

## PROFESSIONAL UNDERGRADUATE STUDY OF MANAGEMENT AND PRODUCTION IN CULTURE

### COURSE OBJECTIVES AND LEARNING OUTCOMES

#### History of Croatian Culture

##### Course objectives

The aim of the course is to acquaint students with relevant phenomena from the history of letters and Croatian culture (printing, bookmaking, librarianship, archives, museums, publishing) and introduce them to the world of academic writing through adapted and modernized rhetoric of science.

##### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. state terms related to culture and cultural heritage
2. distinguish the role of cultural institutions for the preservation of cultural heritage
3. discuss the history of books, libraries, reading and publishing
4. to reconsider Croatian written culture
5. distinguish between invention, disposition and argumentation
6. examine elocution
7. determine quotation and citation.

#### Design: History and Modernity

##### Course objectives

The aim of the course is to educate students to become sensitive to the aesthetics of the environment in which they move around and in which they use useful objects, including developing awareness of a better environment and problems that can be solved by taking responsibility for the world in which we live. Through design, to interest students in design and art so that it brings them an additional quality of life and so that they can better understand the movements of various contents (aesthetic, market, ecological, etc.) within the social arrangement and, if possible, contribute to the improvements that are needed.

##### Learning outcomes

Upon successful completion of the course, the students will be able to

1. define theoretical and practical terms of design
2. discuss the effectiveness of design solutions
3. check the specifics of the environment in which design solutions are created
4. differentiate and interpret key movements and styles in the field of design
5. evaluate design projects on the market.

#### The Fundamentals of Management and Entrepreneurship in Culture

##### Course objectives

The goal of the course is to enable students to understand managerial concepts and the complex roles and tasks of management and entrepreneurship in culture in a modern environment. The specific objectives of the course are: to acquaint students with the growing importance and possibilities, but also the problems and limitations of entrepreneurship in the

culture of a certain national economy, to acquire knowledge about the economic and social preconditions for the success of business and the development of cultural projects in the Republic of Croatia, about the initiation of cultural enterprises, about the specifics of management costs, human resources and risks of business in culture. As part of the course, attention will be paid to mastering the skills necessary to assess the economic and social justification of investment in a cultural project and to acquire knowledge about the possibilities of more successful cultural development in the Republic of Croatia. As part of the course, attention will be paid to the mastery and development of one's own entrepreneurial and managerial potential and competencies for analyzing and performing managerial tasks at different organizational levels and in different organizations and cultural institutions.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. distinguish between theoretical and practical concepts of management and entrepreneurship in culture
2. distinguish different organizations and approaches to management in culture
3. distinguish types of projects and production phases of entrepreneurial projects in culture
4. examine project proposals in cultural management
5. calculate the costs of entrepreneurial projects in culture
6. to support various events by applying management in culture
7. evaluate realized entrepreneurial projects in culture.

## Media Culture

### Course objectives

The goal of the course is to provide students with a narrow profile in the field of media culture with an emphasis on the media. Professional training of students for future cooperation and work with cultural institutions will be provided through thematic units that will be covered during classes on a theoretical and practical level. The aim of this course, through teaching, is to connect practice, science and art with an emphasis on the media and enable training for communication with the media. Familiarity with the basic terms of media culture, with the development and types of media and media reception. Acquiring basic knowledge about the origin and nature of the media, gaining insight into the evaluation of media products, building one's own attitude and critical thinking. Familiarity with basic educational and ethical paradigms and problems, especially with regard to the practice of EU countries and models of educational approach to the phenomenon of media culture and media education.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. define the basic concepts of media culture
2. distinguish media influence
3. discuss the cultural industry
4. distinguish between communication methods
5. choose the communication option of cultural institutions
6. to argue media culture in society.

## The Fundamentals of Marketing

### Course objectives

The goal of the course is to gradually familiarize students with the basic principles of marketing, to point out the possibilities and limitations they will face in marketing activities, and to train them for theoretical knowledge and practical application of marketing.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. interpret basic marketing terms and concepts
2. discuss the role of marketing in society and in organizations
3. evaluate marketing knowledge and techniques
4. formulate concrete marketing problems
5. create a product life cycle
6. classify different forms of marketing
7. propose the application of the philosophy of marketing thinking in your environment.

## Methodology of Writing Seminars and Final Papers

### Course objectives

The aim of the course is to acquaint students with the basics of the methodology of creating scientific and professional work, to train them in the use of different research methods for the purpose of selecting and implementing some of them when creating the final work. In addition, students will become familiar with different citation styles and their application, which is necessary for the production of quality scientific and professional work.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. distinguish scientific research from professional research,
2. check different sources in data collection (archives, libraries, databases, online sources),
3. distinguish two basic citation styles (European/Oxford and American/Harvard),
4. create a research plan,
5. compile different data collection methods in research (qualitative and quantitative),
6. formulate the obtained results.

