

Course Title	Special issues in Hellenic Studies: Education and Cultural Management				
Course Code	HES637				
Course Type	Elective				
Level	Master (2 <sup>nd</sup> cycle)				
Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester 2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	The teacher will be selected on the basis of the chronological period to be covered by the specific theme to be proposed as Discipline Course.				
ECTS	10	Lectures / week	N/A	Laboratories / week	<u>Optional</u> <i>In-situ visits to museums and/or archaeological/historical sites</i>
Course Purpose and Objectives	<p>The course focuses on the analysis and presentation of a specific topic related to Education and Cultural Management. This topic will be selected every semester, it is expected to have a direct or an indirect relationship with history issues and will be of topical character i.e.</p> <ul style="list-style-type: none"> <li>• Education and Cultural Management</li> </ul> <p>(see attached indicative syllabi)</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• identify and explain the objectives of the course as defined by the selected teacher.</li> </ul>				
Prerequisites	HES610, HES611, HES612	Co-requisites		None	
Course Content	The content of the course will be determined by the selected teacher. Objectives and directions will be set in cooperation with the Coordinator.				
Teaching Methodology	<p>Distance Learning</p> <p>(Lectures on distance education platform, student-led presentations, online material – websites, audio/video media clips – interactive activities such as online quizzes, presentation of external/third party material online, commentaries and interpretation of material sources, dissertation, oral presentations and coursework essays through the</p>				

	platform, small-group tutorials, formative feedback on coursework, independent study and guided research, discussions and advance preparation of set work for platform meetings, unseen examinations, presenting and discussing texts, ideas, and cultural context).				
Bibliography	The bibliography will be drawn by the selected teacher on the basis of the content of the specific topic of topical character to be determined every semester.				
Assessment	<table border="1" data-bbox="610 558 1088 636"> <tr> <td>Examinations</td> <td>50%</td> </tr> <tr> <td>On-going evaluation</td> <td>50%</td> </tr> </table> <p><i>Students may choose to present a written assignment related to the in-situ visits to museums and/or archaeological/historical sites [it corresponds to 30% of the on-going evaluation].</i></p>	Examinations	50%	On-going evaluation	50%
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Language	English				

## Special issues in Hellenic Studies

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Year / Semester	1 <sup>st</sup> Year / 2 <sup>nd</sup> Semester 2 <sup>nd</sup> / 3 <sup>rd</sup> Semester				
Teacher's Name	TBA				
ECTS	10	Lectures / week	N/A	Laboratories / week	<u>Optional</u> <i>In-situ visits to museums and/or archaeological/historical sites</i>
Course Purpose and Objectives	<p>The course aims to introduce students in cultural management, cultural analysis and in the respective institutional framework. Specific objectives relate to the presentation of the multiple, diverse and conflicting theories, approaches and uses of the concepts and notions of Civilisation and culture in their history. Also, the course aims to familiarize students with concepts that comprise the theoretical framework of cultural management, such as identity, otherness, representation, performance, multiculturalism, interculturalism, ideology, hegemony, cultural policies and strategies. Moreover, emphasis is put on the administration of cultural units (design, organization, leadership, control), decision making processes, cultural communication - marketing and public relations, within the institutional framework and cultural structures in Greece, in Europe and in the world, with special focus on the Hellenic studies.</p>				
Learning Outcomes	<p>Upon successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify the characteristic of cultural management today.</li> <li>• Recognize and explain the theoretical foundations and cultural management objectives.</li> <li>• Describe, compare, evaluate and develop structures and modes of cultural organizations with distinct roles and features, such as museums, libraries, schools and universities, research centres, cultural heritage sites and other cultural institutions.</li> <li>• Distinguish and differentiate distinct roles and common grounds of various cultural organizations.</li> </ul>				

