

Study a semester in Finland:

GATEWAY TO CULTURAL MANAGEMENT

• Exchange programme offered by the School of Business and Culture
of Seinäjoki University of Applied Sciences

WHAT IS THE PROGRAMME ALL ABOUT?

The cultural manager's core competencies include the design and implementation of productions, productization, brand building, and communication. The cultural manager is able to anticipate and assess benefits of productions, be they cultural, economic, or social. There is a need for these competencies in the media and entertainment industry, publishing, advertising and marketing industry, sports, art productions (music, theatre, TV, film), as well as game and other interactive productions. The studies include small group work, expert lectures, company visits, learning assignments, project work and practical training in real learning environments.

TIMETABLE:

Studies in the spring semester 2019 begin on 18 February and end on 24 May.
Applications must reach SeAMK by 15 November 2018, see instructions www.seamk.fi/how-to-apply-exchange-students
The partner institutions can nominate the students by email to incoming@seamk.fi one month before the application deadline.

STUDENT EXCHANGE CONTACT PERSONS:

Ms Tiina Ojanperä, Coordinator | Incoming student exchanges from European Erasmus+ countries | tiina.ojanpera@seamk.fi
Ms Maria Loukola, Coordinator | Incoming and outgoing student exchanges outside Europe | maria.loukola@seamk.fi

ENTRANCE REQUIREMENTS

- The applicants should be students enrolled at a partner university of Seinäjoki University of Applied Sciences.
- At least one year of prior studies in a relevant field.
- Sufficient English language skills to actively participate in the courses and study projects (minimum B1 on European language levels).



COURSE OFFERING

(Please note that changes in the programme are possible. The final Learning Agreement is always compiled with the programme coordinators after an approved application process.)

THE WORKLOAD PER SEMESTER IS APPROXIMATELY 30 ECTS CREDITS.

PROFESSIONAL STUDIES

Two Tracks of Professional Studies – choose one (either Track 1 or Track 2)!

TRACK 1:

- Documentary Film Production, 10 ECTS
- Developing Concepts for Web and Mobile Communication, 8 ECTS
- Basics of Video Lighting, 2 ECTS

TRACK 2:

- Sociocultural Event, 10 ECTS
- Idea Generation Tools for Planning Productions II, 3 ECTS
- Partnerships for Productions, 5 ECTS

OTHER STUDIES

In addition, you can choose one of the courses in the elective professional studies.

ELECTIVE PROFESSIONAL STUDIES:

- Renewing Media, 5 ECTS
OR
- Introduction to Social Media, 5 ECTS

You are also free to choose courses in the categories of 'Elective Studies' and 'Language and Culture Studies':

ELECTIVE STUDIES:

- Cross-Cultural Business and Marketing Communication, 6 ECTS
- Sustainable Management, 3 ECTS
- Creating Websites, 3 ECTS

LANGUAGE AND CULTURE STUDIES:

- Finnish Language and Culture, 3 ECTS
- Doing Business in English, 3 ECTS
- Intercultural Communication, 3 ECTS