## Economics of Culture

### Course objectives

The course helps students understand the market conditions in which cultural entities operate, the assumptions that must be met in order to realize the business activity for which they were founded, the costs and types of costs that occur, and the business results they achieve. The course provides answers to questions about culture and art, music, film and literature using knowledge and methods from economics. Students are trained to determine and manage costs in order to achieve better successful results, by calculating the cost price and business performance indicators, all for the purpose of identifying the strengths and weaknesses of an entity whose main activity is culture and art. Also, the course aims to:

- define and familiarize students with basic concepts from culture and economics;
- to determine the importance of analyzing the legality and uniqueness of the culture market in relation to other markets;
- study of economic and development aspects of culture;
- connecting the basic principles of economic theory and analysis with economic processes initiated by culture;
- acquiring conceptual knowledge for observing the various influences of culture on the economic system and measuring and analyzing the economic effects of culture;
- diagnosing various problems encountered in the culture market and finding adequate solutions for identified problems.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. analyze the basic concepts of culture and economy
2. determine the various problems faced by cultural subjects in the market in achieving business results.
3. classify the types of costs and determine the dynamics of costs, and calculate the cost price
4. judge the usability of cost separation methods, business accounting, and special economics of the company (economy of resources, economics of functions, and economics of investments).

5. distinguish measures of success and determine adequate solutions for business problems
6. critically assess the applicability of basic economic principles and practical methods for the preparation of business decisions in the company.
7. determine adequate solutions for business problems.

## The Fundamentals of Production

### Course objectives

To train students to acquire specific knowledge about production in the management of projects, processes and organizations in culture. Basic knowledge of all segments of individual project production as well as management in different organizational models of cultural organizations. In order to acquire the basic knowledge and skills of production, students will learn about all stages of production, as well as the individual obligations and responsibilities of all participants in the production.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. define the basic concepts of production
2. compare with different models of organizations (cultural institutions, commercial companies, artistic organizations, associations, etc.)
3. calculate production costs
4. analyze the financial plan
5. compare and contrast funding sources
6. choose the option of donation and (or) sponsorship
7. distinguish models of communication and marketing strategies in the promotion of cultural products.

## Popular Culture

### Course objectives

The goal of the course is to introduce students to the vast and dynamic field of popular culture through insight into the processes of creation and generation of popular forms and expressions in a broader historical framework, in order to better understand the complex field of popular culture as an important component of culture in contemporary society.

Provide insight into the key theoretical frameworks, starting points and approaches of various disciplines as well as the reach of interdisciplinary research that played a key role in understanding popular culture, determining the conceptual landscape and structure of the popular field as well as the relationship to other cultural categories (high, folk - traditional, mass, media culture).

Through familiarization with different areas of expression, interpretive methods and based on the analysis of texts and cultural practices, enable a better understanding of the means of production of media-generated meanings and the importance of popular culture as a space in which identities and social everyday life are shaped.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. analyze the phenomenon of popular culture
2. distinguish between theoretical concepts in the study of popular culture
3. discuss the origin and generation of popular forms
4. distinguish the circumstances and ways in which form media, genre and context produce meanings
5. determine the theoretical framework of popular culture
6. evaluate individual phenomena, forms and contents of popular culture
7. judge the strategies of creative participation in the contents of popular culture.

## The Fundamentals of Language Literacy

### Course objectives

The aim of the course is to acquaint students with the basics of the orthographic and grammatical norms of the Croatian standard language, to make them aware of its public use while mastering the main features of the basic language levels: phonological, morphological, syntactic and partially lexicological.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. describe the features of the language standard.
2. differentiate the normative levels of the Croatian language.
3. check the grammatical structure of the sentence.
4. distinguish between linguistic forms
5. argue language levels
6. determine grammar rules.
7. construct the differences between the functional styles of the Croatian standard language.

## The Fundamentals of Video Game Development (Practicum P1a, subspec. G)

### Course objectives

The aim of the course is to familiarize students with the concept of video games as a new medium and their importance in the entertainment industry. Explore different interest groups and stakeholders within the gaming industry, and analyze the psychological factors that influence the behavior and experiences of players as the main stakeholders. Through lectures, discussions, case studies and practical exercises, students will gain a thorough understanding of the key elements and processes involved in game development through all the separate elements of game production itself. An additional goal is to gain a more detailed understanding of the stages of product production, including: coding, creating artwork, sound design, and video game design. . All with the aim of bringing the video game industry closer to students to prepare them to enter one of the fastest growing creative industries.

### Learning outcomes

1. Understand the concept of new media and its role in the development and distribution of games.
2. Identify and analyze the various interest groups and stakeholders within the gaming industry.
3. To analyze the psychological factors that influence the behavior and experiences of players in video games.
4. To explore the basic market factors that influence the development and success of a video game.
5. Understand the organizational structure and processes involved in game development studies.
6. Explain the elements and stages of the pre-production, production and post-production process.
7. Explore the processes needed to further develop a video game marketing plan.

## MICE industry (Practicum 1b, subspec. EM)

### Course objectives

MICE, part of the tourism industry, (Meetings, Incentives, Conventions and Events/Exhibitions) is a legitimate industry, which accounts for as much as a quarter of total global travel, i.e. arrivals and foreign exchange inflows. Students will be introduced to the concept, meaning, importance and way of functioning of the MICE industry, from the theoretical framework to concrete examples.

Abilities: students will be able to provide an overview of the MICE industry, the importance of the MICE industry for tourism locally and globally, with a theoretical framework and a series of practical examples and exercises

- Solution of concrete problems in practice
- Ability to analyze good and bad examples from practice in this topic

## Learning outcomes

1. make a plan for the performance of a specific MICE event.
2. recognize the importance of the MICE industry for the hotel industry and tourism.
3. analyze the effects of the MICE industry on the destination, know how to analyze "good" and "bad" events,
4. make a detailed analysis of the necessity of a certain event for a certain market.
5. promote the event according to all postulates of event promotion.

