

Master's Programme

Semester 1

Faculty of Arts and Social Sciences

Culture and Economy 1

Full course description

This elective focuses on the relations between the cultural sector and society from an economic perspective. The course explores this relation with regard to three topics: art markets, creative cities and cultural policy. In period 3, the Culture and Economy elective focuses on giving students theories and background knowledge that will allow them to critically discuss and analyze these three topics. Particular attention will be given to the different notions of 'value' that actors within art markets, creative urbanism and cultural policy ascribe to cultural products, practices and developments - and to the historical transformation of these three domains throughout the twentieth and twenty-first centuries.

For example, students will examine how artworks are traded and how value is created in the process between artist, gallerists, auction houses, dealers, collectors and museums. Topics such as the historical development of the art market, the value-chain, the current players and institutions in the art market, and their strategies and positioning will be dealt with. Moreover, we will discuss how the Internet transformed dynamics of trading on art markets, and dynamics of cultural co-creation ('prosumption').

Students will learn how the production and distribution of cultural products transformed from mass-industrial production (the culture industry) to economies of scope (cultural industries), and how this process led to 'creative clustering' in specific cities. We will discuss the specific challenges 'cultural industries' face in comparison to other industries, and explore the special role cities play in contemporary global 'economies of signs and space'. Along the way, we explore strategies of post-industrial urban re-development, urban branding, and cultural entrepreneurship in cities. In terms of cultural policy, students will learn about the values that states and governmental actors, including municipalities, ascribe to culture and how these actors define, measure and use the impact of cultural creation.

Course objectives

At the end of the course students will be able to:

- understand and theorize the relation between culture & economy in the of context of art markets, creative cities, cultural policy;
- grasp and distinguish between different perspectives on the links between culture and economy, including those of artists and cultural entrepreneurs, policymakers, economists, as well as critical social and cultural theory;
- grasp, distinguish and critically discuss different concepts of cultural 'value' (e.g. within art, urbanism, and policy)

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- identify and historically contextualize key trends within contemporary art markets, creative cities and cultural policy;
- apply theories of culture and economy to art market, creative urbanism and cultural policy-related case studies;
- express theoretical understandings of relevant case studies in the format of academic writing.

Prerequisites

There are no pre-requisites for this module.

Recommended reading

To be announced

AHE4028

Period 3

6 Jan 2020

31 Jan 2020

[Print course description](#)

ECTS credits:

5.0

Instruction language:

English

Coordinator:

- [M.M. Meissner](#)

Teaching methods:

PBL, Lecture(s), Work in subgroups, Working visit(s)

Assessment methods:

Final paper, Assignment

Keywords:

Culture, Economics, art markets, creative cities, cultural policy, critical cultural theory

Faculty of Arts and Social Sciences

Heritage and Society 1

Full course description

This course will address the question of how society deals with the past. In doing so, it will draw from Heritage Studies, Public History and Archeology Studies, Memory Studies and Museum Studies. The course discusses the transformation in heritage from an expert driven, nation-state and western oriented authorized heritage discourse to a more open, society oriented and therefore contested approach. Heritage is thus not understood primarily as a 'site' or 'object' but as a cultural process of meaning and memory making.

In Period 3 students will get an overview of the main theoretical concepts and methodologies used in the various fields. They will furthermore be introduced to the dominant stakeholders, actors and institutions operating in the heritage arena. In addition, they will discuss the most influential policies on the local, national and international level that have shaped the way heritage is defined, identified, produced, valued, managed, conserved and perceived.

Course objectives

At the end of the course you are able to:

- discuss the most influential policies on the local, national and international level that have shaped the way heritage is defined, identified, produced, valued, managed, conserved and perceived;
- possess advanced knowledge of and insight into important issues and practices in the fields of memory, culture and heritage;
- use key theories, approaches, concepts and methodologies in Heritage Studies, Public History and Archeology Studies, Memory Studies and Museum Studies to discuss and understand key transformations in heritage and society;
- differentiate between the relevant stakeholders, actors and factors in memory and heritage practices.

