

## Culture and Mass Media Economy

Schedule spring 2020			
Date	Place	Topic	Tutor
18 <sup>th</sup> February	First class session (class S313)	Introduction to the course-data	Vojtěch Müllner
25 <sup>th</sup> February	Second class session (class S313)	Economy of Culture	Vojtěch Müllner
3 <sup>rd</sup> March	Third class session (class S313)	Public Support of Culture	Vojtěch Müllner
10 <sup>th</sup> March	Fourth class session (class S313)	Mass Media economy	Vojtěch Müllner
31 <sup>st</sup> March	Fifth class session (class S313)	Marketing for Cultural organizations	Vojtěch Müllner
21 <sup>st</sup> April	Janacek Theatre	Visit of performance " <i>Carmen</i> " (written by Georges Bizet)	Vojtěch Müllner
5 <sup>th</sup> May	Excursion in the center of Brno	Sightseeing tour in the center of Brno	Vojtěch Müllner
12 <sup>th</sup> May	Sixth class session (class S313)	Final exam	Vojtěch Müllner

### Classification of course:

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

- Take part in at least **two** of our **four** class session
- Visit permanent exhibition in Moravian gallery <http://www.moravska-galerie.cz/?lang=en>
  - Each student should by himself visit permanent exhibition in Moravian gallery during spring semester (there is several permanent exhibition you can choose one of these exhibitions). The permanent exhibitions are without entrance fee. To evidence your attendance on exhibition I ask you to bring me till **5<sup>th</sup> May** the ticket.
- Student should visit performance in Janacek Theatre (*Carmen*) on the **21<sup>st</sup> April**. Each student buy ticket by himself (reservation are available on web sites [http://www.ndbrno.cz/programme?method=newProgram&params\[from\]=&params\[month\]=4&params\[year\]=2020](http://www.ndbrno.cz/programme?method=newProgram&params[from]=&params[month]=4&params[year]=2020)). Don't forget buy ticket in time because the OFFER IS LIMITED!!
  - We will meet on **21<sup>st</sup> April** at 18:40 in front of Janacek Theatre (<http://www.ndbrno.cz/o-divadle/budovy/janackovo-divadlo>). Please respect decent dress code.
- Student must take a part in our sightseeing tour in the center of Brno which takes part on the **5<sup>th</sup> May**.

- If student complete **all four** mandatory parts then is supposed to set the final test.
  - Final test will be written on **12<sup>th</sup> May** in classroom S313. Test consist of 20 multiple choice questions (only one question is right). 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 question feel free to contact me!