



U Università degli Studi di Roma "Tor Vergata"

Facoltà
di
Economia



Università di Roma
Tor Vergata

**Master Economia della Cultura:
Politiche, Governo e Gestione**

*International Master Economics of Culture:
Policy, Government and Management*

The bottom section of the slide features a photograph of a campus sign for the Faculty of Economics at the University of Rome Tor Vergata. The sign is a tall, rectangular structure with a dark frame and a light-colored background. It displays the university's name at the top and the faculty name in a large, serif font. To the right of the sign, the university's logo is overlaid, consisting of a green shield with a white stylized 'U' and horizontal lines. Below the logo, the text 'Università di Roma Tor Vergata' is written. To the right of the logo, the title of the master's program is displayed in a bold, white, sans-serif font. Below the title, the English translation of the program name is written in a smaller, italicized, white, sans-serif font. The background of the photograph shows a grassy field, trees, and a few people walking in the distance.



Why This Master?

The Master's Program in the Economics of Culture: Policy, Government and Management is organized by the Department of Management and Law, University of Rome Tor Vergata.

The Master's blended 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.

Focus on the proposed training

- the basic concepts of the economics of culture

- the skills about the business economics in the field of the management of cultural heritage
- the transmission of knowledge and experience targeted at a new social, economic and cultural context
- the most important theoretical and practical problems of sector development, such as planning and managing events and cultural tourism
- models of project financing in the field of the management of cultural heritage and performing arts
- the role played by marketing in the cultural sector and the topics linked to communication
- The basic concepts about the approach to the cultural planning
- Cultural Planning Models
- Creative Industries

Training activities

Didactic Modules

- ✓ Economics
- ✓ Management
- ✓ Marketing and Communication
- ✓ Culture, tourism and local development
- ✓ Cultural planning

Distance learning programme

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

Face-to Face seminars

Students are expected to attend face to face lectures at the Tor Vergata Campus for each module, concentrated in only one period during the summer.

During the face to face lessons, participants will be carry out a written exam for each didactic module.

The final project

At the end of the course, participants who have regularly attended and passed the exams for each module and the final exam (final project discussion) will be awarded the Level I Masters degree in "Economia della Cultura: Politiche, Governo e Gestione - (International Master Economics of Culture: Policy, Government and Management).

Face to face lessons in the summer period

The Master's seminars includes also the lessons of the Summer School Program about the specific topics.

All courses includes seminars and lectures from experts and speakers invited for ad hoc speeches.

The program is designed to provide the audience with both a global view of the "cultural system" and specific disciplinary insights from management to product design and organization of cultural activities. The event offers an alternative view to the standard approaches to economics and management of culture. It explores the issues on which is based the development of cities, nations and societies, taking into account many different viewpoints in economic analysis and management.



1. Economics

Cultural Economics market;
Total Economic Value for cultural goods;
Culture a relational good;
Culture as a local public good;
Culture as social capital;
How to analyze the market: "the stakeholders" and the business plan;
How to decide / Select the best projects: SWOT Analysis;
Real Option analysis;
Cost benefit analysis.

2. Management

Forms and structures of cultural networks;
Strategies and instruments of cooperation;
Mechanisms of coordination among organizations;
Organisational and management models;
Operative management systems;
People management.

3. Marketing and Communication

Marketing strategies;
Consumer behavior;
Events marketing;
ICT Marketing for Tourism;
Viral marketing.

4. Culture, tourism and local development

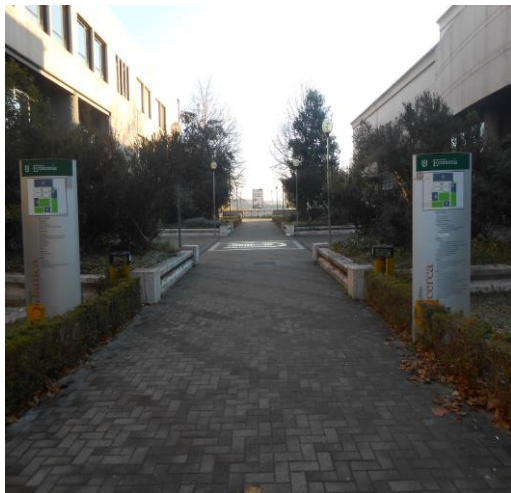
Relationship between cultural activities and heritage and local development based on tourism's value;
Analysis of cultural tourism, planning methods, role of private sector representatives;
The responsibility of public sector;
Case-studies at national and international level.

5. Cultural planning

Basic concepts about the approach to planning and development; Process for identifying and leveraging a community's cultural resources, Cultural Planning models.

The Didactic Modules: Topics





Target

- Young graduates and young professionals, interested in becoming experts in the management of cultural goods, service and events;
- Officers and operators of the cultural heritage sector willing to upgrade their professional profile and acquire managerial skills;
- Companies interested in the training of experts in investment projects related to the cultural field;
- Bank foundations willing to support sectors of social utility, as well as boosting direct participation to the management of cultural heritage.

Professional opportunities

The skills transmitted through the Master prepare candidates to operate professionally, as well as with rock-solid analytic and expert decision making in:

- Cultural institutions, national and international bodies, profit and no profit organization;
- Private facilities requiring staff to manage projects in the cultural field;
- Foundations and banks pursuing cultural aims;
- Public administration;
- All the organizations willing to invest in the field of cultural heritage and activities.

How to apply

Download BANDO on the University website

And send your CV to

beniculturali@economia.uniroma2.it

Please, visit the Master's website for the following information:

- Admission procedure
- Required documents
- Tuition Fee

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