Prerequisites

None

Recommended reading

- Connerton, P. (1989). *How Societies Remember*. Cambridge: Cambridge University Press.
- Kopytoff, I. (1986). The cultural biography of things: Commoditization as a process. In *The social life of things. Commodities in cultural perspective*, ed. A. Appadurai, 64–91. Cambridge: Cambridge University Press.
- Merriman, N. (2004). *Public archaeology*. London: Routledge.
- Smith, L. (2006) *The Uses of Heritage*, London and New York: Routledge

AHE4030

Period 3

6 Jan 2020

31 Jan 2020

[Print course description](#)

ECTS credits:

5.0

Instruction language:

English

Coordinator:

- C. Ernsten

Teaching methods:

PBL, Lecture(s), Work in subgroups, Working visit(s)

Assessment methods:

Final paper

Keywords:

Collective memory, Identity, heritage, cultural policies, commemoration, collecting and conservation
Faculty of Arts and Social Sciences

Research and Writing Skills

Full course description

This skill training module aims at preparing students for the writing of their final thesis. During the first two sessions, students will formulate and reformulate their research questions and link them to appropriate methods and theories. At the same time, they start working on a draft version of their research proposal for the dissertation. In week 3, students participate in a peer-review workshop, during which they critically evaluate each other's research proposals and exchange in-depth feedback. At the end of the module, students hand in a research proposal. This research proposal will be assessed by the respective dissertation supervisor.

Course objectives

Upon completion of this course, you will be able to:

- formulate a research problem and question
- devise a research strategy and choose appropriate methods and theories to fit with the research question
- critically evaluate the research choices and strategies of your peers
- approach and plan a research project at MA level
- write a complete research proposal for a MA level thesis project

Prerequisites

There are no pre-requisites for this module.

Recommended reading

Booth, W. C., Colomb, G. G., & Williams, J. M. (2003). *The Craft of Research*. Chicago [etc.]: University of Chicago Press.

Nygaard, L. (2015). *Writing for Scholars: A Practical Guide to Making Sense & Being Heard*. Sage.

AHE4500

Period 3

6 Jan 2020

31 Jan 2020

[Print course description](#)

ECTS credits:

1.0

Instruction language:

English

Coordinator:

- [M.M. Meissner](#)

Teaching methods:

Work in subgroups, Lecture(s), PBL, Training(s)

Assessment methods:

Final paper

Keywords:

Research proposal, Research design, Theory, method, peer-review

Faculty of Arts and Social Sciences

Seminar Studying Arts and Heritage: Entering the Field

Full course description

This module introduces the fields of arts & heritage from an interdisciplinary perspective. Important theories, concepts and debates in arts & heritage are introduced, studied and discussed. Students will encounter research and debates from history and art history, sociology of art, cultural economics, heritage studies, memory studies and conservation studies. The module makes an explicit connection between academic research and practices in the field: how can we critically study arts & heritage practices, what are the implications of the findings of academic research for practice and what are the implications of developments in practice for academic research? The core topic of the seminar is the value, meaning, function, appreciation, use, interpretation and presentation of arts and heritage. Practices that are covered are: funding: state and/or market; studying the field: cultural statistics; cultural policy; conservation and authenticity: tangible and intangible heritage; dissonant heritage, world heritage and lieu de mémoire. The practice of cultural policy will also be studied in a hands-on way in the professional workshop.

Course objectives

At the end of the course you are able to:

- demonstrate knowledge and understanding of relevant academic disciplines studying the field of arts & heritage and key debates, definitions, theories, methods and concepts in these disciplines;
- critically analyse and understand the position and role of the diverse actors and factors in professional arts and heritage practices;
- demonstrate knowledge and understanding of policy programmes (in governments and private foundations) in the field of arts and heritage;
- identify, describe, contextualize, analyse and compare issues related to developing policy goals, choosing policy instruments and measuring effects;
- produce and justify an independent critical judgement related to the topics and practices mentioned above;
- use management skills in the areas of policy evaluation and fundraising.

