



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Master's degree



Arts and Cultural Management (MA)

Leuphana University Lüneburg • Lüneburg



Overview

Degree	Master of Arts in Arts and Cultural Management
In cooperation with	Goethe-Institut
Teaching language	<ul style="list-style-type: none">English
Languages	Courses are held in English only (100%).
Full-time / part-time	<ul style="list-style-type: none">part-time (study alongside work)
Mode of study	More than 50% online
Programme duration	3 semesters, 4 semesters
Beginning	Winter semester
Additional information on beginning, duration and mode of study	Beginning in September
Application deadline	31 May
Tuition fees per semester in EUR	2,428 EUR
Additional information on tuition fees	<p>Tuition fees for:</p> <ul style="list-style-type: none">60 CP variant: 7,284 EUR in total90 CP variant: 9,284 EUR in total
Combined Master's degree / PhD programme	No

Description/content

The Master's programme in Arts and Cultural Management is offered by the Leuphana Professional School in cooperation with the Goethe-Institut. It is an English-language, distance-learning programme aimed at cultural professionals from all over the world. The programme focuses on comprehensive international cultural management with a key focus on the transdisciplinary combination of cultural and business studies.

The Master's programme is offered in two variants:

- 60 ECTS in three semesters
- 90 ECTS in four semesters

The distance-learning programme includes a total of two block seminars in Lüneburg but otherwise runs online. An e-tutor and the programme coordinator are available for support during the online blocks.

Contents of the Master's programme

- Social, political, and cultural transformation processes
- Management and finance
- Culture marketing, communication, and branding
- Organisational development
- Audience development
- International partnerships
- Market and business analysis
- Reception of culture and cultural theory
- Law in cultural organisations
- Sustainability and social responsibility
- Culture policy

A key focus of the cultural management Master's programme is on practical skills. That is why case studies and projects are an integral part.

Course Details

Course organisation

Students can opt for either a three-semester or a four-semester programme. All courses are taught in English.

Modules

Focus modules: Methods and Tools

- Methods for Analysing Markets & Building Strategies (5 CP)
- Qualitative & Quantitative Methods (5 CP)

Focus modules: Arts & Cultural Consumption and Audiences

- Theories of Arts Consumption/Reception/Experience (5 CP)
- Audience Development (5 CP – elective on 60 CP course)
- Communication & Branding Strategies (5 CP – elective on 60 CP course)

Focus modules: Arts & Cultural Production and Cultural Organisations

- Theories of Art Production and Organisations (5 CP)
- International Law & Cultural Politics (5 CP – elective on 60 CP course)
- Developing Cultural Organisations (5 CP – elective on 60 CP course)
- Accounting, Finance, Fundraising (5 CP – elective on 60 CP course)

Goethe-Institut modules

- Goethe-Institut module: Culture & Transformation (5 CP)
- Goethe-Institut module: Culture & Cooperation (5 CP – elective on 60 CP course)
- Goethe-Institut module: Participation, Diversity, & Empowerment (5 CP – elective on 60 CP course)
- Goethe-Institut module: Culture & Sustainability (5 CP – elective on 60 CP course)
- Goethe-Institut module: Culture & Digitality (5 CP)

Complementary studies

- The Individual & Interaction (introduction to the study) (5 CP)
- Society & Responsibility (5 CP)

The curriculum includes a total of three certificate courses that you can study for individually.

[» PDF Download](#)

A Diploma supplement will be issued	Yes
Certificates for specific modules are awarded	Yes
International elements	<ul style="list-style-type: none"> • International guest lecturers • Specialist literature in other languages • International comparisons and thematic reference to the international context • Content-related regional focus
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

Online learning

Pace of course	Mixed (e.g. fixed exam dates and duration, study content can be studied at any time)
Phase(s) of attendance in Germany (applies to the entire programme)	Yes, compulsory
Types of online learning elements	<ul style="list-style-type: none"> • Chats (with lecturers and other students) • Discussion forums and / or groups • Online sessions • Online study material provided by institution • Online tutorials • Video learning (Pre-recorded videos, Vlogs, Video-Podcasts)

Costs / Funding

Tuition fees per semester in EUR	2,428 EUR
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Additional information on tuition fees	Tuition fees for: <ul style="list-style-type: none"> • 60 CP variant: 7,284 EUR in total • 90 CP variant: 9,284 EUR in total
Semester contribution	Ca. 210 EUR per semester
Funding opportunities within the university	No

Requirements / Registration

Academic admission requirements	<ul style="list-style-type: none"> • An undergraduate degree (e.g., Bachelor's) • One year of relevant work experience in general • Advanced English skills
Language requirements	The following tests are accepted as proof of English proficiency (TOEFL, IELTS, CAE/CPE, TOEIC, etc.). Detailed information can be found here .
Application deadline	31 May
Submit application to	Online application: www.leuphana.de/macuma-application

Services

Support for international students and doctoral candidates	<ul style="list-style-type: none"> • Welcome event • Tutors • Specialist counselling
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Student

I'm most grateful to the MACUMA programme of the Professional School because it offered me the opportunity to further my educational qualifications without having to make undesirable compromises.