## Business Communication in Culture - English Language

### Course objectives

The goal of the course is to develop three basic components:

1. general English with an emphasis on cultural diversity determined by the language, expression of politeness and style, emphatic speech, connection of verb tenses and meanings;
2. business communication skills, oral and written, with an emphasis on presentation skills, conducting business conversations and conversations in a wider social context, meeting and negotiation skills, or skills in various forms of formal business correspondence;
3. professional language, business terminology with an emphasis on management and production in culture;

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. use and serve professional literature in a foreign language.
2. train for distinguishing important elements in a complex professional text.
3. develop the ability of concise and clear expression within professional topics and communication skills.
4. demonstrate with a contrastive approach the ability to observe linguistic and cultural differences that are manifested in different media.

## Introduction to Cultural Studies

### Course objectives

The aim of the course is to highlight the most important issues of cultural studies and the practice of cultural studies. With regard to the professional orientation of the studies, priority is given to the analysis of cultural practices (literature, theater, film, music, fine arts, dance arts, media, economy, sports, culture of free time...), to the observation of their characteristics, assigned meanings and effects in contemporary society, especially in the areas of marketing and production in culture.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. describe the characteristics of cultural studies
2. compare the characteristics of cultural practices and their effects in culture
3. to review the features of modern and postmodern society, popular and mass culture
4. to determine the main characteristics of theoretical trends in the second half of the 20th century, their representatives and starting points
5. discuss cultural practice and critically evaluate it with regard to its meanings and effects in contemporary society
6. state your opinion and argue your theoretically based positions in accordance with the starting points of cultural studies, nation theory, gender and postcolonial theory.

## Cultural Policy

### Course objectives

Through the course program, students should familiarize themselves with the basic concepts that are crucial for understanding the field of cultural policies, including the definition of cultural policies as part of public policies. Basic models and types of cultural policies will be covered, including the most important instruments of cultural policies. The basic elements of cultural policies (organization, legislation, financing, sectoral approach) will be analyzed, and certain concepts important for understanding the contemporary development of cultural policies, such as decentralization, participation in culture, cultural diversity, will be explained. The specific goal of the course is to understand and acquire basic knowledge about the instruments, organization and structure of Croatian cultural policy. As part of the course, students will learn about comparative research on cultural policies in order to be able to compare Croatian practices with selected examples from other countries. Students will learn about the role of international organizations in the formulation of cultural policies with special emphasis on the European Union, UNESCO and the Council of Europe.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. describe the basic concepts and facts of cultural policy
2. to discuss cultural policy models
3. distinguish between instruments and models of cultural policies
4. evaluate international influences on changes in cultural policies
5. to compare different information with the aim of enacting culture policy
6. argue cultural policies.

## Interactive Video Game Media (Practicum 2a, subspec. G)

### Course objectives

The goal of the course is to introduce students to the dynamic world of interactive video game media, focusing on the deep emotional connections between the game industry and its users. Students will explore the ways in which artistic disciplines shape game development, expanding beyond traditional boundaries to explore new possibilities in game design. Through a combination of theoretical frameworks, practical exercises and seminar projects, students will not only gain a deep understanding of the emotional impact of video games, but will also develop the skills and knowledge needed to create their own game design. During the course, students will learn to analyze and dissect the elements that contribute to emotional connections in video games, such as storytelling, character development, and environment creation. It will explore the role of visual art, music, narrative writing and sound design in fostering these connections, and how these artistic disciplines can be used to create impactful gaming experiences.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Identify and evaluate emotional connections in video games, understanding how they affect player experiences and engagement.
2. Analyze the artistic elements of video games, including storytelling, character development, visual design, sound design, and music.
3. Apply multidisciplinary approaches to video game development, integrating different artistic disciplines to enhance media interactivity.
4. To reflect on the ethical, social and cultural implications of the medium of interactive video games, taking into account the wider impact of games on society.
5. Generate innovative ideas and concepts for interactive media projects, using artistic disciplines outside the framework of traditional game development.
6. Effectively present and communicate creative ideas and projects, using appropriate terminology and techniques.

## Design and Production of Event Experience (Practicum 2b, subspec. EM)

### Course objectives

- Acquaint students with the process of event design and production.
- Develop abilities to plan and execute events with a focus on the participant experience.
- Train students to manage various technical, logistical and financial aspects of the event.
- Develop creative skills to create innovative and interactive experiences.
- Encourage analytical and critical thinking about the impact of design on event participants.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Understand the basic elements of event design and production.
2. Apply design theories in creating the participant experience.
3. Plan and coordinate all aspects of event production, including space, technical equipment, logistics and human resources.
4. Recognize challenges and offer creative solutions in event design.
5. Critically analyze and evaluate events from the perspective of the participants.

## Contemporary Literary Culture

### Course objectives

The aim of the course is to get acquainted with the phenomena of intertextuality and citation that characterized contemporary literary culture, to master the basic concepts of culture and cultural studies, and to understand the issues of the creative industry and publishing.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. define the basic concepts of contemporary literary culture
2. distinguish typologies
3. compare citations
4. to reconsider the collegiality
5. distinguish between different cultures
6. discuss different cultures.