Prerequisites

None

Recommended reading

To be announced

AHE4040

Period 1

2 Sep 2019

25 Oct 2019

[Print course description](#)

ECTS credits:

12.0

Instruction language:

English

Coordinator:

- [J.J. de Jong](#)

Teaching methods:

PBL, Lecture(s), Assignment(s), Paper(s), Presentation(s), Research, Skills, Work in subgroups, Working visit(s)

Assessment methods:

Participation, Presentation, Final paper

Keywords:

approaches, concepts, Arts, Culture, heritage, cultural policy

Faculty of Arts and Social Sciences

Seminar Researching Arts and Culture

Full course description

This module focuses on the role of research in academic and professional environments within the field of arts and culture. Theories and methods which are considered to be of crucial importance for conducting research into arts and culture will be introduced and discussed in relation to a current issue in the cultural field which emerged in the modern/contemporary period. The topics of creative cities, museum studies, arts marketing, audience and education, digital heritage, and participatory practices are central in this module. A lot of attention will be given to different research methods and how they relate to different research questions and disciplines. Quantitative and qualitative approaches like secondary data analysis, surveys, qualitative interviews, (virtual) ethnography, and visual analysis will be discussed and experimented with. The topic of audience and education will also be studied in a hands-on matter when developing an audience/marketing strategy for a cultural institution in the professional workshop.

Course objectives

At the end of the course you are able to:

- demonstrate advanced knowledge about key definitions, theories on creative cities, museum studies, arts marketing, audience and education, digital heritage, and/or participatory practices, within a written research design;
- differentiate between and apply different qualitative and quantitative approaches and

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methods, like surveys, qualitative interviews, (virtual) ethnography, and visual analysis;

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- perform commissioned research and communicate research results to specialist and non-specialist audiences;
- use quantitative and/or qualitative research data as the basis for the writing of an audience/marketing strategy for a cultural institution;
- design a research plan in which you select a suitable research method to a relevant topic to the arts and heritage field in order to develop an independent critical judgement on academic and/or societal debates.

Prerequisites

There are no pre-requisites for this module.

Recommended reading

To be announced

AHE4041

Period 2

28 Oct 2019

20 Dec 2019

[Print course description](#)

ECTS credits:

12.0

Instruction language:

English

Coordinator:

- [E.L. Sitzia](#)

Teaching methods:

PBL, Lecture(s), Assignment(s), Paper(s), Presentation(s), Research, Skills, Work in subgroups, Working visit(s)

Assessment methods:

Presentation, Final paper, Presentation and paper

Keywords:

method, Theory, Arts, Culture, heritage, marketing and management

Faculty of Arts and Social Sciences

Arts and Audiences 1

Full course description

This course focuses on the relationship between arts and audiences. The course takes an interdisciplinary approach and builds on perspectives coming from academic fields such as (art) history, sociology, pedagogy, philosophy, museum and media studies as well as professional practices such as education, policy, marketing and curatorship. It aims to show students the diverse ways in which art institutions relate to and interact with audiences. The course is firmly grounded both in academic scholarly works and professional practices. Lectures will offer overviews on the

topics at hand and present diverse positions in the field. Workshops will offer focused work on academic literature related to the topics as well as hands-on professional training.

In period 3 you will be introduced to key developments concerning the ever-changing relationship between arts and its audiences. First you will study changing notions of 'visitors', 'audiences', 'users' and 'the public' looking at the historical and sociological context of the various definitions of the concepts and the implications of varying terminologies on academic and professional ways of studying audiences. We will then study and critically question related concepts of 'audience engagement' and 'public participation' by drawing on theories from education and media studies with a special focus on digital practices in museums. Following on the different forms of engagement, we will then consider the impact of space on audiences, including traditional white cubes, post-industrial and public spaces as well as digital spaces. Period 3 will conclude with questions related to recent developments and broader notions of audience engagement, such as social inclusion (and exclusion) and the role of the arts in processes of social innovation.