Our Partners

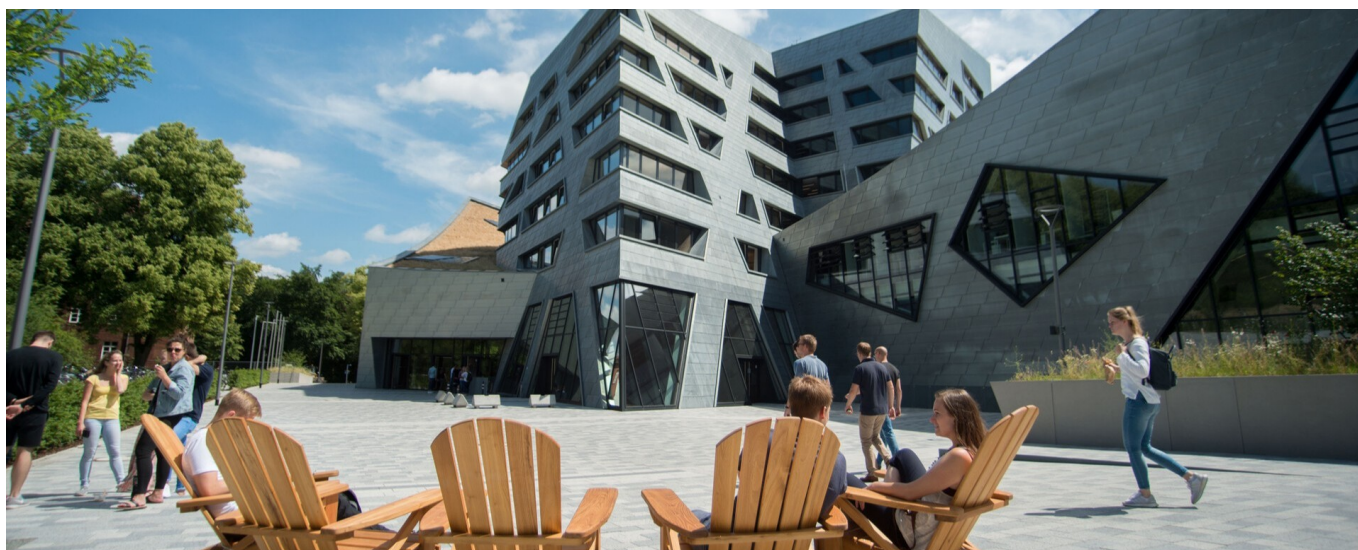


Arts and Cultural Management Master's

Video presentation of the Arts and Cultural Management Master's programme, offered in cooperation with the Goethe-Institut

» more:
<https://www.youtube.com/watch?v=UYwL6oCETH8>

Leuphana University Lüneburg



Leuphana central building

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Leuphana University of Lüneburg is one of Germany's landmark universities for higher education reform and innovation. With around 10,500 students and 160 full professors, the university has developed a highly recognised academic profile. Today, Leuphana University is regarded as a model institution for interdisciplinary and transdisciplinary research, academic organisation, innovation in teaching, and academic transfer.

Leuphana University's mission derives from the very idea of academic education as enabling an individual to live in a self-determined manner and also to take part in shaping society. A university for civil society in the 21st century, Leuphana follows the mission of being a humanistic, sustainable, and proactive university.



University location

Lüneburg is a 1,000-year old city of 76,000 inhabitants, located near Hamburg. Established as a salt mining community, it enjoyed great prosperity in its early years, supplying the whole Scandinavian and Baltic Sea regions with salt. Renowned for its opportunities and affluence, Lüneburg was the place to be for Germany's most wealthy inhabitants, which is still evident in the well-preserved inner city.

Today, Lüneburg is essentially a university town. The lavish 14th and 15th century churches, St John's, St Michael's, and St Nicolai's, the beautiful baroque main square, and the tranquil medieval monastery attract visitors from all around the world.

The pedestrian city centre invites visitors to linger. A great number of well-assorted specialist shops in historic buildings featuring steep gables provide extensive shopping opportunities, and many cafés and pubs open their doors to visitors every day. In particular, the bars situated at Stint and in Schröderstraße offer a varied nightlife. Lüneburg also is a very vivid cultural spot; numerous musicians, artists, and actors are active in the clubs, studios, and theatres in town.

Contact

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🌐 Course website: <https://www.leuphana.de/en/professional-school/masters-studies/arts-and-cultural-management.html>

📘 <https://de-de.facebook.com/Leuphana.Professional.School/>

🌐 <https://www.linkedin.com/company/leuphana-professional-school/>

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International Programmes in Germany - Database

www.daad.de/international-programmes
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Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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