

MASTER

March 2019 – March 2020

Master in Arts
and Culture
Management



OVERVIEW



The Rome Business School's Master in Arts and Culture Management is an exclusive programme designed for motivated international participants aiming at getting world-class competencies and at developing a successful global career in the fields of arts and culture.

Attendees will receive advanced managerial expertise, anchored in the international context, thus becoming ready to excel as modern cultural managers and innovative leaders in the field of the creative industries.

This programme's quality teaching, its international internship opportunities and its career and networking services all contribute to make this Master's Degree the perfect fit for anyone who is looking to rise to the top in the world of arts and culture management.

The Master in Arts and Culture Management is designed both for those who are seeking their first exposure to the world of arts, culture, media and entertainment management, and for those who are already working in these environments, but intend to expand and update their knowledge.

Participants are typically:

- Graduates interested in leading and managing creative organizations operating in the performing arts (theatre, dance), heritage sector (museums, historical sites), and communication and entertainment (film, music, publishing, radio and television) industries
- Marketing and communication professionals who want to improve their knowledge in the arts and culture environment
- Managers working in a variety of professional environments who want to improve their skills in the creative industries
- Entrepreneurs who want to either start an activity related to the arts and culture or to increase their knowledge and to improve the results of their existing organizations.

KEY FACTS



Accredited Master's Degree - 60 ECTS



Duration: 12 months



Language: English



On campus or online



Attendance formula: part-time



Tuition fee € 6.500



International classes



Scholarships: up to 30% of the tuition fee

COURSE CONTENTS

Managing Arts and Culture in the Global Era

- The cultural economy: markets for cultural organizations
- Cultural mapping: arts organizations and cultural institutions in context
- Enabling creativity: developing cultural projects and managing artistic processes

Marketing and Communications Strategy

- Marketing and cultural enterprises: concepts and definitions
- Contemporary marketing practices (focus on new media)
- Consumer behaviour: motivation and main decision-making processes
- The marketing mix variables and their specificities within arts and cultural markets
- The experiential marketing approach for cultural industries
- The societal approach and the most recent marketing frontiers

Web Marketing

Social Media Management

Creation of Cultural Organizations

- The contemporary marketplace and its channels of distribution
- Classes of cultural organizations, in public and private sectors
- Customer segments and customer relationships

Career Services – Job Strategies

Fundraising and Crowdfunding in the Arts

Business Planning

- The Business Plan: introduction
- The Executive Summary
- The Company
- The Products/Services
- The Sector Analysis
- The Market Analysis
- The Marketing Strategy
- The Management Structure
- The Operational Plan
- The sector specific information
- The economic and financial forecasts
- The investment and funding sources plan

Organization and HR Management in the Arts

- Management of human resources: approaches, trends and tools
- Job analysis and job description
- Recruitment & Selection
- Development: coaching, counselling, mentoring
- Training & Development
- Performance Management
- Health & Safety

Cultural Event Management

- Cultural events as an immersive experience
- Defining the life cycle of a cultural event: creation, activation, planning, execution, completion, evaluation

- The definition of the mission, vision, goals, financial, operational planning, and risk management
- Team building and staff management
- Building a brand identity
- Case studies analysis

Music Industry Management

- The recording industry: history and evolution, the marketplace
- The business of music production: major and indie label structure charts, the record deals, music editions, new business models
- New marketing strategies: marketing plan, promotion, distribution (physical and digital, new media; digital music retailing: downloading vs streaming; evolution and change of the 5.1 enjoyment of music)

Performing Arts Management

- Performing Arts & Cultural Policy
- The performing arts ecosystem
- Main features of performing arts
- Production and risk

Theatre and Show Business Management

- Cultural events and live performances
- Promotion and communication: the artistic dossier and product development, pricing, budgeting and time to market
- Sales, Marketing & Fundraising

Art Galleries

- The role of innovation in contemporary art forms
- Pop-up gallery: the new way to develop an art gallery
- Communication and gallery image development
- The evolution of the curatorial profession
- Case studies

Museum Management

- Archives and collections management
- Best practices for museums
- Governance and sustainability
- Exhibition, design and new technologies

Filming & Fiction Industry

- Introduction to film industry
- Understanding the production and the steps of the making of a film production

- Understanding post production
- Overview of distribution

Web Series Management

- Video content on the web: numbers and opportunities
- What a web series is: characteristic features of the language related to this specific means
- The latest generation of viewers: differences between spectators and fans; fan funding
- How the relationship between spectator and audience is evolving.
- The interactivity of the web series as a product: possibilities, examples and successful case histories
- Branded Web series: the centralization of the consumer-spectator
- Fan funding and loyalty
- Various case studies

Artist Management for the Music Business

The Online Art Marketing and New Business Opportunities

Publishing Industry Management

- Publishing business plans
- Digital publishing awareness
- Critical approaches to problem solving

Education Industry Management

- Education economics and legislation
- Education programmes within cultural institutions
- Entrepreneurship in education
- Various case studies

INTERNATIONALITY

To provide its attendees with an international level training and professional opportunities, the Rome Business School's Master in Arts and Culture Management includes:



Multicultural environment

Students from over 140 countries of the world Intercultural exchange as a source of personal development.



World class teachers

Highly selected international professors, coaches, and business managers. The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies that will be truly useful for the attendees' professional development.



International internships

Duration: three to six months International internships at leading companies and organizations; Opportunities in more than 130 countries.

BENEFITS



Career services

- o Free CV Review and its inclusion in the Rome Business School's database
- o Support in the management of job interviews
- o Networking meetings and a personalised search and flagging service for the best job opportunities

Tutoring

In both the on-campus and the distance-learning formulas, attendees can always count on the assistance of a tutor.