Course objectives

At the end of the course you are able to:

- demonstrate knowledge and understanding of the key theories, approaches, concepts and methodologies in Museum Studies, Audience research, curatorial Studies, and Cultural Education;
- demonstrate advanced knowledge of and insight into important issues in the fields of audience research, education, curatorship with an emphasis on participatory practices;
- differentiate between the relevant stakeholders, actors and factors in diverse practices related to audiences;
- use professional skills to work with audiences in the fields of arts and culture;
- collaborate with a societal partner within a research assignment;
- critically analyse cultural practices with a focus on the relationship between art and audiences, and the implementation of the results into practice.

Prerequisites

There are no pre-requisites for this module.

Recommended reading

To be announced

AHE4029

Period 3

6 Jan 2020

31 Jan 2020

[Print course description](#)

ECTS credits:

5.0

Instruction language:

English

Coordinator:

- [E.L. Sitzia](#)

Teaching methods:

PBL, Lecture(s), Work in subgroups, Working visit(s)

Assessment methods:

Final paper, Presentation

Keywords:

engaging audiences, participatory practices, Innovation, audience research, Cultural Education, Curatorship

Semester 2

Faculty of Arts and Social Sciences

Culture and Economy 2

Full course description

The second part of this elective will allow students to gain a deeper understanding of art markets, creative cities and cultural policy. Next to new and extended theoretical perspectives on these three domains, we will work with case studies, examples and field trips to illustrate current debates, practices, developments and controversies. In particular, we will examine urban, policy and art market challenges that relate to globalization and environmental sustainability. Real-life cases regarding culture and urban development, the re-use of (industrial) heritage or the expansion of specific talent-based creative industries (such as fashion) will be discussed in class. This also includes the work on a project related to art markets or creative cities. Students will choose between two projects that seek to tackle a contemporary challenge in art markets or creative urbanism. In the end of the course, students will hold group presentations on their projects, and critically reflect on their projects via an individually written commentary.

To gain a deeper knowledge of contemporary creative urbanism, we will discuss urban re-development tools such as urban branding, starchitecture, street art/public art, as well as eco-projects and experiments in contemporary urban environments. Through theory and collective debate, we will examine how these strategies shape social inclusion/equality, economic development and environmental sustainability in cities. Moreover, we will examine how urban artists, cultural entrepreneurs, activists and policymakers are understanding and trying to influence these processes.

With regard to art markets, students will develop their knowledge and understanding of the interrelated network of relationships between the players and institutions in the art market, with an emphasis on the changing role and positioning of players due to technological innovation and the Internet. They will spend time in the field to establish contacts with art market players, and they will discuss how the possibility to participate in an online market has resulted in the creation of a number of new trading platforms. There will also be a visit to The European Fine Art Fair (TEFAF).

Job profile: culture marketing, cultural economics, art market, creative cities, cultural management, cultural and creative industries, cultural policy, etc.

Course objectives

At the end of the course, you will be able to:

- identify and critically discuss key strategies and developments in contemporary art markets, creative urbanism and cultural policy; and differentiate between the relevant stakeholders, actors and factors in these domains;
- use relevant literature and theories in order to understand and discuss the relationship between culture and economy in the context of post-industrial restructuring, national and municipal policymaking, international finance and investment, as well as sustainable development;
- identify and critically discuss economic and environmental challenges that art markets and creative cities/creative industries currently face;
- translate your critical reflections on the current state and challenges of art markets, creative cities or cultural policy into informed strategies and advice for actors and stakeholders in these fields;
- professionally present your strategies and advice for actors and stakeholders in these fields;
- critically comment and reflect on current strategies and decisions in the fields of art markets, creative urbanism and cultural policy in the format of academic writing (using the theories and concepts you have acquired in this course)

Prerequisites

There are no pre-requisites for this module.

