

UNIVERSITY MASTER'S DEGREE IN
**Arts and Cultural
Management**

15th Edition





Start your training as a cultural manager and position yourself in an emerging sector. The UIC Barcelona's **University Master's Degree in Arts and Cultural Management** takes a practical approach and has a strong international outlook. You will find out in-depth about the work processes of cultural services and products from a perspective that is oriented towards entrepreneurship. Apart from the instrumental subjects, the programme includes material that encourages leadership and the use of new technologies which leads to two specialisation tracks: visual arts and heritage or creative cultural industries.

All of this is so that you acquire a polyvalent and multidisciplinary profile and undertake your work within the environment of policies, institutions and cultural projects. The University Master's Degree in Arts and Cultural Management is closely linked to Barcelona, with high level cultural activities and projects with an international impact. UIC Barcelona will train you to become a cultural manager using a methodology that **combines theory with the analysis of practical cases**. The classes alternate with visits to cultural facilities and institutions and series of conferences taught by experts.

ACADEMIC ACCREDITATION Master's Degree in Arts and Cultural Management (Official)*

Organising centre

Faculty of Humanities. Barcelona Campus

Schedule and timetable

- From October to July
- From Monday to Friday
from 4.30 pm to 8.30 pm

Information and Admissions

- uic.es/en
- mastergestioncultural.uic.es
- facebook.com/GestionCulturalUIC
- [linkedin.com/showcase/
master-gestion-cultural-uic/](https://linkedin.com/showcase/master-gestion-cultural-uic/)

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* This Master's Degree is an official postgraduate qualification which has been adapted to the European Higher Education Area regulations, with an assessment carried out by the Agency for the Quality of the University System of Catalonia (AQU Catalunya) and the National Evaluation Agency for Quality and Accreditation (ANECA).

Incoming Students

This master's programme is designed particularly for recent university graduates who want training as cultural managers; and active professionals with several years of experience who want to improve their training in management and management processes and methods.

More than 400 agreements

L'AUDITORI f ()



OBJECTIVES

- Offer an informed discussion about the theory of culture in the 21st century and its social effects.
- Distinguish the characteristic features of local, national and international cultural policies.
- Analyse the cultural fabric of a society and formulate diagnoses that identify its needs and opportunities.
- Design, programme, manage and evaluate cultural projects.
- Create, manage and lead interdisciplinary teams.
- Manage and gather economic resources within the scope of projects, companies and cultural institutions.
- Propose marketing and communication strategies in the field of culture.
- Know and apply new technologies in the process of cultural management, production and dissemination.
- Strengthen the sense of social responsibility and ethical commitment.

STUDY PROGRAMME - 60 ECTS

TRIMESTER 1

MODULE*

- 1 Society and Culture in the 21st century
- 1 Cultural Institutions and Policies
- 1 Tools for Managing Culture
- 2 Cultural Marketing

TRIMESTER 2

MODULE*

- 2 Funding for Culture
- 2 Legal Aspects of Museums, Foundations and Cultural Institutions
- 2 Cultural Communication and Information
- 3 Creation of Cultural Companies

TRIMESTER 3

MODULE*

- 3 Leadership, Culture and New Technologies
- 4 Visual Arts Management | Performing Arts Management
- 4 Curating and Exhibition Management | Audiovisual Industry Management
- 4 Cultural Heritage Management | Publishing Industry Management

ANUALS

MODULE*

- 5 External Work Experience**

MODULE*

- 6 Final Master's Degree Project

*Module 1: Theoretical and Practical Foundations for the Cultural Manager (9 ECTS).
 Module 2: Tools for Cultural Management (12 ECTS).
 Module 3: Creativity and Cultural Entrepreneurship (6 ECTS).
 Module 4: Cultural Sector Analysis and Management (9 ECTS).
 External Work Placements (12 ECTS). Final Master's Degree Project (12 eECTS).

**Work placements can be undertaken from the start of the master's degree until October of the following year, depending on the student's availability and that of the allocated company. These will always be undertaken outside class time.

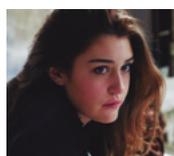


Gain more international experience in Boston

Earn a double master's degree in:
Master of Science in Arts Administration. Boston University Metropolitan College (BU)

Please ask our programme advisor about the admissions requirements.

Our students and alumni tell us about their experience



Lara Sofie Lejolle

Master's Degree Student

Austria

"What I liked the most about the Master's degree were the masterclasses and my classmates. They all come from different countries and cultures, and it has been a very exhilarating experience. In addition, the teachers are active professionals in the sector, we had a close relationship and they are available to talk 24/7."



Jorge Sarmiento

Master's Degree Alumni

Spain

"I decided to study at UIC Barcelona because compared to other universities, this was the one that promised a more practical course with an international focus. It has been a very enriching experience, made all the more so by the diversity of student profiles that add value to the Master's degree."

PROFESSORS

Academic teaching staff

The Master's degree has over 70 lecturers and expert guest speakers. Their academic careers and direct contact with the professional world allow them to offer students a multidisciplinary and multicultural perspective of the reality of the sector.

Direction

Christoph Pasour

Degree in Art History and Media Studies from the Freie Universität Berlin and Edinburgh University. TV Producer. He has authored articles for newspapers and magazines on media art and cinematography. He was the project manager and curator at the Museum for Cinematography in Potsdam. He has been a producer/author on documentaries since 2005 for production companies in Berlin, Hamburg and Barcelona for broadcasters such as ARTE, 3sat, ARD, ZDF, RAI, YLE, TV3.

Coordination

Claudia Balboa

BA in Conservation and Restoration of Cultural Heritage at the University of the Basque Country and MA in Arts and Cultural Management at UIC Barcelona. She worked as a cultural manager at the Cervantes Institute of Beijing and collaborated in urban regeneration projects in China. Between 2018 and 2020 she filled the position of director of the Rioja Wine Cultural Centre as a public officer of the Logroño City Council.



STUDYING IN BARCELONA

Start the most important learning experience of your life in one of the main European cities. Barcelona is a cultural and financial role model and a city where your knowledge can adapt to multiple professional opportunities.

UIC BARCELONA, OUR CAMPUSES

Classes are held on our Barcelona campus and also our Sant Cugat campus, which has a total area of more than 52.000 m². Each Faculty has the best facilities and latest generation equipment for both theoretical and practical classes.

Universitat Internacional
de Catalunya

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