## Management of Cultural Heritage

### Course objectives

To acquaint students with the basic terms in the field of cultural heritage management, and enable the mastery of concrete practical knowledge in the field of cultural heritage management in accordance with market requirements.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. state the concepts of cultural property or cultural heritage
2. compare the typology of cultural heritage
3. to recommend models of successful cultural heritage management
4. discuss cultural heritage management
5. describe Croatian cultural heritage



## The Fundamentals of Visual Culture

### Course objectives

The aim of the course is to deal with different forms of the visual imaginary in the modern world and to observe the dominance of the visual in contemporary Western culture, which imposes the need for "visual literacy", familiarization with visual technologies, recent theories and approaches to reading images, which have communicated meanings from ancient cultures to the present day. .

The course is designed as an introduction to the visual field through familiarization with the genealogy of visual culture (from visual art to visual culture), with key terms from the visual field, theories and basics of visual communications. In a wide range of visual culture phenomena - from advertisements, television, film, internet, posters and photographs to art in museums and galleries. Analyzes and interpretations will take into account the ruling theories regarding the importance of the production of images, their formal and substantive components and their cultural reception.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. define theoretical and practical knowledge related to visual culture
2. distinguish the relations between visual culture and different fields - from art, technology to science
3. distinguish between visual methodologies and ways of interpretation
4. evaluate the visual design of information and the role of the media
5. judge and analyze the links between visual phenomena, meaning and their social context.

## Public Relations

### Course objectives

The goal of the course is to introduce students to how to establish and maintain relationships at all levels of social systems. To teach them everything about the field of public relations: how to define the basic concepts and how the practice takes place in different contexts.

To give them information about models that will help them understand concepts in practice, as well as introduce them to the problems of contemporary public relations.

To explain to students how public relations help to improve organizations and society as a whole. To teach them how to distinguish between public relations and marketing functions in organizations and how to distinguish related terms. To teach them how to use all the good prerequisites for success in public relations as a prerequisite for entry into the profession and success in it.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. distinguish the concepts of public relations
2. differentiate communication with employees as part of the public relations function
3. adapt the communication of employees with journalists
4. argue the option of crisis communication
5. discuss the public relations model
6. evaluate public relations techniques
7. develop internal and external communication.

## Production and Management of Musical and Performing Arts

### Course objectives

The aim of the course is to familiarize students with production, planning, management and organization in the segment of musical and performing arts - from the technical skills of resource management through marketing to cooperation with other organizations and individuals.

### Learning outcomes

By successfully completing the course, students will be able to:

1. state the basic concepts of the specific field of production and management of musical and performing arts
2. distinguish between organizational models in musical and performing arts activities
3. to compare the ways of functioning in musical and performing arts activities
4. to determine the work processes in production in musical and performing arts
5. to come up with new work processes in the production of musical and performing arts
6. argue the use of digitization.

## Production and Management of Video Game Development (Practicum 3a, subspec. G)

### Course objectives

The goal of the course is to introduce students to the various aspects involved in the production and management of video game development, covering the entire process from the initial idea to setting up the finished game. Students will gain a comprehensive understanding of the critical aspects of video game production and management, enabling them to effectively navigate the complex video game industry.

During the course, students will delve into the creative and technical aspects of game development, learning how to transform a concept into a fully realized video game. They will be introduced to the concept of the Game Design Document (GDD) as a key blueprint for game development, mastering the art of documenting game mechanics, game progression, visual style, audio design and narrative elements. By creating a GDD prototype, students will gain practical experience in effectively communicating their ideas and visions to the development team.

In addition to the creative aspects, the course will focus on resource and scope management within a video game project. Students will learn how to allocate and manage human resources, plan and schedule tasks, and estimate budgets and costs.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Understand the entire life cycle of video game development, from concept to release.
2. Create a comprehensive Game Design Document (GDD) that outlines the key elements of a video game.
3. Apply project management principles and techniques to effectively manage resources and development processes.
4. Identify and use appropriate tools and technologies to support game development and project management.
5. Collaborate effectively with multidisciplinary teams to ensure effective communication and coordination.
6. Analyze and adapt to new trends and technologies in video game production.
7. Apply effective project management and teamwork skills.
8. Evaluate the impact of various production decisions on the overall quality and success of a video game.

## Event and Project Management (Practicum 3b, subspec. EM)

### Course objectives

Students will learn the concept, meaning, importance, implementation and monitoring of project and event management, from the theoretical framework to concrete examples.

Abilities: students will be able to create a project plan and event management plan

Solution of concrete problems in practice from the sphere of project and event management  
The ability to analyze good and bad examples from practice in this topic

### Learning outcomes

By successfully completing the course, students will be able to:

1. analyze the significance of the event for a specific branch of business and/or destination
2. define project goals
3. create a specific project execution plan (project plan)
4. create an event plan
5. distinguish management principles
6. argue the purpose and goals of management and event management.

## Management of Museum-Gallery Activities

### Course objectives

The aim of the course is to train students to recognize the specifics of business in the heritage sector to which museum activity belongs, so that they can identify and apply the basic principles of management in museums.

