



MASTERS IN CULTURAL MANAGEMENT

General Information

Academic Area:	<input type="checkbox"/> Experimental Science <input type="checkbox"/> Technical Education <input type="checkbox"/> Health Sciences <input checked="" type="checkbox"/> Social Science and Law <input checked="" type="checkbox"/> Humanities
Organised by:	Faculty of Social Science, University of Valencia
Participating Universities:	University of Valencia University Polytechnic of Valencia
Length of course:	1,5 academic years. Possibility of part-time.
ECTS credits:	75
Fees:	In accordance with official rates pending publication Indicative tuition fees: 29,87 € / credit
Taught at:	Aulario Norte, Tarongers Campus (UV). School of Telecommunications (UPV).
Modes of Study:	On campus
Languages:	Spanish and Valencian
Contact for administrative queries:	postgrau@uv.es
Contact for academic queries:	Albert.Moncusi@uv.es
Web page:	No
Constitutes the taught phase of a Doctoral Programme:	Yes
Name of Doctoral Programme:	Doctorate in Social Science of Work and Human Resources
Further Information on Doctoral Programme:	http://www.uv.es/postgrau/pdfDO/cienciassocialesdeltrabajo.pdf

Programme Description

The Masters in cultural management creates organisers who can view cultural management as a comprehensive form of area organisation, in which cultural resources are public property, sources of well-being, intellectual development and material progress, and who can therefore energise a community's cultural heritage.

From this perspective, the Masters in Cultural Management has a double commitment to its students: to create professionals who focus on cultural popularisation and enrichment by fostering public enjoyment of cultural assets, and who develop their skills in financial management of cultural resources of any kind, able to undertake the cost-effective planning which is testament to an efficient integral management system.



The Masters offers four different pathways, covering social, political, and economic sectors in the different areas of professional activity within the broad field of cultural management. The specialist areas are cultural resources management, cultural tourism, the performing arts, and ethnological heritage and popular culture.

The synthesis of these four areas fulfils the need for a new kind of expert capable of meeting the challenges of the political, economic and social structures that arise within the framework of culture management in our society. This leads to the following objectives:

Objectives

- To gain a command of the management tools to develop projects giving meaning and value to cultural heritage, learn to integrate the creation of management organisations, cultural events promotion, the promotion of heritage and the organisation of public information tours.
- To provide training in conceptual analysis, planning, budgeting, marketing, promotion and evaluation, skills used in public and private organisations that are responsible for cultural management, to enhance graduate entry in the labour market.
- To identify sources of financing and managing cultural resources to promote culture while sustaining financial profitability.
- To train professionals to understand the key points of cultural policy, on a local, regional, national and European level.
- To equip students with the knowledge necessary to organise and direct multidisciplinary teams developing cultural management projects.
- To instruct the student in cultural administration through study of the legislation related to cultural management.
- To provide contact with the working realities of cultural management, through analysis of projects carried out by public and private institutions, and exposure to real management experience in the world of public administration and private business.
- To put into practice the knowledge and techniques learnt, through a management project prepared by each student and supervised by professors from the fields.

Specific Admission Requirements

Possession of an undergraduate university degree. Preference will be given to graduates in geography and history, history of art, business administration and management, psychology, sociology, languages, economic science, law, anthropology, archaeology, fine arts, audiovisual communication, journalism, humanities, archiving, ICT, and architecture. Candidates who have sufficient experience, hold a university diploma, and have passed a minimum of 180 credits in cultural management related studies will also be considered, as will those holding diplomas in tourism or business science.

Selection Criteria

The following criteria will be used to select candidates:

I) CV:

- Average grade obtained in academic record: 0-5 points.
- Number of credits obtained in official courses (including credits from postgraduate programmes) 1 point for every 100



credits (maximum 5 points).

- Doctoral theses presented: 1-3 points according to grade and compatibility to the cultural management field.
- Number of unofficial masters awarded, (maximum 1-5 points) 1 Point for every unofficial Masters obtained related to the cultural management field; half a point for every unofficial Masters obtained not related to the cultural management field.

Publications

- One point for each book published (with ISBN), related to the cultural management field.
- Half a point for each book published (without ISBN), related to the cultural management field.
- Half a point for each book chapter published (with ISBN), related to the cultural management field.
- Half a point for each research article published, related to the cultural management field.
- A quarter point for each book chapter published (without ISBN), related to the cultural management field.

II) PROFESSIONAL CURRICULUM (maximum 5 points)

- 0'1 point for each month working in the cultural management field.

III) FURTHER EXPERIENCE

- Half a point for each book published (with ISBN), not related to the cultural management field.
- Other research publications: 0'25 points each.
- 0'01 points for every 100 hours of attendance at courses and seminars related to the cultural management field.
- Published opinions: 0'01 points per publication.
- 0'01 point for each month working in areas not related to cultural management.

Graduates from other countries whose qualifications are accredited as equivalent to Spanish ones, may apply for admission to the programme as would any Spanish candidate. The Vice Chancellor may also admit students without the need for prior accreditation of their qualifications, depending on the reports, certificates, or other documents they have submitted.

