

PRESS RELEASE

NEW ONLINE MASTERS IN INTERNATIONAL CULTURAL MANAGEMENT STARTS IN OCTOBER



**GOETHE
INSTITUT**

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From October 2018, Leuphana University of Lüneburg and the Goethe-Institut will together be running a new, online professional Masters in Arts and Cultural Management. The applied course will train future culture managers to deal with global transformation processes in cultural organisations. The English-language programme is aimed at culture professionals from all over the world. You can apply now. The deadline for applications is 31 July 2018.

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Digitisation, demographic change and globalisation are posing increasing challenges for cultural organisations. More than ever before, there is a need for qualified culture managers. In order to meet this demand, the Professional School at Leuphana University of Lüneburg has joined forces with the Goethe-Institut to launch the interdisciplinary distance learning Arts and Cultural Management Masters.

At the heart of the programme are interdisciplinary aspects of international cultural management, and it brings together content from cultural and business studies. Students will explore the operation of cultural institutions, and research on various players and stakeholders on the culture market. Classes centre on the opportunities and risks of current transformation processes for cultural organisations. The programme has a strong focus on practical qualification: through case studies and project work, students not only develop specific solutions, but also learn about the various environments for applied cultural management in an international context.

Students can choose between a three-semester (60 CP) and a four-semester (90 CP) version of the online distance learning course. Each option gives students a range of possible choices and combinations to tailor the course to their specific professional development requirements. Both options include e-learning components and two block seminars in Lüneburg.

As a global cultural organisation, the Goethe-Institut brings in its extensive experience in cultural management to bear both in the development of the degree programme and in running the actual classes. A total of four modules are taught by experts from the Goethe-Institut. They cover recognising and evaluating current transformation processes in international cultural management, the importance of cultural partnerships as a strategic concept, participative approaches in cultural organisations and the development of approaches to sustainable cultural management. The four modules can also be taken individually; a Goethe-certificate is awarded upon successful completion.

Applicants should have an undergraduate degree in the field and good English language skills. The course costs 6900 euros (60 CP option) or 8900 euros (90 CP option) plus a semester contribution of around 200 euros each semester. The programme starts in October 2018 and the deadline for applications is 31 July 2018.

An online information event on 18 April 2018 will give potential applicants a chance to learn more about the professional Masters programme, to engage

Contact

Dr. Jessica Kraatz Magri
Press Officer and Head
of Communication
Goethe-Institut e.V.
Tel.: +49 89 15921 249
Jessica.kraatzmagri@goethe.de

Hannah Cuvalo
MACUMA
Communication
Goethe-Institut Capital
Office
Tel.: +49 30 25906 481
hannah.cuvalo@goethe.de

Henning Zühlisdorff
Leuphana University of
Lüneburg Press Officer
Tel.: + 49 4131 6771007
henning.zuehlsdorff@leuphana.de

with the programme team and to ask any questions they may have about studying at Leuphana Professional School.



Please register for the online information event here:

<http://go.leuphana.de/online-info-macuma>

More information on the course and on online applications is available at:

www.leuphana.de/macuma and www.goethe.de/macuma

This partnership is the third joint project by Leuphana University and the Goethe-Institut. In 2015 and 2016, the two partners developed and successfully ran two MOOCs (Mentored Open Online Courses) on the topic of “Managing the Arts”, which attracted a total of 24,000 participants.

The Master of Arts in Arts and Cultural Management is developed and offered as a collaboration between the Professional School of Leuphana University of Lüneburg and the Goethe-Institut.