The specific goals are:

1. to explain to students the legislative framework within which museums operate and what positive effects and social benefits museums produce
2. to expose students to the models of planning, management and monitoring of results that museums apply in management processes
3. to present students with examples of good practice in the field of museum management and project and team management

The course enables students to recognize and define the tasks of museum activity, its connection with the area of cultural and natural heritage protection, education, urbanism and architecture, tourism and creative industries.

Students are trained to apply the basic principles of creating a project cycle as an essential management tool in museums.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. to define the legislative framework in which museums operate
2. to distinguish between types of museums and museum activities
3. to reconsider the ways of doing business in museums
4. distinguish and connect the phases of the project cycle
5. to discuss contemporary trends in museum activity.

## Marketing in Culture

### Course objectives

Culture contributes to the spiritual development of each individual, but also to the economic development of society as a whole, and analyzes and encourages the solution of social problems. The goal of the course is to train students for the specifics of marketing in various areas of culture: for independent observation, planning and implementation of marketing in cultural projects; for noticing the necessity of applying marketing for the successful operation and implementation of various programs of institutions in culture, as well as extra-institutional cultural projects.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. distinguish between the marketing of profit and non-profit organizations
2. analyze and evaluate the strategy for cultural projects and programs
3. analyze and discuss the marketing plan for cultural projects and programs
4. distinguish cultural products
5. argue different management methods
6. adapt different marketing tools to the specific needs of the non-profit sector.

## Professional Practice / Student Practice

### Course objectives

The goal of the course is for the student to acquire practical knowledge and skills that enable him to complement the theoretical knowledge he has acquired or that he acquires in the teaching process, and which through professional practice he learns to apply in the teaching work environment, which qualifies him for work on the market. Equally, the goal is for the student to be involved in the day-to-day work and activities of the organization in which he is doing his professional practice, and through the daily tasks he receives from the mentor, he learns to solve problems and critically approach tasks within the given deadline.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. compile a schedule of work during the entire internship
2. create work materials for the execution of work tasks in marketing or communications.
3. formulate the written form of the material within the given deadline
4. explain the steps in creating promotional campaigns for a specific event or product.

## Cultural Tourism

### Course objectives

To acquaint students with basic terms in the field of cultural tourism, to warn them about the positive and negative aspects of the interaction of culture and tourism, and to enable them to master concrete practical knowledge in the field of cultural tourism management.

To provide the student with a general insight into the field of culture and tourism, into the international aspects of cultural tourism, and to train him for the independent creation and management of cultural-tourism projects.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. distinguish between the concepts of culture, tourism, cultural tourism, sustainable tourism
2. distinguish the typology or profile of cultural tourists
3. discuss the positive/negative aspects of the interaction between culture and tourism
4. determine the importance of international organizations in cultural tourism
5. select appropriate models of the management system of sustainable cultural tourism
6. to recommend the skills of successful management of cultural tourism projects.

## Creative Industries

### Course objectives

Through the course program, students should familiarize themselves with the basic terms essential for understanding the field of cultural and creative industries. The course will analyze the genesis of the concepts of cultural and creative industries, explain the most important periods in the development of creative industries.

Concepts of the cultural economy will be analyzed, as well as the basic principles related to trade in cultural products and services. In addition to an overview of the development of certain areas of creative industries in Croatia and the European Union, the most important national and international normative instruments that govern the area of creative industries will be analyzed, with a special emphasis on regulation related to intellectual property issues.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. state the basic concepts related to creative industries
2. compare the specifics of production, distribution and consumption
3. differentiate the reception of individual products and services
4. discuss the creative industries
5. evaluate creative industries in the Republic of Croatia.

## Audiovisual Production 1 (workshop, subspecialization G)

### Course objectives

The aim of the course is to familiarize students with the basics of audiovisual production through theoretical lectures and introductory practical exercises with a focus on idea development, film language and creating a synopsis for a commercial. The final exercise is the creation of a synopsis for an AV advertisement that will be realized in the continuation of the course (AVP2).

### Learning outcomes

Upon successful completion of the course, students will be able to:

1. Recognize the basic phases of audiovisual production
2. Explain the basic concepts of film language
3. Distinguish between types of AV formats and their production specificities
4. Interpret creative approaches in AV production through examples
5. Create a synopsis for an advertising video.

## Production and Management of Performing Arts (Workshop)

### Course objectives

The aim of the course is to acquaint students with the basic terms of the performing arts and to acquire theoretical and practical knowledge about the basics of production and management in the performing arts, i.e. work processes in the professional production of a theatrical play/performance (pre-production-production-post-production) and management in the field of performing arts.

### Learning outcomes

By successfully completing the course, students will be able to:

1. to state the basic concepts of the specific field of production and management of the performing arts
2. distinguish between organizational models and ways of functioning in performing arts activities
3. solve all stages of the work processes in the production of the play
4. organize a theater performance
5. judge existing processes and adapt them to existing conditions and circumstances
6. create new ideas and solutions in the production process.

## Event Organization (workshop) – Learning Through Practice (workshop; subspec. EM)

### Course objectives

The aim of the course (workshop) is to acquaint students with the practical aspects, characteristics and specifics of event management, its conceptualization, planning and implementation.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. describe the organization of the event
2. distinguish types of events
3. review the targeted groups of events
4. discuss organizational issues depending on the type of event
5. to argue one's position in the teamwork of event organization
6. highlight the challenges of event organization
7. evaluate the success of the event organization.

