TITLE OF THE COURSE:	Management of Creative Projects
Course code:	MKI4002
Course group:	C
Faculty:	Faculty of Arts
Study program:	Creative Industries
Level:	*Bachelor's*
Semester:	*Autumn*
ECTS credits:	6
Language of instruction	English
Course lecturer/s:	Ina Pukelyte, Edmund Carroll
Short course description:	The aim of this course is to introduce students to the fundamental theories of project management, communication of culture and art management by combining theoretical studies with practical application. In the course of studies students will be required to create and present their original creative projects as a part of effective learning. After completion of the course students will be able to initiate various types of creative projects as well as to implement them in a variety of economical environments.
Course content:	Introduction to the context of creation of art projects. Exploring sites.

Creation of an art project. Brainstorming and designing.

Defining of project idea, aims, tasks.

Team working and co-creation. Defining of incomes and outcomes.

Audience identification and development. Community engagement.

Establishing of project management calendar. Aims of |

	the development of the project.
	Budgeting process.
	Identification of partnerships.
	Marketing and communication strategies.
	Application for Cultural Foundation.
	Presentation of the creative project.
	Evaluation and discussion.
Grading and evaluating student work in class and/or at the final exam:	Mid-term test 25%
	Final test 25%
	Exam -50% (consists of the evaluation of the project making process and its results)
Required reading and additional study material	Scott David Meerman. (2017) The new rules of marketing and PR : how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly Hagoort G Chong Derrick (2004). Arts Management Byrnes, William J. (2003). Management and the arts. Cambridge University Press Heilbrun J., Gray Ch. M. (2001) The Economics of Art and Culture. Cornelsen
Additional information (if applicable)	