

Art Management

This study programme is designed for innovative, strategic minds eager to deepen their understanding of arts organisation management, explore contemporary cultural processes, and develop new arts initiatives. You will learn from experienced professionals, including theatre managers, gallery and museum directors, arts marketing specialists, and creative industry practitioners. Students will acquire the skills needed for careers in art organisations and creative entrepreneurship. Additionally, it provides the essential competencies to establish their own business in the cultural and creative industries.

Career perspectives

Graduates can work within private and public organisations involved in creating, producing, disseminating, and protecting art, where a solid understanding of the art sector and management skills are essential. Graduates can also establish their own businesses as art project managers, event organisers, art marketing specialists and consultants, agents for artists, and intermediaries between art and business organisations.



Qualification degree
Master of Business Management



Duration
1,5 years



Field of study group
Business and Public Administration

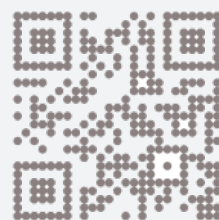


Field of study
Management

- ✓ This is Lithuania's only master's programme based on the idea of art as a social and economic phenomenon, integrating art management and marketing principles into one cohesive course.
- ✓ Studies enhance understanding of how art worlds and business interact and improve skills in mediating between art and business organisations.
- ✓ Renowned art management and marketing specialists share their expertise with students.



About programme:



**Kaunas
Faculty**

Curriculum of the programme

Subject	Credits
Semester 1 Autumn	
Compulsory Courses	20.0
Contemporary Art and Society	5.0
Research Methods in Arts Management	5.0
Strategic Management in Art Organisations	10.0
Management of Art Projects	5.0
Optional Courses	5.0
Art Policy	5.0
Arts Economics and Finance	5.0
Semester 2 Spring	
Compulsory Courses	25.0
Arts Marketing and Audience Development	10.0
Creative Industries	5.0
Data Analytics for Arts Organisations	5.0
Optional Courses	5.0
Performing Arts Management	5.0
Visual Arts Management	5.0
Semester 3 Autumn	
Compulsory Courses	30.0
Master's Research Work (Study field: Management)	25.0
Art Communication	5.0