## Visual identity of the Project (Workshop)

### Course objectives

The aim of the course is to acquaint the participants with the basics of visual communications in terms of the best possible management of cultural and artistic projects. Through practical work on problems, individually and as a team, participants will acquire basic skills in creating visual communications and will learn to recognize communication styles appropriate to the needs of a cultural and artistic project.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. state the specifics of visual communication
2. distinguish theoretical approaches to visual communication
3. compare visual communications according to the type of media
4. separate visual communications in electronic and digital media
5. compare different solutions of visual communication
6. create basic concepts of visual communication.

## Audiovisual Production 2 (Workshop)

### Course objectives

The goal of the course is to apply the acquired knowledge of AV production through the practical realization of an advertising video based on the synopsis developed in the course Audiovisual Production 1. Students work in teams and go through all phases of AV production: preparation, recording and post-production.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. distinguish the stages of audiovisual production
2. examine creative approaches in audiovisual production
3. interpret tender documentation
4. argue the stages of creating an audiovisual production
5. plan audiovisual production.

Upon successful completion of the course, students will be able to:

1. Plan the phases of AV production for an advertising project
2. Manage technical and human resources in teamwork
3. Develop and create a script for an advertising video
4. Produce and realize an advertising video using AV equipment
5. Edit and post-produce AV material for multiple platforms
6. Evaluate the completed AV project with regard to goals and audience.

## Promotion

### Course objectives

The aim of the course is to train students to successfully master knowledge of specific activities, means and media necessary for successful and effective promotion of products, services and ideas, and to create the concept of integrated marketing communication, and to familiarize them with the characteristics of individual media and the needs of adapting messages to target groups, as well as media channels.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Formulate project tasks (brief) for promotional campaigns
2. Determine methods of persuasion
3. Classify means of communication
4. Select and apply a promotional activity mix (IMK)
5. Compile the budget of the selected media
6. Argue ethical issues in advertising
7. Identify new trends.

## Direct Marketing

### Course objectives

The aim of the course is to familiarize students with direct marketing, the basic feature of which is direct interactive communication (between the product/service provider and the customer), which has become *the conditio sine qua non* of the success of an economic entity that wants to get closer to the consumer and satisfy his needs and wishes.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. develop concepts of direct interactive communication (between the product/service provider and the customer)
2. analyze new interactive media
3. create offers with different marketing approaches
4. come up with different direct marketing policies
5. formulate direct marketing channels
6. develop direct marketing campaigns
7. evaluate and argue direct marketing campaigns.

## Financing of Culture and Creative Industries

### Course objectives

The aim of the course is to acquaint students with the latest trends in ways of financing culture and creative industries (music and film industry, theatres, television, painting and publishing). This is particularly important because the size and frequency of financial support from public and private sources of financing this significant social activity play a decisive role in the strengthening and development of cultural activities. The purpose of the course is to familiarize students with the most important possibilities for improving the financing of culture and creative activities. Through the lectures, students will get to

know the funding models of culture and creative industries in many countries and learn about the current situation and problems in this area that are present in the Republic of Croatia. Despite the efforts of quality and sufficient all-round support for the culture and creative industries of the Republic of Croatia, the situation in that area is by no means satisfactory, which students should get to know more closely, especially through exercises and preparation of seminar papers.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Interpret the role of culture and creative industries in social development
2. Explain and describe the basic concepts of financing culture and creative industries
3. Explain different approaches to financing culture and creative industries in the world
4. Get to know the tools and methodologies for financing the preservation of cultural heritage.

## Global issues in the travel industry and e-tourism (subspec. EM)

### Course objectives

Students will be introduced to the concept, meaning, and importance of tourism, which has gone from being a niche for the elite to a massive and important phenomenon, with every 10th inhabitant of the planet employed in tourism. The functioning of online promotion, reservations, sales, analytics of travel agencies, accommodation facilities, and destinations will be analyzed and defined. The impact of OTAs (online travel agencies) and issues related to tourism: excessive tourism, tourism as a monoculture, etc.

Abilities: students will be able to understand the importance of tourism in general and the method of online distribution in tourism, and be able to recognize some of the global issues related to tourism.

- Ability to analyze all the current good and bad effects of tourism on the community
- Understand the functioning of digital tourism today.

### Learning outcomes

Upon successful completion of the course, students will be able to:

1. analyze the importance of tourism for regions, countries, and localities
2. define "e" or digital tourism and the importance of digital tourism by destination, accommodation capacity, and travel agency
3. be able to analyze good and bad examples of digital business in tourism
4. create a strategic marketing plan for the development of digital tourism for a tourism entity
5. be able to recognize some of the leading issues plaguing the tourism industry globally, by topic, and by region
6. argue the purpose and goals of effective digital tourism management

## Communication Studies

### Course objectives

The aim of the course is to acquaint students with the basics of communication and public communication, types of communication (verbal, non-verbal), to teach them how to successfully use certain forms of communication in everyday life, as well as in public performances. Lectures provide students with an insight into the basics of communication and communication, from its beginnings and development to different forms of communication (interpersonal, intrapersonal communication, verbal, non-verbal communication) with an emphasis on types of communication in different fields of activity and other scientific disciplines. Analysis of the connection of communication with linguistics, psychology, sociology, anthropology (interdisciplinary or multidisciplinary) and their interaction in everyday life. Through seminar papers and presentations, students will study in more detail different types of communication between subjects in society, as well as communication through different types of media (analysis of advantages and disadvantages of individual media).

