be happy to issue the invoices for the tuition fees directly to your employer if they cover (a portion of) the costs.



Arrange a personal consultation appointment by email and get answers to your questions about student financing:
psfinanzierung@leuphana.de



Is it worth the financial investment in a part-time certificate programme? What costs can I expect and how can I best manage them? There are many questions regarding the financing of a part-time course of study.

Before you start your part-time studies at the Professional School, we recommend that you create an individual financing plan. It may also be worth looking at possible scholarships and grants.



Information on
funding and
financing



CONTACT



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INDIVIDUAL COUNSELLING

On campus, virtually via telephone or Zoom to evaluate whether the content of the programme meets your expectations. For a counselling session, please select an appointment in our [booking portal](#).

To the appointment
booking



INFO DAY PART-TIME STUDY

We regularly present the certificate at online [information days](#) of the Leuphana Professional School.

Dates and
registration



DATES AND EVENTS

You can find the latest dates for (online) info events on our [website](#) at any time.

Dates and
registration

