

## Arts and Museum Management

1. The world of art: structure and characteristics of the sector
  - The concepts of cultural patrimony and “opera d’arte”
  - The world of art today
  - Comparison of Italy, Europe, and the US today
2. The Museum: organization, management, and development
  - The origins and growth of museums: from “wunderkammer” or a cabinet of wonders to contemporary museums of today
  - What is a museum? Characteristics, purpose, and goals
  - Museum management: mission, governance, accountability, and reporting
  - Strategic museum management
  - Management models for cultural patrimony: Europe and the US
3. Marketing of goods, services, and cultural sites
  - Introduction to cultural organizations and marketing
  - Art as an instrument of marketing a cultural site
  - The process of cultural marketing
  - The new consumer of art and culture: understanding market behavior
  - How to differentiate and position cultural goods
  - New frontiers in management of cultural institutions
  - Complementing museum offerings: “edutainment” - education as entertainment
4. Strategic communication of art and culture
  - Art and cultural sites as levers of communication
  - Effective communication of art and culture: from strategy to implementation
  - Press offices: media and editorials
  - Websites and new digital media
  - Art and specialized media
5. Technology and multimedia
  - Multimedia and support for art
  - From the multimedia exhibit to the virtual exhibit
  - Promoting art and culture with technology
  - Exploring the new museum frontier: from multimedia to “edutainment”
6. Project management of an exhibit or cultural event
  - Project management of culture
  - Project management of the production of events
  - Organization and management of projects
  - Fundraising and financing of artistic and cultural events
7. Cultural Tourism
  - Tourism to learn and appreciate a country or region’s artistic and cultural sites
  - Management of artistic and cultural sites to preserve and promote local culture

- Creating cultural tourism packages
- Works of art as tourist attractions

**Site visits**

To deepen the learning experience of the Master, several trips to cultural and artistic sites and organizations will be made throughout the course. Visits are selected to include major state-run museums to smaller private museums and cultural attractions. These include visits to the Capitoline and Vatican Museums as well as a trip to Florence.