

## Culture and Mass Media Economy 2022

Schedule spring 2022			
Date	Place	Topic	Tutor
22 <sup>nd</sup> February	First-class session (class S313)	Introduction to the course-data	Vojtěch Müllner
8 <sup>th</sup> March	Second-class session (class S313)	Economy of Culture	Vojtěch Müllner
22 <sup>nd</sup> March	Third-class session (class S313)	Public Support of Culture	Vojtěch Müllner
5 <sup>th</sup> April	Fourth-class session (class S313)	Mass Media economy	Vojtěch Müllner
19 <sup>th</sup> April	Fifth-class session (class S313)	Investment in culture	Vojtěch Müllner
26 <sup>th</sup> April	Sixth-class session (class S313)	Marketing for Cultural organizations	Vojtěch Müllner
3 <sup>rd</sup> May	Excursion in the center of Brno	Sightseeing tour in the center of Brno	Vojtěch Müllner
4 <sup>th</sup> May	Janacek Theatre	Visit of performance " <i>La bohème</i> " (written by Giacomo Puccini)	Vojtěch Müllner
17 <sup>th</sup> May	Exam (class S313)	Final exam	Vojtěch Müllner

### Classification of course:

To finish the course Culture and Mass Media Economy students must complete the following requirements:

- Take part in at least **three** of our **five** class session
- Visit the permanent exhibition in Moravian gallery <http://www.moravska-galerie.cz/?lang=en>
  - Each student should by himself visit a permanent exhibition in the Moravian gallery during the spring semester (there are several permanent exhibitions you can choose one of these exhibitions). The permanent exhibitions are without an entrance fee. To evidence your exhibition attendance I ask you to bring me till **3<sup>rd</sup> May** the ticket.
- The student should visit the performance in Janacek Theatre (*La bohème*) on the **4<sup>th</sup> May**. Each student buys a ticket by himself (reservations are available on websites <https://www.ndbrno.cz/en/program/la-boheme-2/>). Don't forget to buy a ticket in time because the OFFER IS LIMITED!!
  - We will meet on **5<sup>th</sup> May** at 18:40 in front of Janacek Theatre. Please respect a decent dress code.

- Students must take a part in our sightseeing tour in the center of Brno which takes part on the **3<sup>rd</sup> May**.
- If a student completes **all four** mandatory parts then is supposed to set the final test.
  - The final test will be written on **17<sup>th</sup> May** in classroom S313. The test consists of 20 multiple choice questions (only one question is right). The total time to write the test is 30 minutes. Evaluation of test is following:

100%	A
90%	B
80%	C
70%	D
60%	E
<60%	F

Contact:

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In case of any questions feel free to contact me!