### Learning outcomes



Upon successful completion of the course, the students will be able to:

1. distinguish basic communication terms,
2. to reconsider certain forms of communication,
3. to argue the interdisciplinary character of communication as a science,
4. judge the effects of communication on different areas of human activity (relationships with friends, relatives, acquaintances, business partners...),
5. come up with different persuasion strategies and analyze their effectiveness,
6. interpret the action of interpersonal communication in different contexts.

## Virtual Culture

### Course Objectives

The aim of the course-workshop is to introduce students to the possibilities offered by new information and communication technologies in the 21st century in the field of culture. The course aims, among other things, to show how the Internet as a new medium of communication is changing the ways in which we communicate and how the application of these new communication and information technologies leads to the transformation of contemporary culture. It will also be explained how new patterns of social interaction are emerging in today's reality, such as virtual communities, blogs, and how the Internet is used in a multimedia system. For example, remote work, teleconferencing, the use of electronic journals or online databases can reduce the need for physical access to non-electronic resources such as libraries, museums, archives, etc., and students will see how this can be achieved through the application of information and communication technologies.

### Learning outcomes

By successfully completing the course, students will be able to:

1. distinguish between ICT concepts in culture
2. apply applications for creating presentations and know how to use them
3. discuss new ways of social interaction
4. interactively judge different data used in the field of culture
5. use different information resources using the Internet
6. independently create a simple website for communication and presentation of their works.

## Legislation in Culture

### Course objectives

Through the course program, students will become familiar with the legal regulation of the area of culture in the Republic of Croatia, international norms of cultural rights and their historical framework and development, with the aim of contributing to the development and improvement of existing ones through critical reflection. The legal regulation of certain cultural activities will be dealt with (establishment, financing, organization and mode of operation of cultural institutions, professional supervision and supervision of the legality of the work of cultural institutions, etc.). The existing situation and problems in the legal regulation of certain cultural activities will be analyzed through examples from practice, and students will have the opportunity to actively participate in classes and through seminars and propose models for their solution or progress. Students will learn about the importance and types of cultural heritage and their legal status. Concepts and protection of copyright and other related rights, the basics of labor law, and the specifics and problems of labor-legal relations in certain cultural activities will be covered.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. distinguish basic legal terms
2. compare different legal institutes in the culture
3. to discuss valid regulations in the field of culture in the Republic of Croatia
4. argue the advantages and disadvantages of existing regulations

5. create new legal solutions in culture.

## Creative Thinking (Workshop)

### Course objectives

The aim of this course is to explore the participants' own creativity through an interdisciplinary approach. Starting from the theory, various approaches to creative thinking will be applied through exercises and workshops, and teamwork with possible application in various disciplines. Students will learn techniques for developing original thinking that can be used in a variety of business situations, from designing creative advertising strategies to creative managerial management of a company. The application of creative managerial management will be explored through business case analyzes and guest lectures.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. distinguish various creative techniques
2. value creativity in business situations
3. develop creative thinking in various areas of marketing and communications
4. creatively manage specific products and services
5. judge and plan projects independently
6. organize interdisciplinary project teams.

## Content Marketing and Online PR in Creative Industries

### Course objectives

The aim of the course is to acquaint students with the latest trends in digital marketing and digital public relations in creative industries (music and film industry, theaters, television). With the use of new technologies in today's digital communications, the application of content marketing, which aims to create and distribute relevant and useful content in order to attract, interest and recruit a clearly defined target group, is becoming increasingly relevant. With the rapid development of the marketing industry, it is necessary that digital channels are part of integrated marketing communication.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Explain and describe the basic concepts of content marketing and online public relations
2. Interpret the role of content marketing and online public relations in today's integrated marketing communications in the creative industries
3. Integrate content marketing and online public relations as an integral part of integrated marketing communications
4. Define and create a communication plan for online public relations
5. Create innovative and shareable online content for the target audience.

## Culture from the Inside - How a Work of Art is Created

### Course objectives

The goal of the course is to reveal to students the creative process of the creation of a work of art, which is often intimate and thus inaccessible, but necessary for managers in culture because they are the bridge that allows the work to reach the audience. The process of creation is based on the personality of the artist himself, but also on the society to which the artist belongs. Following the process of creating a work of art, from the initial inspiration to the final redaction, and its reception, both professional - by critics and laymen - by the audience for which the work is intended, reveals its complexity, but also the

power it can have within the social context. A work of art is a new world that coexists with our reality and is reflected through it.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. To understand the process of creating a work of art and the reach of culture, which enables them to see more clearly their role and possibilities of action within culture.
2. Create a relationship with the artist that includes understanding and creatively directing the artist.
3. Find a balance between the demands and possibilities of the production, the audience and the creator.
4. Recognize moments of change in the culture of society.
5. Recognize new trends and original voices in art.
6. Develop awareness of the moral and social responsibility of the cultural manager.

## Media Management

### Course objectives

The aim of the course is to acquaint students with the organization and functioning of media companies in Croatia and abroad, to introduce them to the specifics of management technologies and methods within media companies and the legal framework in which such activities take place, to familiarize them with the profession of media managers as well as the skills that are necessary for this and train them for management functions in media companies.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. interpret the functioning of management in the media as a special type of management
2. to discuss the basic terms of management in the media
3. compare the organization and functioning of different media organizations
4. judge the concentration of ownership in the media and its effects on the functioning of the media
5. come up with a media business plan.

