SYLLABUS

1. Course title:

Production of cultural resources and market Course: Adapting culture market

2. Code:

POCRAM

3. Cycle of study:

2

4. ECTS credits:

12

5. Type of course:

(●) Mandatory ( ) Elective

6. Prerequisites:

Laid prerequisites given subject POCRAM

7. Class restrictions:

Students II the cycle study program production.

8. Duration / semester:

1 2

9. Weekly contact hours:

9.1. Lectures:	2
9.2. Seminars:	2
9.3. Laboratory/Practice classes:	

10. Faculty:

The Academy of Dramatic Arts

11. Department/study program:

Production

12. Lecturer:

13. Lecturer's e-mail:

14. Web site:

15. Course aims:

- Adjusting the culture market.
- Models of financing culture.
- Transition of society and culture funding.

16. Learning outcomes:

Learn basic models of financing, administration, lending in the transition period in social economics of-mskim legal and political situation in BiH and in the region. Systems support, donations, marketing and kultuno policy as a mechanism for the realization of cultural and especially art projects in the field of theater, film, radio, TV, art, music and publishing art.

17. Course content:

Module 1: Models of financing culture

1.Finansiranje culture
2.Tranzicija Finance in culture through time
3.Profitne and non-profit activities
4.Industrija culture
5.Kreativne industry
6.Finansiranje culture in the world (UK, Switzerland, USA, France)
7.Mecene in culture

Semester examination work
Seminars + Colloquium

Module 2: Transition of society and culture funding

8.Sponzorstva with culture
9.Donacije in culture
10.Strateije sponsorship
11.Strateški approach to forming business policy in culture
12.Difuzija culture and project management
13.Scenski forms as forms of cultural diffusion
14.Tranzicija personnel in cultural institutions
15.Pristup market and Cultural Resources

Final exam:
Seminars + Oral exam

18. Learning methods:

- lectures
- exercises
- seminars
- consultations

19. Assessment methods:

The evaluation is done by assigning points for each type of activity and assessment during the semester and the final exam, which determines the final score. The final grade is formed on the basis of the sum of points on the acts-uptake during classes, pre-exam checks and final or additional examination.
-semestralni overview of the work I
-semestralni final exam
-semestralni additional examinations I and II

20. Assessment components:

Profit and non-profit activities. Industry culture. Creative industries. Financing culture in the world (of Great-Britain, Switzerland, USA, France). Patrons in culture. Strategic Approach to the Development of the business policy in culture. Difu-sion culture and project management. Scene forms as forms of cultural diffusion. The transition of personnel in cultural institutions. Market access and cultural resources.

21. Required reading list:

- Teryy Eagleton: Ideja kulture, Zagreb, 2002.
- Vjeran Katunarić: Lica kulture, Zagreb, 2007.
- Darko Lukić: Produkcija i markering scenskih djelatnosti, Zagreb, 2006.
- Manuel Castells: Moć identiteta, Zagreb, 2002.

22. Web sources:

23. Applicable starting from the academic year:

2013/ 14.

24. Adopted in the Faculty/Academy session:

07. 06. 2013.