

Culture and Mass Media Economy

Harmonogram Spring 2016			
Date	Place	Topic	teacher
23 th February	First class session (class S308)	Introduction to course	Vojtěch Müllner
8 th March	Second class session (class S308)	Public support of culture	Jana Rozmarinová
22 nd March	Third class session (class S308)	Marketing for cultural organization	Vojtěch Müllner
5 th April	Fourth class session (class S308)	Mass Media economy	Jana Rozmarinová
6 th April	Janacek Theater	Visit of the play " <i>La traviata</i> " (written by Giuseppe Verdi)	Jana Rozmarinová, Vojtěch Müllner
19 th April	Fifth class session (class S308)	Presentation of semester projects	Jana Rozmarinová
3 th May	Excursion in the center of Brno	Sightseeing tour in the center of Brno	Vojtěch Müllner, Jana Rozmarinová
17 th May	Sixth class session (class S308)	Final exam	Vojtěch Müllner

Classification of the course:

To finish the course Culture and Mass Media Economy the students are required to complete the following requirements.

- Each student must visit by himself permanent exhibition in Moravian gallery during spring semester). The permanent exhibitions are for free. Each student must bring ticket to satisfy this condition till 3th May. (<http://www.moravska-galerie.cz/moravska-galerie/navsteva-mg/vstupne.aspx?lang=en>)
- Student must visit a play in Janacek Theatre "*La traviata*" (<http://www.ndbrno.cz/opera/la-traviata-en>). Each student buys ticket by himself (reservation are available on web sites <http://online.ndbrno.cz/ndbrno/main/list/titledetail/90046-la-traviata>). Don't forget to buy ticket in time because the OFFER IS LIMITED!! We will meet on 6th May at 18:30 in front of the Janacek theatre. Please respect the dress code. It means formal clothes.
- Student must take a part in our sightseeing tour in the center of Brno on 3th May.

- Student must hand out seminar work in paper form till 3th May. The topic and outline of the seminar work will be available in the information system (www.is.muni.cz)
- If student complete all four mandatory parts then he/she is supposed to pass a written exam. The final test will be written on 17th May in classroom S308. The test consists of 20 multiple choice questions (only one question is right). Total time for writing the test is 30 minutes. Evaluation of the test is as follows:

100%-95%	A
94% - 85%	B
84% - 75%	C
74% - 65%	D
64% - 60%	E
<60%	F

Contact to teachers:

Ing. Vojtěch Müllner email: 347683@mail.muni.cz

Ing. Jana Rozmarinová email: 450924@mail.muni.cz