



# Postgraduate Certificate

## Management of Museums, Galleries and Exhibitions



## Postgraduate Certificate Management of Museums, Galleries and Exhibitions

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates, Postgraduates and Degrees holders who have previously completed any of the programs in the field of Social Sciences and Humanities.

Website: [www.techtitute.com/pk/school-of-business/postgraduate-certificate/management-museums-galleries-exhibitions](http://www.techtitute.com/pk/school-of-business/postgraduate-certificate/management-museums-galleries-exhibitions)

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# 01 Welcome

Museums are the refuge of past, present and future history, so the task of the manager of such spaces, although at first glance may seem simple, consists of a complexity that requires knowledge that goes beyond culture. While it is true that such knowledge is necessary, the multidisciplinary work leads the professional to have a more general and even avant-garde vision, anticipating the possible difficulties involved in the conservation and durability of artistic works. Leading projects in these spaces, in galleries or exhibitions requires a passion for culture and mastery of the key concepts for management. In this line, TECH offers this 100% online program, which provides in 6 weeks, the most advanced and intensive learning in this area, through innovative teaching materials developed by a teaching team specialized in this field.



Postgraduate Certificate in Management of Museums, Galleries and Exhibitions.  
TECH Technological University



“

*Become an efficient manager of  
Museums, Galleries and Exhibitions  
thanks to this university program"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This 100% online program is designed to strengthen the competencies and leadership and projection skills of professionals in museum, gallery and exhibition management. For this purpose, TECH offers the most advanced and comprehensive syllabus available in the university academic field. In this way, this academic institution seeks that students can take firm steps in their professional career in a highly competitive cultural sector.



“

*Turn the management of a museum, gallery or exhibition into a reference for the society that admires culture"*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Management of Museums, Galleries and Exhibitions will enable students to:

01

Understand the role of the museum  
in the information society

02

Discovering trends in international collecting

03

Acquire the basics of didactic museography  
in art museums







04

Understand how the world's most important international trade fairs are organized and developed

05

Understand how planning is done in an art gallery

06

Promote culture to different target audiences

05

# Structure and Content

Undoubtedly, the Relearning method used by TECH will facilitate the professional's progress throughout the study plan, reducing even the long hours of study and memorization so frequent in other teaching systems. In this way, students will enter into intensive learning, with a syllabus that has a theoretical-practical approach, but above all seeks to provide the necessary knowledge to progress professionally in the cultural field.



“

*Video summaries, in-focus videos and reflective readings make up the library of didactic resources that you will be able to access 24 hours a day"*

## Syllabus

TECH has designed this university program to condense in 150 teaching hours the most relevant and advanced knowledge for the efficient, effective and innovative management of museum spaces, galleries and exhibitions. To this end, it offers the professional who enters this program a wide range of teaching resources that will reinforce learning and facilitate the foundation of essential concepts for the management of cultural projects in this field.

A whole academic journey that will take place over 6 weeks, where the specialists will delve in a dynamic and attractive way into the evolution of the museum concept itself, its organizational structures, its functions, dissemination and communication to different types of audiences, as well as funding sources.

A program that will also have space to value the role of the museum in today's society, the new technologies applied to them, the art market and collecting or planning in an art gallery. To achieve this learning, the specialists have at their disposal video summaries, detailed videos, reflective readings and case studies that can be easily accessed at any time of the day from a computer, tablet or cell phone with an Internet connection.

The professionals are, therefore, before an excellent opportunity to progress significantly in their work environment, through a program where a teaching team versed in this subject has poured its extensive knowledge in the syllabus of this Postgraduate Certificate.

This Postgraduate Certificate is developed over a period of 6 weeks and consists of 1 module:

### Module 1

### Management of Museums, Galleries and Exhibitions



### Where, When and How is it Taught?

TECH offers you the opportunity to study this Postgraduate Certificate in Museums, Galleries and Exhibition Management completely online. During the 6 weeks of the specialization, the students will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Management of Museums, Galleries and Exhibitions**

**1.1. Museums and 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. Internationalization
- 1.6.3. The Most Important Art Fairs in the World
  - 1.6.3.1. Structure
  - 1.6.3.2. Organization
- 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 Galleries

**1.8. Artists and their Exhibitions**

- 1.8.1. Recognition of the Artists
- 1.8.2. The Artists and Their 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



“

*You will be able to attract a young public to any art exhibition thanks to the implementation of didactic museography”*

# 06

# 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"*

## TECH Business School uses the 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*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business 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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management 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.



07

# Our Students' Profiles

This Postgraduate Certificate in Management of Museums, Galleries and Exhibitions is aimed at university graduates, postgraduates and degree holders who have previously completed any of the following programs in the fields of Social and Legal Sciences, Humanities and Economics.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Likewise, those professionals who, being university graduates in any area, have work experience in the field of conservation and cultural management, may also take the Postgraduate Certificate.







