



COURSE UNIT DESCRIPTION

Course unit title		Code	
Cultural Management and Communication			
Annotation			
<p>The Cultural Management and Communication course provides a comprehensive overview of the main aspects, objectives, strategies, and causes of Cultural Management. Many global events and processes depend on culture, which is inseparable and important. What are the duties of the Cultural Manager? What is the significance of his actions? What makes Cultural Communication important and vital? The Cultural Management and Communication course focuses on reviewing all these aspects, with both theoretical and practical knowledge being presented to acquire the necessary competences. The program will engage with theoretical and practical debates on different aspects of Cultural Management and Communication, including access to finance, cultural policy, cultural production, cultural value, to acknowledge the importance of creativity, given the increasingly global nature of competition.</p>			
Lecturer		Department, Faculty	
Koordinuojantis: Kitas (-i): Gitana Krikščiūnaitė		Vilnius University, Faculty of Communication Saulėtekio av. 9, 1st building, LT-10222 Vilnius, Lithuania	
Study cycle	Study cycle	Type of the course unit	
Erasmus		Electic	
Mode of delivery	Semester or period when it is delivered	Vykdymo kalba (-os)	
Blended	Spring	English	
Requisite			
Prerequisites:		Co-requisites (if relevant):	
Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130 Academic hrs	34 hrs	96 hrs
Purpose of the course unit: programme competences to be developed			
Learning outcomes of the course unit		Teaching and learning methods	Assessment methods
To define what Cultural Management and Communication is. Acknowledge its global importance and principles.		Problem based learning, demonstration	Exam (written and spoken form)
To develop an understanding of challenges and opportunities in Cultural Management, develop an understanding of the		Problem based learning, demonstration	Exam (written and spoken form)

relationships between culture and communication.									
Recognize cultural barriers, summarize challenges in intercultural communication.	Written assignment on the issue						Written assignment evaluation		
Identify Cultural values, summarize challenges in Cultural Communication	Written assignment on the issue						Essay, Presentation		
Course content: breakdown of the topics	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship / work placement	Contact hours, total	Individual work	Assignments
1. Introduction: Key concepts and themes Cultural Management and Communication	2						2	12	Literature reading
2. Culture Management. Determination.	2		2				4	12	Literature reading, theoretical discussions, preparation for e written assignement on CM definition
3. Cultural Management: tasks,responsibilities, projects, professional activities. Creating a link between the artists and the audience.	6		6				12	16	Theory readings, source analyzis Discussions Written assignements
4. Communication in a Culturaz Field. Impact, sighificant role of intercultural Communication.	4		4				8	20	Theory readings, source analyzis Discussions Written assignements
5. Communicating culture or culture communication? Overview of situations and processes, cultural beliefs and values present and produced in communication and social relationships.	2		4				6	20	Theory readings, source analyzis Discussions Written assignements. Assigenements presentation, evaluation
6. Analysis of Cultural Management and Communication course. Preparation for the Exam.		2					2	16	Valuation, prepapration for the Exam
	16	2	16				34	96	

Assessment strategy	Weight %	Deadline	Assessment criteria
3 Practical assignments: ,(written form, 1-3pages)	30%	According time table	Evaluation is performed according to the following aspects: - Structure and scope; - Analysis and conclusions; - Ability to research and use materials - Creativity The intermediate testing exercise consists of 8 open and closed questions.
Subject:	40%		
Quality and evaluation of information;			
Analysis and evaluation	30%		
Intermediate testing			

Author	Publishing year	Title	Issue of a periodical or volume of a publication ; pages	Publishing house or internet site
Required reading				
Lucian Conway, III and MARK SCHALLER	2007	How Communication Shapes Culture		https://www2.psych.ubc.ca/~schaller/Psyc591Readings/ConwaySschaller2007.pdf
Zein, O.	2015	Culture and project management: Managing diversity In multicultural projects		Taylor&Francis Group
Yakupov, A. N	2019	Paradoxes of Management in Culture		Cambridge Sholars Publisher
Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel, Carolyn Sexton Roy	2013	Communication between cultures		Wadsworth Centage Learning. https://virtualbiblioteka.vu.lt/permalink/f/g1gc3/VUB01000686768
Yeoman, I., Robertson,M., Ali-Knight,J., Drummond,S., & McMahan-Beattie U. (Eds.)	2003	Festival and events management: An international arts and culture perspective		Taylor&Francis Group https://virtualbiblioteka.vu.lt/permalink/f/1ferss/TN_cdi_askeysholts_vlebooks_9781136403477