



Course name	Marketing of art and culture
Entity running the course	Faculty of Ceramics and Glass
Entity for which the course has been prepared	Department of Glass
Course type	Core course, compulsory course - seminars
Year of study/semester; Type of studies	Year 3 /semester 5/; full time bachelor's degree studies
ECTS credits	1
Academic tutor	Ph.D. Mariusz Łabiński
Aim of the course	The aim of the course is the student's active participation in the seminars organized in selected cultural institutions, organizations and culture supporting offices.
Prerequisites	The 2 year of the study completed.
Learning outcomes:	
– knowledge	The student acquires a basic knowledge on the cultural institutions and organizations supporting and financing culture.
– skills	The student knows how to make use of the potential of cultural institutions, in order to realize their own artistic projects, acquire scholarships, grants, organize exhibitions, etc.
– personal and social competence	The student acquires the efficiency in communicating with the representatives of cultural institutions, they are able to define their goals and respond to the needs and objectives of the cultural institutions.
Course content	Depending on the cultural institution, where a seminar is organized. - Objectives of cultural institutions - Tasks of cultural institutions - Potential of cultural institutions - Commercial and non-profit activity in the area of culture - Culture financing programmes.
Course form and number of course hours	Cycle of seminars.
Assessment methods and criteria	50% participation in seminars. 50% active participation in a discussion.
Assessment type	Graded pass.
Literature	List of cultural institutions on the website of the Ministry of Culture /MKiDN/. http://mkidn.gov.pl/pages/strona-glowna/kultura-i-dziedzictwo/institucje-kultury-w-polsce.php
Teaching aids	
Language of instruction	Polish