Career Opportunities

- Heritage, tourism and cultural planning and management on a local level.
- Specialists in culture and cultural tourism within public or private institutions, on a national or international level.
- Administrators or managers of cultural facilities, services or companies.
- Cultural motivators and facilitators.
- Cultural activities coordinators and programmers.
- Technical experts in cultural services, management and tourism.
- Technical experts in cultural heritage, in particular, ethnological heritage.
- Educating on cultural and ethnological heritage.

Study programme in ECTS credits

CODE	COURSE NAME	CREDITS
2068	CULTURAL MANAGEMENT	75

FIRST YEAR	60
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CORE MODULES

30

40059	Cultural Management	2
40060	Cultural Policy, Development and Social Welfare	3
40061	Sociology of Culture	3
40062	Cultural Practices and Habits	2
40063	Applied Legislation	3
40064	Legal Framework Applied to Heritage and Museum Protection	2
40067	Applied Marketing Workshop	3
42124	Cultural Planning	3
42125	Human Resources Management	2
42126	Assessment and Quality Systems and Budget Management	3
42127	Knowledge and Information Management	2
42128	Cultural Diffusion on the Web	2

ELECTIVES. PATHWAY 1: MANAGEMENT OF CULTURAL RESOURCES IN PUBLIC ADMINISTRATION, CULTURAL TOURISM AND THE PERFORMING ARTS

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42129	Management of Cultural Institutions and Venues	4
42130	International Cultural Scene	2
42131	Management and Organisation of Art and Cultural Exhibitions	2
42132	Curating Exhibitions and Projects	2
42133	Cultural Management, Heritage and Tourism	3
42134	Participatory Planning Methods for Cultural Tourism Products	3
42135	Creating and Managing Cultural Enterprises	4
42136	Current Theatre Management Organigrams: Institutions and Creatives	2
42137	Planning and Organising Stage Productions	4
42138	Production Systems and Historical Stage Models	2
42139	Music and Theatre: Repertoire, Programming and Tour Strategies	2

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**ELECTIVES. PATHWAY 2: MANAGEMENT OF CULTURAL TOURISM, THE PERFORMING ARTS
ETHNOLOGICAL HERITAGE AND POPULAR CULTURE**

42133	Cultural Management, Heritage and Tourism	3
42134	Participatory Planning Methods for Cultural Tourism Products	3
42135	Creating and Managing Cultural Enterprises	4
42136	Current Theatre Management Organigrams: Institutions and Creatives	2
42137	Planning and Organising Stage Productions	4
42138	Production Systems and Historical Stage Models	2
42139	Music and Theatre: Repertoire, Programming and Tour Strategies	2
42140	Ethnological Heritage and Popular Culture	4
42141	Management and Dissemination of Ethnological Heritagisation	2
42142	Ethnological Heritage: Legislation, Catalogue and Inventory	2
42143	Management of Local Festivals, Popular Culture and Street Performance	2

**ELECTIVES. PATHWAY 3: MANAGEMENT OF THE PERFORMING ARTS, CULTURAL
RESOURCES IN PUBLIC ADMINISTRATION AND ETHNOLOGICAL AND POPULAR CULTURE**

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42136	Current Theatre Management Organigrams: Institutions and Creatives	2
42137	Planning and Organising Stage Productions	4
42138	Production Systems and Historical Stage Models	2
42139	Music and Theatre: Repertoire, Programming and Tour Strategies	2
42129	Management of Cultural Institutions and Venues	4
42130	International Cultural Scene	2
42131	Management and Organisation of Art and Cultural Exhibitions	2
42132	Curating Exhibitions and Projects	2
42140	Ethnological Heritage and Popular Culture	4
42141	Management and Dissemination of Ethnological Heritagisation	2
42142	Ethnological Heritage: Legislation, Catalogue and Inventory	2
42143	Management of Local Festivals, Popular Culture and Street Performance	2

**ELECTIVES. PATHWAY 4: MANAGEMENT OF ETHNOLOGICAL HERITAGE AND POPULAR
CULTURE CULTURAL RESOURCES IN PUBLIC ADMINISTRATION AND CULTURAL TOURISM**

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42140	Ethnological Heritage and Popular Culture	4
42141	Management and Dissemination of Ethnological Heritagisation	2
42142	Ethnological Heritage: Legislation, Catalogue and Inventory	2
42143	Management of Local Festivals, Popular Culture and Street Performance	2
42129	Management of Cultural Institutions and Venues	4
42130	International Cultural Scene	2
42131	Management and Organisation of Art and Cultural Exhibitions	2
42132	Curating Exhibitions and Projects	2
42133	Cultural Management, Heritage and Tourism	3
42134	Participatory Planning Methods for Cultural Tourism Products	3
42135	Creating and Managing Cultural Enterprises	4

SECOND YEAR

15

CORE MODULES

15

40065	Practicum	5
40066	Masters final project	10

UPV: Subjects taught at University Polytechnic of Valencia (UPV)

UV-UPV: Subjects taught at University Polytechnic of Valencia (UPV) and University of Valencia (UV)