

# Postgraduate Certificate Museums, Galleries and Exhibitions Management



## Postgraduate Certificate Museums, Galleries and Exhibitions Management

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: [www.techtute.com/in/humanities/postgraduate-certificate/museums-galleries-exhibitions-management](http://www.techtute.com/in/humanities/postgraduate-certificate/museums-galleries-exhibitions-management)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

---

*p. 24*

# 01

# Introduction

Around the world there are some 60,000 museums and countless galleries and theaters. Without a doubt, art in all its forms plays a fundamental role in the lives of many. However, knowing how to direct and manage an art institution is a very difficult task. For this reason, and taking into account the growing demand for up to date professionals with a mastery of modern tools, TECH has created this program, which brings together the most efficient and complete concepts for the practice of this activity of project management, communication and organization of different institutions. These include the management of Artists, Marketing and Markets of the galleries, as well as internal and external communication of museums and the processes of organizing new exhibitions. All this organized in a 100% online program and that, thanks to *Relearning*, students will be able to acquire the knowledge in the most efficient and gradual way possible.



“

*Become a renowned manager in the art world. Master the concepts related to advertising and marketing for the different Art Institutions”*

Museums are democratized, inclusive and political spaces where debates about the past and the future are generated. They are in charge of preserving artifacts and specimens in trust with society, with the aim of safeguarding the memories and reality of the past. For this reason, museums and galleries must conserve art objects and preserve them for present and future generations. That is why the professional work of collecting, researching, conserving, exhibiting and mediating is very important within the institutions. Therefore, it could be said that art management consists of taking on this challenge while seeking the means to fulfill these tasks.

For this reason TECH has developed this Postgraduate Certificate in which it brings together the most elaborate and current knowledge in relation to the different forms of organization of an Art Institution. These include the structure of internal and external communication, as well as an efficient marketing and advertising proposal to address new exhibitions, cultural events and the importance of attracting investment from public and private entities. With this, professionals will be able to carry out a praxis in terms of management, both internally and from the doors of the Cultural Institution to the outside, more organizational, clear and effective.

A 100% online program, which combines theoretical and practical subjects, along with various audiovisual content. Moreover, with the *Relearning* study methodology, students will be able to learn all the didactic material progressively and without having to sacrifice countless hours of unwanted memorization.

This **Postgraduate Certificate in Museums, Galleries and Exhibitions Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of case studies presented by experts in Cultural Management
- ♦ The graphic, schematic and practical contents of the book provide narrative and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Create external communication strategies to make new museum exhibitions a complete success”*

“

*Access a qualification that will help you achieve your professional goals in the field of Art Institution Management”*

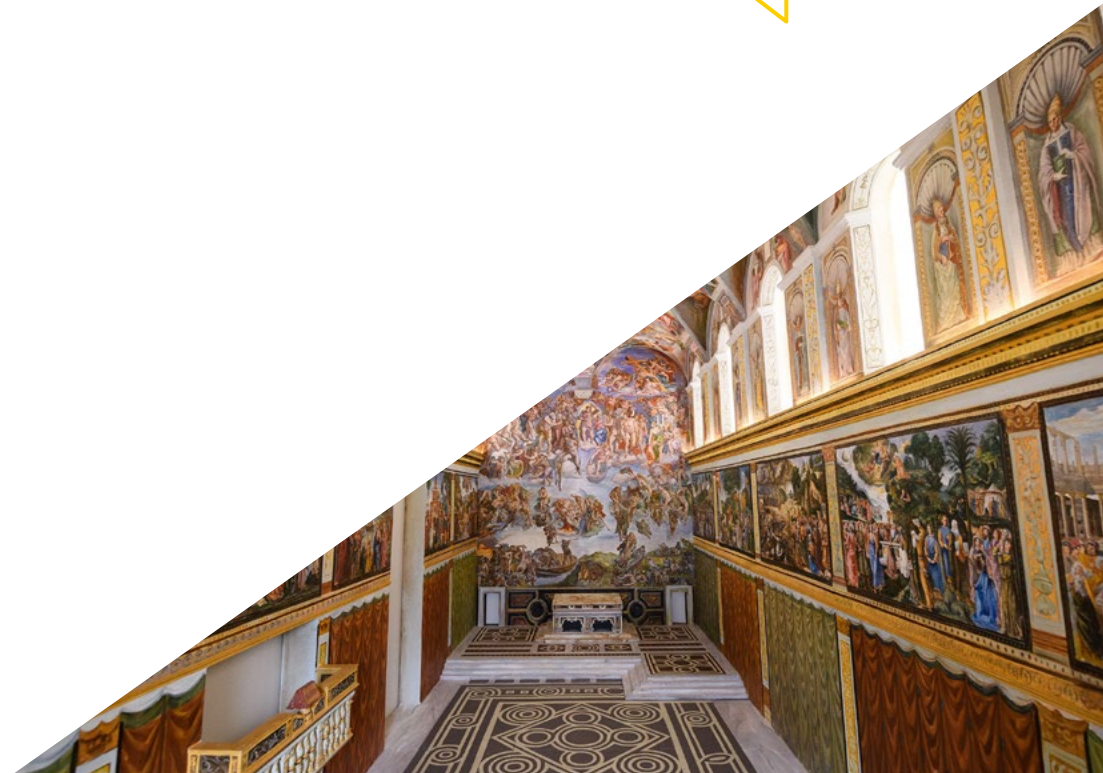
The program's teaching staff includes professionals from the industry who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Do you like space management and museums? Don't wait any longer and enroll now!*

*150 hours of online content that will allow you to study from wherever and whenever you want.*



# 02 Objectives

TECH has elaborated this Postgraduate Certificate in order to offer to the enrolled students those knowledge necessary to excel in the field of Museums, Galleries and Exhibitions Management. In this way, the didactic content is composed of 150 hours of practical and theoretical material, as well as audiovisuales. Students will master the tools and keys to perform a professional practice, within the cultural management, in the most efficient way possible.





