



INTERNATIONAL MASTER IN ECONOMICS OF CULTURE: POLICY, GOVERNMENT AND MANAGEMENT

The International Master's Program in the Economics of Culture: Policy, Government and Management is organized by CEIS- Centre for Economic and International Studies, University of Rome "Tor Vergata" in cooperation with BAICR - Consortium of Cultural Institution.

The Master's program offers a training course based on transmission of knowledge and experience targeted at a new social, economic and cultural context. It provides an overview of the "culture system", of management and design of products and cultural activities. Focusing on the cultural dynamics in our society, the program integrates the knowledge of managers and professionals, while maintaining a strong bond with the unique characteristics of cultural heritage and content production.

The proposed training focuses on the most important theoretical and practical problems of sector development, such as planning and managing events and cultural tourism.

The master's program is divided into the following themes:

1. **Tourism** (art cities, parks, small towns, cities, routes, etc.)
2. **Heritage** (archaeological sites, monuments, towns, etc.)
3. **Technology** (Internet, video art, virtual tours, etc.)
4. **Art** (exhibitions, museums, performing arts, handicraft etc.)

The disciplinary modules are:

1. **THE ECONOMICS OF CULTURAL GOODS**
2. **MANAGEMENT OF CULTURE**
3. **MARKETING AND COMMUNICATION**

PROGRAM

THE ECONOMICS OF CULTURAL GOODS

MODULE COORDINATOR: PASQUALE LUCIO SCANDIZZO, *Professor of Economic and Financial Policy, School of Economics, University of Rome "Tor Vergata"*

UL theoretical

1. How to define cultural market
 - a. Internal factor
 - b. External factor
2. How to analyze the cultural market
 - a. The mission analysis
3. How to analyze the cultural goods
 - a. The stakeholder analysis
4. How to plan a project
5. How to decide among a project
6. How to develop the project
7. Cost benefit analysis

UL focus

The evaluation: use and non use value
The economic value of cultural goods
Financial planning
The UNESCO role
The UNESCO declaration
Definitions of creative industries, artisanal products and visual arts
Some special characteristics of creative goods and services Creative Industries and Development
Two approaches to scenario drawing
Social capability and policy design
SWOT ANALYSIS
The Business Plan
Priority Areas to built a project in Culture
The main classes of options
Two alternative scenarios for cultural goods
What is meant by Economics of external effects?
An example of Cultural project

Case studies

Rehabilitation and Re-use of the Citadel of Damascus
Evaluation of cultural site

The relational cultural goods
What's intellectual property?
The case of an art museum
Building a partnership for cultural heritage
Involving stakeholder
The beneficiaries
The business plan
Real option as new approach to policy design
The project's cycle
Priority Areas to built a project in Culture
Scenario drawing
Social capability
What's an opportunity
Ethiopia cultural heritage project
Example of CBA steps
Six Case study from World Bank: identification of project objectives, strategies and benefit

MANAGEMENT OF CULTURE

MODULE COORDINATOR: ALESSANDRO HINNA,
Assistant Professor – School of Economics Tor Vergata University, Rome.

Advanced theoretical studies

1. Organisational structure
2. Organisational processes
3. Forms and structures of the network
4. Mechanisms of coordination among organisations
5. Planning and control
6. Human resources
7. IT
8. Methodologies of the stakeholder relationships

Focus on practice and application in the sector

9. Institutional structure
10. Strategies and instruments of cooperation
11. Financing agreements and forms of funding
12. Partnership forms between Public and Private
13. Methodology and systems for both economic and social accounting

Case studies

The following Case studies have been chosen on the basis of "best practice and a cross-section of the contents. This second criterion was used to maximise economic and learning processes.

1. Civic schools of Milan Foundation
2. National Museum of Damascus
3. San Giacomo Palace in Russia

4. Management cultural network of "Sangro Aventino"
5. North Milan Historical dwellings integration process
6. "Petruzzelli" Theatre
7. S. Cecilia Academy
8. The "Per leggere" foundation
9. "Polo Tiburtino" – Cultural network
10. Funding policies and instruments in Sardinia Region

MARKETING AND COMMUNICATION

MODULE COORDINATOR: FABIO SEVERINO,
Didactic Coordinator Master's Program in the Economics of Culture, Policy, Government and Management.

UL theoretical

1. Sociology of cultural tourism
2. Analytical marketing
3. Strategic marketing
4. Marketing mix
5. Communication planning and tools
6. Fundraising
7. Consumer behaviour
8. New marketing models: experiences, viral, buzz, guerrilla etc.

UL focus

1. City art tourism
2. Museum audience
3. Big cultural event
4. cultural market: supply and demand
5. Cultural Branding

Case studies

1. Rome " *Notte bianca* "
2. Naples " *Mostra d'oltremare* "
3. ArteCard of Company
4. Rome Auditorium
5. Theatre Massimo of Palermo
6. National Arts Strategies of Washington
7. La Corcoran Gallery of Washington
8. Idea Store of London
9. Maricopa Partnership for Arts and Culture in Phoenix
10. Cine Festival of Rome

COURSE STRUCTURE

The course is structured in modules and themes offered on line through a digital platform.

DISTANCE LEARNING PROGRAMME (FAD)

The course offers laboratory sessions, virtual classroom on-line exercises, chats and forums between trainees and academic staff.

FACE-TO FACE seminars

Students are expected to attend three days of face to face lectures at the Tor Vergata Campus (University of Rome "Tor Vergata" Via Columbia-2-00133 Roma) for each module, concentrated in two week at the end of the program. Lectures will be videotaped and included in the e-learning platform.

INTERNSHIP

At the end of the Master program an internship is foreseen, in order to provide students with a practical experience within institutions and private companies dealing in the cultural field. For each student a specific "Internship Project" will be developed.

PROJECT WORKS

Participants already working will have the possibility to develop a "Field Project". Subject of the project will be one of the topics studied during the course.

SOME PROJECTS OF MASTER

Distance learning program on Cultural Heritage and Sustainable Development (Target Countries: Albania, Egypt, Jordan, Yemen) :

The World Bank-Urban Unit has entrusted CEIS (Centre for Economic and International Studies), of the Faculty of Economics at Tor Vergata University, with the implementation of a distance learning program. The project consists of distance-learning modules using an interactive e-learning platform, through three on-line seminars, and three video conference sessions connecting participants from the target countries. There will also be an introductory video conference to introduce the program.

Rehabilitation and Reuse of the Citadel of Damascus/Renovation and Reorganization of the National Museum of Damascus and Rehabilitation of the Citadel of Damascus. Implementation of technical assistance for Museum Policies :

This proposal has been developed and is presented by Centre for Economic and International Studies (CEIS) of the Faculty of Economics, University of Rome "Tor Vergata" in collaboration with the Directorate General of Antiquities and Museum (DGAM)-Ministry of Culture, Damascus (Syria).

Information

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