

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.

## 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).

## TIMETABLE:

Spring semester: 17 February to 22 May 2020, applications via SoleMove system by 15 November 2019.

Please see instructions: [www.seamk.fi/how-to-apply-exchange-students](http://www.seamk.fi/how-to-apply-exchange-students)

The partner institutions can nominate the students by email to [incoming@seamk.fi](mailto: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](mailto:tiina.ojanpera@seamk.fi)

Ms Maria Loukola, Coordinator | Incoming and outgoing student exchanges outside Europe | [maria.loukola@seamk.fi](mailto:maria.loukola@seamk.fi)



## 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

- Knowledge of Art, 3 ECTS
- Service Design, 5 ECTS
- Systematic Marketing, 5 ECTS
- Publication Production, 6 ECTS

### ELECTIVE PROFESSIONAL STUDIES:

(Please choose one)

- Third sector as an Employer, 5 ECTS  
OR
- Editing of Audiovisual Products, 5 ECTS

### ELECTIVE STUDIES

- E-Commerce Web Design, 5 ECTS
- Digital Marketing, 6 ECTS
- Music Documentaries in Society and Culture, 3 ECTS

### LANGUAGE AND COMMUNICATION STUDIES:

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

