

ARTS & CULTURAL CONSUMPTION AND AUDIENCES

CERTIFICATE COURSE



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→ PROFESSIONAL SCHOOL

[professional programme]

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, 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.

CONTENTS

Theories of Arts Consumption / Reception / Experience | Audience Development | Communication & Branding strategies

AT A GLANCE	
Degree	Certificate of Advanced Studies (CAS)
Credit Points	15
Length of study	2 semesters
Language	English
Start date	October
Application deadline	July 31 th
Costs	2,450 Euro in total plus a semester contribution of c. 200 Euro per semester
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

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