Learning materials

Slides, text books, case studies, articles, videos, and useful internet links.

The Rome Business School's Alumni Association

Attendance of the Master Programme entitles students to become part of the Rome Business School's Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences, and projects. Many facilitations are also available for attending further training courses.

Company visits

Students will have the chance to learn more about international companies and their organizational models and working environments. Through these activities, our students have the opportunity to widen their horizons and build international networks.

Grand Tour of Italy

1 week, 5 cities: have the opportunity to acquire a wider and complete view about the best practice of the creative industries by visiting important cultural sites and art organisations. An unique chance, for each city, to meet and talk with cultural managers, have a proper understanding of the Italian Heritage declined as balanced and networking. Enjoy Italy as a real insider!

Studying in Rome

Rome is the cradle of a millennial civilization that has always inspired and amazed the world. It provides a unique cultural setting in which students can enjoy a culturally rich experience while participating in courses which offer world-class teaching and a global experience.

Studying online

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:

- o Follow lectures with full video and audio
- o Interact in real time in audio and video with the teachers and the other attendees
- o Collaborate and share documentation
- o Watch the recording of the lectures whenever you want



"I had an amazing experience with the Rome Business School. The small class size enabled the students to have a one on one relationship with the lecturers".

Gulnaz Sharipova - Russia



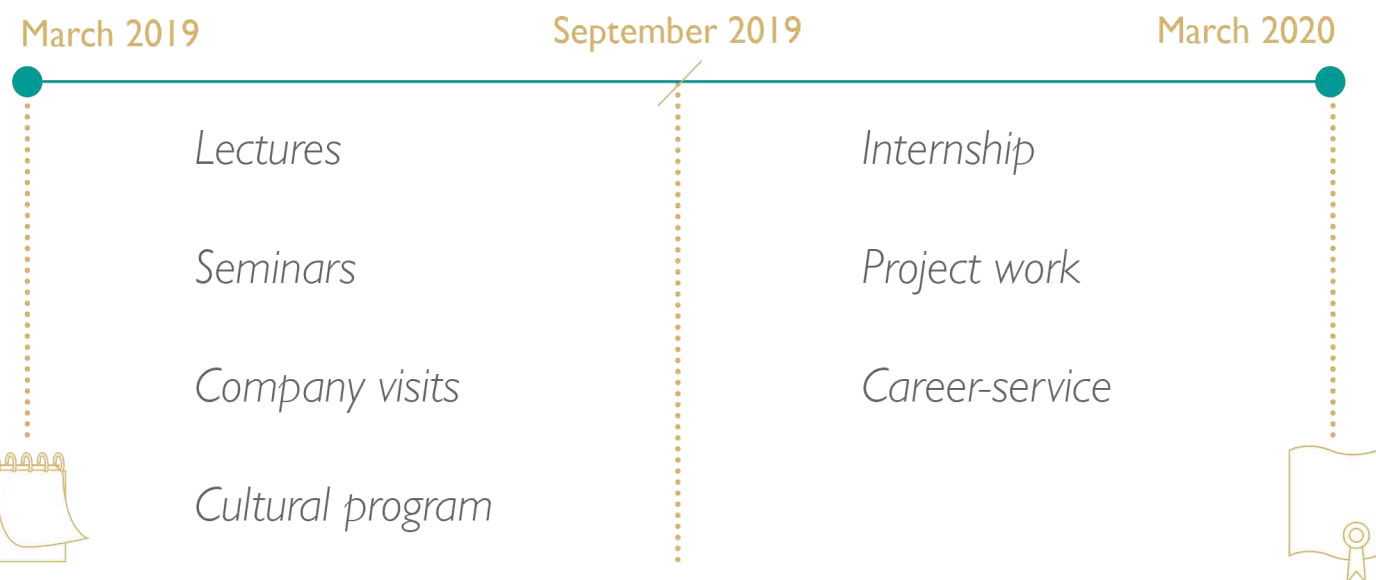
"The programme was what I really needed in today's market, in which we have to go abroad in terms of our socio-economic development. I got what I wanted; all I have to do now is to put it into practice and make sure that my dreams become a reality".

Jean Chrysostome - Rwanda

GENERAL LEARNING STRUCTURE

The course is structured in:

- Three-hour lectures, twice per week
- 1 company visit per week
- Cultural program
- Final project work
- Career Service and International internship opportunities



Attendance fees

€ 6.500

Scholarships

For each learning option, partial scholarships are available to partly cover the attendance fee; these will be assigned based upon the candidates' personal, previous experience and technical-motivational profiles.

Instalment payments

The attendance fee may be paid off in instalments or by means of a single lump sum payment, which entitles the student to a 10% discount on the total tuition fee.

HOW TO APPLY

ENTRY REQUIREMENTS

All applicants must:

- at least hold a three-year bachelor degree
- be fluent in the English language

Fill out the online application form at www.romebusinessschool.it/en/apply-now or email your application to admissions@romebusinessschool.it
This should include:



your curriculum vitæ



a motivational letter
indicating why you wish to enrol



your expectations and your professional objectives
(no more than 200 words)

ADMISSION PROCESS



Application considered by Rome Business School

The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required.



Interview (either in person or online)

All candidates selected must interview with a member of the Admission team, either in person or online via Skype.



Application outcome

We will notify you formally by email of your application outcome, and you will receive either an official offer to enrol, or a rejection notification within one week.



ACCREDITATION



Our accreditation has been awarded by the University of Sant'Antonio in Murcia, a leading western European university, which entitles you to a double degree and 60 ECTS.



The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre.



Some of the partners, clients and companies involved



BVLGARI



FENDI
ROMA



L'ORÉAL
PARIS



...and many more

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