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# Cultural Management

CERTIFICATE COURSE



# Cultural Management

CERTIFICATE OF THE UNIVERSITY OF VIENNA

## Designed for Cultural and Social Professionals

### About the Course

The Cultural Management certificate course is an international postgraduate program that provides conceptual knowledge and applied skills for the management of cultural and social projects.

A state of the art program, it is designed to bridge best practice and inspirational theory as well as to explore experimental formats and anticipate trends in cultural and social project management. Participants will enjoy training, establish contacts and develop projects in relevant fields such as innovative project management, intercultural communication and international relations, media work and performing within urban environments in times of societal change.

### Associated Careers

The course addresses NGO and governmental practitioners as well as individuals who have an interest and career ambitions in the fields of:

- Cultural and Social Entrepreneurship
- International Relations and Cultural Diplomacy
- Theatre, Museum and Music Management
- Education and Sociology
- Community Engagement
- Cultural Policy and Cultural Industries

### Acquired Competencies

The successful participants will be enabled and empowered to:

- Understand the principles of the cultural and social sector
- Develop projects in the context of social relevance and economic interests
- Gain knowledge and create a toolkit for project planning processes
- Learn strategies for time, budget, team, network and self-management
- Plan international partnerships and European projects
- Communicate in intercultural environments and with the media
- Establish their projects within urban development and community engagement

### Entry Requirements

Admission to the course requires a university degree or high school degree with work experience in related fields as well as sufficient English language skills to follow lectures and participate in discussions.

## Course Content

	ECTS CREDITS
<b>Module 1:</b> <b>Code Culture</b>	4
basic knowledge about the structure, scheduling, budgeting, financing in the form of sponsorship and funding, human resources and team building in a project are taught and trained, especially creative strategies and new ways of designing these aspects in the cultural and social sector, in which time and finances are scarce.	
<b>Module 2:</b> <b>Global                      Conversation</b>	4
the latest developments in international dialogue and professional conduct of intercultural cooperation are elaborated. Culture and identity, diplomacy and cultural policy, planning of EU-projects and intercultural communication to extend and improve the quality of projects will be discussed.	
<b>Module 3:</b> <b>Media                      Management</b>	3
the publication and dissemination of cultural and social projects via the media are in the foreground, as well as learning to increase the visibility of existing media, marketing mechanisms, research and socio-political relevance for the media of television, radio, print and social websites.	
<b>Module 4:</b> <b>Living City</b>	3
the city as an entity is worked on as an indispensable playground within the scope of the art of project management. The most important, conflicting and exciting developments occur in cities, which can thus be understood as socio-political and cultural laboratories. In this module the emphasis lies on concrete examples such as the innovative city and community engagement.	
<b>Module 5:</b> <b>Final Presentation</b>	1
<b>TOTAL</b>	<b>15</b>

The program starts in October and takes place in five blocked modules during the months October, November, December and January. It is structured in four thematic modules (generally held from Thursday 5 pm to 9 pm, Friday from 9 am to 8 pm and Saturday from 9 am to 6 pm) and a one-day final presentation module.

## Lecturers & Experts\*

The interdisciplinary team of lecturers includes Doug Borwick (Arts Engaged), Dee Boyle-Clapp (University of Massachusetts), Matti Bunzl (Wien Museum), Periklis Chatzinakos (Mamagea Thessaloniki), fordewind architecture (Urban Projects, Community Involvement), Monika Herzig (Indiana University), Adina Hasler (Kunstalle Wien, MQ), Matthew Hill (Hill Networks), Leonie Hodkevitch (Clearly Culture), Franz Kadirí (Plovdiv Cultural Capital 2019), Ular Mark (Tallinn University of Art), Elisabeth Mayerhofer (City of Vienna), Giuseppe Raví (Respire movimento), Ina Roß (University Saarland), Peter Schweitzer (University of Vienna), Andreas Stadler (Austrian Ministry for Foreign Affairs), Philipp Ther (University of Vienna), Cay-Stefan Urbanek (Volkstheater Vienna), Patrick Zak (Trencin Cultural Capital 2026) and further practitioners and scholars from the field. Teaching is in English. Part of the module takes place through visits at venues of interest.

\*subject to change



## Leadership Guidance

The course is conceptualized and guided by a dynamic team with complementary competences: Leonie Hodkevitch, clearly culture, author, cultural producer, expert to the European Commission and international lecturer in cultural management, and Peter Schweitzer, Professor of Social and Cultural Anthropology at the University of Vienna with over 20 years of academic experience in North America.



LEONIE HODKEVITCH

PETER SCHWEITZER

*„From our perspective, Cultural Management is a way to achieve both individual fulfillment and meaningful engagement in acting upon modeling our society. In this carefully designed, intense course we aim at providing you with tools and experiences for reaching these goals.“*

Authors, originators, creators and initiators of idea, concept, planning and design of the course ‘Cultural Management’: Mag. phil. Leonie Hodkevitch and Univ.-Prof. Dr. Peter Schweitzer.



#### SCIENTIFIC COORDINATOR

Mag. phil. Leonie Hodkevitch

#### PROGRAM DIRECTOR

Univ.-Prof. Dr. Peter Schweitzer

#### CONTACT AND APPLICATIONS

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#### Short Facts

Academic Degree	Certificate of the University of Vienna
Duration	1 Semester (extra occupational)
Units	15 ECTS Credits
Language	English
Tuition	€ 3,100
Start	annually in October



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