

1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester
<b>Methods for Analysing Markets &amp; Building Strategies</b> [5 CP]	<b>Culture &amp; Digitality</b> [5 CP]	<b>MASTERS THESIS</b> [15 CP]
<b>Theories of Arts Consumption / Reception / Experience</b> [5 CP]	<b>Qualitative &amp; Quantitative Methods</b> [5 CP]	
<b>Theories of Art Production and Organisations</b> [5 CP]	<b>Culture &amp; Transformation</b> [5 CP]	
<b>Mandatory Elective Modules</b> You can select 2 mandatory elective modules [max. 1 Goethe-Institut module] [5 CP + 5 CP]		
<b>COMPLEMENTARY STUDIES</b> <b>The Individual &amp; Interaction</b> (Introduction to the study) <b>Society &amp; Responsibility</b> [5 CP]		