TVKULF, Cultural Policy and Management

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E-mails will normally be answered within 48 hours, except on weekends and holidays.
Office hours by appointment.

Schedule and reading

23/04, 10:00-13:00 Introduction: Cultural Policy

📖 David Bell, Kate Oakley, “Introducing Cultural Policy”, in Cultural Policy, Routledge 2014, pp. 1-15. [MONDO]

24/04, 09:00-12:00 Guest Lecture: Crowdfunding, Blanka Brzozowska, University of Lodz

03/05, 12:00-14:00 Cultural Policy in Sweden, Rikard Hoogland


06/05, 12:00-16:00 Marketing in Arts


07/05, 10:00-12:00 Cultural Product - WORKSHOP


10/05, 09:00-12:00   Cultural Product - PRESENTATIONS

20/05, 10:00-13:00   Audience Development


21/05, 10:00-12:00   Audience Development - WORKSHOP

or          13:00-15:00

See: class about Audience Development

24/05, 09:00-12:00   Audience Development - PRESENTATIONS

27/05, 10:00-12:00   Public Relations - WORKSHOP

or          13:00-15:00


29/05, 13:00-16:00   Public Relations - PRESENTATIONS

03/06, 10:00-14:00   Conclusion and Essay Preparation / Consultations
Literature:

Books:


Book chapters and articles:


Additional reading:


• Lidia Varbanova, Strategic Management in the Arts, Routledge 2012.


Workshops
During the course students will take part in three workshops about: cultural product, audience development, public relations.
The goal is to focus on practical tools, which will be connected to the information presented during the lectures preceding the workshops. The workshops will be focused on implementation of the theoretical knowledge into the real life case study: a theatrical performance.

Students will be divided into 4 groups (A, B, C and D). Each group will work together during each workshop. Later, each group will be presenting outcomes of their work during seminar presentations. The groups will stay the same for the entire duration of the course.

There are 2 time slots reserved for workshops during each workshop day. Each student has to come to one of them:

- 10-12: groups A and B
- 13-15: groups C and D.

During presentation seminars each group will have 45 minutes at their disposal. The presentation itself should not be longer than 15 minutes. The rest of the time should serve as questions and feedback time.

Workshops will be based in real life case study. Therefore, all students should watch a performance, with which they will be working during the entire course.
Course requirements:

- active and qualitative participation at the seminars and workshops; active participation during group work;
- oral assignment: 3 short group presentations (15 minutes) of workshop assignments;
- a visit to a theatrical performance: to be scheduled;
- a written essay (6-7 pages + references and works cited, Times New Roman, 12pt, 1,5 spacing) on the topic: **how does/can cultural policy influence marketing/audience development practices in theatre or museum?**

Deadline: **10/06/2019** [re-examination (omtenta) deadline: 26/08/2019] to be submitted via Mondo (dropbox) no later than 10:00AM. Please observe that only the following file formats will be accepted: .doc; .docx; .pdf

Attendance:

Attendance is mandatory. Each student may miss one seminar, but an additional absence needs to be compensated with a 3-page written essay that critically discusses the literature assigned for that session. This assignment needs to be handed in no later than the day the final paper is due. If a student has missed three or more classes, a final grade cannot be assigned.