

97-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	藝術行政與管理	Serial No. / ID	2490 / DAR5037
Dept.	設計暨藝術學院碩士班	School System / Class	研究所碩士班2年1班
Lecturer	呂明燦	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)234 / G213	Language	Chinese

Introduction

Range of arts administration and management can and national cultural policy development, administrative operations of international cultural exchanges and cooperation at all levels of governmental organizations, civil society organizations and arts performances institutions, individual artists works published management, which depending on the nature of the business from the bottom up, from the communication and coordination inside out to convey the way, have established norms refer to follow. This course is to introduce this specialized field of simulation deduction, to guide students in the theory and practice drills, flexible use what they have learned.

Outline

The course dealt with major arts administration concepts, including government policies, programs development, financial economics, marketing, journalism and communications, media relations, audience demand, network strategy and so on.

Prerequisite

no