“

*Apply the knowledge of this Postgraduate Certificate together with the new technologies to be able to contribute ideas with which to achieve a didactic and modern museography within Art Museums”*



## General Objectives

---

- ♦ Demonstrate procedures to promote cultural ideas
- ♦ Understand clearly what a museum is and what it consists of
- ♦ Know the internal organization of a Museum and Gallery





## Specific Objectives

---

- ◆ Discover trends in international collecting
- ◆ Know the role of the museum in the information society
- ◆ Acquire the basis for didactic museography in art museums



*Learn how to organize competitions, grants and awards to encourage the interaction of artists and the public with museums and/or galleries”*

# 03

## Structure and Content

The content of this program is focused on offering an exhaustive in-depth study of the Management of Museums, Galleries and Exhibitions. This way, students will be able to delve into the history and evolution, internal management and the areas of communication and dissemination of Museums and Galleries. All these contents will be exposed in the Virtual Campus in a completely online way, it will only be necessary a device with internet connection to access the contents. Likewise, the *Relearning* method will allow students to learn progressively without the need to dedicate huge amounts of hours to memorization.





“

*Learn in a progressive, comfortable and flexible way thanks to the study methodology that TECH has organized for this Postgraduate Certificate”*

## Module 1. Management of Museums, Art Galleries and Exhibitions

- 1.1. Museums and Art Galleries
  - 1.1.1. The Evolution of the Concept of Museum
  - 1.1.2. History of Museums
  - 1.1.3. Content-Based Typology
  - 1.1.4. Contents
- 1.2. Organization of Museums
  - 1.2.1. What is the Function of an Museum?
  - 1.2.2. The Core of the Museum: the Collections
  - 1.2.3. The Invisible Museum: The Storerooms
  - 1.2.4. The DOMUS Software: Integrated System Documentation and Museum Management System
- 1.3. Dissemination and Communication of the Museum
  - 1.3.1. Exhibition Planning
  - 1.3.2. Forms and Types of Exhibitions
  - 1.3.3. Dissemination and Communication Areas
  - 1.3.4. Museums and Cultural Tourism
  - 1.3.5. Corporate Image
- 1.4. Management of Museums
  - 1.4.1. Department of Management and Administration
  - 1.4.2. Sources of Financing, Public and Private
  - 1.4.3. Associations of Friends of Museums
  - 1.4.4. The Store
- 1.5. Role of the Museum in the Information Society
  - 1.5.1. Differences between Museology and Museography
  - 1.5.2. Role of the Museum in Today's Society
  - 1.5.3. Information and Communication Technologies at the Service of the Museum
  - 1.5.4. Applications for Mobile Devices
- 1.6. The Art Market and the Collectors
  - 1.6.1. What is the Art Market?
  - 1.6.2. The Art Trade
    - 1.6.2.1. Circuits
    - 1.6.2.2. Markets
    - 1.6.2.3. Internationalisation
  - 1.6.3. The Most Important Art Fairs in the World
    - 1.6.3.1. Structure
    - 1.6.3.2. Organisation
  - 1.6.4. Trends in International Collecting
- 1.7. Art Galleries
  - 1.7.1. How to plan an Art Gallery
  - 1.7.2. Functions and Constitution of Art Galleries
  - 1.7.3. Towards a New Typology of Galleries
  - 1.7.4. How Galleries are Managed?
    - 1.7.4.1. Artists
    - 1.7.4.2. Marketing
    - 1.7.4.3. Markets
  - 1.7.5. Difference among Museums, Exhibition Halls and Art Galleries
- 1.8. Artists and their Exhibitions
  - 1.8.1. Recognition of the Artist
  - 1.8.2. The Artist and his/her Work
  - 1.8.3. Copyright and Intellectual Property
  - 1.8.4. Awards and Opportunities
    - 1.8.4.1. Contests
    - 1.8.4.2. Scholarships
    - 1.8.4.3. Awards
  - 1.8.5. Specialized Journals
    - 1.8.5.1. Art Critic
    - 1.8.5.2. Cultural Journalism



- 1.9. The Motives of Culture
  - 1.9.1. What Culture Represents
  - 1.9.2. What Culture Offers
  - 1.9.3. What Culture Needs
  - 1.9.4. Promote Culture
- 1.10. Basis for Didactic Museography in Art Museums
  - 1.10.1. Art Exhibitions and Museums: The Differential Fact
  - 1.10.2. Some Evidence and Opinions on All This: From Boadella to Gombrich
  - 1.10.3. Art as a Convention Set
  - 1.10.4. Art Inscribed in Very Specific Cultural Traditions
  - 1.10.5. The Art in the Museums and in the Spaces of Heritage Presentation
  - 1.10.6. Art and Didactics
  - 1.10.7. The Interactivity as Didactic Resource in the Art Museums



*Become an expert in the art market sector: Circuits, markets, internationalization, etc. Control each and every one of these aspects in only 6 weeks”*

04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading Humanities schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

# Certificate

The Postgraduate Certificate Museums, Galleries and Exhibitions Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork”*

This **Postgraduate Certificate in Museums, Galleries and Exhibitions Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Museums, Galleries and Exhibitions Management**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
virtual classroom



## Postgraduate Certificate Museums, Galleries and Exhibitions Management

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Museums, Galleries and Exhibitions Management