Recommended reading

To be announced

AHE4031

Period 4

3 Feb 2020

3 Apr 2020

[Print course description](#)

ECTS credits:

12.0

Instruction language:

English

Coordinator:

- [M.M. Meissner](#)

Teaching methods:

PBL, Lecture(s), Work in subgroups, Working visit(s)

Assessment methods:

Final paper, Presentation

Keywords:

culture and economy, Creative City, Art Market, Cultural Entrepreneurship

Faculty of Arts and Social Sciences

Arts and Audiences 2

Full course description

This course focuses on the relationship between arts and audiences. The course takes an interdisciplinary approach and builds on perspectives coming from academic fields such as (art) history, sociology, pedagogy, philosophy, museum and media studies as well as professional practices such as education, policy, marketing and curatorship. It aims to show students the diverse ways in which art institutions relate to and interact with audiences. The course is firmly grounded both in academic scholarly works and professional practices. Lectures will offer overviews on the topics at hand and present diverse positions in the field. Workshops will offer focused work on academic literature related to the topics as well as hands-on professional training.

In period 4 the programme will be tailored to the student's interests and hands-on projects with societal partners allowing students to further specialize will be offered. The course consists of 2 parts running simultaneously. The first part combines guest lectures from professionals and specialists, seminars on key topics and professional workshops. Topics that can be addressed are: impact of immersive and discursive experience on the learning experience, knowledge creation in art museums, measuring the intrinsic and extrinsic values of the arts, trends in cultural participation, ethical frameworks for digital engagement, the use of mobile apps in museums, digital archives and projects such as the Google Art Project asking for public participation", Darker sides of (problematic aspects of) participation/participatory culture, Ethical issues of audience research, combining offline and online research, etc.

The second part is a research assignment in collaboration with a societal partner. It can take the form of designing an exhibition, designing an art education activity, event or programme for a specific target group and institution, evaluating an education program, exhibition, presentation or app.

The focus of period 4 is on the critical analysis of cultural practices with a focus on the relationship between art and audiences, and the implementation of the results into practice.

Job profile: Students wanting to work in Arts Marketing, Arts Education, Audience Research, Curation, Programming, Cultural Policy, academic research in the field of arts and audiences.

Course objectives

At the end of the course you are able to:

- demonstrate knowledge and understanding of the key theories, approaches, concepts and methodologies in Museum Studies, Audience research, curatorial Studies, and Cultural Education;
- demonstrate advanced knowledge of and insight into important issues in the fields of audience research, education, curatorship with an emphasis on participatory practices;
- differentiate between the relevant stakeholders, actors and factors in diverse practices related to audiences;

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- use professional skills to work with audiences in the fields of arts and culture;
- collaborate with a societal partner within a research assignment;
- critically analyse cultural practices with a focus on the relationship between art and audiences, and the implementation of the results into practice.

Prerequisites

There are no pre-requisites for this module.

Recommended reading

To be announced

AHE4032

Period 4

3 Feb 2020

3 Apr 2020

[Print course description](#)

ECTS credits:

12.0

Instruction language:

English

Coordinator:

- C. Ernsten

Teaching methods:

PBL, Lecture(s), Work in subgroups, Working visit(s)

Assessment methods:

Final paper, Presentation

Keywords:

engaging audiences, participatory practices, Innovation, audience research, Cultural Education, Curatorship

Faculty of Arts and Social Sciences

Heritage and Society 2

Full course description

Period 4 will focus on the practical application of the theoretical insights developed during Heritage and Society I. During this course, the link with the professional heritage world will be established through guest lectures and project engagement. The lectures and seminars will revolve around the following questions: How can we understand the processes that turn historical events, cultural objects and practices into heritage? What gives meaning to the past? Who are the experts? Whose heritage is it? The main focus in this part of the course rests on discussing and understanding key transformations in heritage and society. This includes the transition from the local to the global (and back), the move from social to cultural memory, altering views on expertise and the shifting role of experts. Discussing those transformations will allow students to understand at the end of the course why heritage has become such an important aspect of contemporary society.

