



ART MARKET,
CULTURE, LUXURY.

COURSE LIST

Master « International Cultural Management »

Courses taught in English - Year 2019-2020

COURSE TITLE, 1 ST YEAR	
1 ST SEMESTER - AUTUMN SEMESTER	2 ND SEMESTER - SPRING SEMESTER
1. Territorial cultural policies	1. Cultural Economy
2. Financial strategy and management	2. Law and Security Regulations
3. Private subsidies	3. Audiences Analysis and Development Strategies
4. Public subsidies	4. Accessibility and Disability : Tools and Strategies
5. Marketing strategy - Sectorial study	5. Cross-cultural and Responsible Management
6. Responsibilities of a manager	6. HR Management
6. Copyright and Responsibility Law in the Cultural industry	6. Responsible Communication Strategies
7. Structure and economy of the Music industry	7. Artists Management : Modern music - Self production
8. Artists management	8. Recorded Music : Economy and Structuration
9. Economy of Museums, Heritage and Tourism	9. Recorded Music : Marketing and Communication Strategies
10. Classification of Heritage	10. Scenography and Exhibitions
11. Financial management and strategy	11. Cultural Heritage Preservation and Rehabilitation
12. Structure and economy of Performing arts	12. Administration of Live Entertainment
13. Performing arts production	13. Sectors of Live Entertainment
14. Diffusion strategies in Performing arts	14. Contracts in Live Entertainment
15. Structure and economy of audiovisual industry	15. Contracts in Audiovisual
16. Support system in audiovisual production	16. Audiovisual Production - Innovation
17. Marketing in the Cinema industry	17. Transmedia Projects
18. Television: creation and production	18. Documentary Film
19. Foreign language: introduction to French/chinese	19. Foreign language: introduction to French/chinese