	<ul style="list-style-type: none"> <li>• Recall and apply principles of cultural communication (marketing) and cultural economy.</li> <li>• Formulate, associate, compare and evaluate cultural policies, strategies and actions.</li> <li>• Practise independent critical thought, rational inquiry and self-directed learning.</li> <li>• Demonstrate the ability to communicate knowledge to a public consisting of specialists or laypersons, making use of various modes of communication.</li> <li>• Develop skills in organization, research and analysis that will be highly prized in any field of work. Compose academic essays applying critical thought and using relevant literature and other scientific/academic sources.</li> </ul>		
Prerequisites	HES610, HES611, HES612	Co-requisites	None
Course Content	<p>This course covers a series of concepts in order to introduce cultural and heritage management at neighbourhood, city, national and global levels, with an emphasis on the Hellenic world. Effective management of heritage is dealt with as imperative today and information about it is constantly increasing through written, artefact and monument documentation, as well as recordings of traditional music, songs and dance. The organization of this information, its presentation to the public and its accessibility are of great concern and are covered as distinct topics. In the recent decades, all levels of administration and political actors (local, regional, governmental, international and profession-related) are involved with cultural and heritage management through small or large-scale institutions, such as UNESCO, ministries and various non-governmental organisations. Their objective is to utilise cultural documentation for cognitive, informational, educational and other purposes. In this context, the course addresses museums, libraries, schools and universities, research centres, heritage sites and other cultural institutions with their distinctive roles, trajectories and objectives. Considering the funded research projects, the related academic activities and research, the funding/sponsorship bodies, cultural management strategies, laws and ethics, the plethora and variety of events and festivals, the role of the media, the Internet and the cyber world, it is beyond any doubt that cultural and heritage management has attained a special status to be extensively discussed and examined in this course. Particular issues that will be discussed are the notion and approaches of cultural heritage, cultural and political development, management of cultural units, the economy of culture, cultural communication - arts marketing, cultural policies and strategies.</p>		
Teaching Methodology	<p>Distance Learning</p> <p>(Lectures, Student-led presentations, Coursework, Study printed or online material – websites, audio/video media clips – interactive activities such as online quizzes, presentation of external/third party material online commentaries and interpretation of material sources, dissertation, Oral presentations and coursework essays, small-group tutorials, Formative feedback on coursework, Independent study and guided research, Class discussion and advance preparation of set work for classes, Unseen examinations, Presenting and discussing texts, ideas, and cultural context, commenting</p>		

	and evaluating exhibitions, cultural activities, cultural policies and strategies, prepare / discuss culture-oriented business plans).				
Bibliography	<ul style="list-style-type: none"> <li>• Bennett, T. and Frow, J., <i>The Sage handbook of cultural analysis</i>, London, Sage, 2008.</li> <li>• Bennett, T., <i>Culture, class, distinction</i>, London, Routledge, 2008.</li> <li>• Freeland, C., 2005, <i>Μα είναι αυτό τέχνη</i>; εκδ. Πλέθρον, Αθήνα.</li> <li>• Heinich, N., 2014, <i>Κοινωνιολογία της τέχνης</i>, εκδ. Πλέθρον, Αθήνα.</li> <li>• Hill, L., O' Sullivan, C., O' Sullivan, T., <i>Creative Arts Marketing</i> (2<sup>nd</sup> ed), Elsevier, Oxford, 2003</li> <li>• Hill, L., O'Sullivan, T. &amp; O'Sullivan, C., <i>Creative Arts Marketing</i>, Oxon: Routledge, 2003 (second edition).</li> <li>• Holt, D. B., <i>How Brands Become Icons. The principles of cultural branding</i>, Harvard Business School Publishing Corporation, Boston Massachusetts, 2004</li> <li>• Kolb, B., <i>Marketing for Cultural Organizations. New Strategies for Attracting Audiences</i> (3rd ed), Routledge, London, 2013</li> <li>• O'Reilly, D., Rentschler, R. &amp; Kirchner, T.A. (eds). <i>The Routledge Companion to Arts Marketing</i>, Oxon: Routledge, 2013.</li> </ul>				
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