“

*If you are looking to take on new responsibilities in your professional field with this Postgraduate Certificate in Management of Museums, Galleries and Exhibitions you will find all the knowledge you need”*

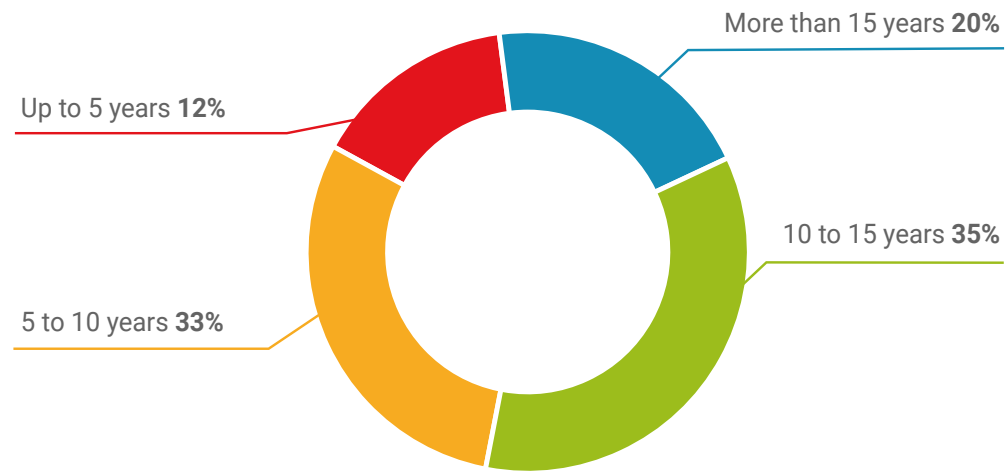
### Average Age

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Between **35** and **45** years old

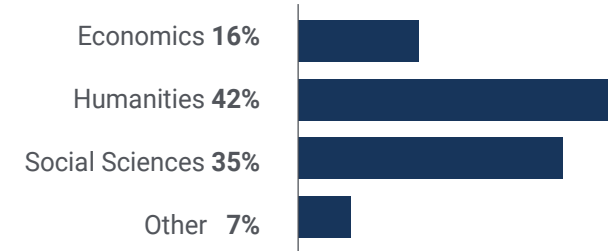
### Years of Experience

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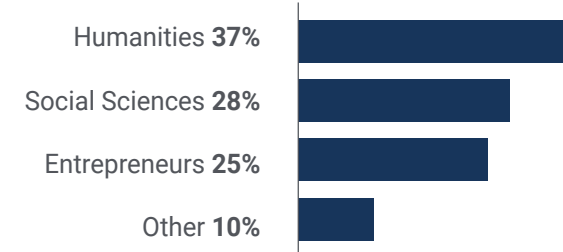
### Training

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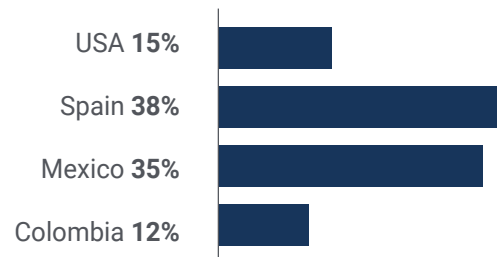
### Educational Profile

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## Geographical Distribution

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## Rafael Gómez

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Entrepreneur and art restorer

*"This Postgraduate Certificate has allowed me to consolidate my knowledge and to have new, fresher ideas about museum management and to apply them in my company. For me it has been a good decision to dedicate time to this training"*

09

# Impact on Your Career

This academic institution is aware of the importance for culture and for the support of art of having trained professionals to adequately develop the management of museums, galleries and exhibitions. For this reason, students are offered an exquisite, innovative and updated didactic material in this field. In this way, the specialist who attends this program will be able to keep abreast of the latest trends and bring to their entities a renewed and avant-garde vision for their management and promotion.





“

*With this academic education you will be able to properly use the latest materials used in the conservation of tangible assets and heritage collections"*

### Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Certificate in Management of Museums, Galleries and Exhibitions is an intensive program that prepares you to face challenges and business decisions in the cultural field. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

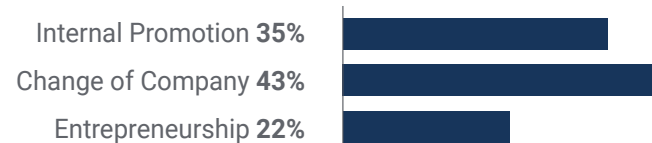
*If you want to lead major artistic projects and advance in exhibition management, you are in the right university education. Enroll now.*

*This is a flexible program that adapts to professionals like you. That's why you can access the content of this Postgraduate Certificate at any time.*

#### Time of Change



#### Type of Change



### Salary Increase

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This program represents a salary increase of more than **25.22%** for our students



10

# Benefits for Your Company

The Postgraduate Certificate in Management of Museums, Galleries and Exhibitions raises the level of public and/or private entities that have highly qualified professionals on their staffs and whose objective is to keep their knowledge up to date in order to offer the most appropriate management in their companies.

Likewise, participating in this program is a unique opportunity to access a powerful network of contacts in which to find future partners or professional collaborators and suppliers.







“

*A Postgraduate Certificate that will introduce you to the trends in international collecting and the new types of galleries"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Management of Museums, Galleries and Exhibitions 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 Management of Museums, Galleries and Exhibitions** 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 Management of Museums, Galleries and Exhibitions**

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.



## Postgraduate Certificate Management of Museums, Galleries and Exhibitions

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

# Postgraduate Certificate Management of Museums, Galleries and Exhibitions

