

MA in Cultural Production - Curriculum			
Title	Type	Units	Content/focus
Module 1: Art, Culture and Communication			
Cultural Production and Cultural Studies	LE	2	Introduction into the notion of cultural production and the field of cultural studies
Communication and Media Processes	LE	2	Basics and interrelations between theory and practice of communication and media
Art, Media and Society	LE	2	The relations between art, media and society, their context and examples in current research
Aesthetics and Communication	LE	2	Analogies, parallels and differences in aesthetic and communicative practices
Contemporary Art Discourse: Case Studies (with field trip) (Co-Teaching)	SE	2	In-depth analysis and discussion of contents of lectures based on contemporary developments in art and culture, including Online Research Lab: Tools and Methods of project development. Direct transfer of acquired knowledge in own cultural production and projects.
Methodology and Development of Projects: Work in Progress	EX	2	
Module 2: Cultural Economy, Politics and Law			
Cultural Politics and Transcultural Practice	LE	2	Current discourses in cultural politics and development in the european and global context
Models of Cultural and Media Economy	LE	2	Interrelations between cultural and economic processes and conditions based on various current models
National, European and international Law of Art, Culture and Media	LE	2	Legal conditions and rules in the european art and cultural field, national differences and overlaps
Art and Innovation	LE	2	Reflection of the meaning of art and culture as innovation factors of social development and change
Cultural Economy, Politics and Law: Case Studies (Co-Teaching)	SE	2	Discussion and reflection of case studies in cultural economy, politics and law
Methodology and Development of Projects: Work in Progress	EX	2	Online Research Lab: Tools and Methods of project development. Direct transfer of acquired knowledge in own cultural production and projects.

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Module 3: Cultural Management Processes			
Organisational, Communication and Strategic Management	LE	2	Theories of communicative processes and as basis for a strategic and methodological management
Models and Strategies of Finances	LE	2	Models of financing in the field of culture as support for practice-oriented calculations; various strategies of financing including fundraising, sponsoring, controlling
Marketing in Art and Culture	LE	2	Classic models of active marketing in relation to current developments in art marketing including case studies of transfers from art to market strategies
Mediation and Audience Development	LE	2	Examples of successful mediation and audience development in art and culture
Managing Cultural Production: Case Studies (Co-Teaching)	SE	2	Concrete examples and case studies including the making of a business plan
Methodology and Development of Projects: Work in Progress	EX	2	Online Research Lab: Continuous development and working on projects, preparation for the work placement and research semester
Module 4: Topical Focus			
<ul style="list-style-type: none"> <input type="checkbox"/> Space & Location considers cultural productions as interventions in institutional and public spaces, as initiatives for the development of virtual, communicative and social (in-between) spaces, as well as context-specific spaces of identity. <input type="checkbox"/> Vision & Chance investigates the role of cultural production in the processes of social and cultural change as well as in the development of (social) visions. Current expressions of daily interventions such as culture jamming, cultural hacking or subvertising— which reflect and deconstruct the connections between art and economy, (new) media, politics and activism— open up questions about cultural styles, participation, active citizenship and (social) paradigm changes. <input type="checkbox"/> Networks & Decentralisation examines the role of decentralised, transnational and transcultural networks in the construction of a global society along the positioning of subjects and the creation of imagined communities. It problematizes the far-reaching shifts in power in relation to (new) media (Web 2.0, social networks) and the cultural industry. 			

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Seminar according to topical focus	SE	2	Case studies, lecture, field trips, guest lectures, contemporary developments (intensive work in small groups)
Project Application and Project Communication	EX	3	How to apply and budget grants (practical tips), grant requirements and possibilities in the EU
Cultural Projects (Internship)	PR	0	3-week work placement with pre-defined focus in selected art or cultural institution
Work in progress: Project development and presentation in view of Master-Thesis	KO	2	Writing of the Master thesis on the basis of project development in course
Individual Coaching 2x4 Hours	TU	1	Individual coaching to complement course contents
Modul 5: Research Semester			
Master-Thesis: Expose and project presentation	KO	1	Presentation of Master thesis including discussion and feedback
Master Thesis (incl. supervision)		0	
Commissional exam		0	
Gesamt		45	