## Independent Production - Curatorial Platform

### Course objectives

The course is dedicated to theoretical and practical education in the field of contemporary art and culture. Through different theoretical approaches and examples from practice, the goal is to explore the independent curatorial scene, work models and ways of planning projects, as well as their organization and realization. Realize meetings and collaborations with the protagonists of the artistic, curatorial and cultural scene in Croatia. Providing an insight into methodological, technical and theoretical tools related to the conception and implementation of projects in the field of contemporary art and culture, with an emphasis on the activities and projects of independent curators (individuals and organizations). To direct students to the application of acquired theoretical knowledge in practice and to enhance networking and cooperation. Provide insight into the work of independent organizations in culture. Provide insight into various artistic media (photography, *expanded* media, *device* art, performing arts, architecture, design, etc.)

Through an interdisciplinary approach, realize a program for the study of independent curatorial platforms by applying different theoretical frameworks and methodologies that are not traditionally the subject of academic studies. The goal is to implement workshop-type teaching, with a focus on examples from practice, an interpretive approach (research, writing, presentations) and practicum.

### Learning outcomes

Through analysis and work on examples from practice that confirm the set theses of the course program, students will be able to:

1. evaluate curatorial practices
2. to reconsider the independent scene in Croatia and the world
3. distinguish analytical and communication skills
4. discuss examples from practice
5. create creative participation strategies in contents (projects).

## Music Production

### Course objectives

The aim of the course is to acquaint students with the specifics of the music industry and explain the role of management and production of various music projects, from discography to music concerts and festivals. Various musical genres and trends will be differentiated. Problems related to digitalization and efforts to prevent music piracy and to protect and value copyright by introducing legal regulations and controlling digital platforms will also be explained.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. list theoretical and practical knowledge within the music industry
2. distinguish the protagonists of the music industry and discuss their role
3. distinguish the stages of realization of specific musical projects
4. evaluate music projects according to their profitability
5. judge musical genres and trends.

## Scenography in Production

### Course objectives

The aim of the course is to acquaint students with problems, solutions and the artistic aspect of scenography in production - theater/film/advertising and the basics of the artistic aspect of scenography in relation to the production budget.

### Learning outcomes

Upon successful completion of the course, the students will be able to:

1. Interpret the role of scenography in the production
2. Recognize the basics of the artistic aspect in various types of production
3. To explain and describe the basic concepts of scenography financing in various types
4. productions
5. Familiarize yourself with unforeseen costs in production.

## Video Game Design (subspec. G)

### Course Objectives

This course provides students with an advanced understanding of game design through the study of mechanics, dynamics, and aesthetics, as well as their implementation in prototypes and finished games. The focus is on developing the analytical and creative skills needed to design game systems, balance gameplay, and create player experiences. Students will develop the ability to think critically about design, testing, and iteration, along with hands-on work on smaller project assignments.

### Learning Outcomes

Upon successful completion of the course, students will be able to:

1. Explain and apply the basic concepts of the MDA model (Mechanics, Dynamics, Aesthetics) in game design.
2. Design and implement core loops and secondary gameplay loops.
3. Analyze and balance game mechanics (progression, risk-reward, game economy).

4. Distinguish and design different game genres with an emphasis on their specific mechanics.
5. Apply UX/UI design principles in the context of gameplay and user experience.
6. Conduct playtesting and use the test results for design iteration.
7. Develop a design prototype (digital or paper) and present it through a structured design document.
8. Creative Writing (subspec. G)

## Creative Writing (subspec. G)

### Course Objectives

Writing good copy in today's sea of campaigns is a real skill, so the goal of this course is to introduce students to the process of creative writing (copywriting) and master techniques that can prepare them for challenges in the creative process. To provide them with insight into the work of a creative agency and through fieldwork and to prepare them for working with clients, teaching them that proper communication and understanding of the brief and strategy are an important part of every creative process.

### Learning Outcomes

1. By successfully completing the course, students will be able to:
2. identify the concept of creative writing
3. recognize writing techniques and eliminate creative blockages
4. apply specific writing styles for different media
5. assess and predict the media framework before starting to write a creative campaign
6. classify the target group for a particular campaign
6. assess and categorize the task through a creative strategy.

## Food and Beverage Management (subspec. EM)

### Course Objectives

Students will be introduced to the concept, meaning, and importance of well-designed, implemented and managed F&B management (food and beverage management) in the tourism and catering industry. Creation of F&B business strategy, operational business, promotion and sale of F&B services.

Abilities: students will be able to understand adequate food and beverage management in hotels, restaurants, resorts, special events.

- Create an F&B strategy plan
- Know how to develop an F&B strategy plan into operational and tactical steps

### Learning outcomes

After completing the course, students will be able to:

1. analyze the importance of quality F&B management
2. define F&B goals for the operation of a certain F&B outlet
3. know how to create an F&B plan for a certain outlet - promotion and sales
4. know how to create an F&B plan for a specific outlet - operational implementation
5. know how to define and name the basic culinary terms and staff responsibilities, from managerial to operational
6. 6. know how to arrange food costing (internal and external price of meals and drinks) in hotels and restaurants