Job Profile: Heritage is a booming business, in research (demonstrated by the rise of memory and heritage studies) as in think tanks, the media and independent consultancies. Since questions of heritage preservation are often linked with questions of infrastructure, there is a growing need for graduates with expertise in this field.

Course objectives

At the end of the course you are able to:

- discuss the most influential policies on the local, national and international level that have shaped the way heritage is defined, identified, produced, valued, managed, conserved and perceived;
- possess advanced knowledge of and insight into important issues and practices in the fields of memory, culture and heritage;
- use key theories, approaches, concepts and methodologies in Heritage Studies, Public History and Archeology Studies, Memory Studies and Museum Studies to discuss and understand key transformations in heritage and society;
- differentiate between the relevant stakeholders, actors and factors in memory and heritage practices.

Prerequisites

None

Recommended reading

- Connerton, P. (1989). *How Societies Remember*. Cambridge: Cambridge University Press
- Kopytoff, I. (1986). The cultural biography of things: Commoditization as a process. In *The social life of things. Commodities in cultural perspective*, ed. A. Appadurai, 64-91. Cambridge: Cambridge University Press.
- Merriman, N. (2004). *Public archaeology*. London: Routledge.
- Smith, L. (2006) *The Uses of Heritage*, London and New York: Routledge.

AHE4033

Period 4

3 Feb 2020

3 Apr 2020

[Print course description](#)

ECTS credits:

12.0

Instruction language:

English

Coordinator:

- [A. Sierp](#)

Teaching methods:

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PBL, Lecture(s), Work in subgroups, Working visit(s)

Assessment methods:

Final paper, Presentation

Keywords:

Collective memory, Identity, heritage, cultural policies, commemoration, collecting and conservation

Faculty of Arts and Social Sciences

Internship

Full course description

Going on an academic internship (12 ECTS) means that your internship and thesis are connected. A large part of the work that you do in the internship will be used in your thesis. It requires that you will be well prepared before you start the internship and that you will be able to influence what you work on during the internship. Using the internship work in your thesis can take different forms. One of the options is a research internship. In that case you will carry out a research project as your internship task, the results of which you can use to (partly) answer the research question of your thesis. Another option is that the internship organization will function as a case study in your thesis research. This requires that the internship will give you the opportunity to make an in-depth study of the functioning of (part of) the internship organization. This requires access to documents, meetings and the possibility to interview key figures in the organization. It is also possible that you test out a theory in practice during your internship, for example by designing and carrying out certain programmes or projects and testing the results. You will be writing a report at the end of the internship.

AHE4992

Period 4

3 Feb 2020

3 Apr 2020

[Print course description](#)

ECTS credits:

12.0

Instruction language:

English

Coordinator:

- [P.E.M.R. Fleskens](#)

Faculty of Arts and Social Sciences

Thesis

Full course description

A Master Thesis should consist of a well-argued research paper that presents the findings of an independent methodical scholarly enquiry. It should demonstrate that you are able to:

- devise and conduct research of a limited size with the use of methods and techniques relevant to the discipline or domain of the research question;
- articulate a clear and feasible research question;

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- collect and use in a meaningful way the sources and literature that are required to answer the research question;
- analyse and make an argument in a critical way;
- write academically;
- use the results to articulate a well-rounded and convincing conclusion.

Students write a thesis of 15.000 to 18.000 words.

AHE4800

Period 5

6 Apr 2020

26 Jun 2020

[Print course description](#)

ECTS credits:

18.0

Instruction language:

English

Coordinator:

- C. Ernsten

Teaching methods:

Research

Assessment methods:

Final paper

Keywords:

Research