The MA in Arts & Heritage Management is a unique Level 9 programme, which has been developed by the Department of Creative & Performing Arts. It aims to provide graduates and professionals with management training in the area of cultural administration and give them the necessary skills for effective cultural leadership and management.
MA in Arts & Heritage Management

Course Outline
The MA in Arts & Heritage Management is a unique Level 9 programme, which has been developed by the Department of Creative & Performing Arts. It aims to provide graduates and professionals with management training in the area of cultural administration and give them the necessary skills for effective cultural leadership and management. It is a 90 credit programme suited to Arts graduates, Business graduates with a particular interest in Arts/Heritage, and practitioners of the Arts/Heritage Sectors.

Programme Aims
The aim of the programme is to address specific and identified needs within the arts and heritage industry for management training in the area of cultural administration, and to provide students with the necessary skills for effective cultural leadership and management. It offers students an opportunity to reflect on their professional practice (work placement) and gain a theoretical and critical perspective on managing organisations and events in the Cultural/Heritage Sector.

Career Opportunities
Graduates of this programme will be able to apply for a variety of management positions in the Cultural/Heritage Sector, including festivals, arts offices, museums, galleries and other arts/heritage venues. Those who obtain a second class honours grade or better may also wish to proceed to a PhD where they can carry out further research in a related area.

Structure of the Programme
This 90 credit level 9 programme is delivered over three semesters. Semesters 1 and 2 comprise taught modules including specific research modules, and Semester 3 allows for greater student centred learning by focusing on the Minor Dissertation and Work Placement.

Semester 1
- Irish Arts & Heritage Studies (10 credits)
- Strategic & Financial Management (5 credits)
- Cultural Tourism & Public Policy Studies (5 credits)
- Professional Development & Research I, including Minor Placement (5 credits)
  Elective: Museum & Gallery Studies I (5 credits)
  OR Arts in Context I (5 credits)

Semester 2
- Festival & Events Management (5 credits)
- Employment & Legislative Studies (10 credits)
- Public Relations (5 credits)
- Professional Development & Research II, including Minor Placement (5 credits)
  Elective: Museum & Gallery Studies II (5 credits)
  OR Arts in Context II (5 credits)

Semester 3
- Major Placement (15 credits)
- Minor Dissertation (15 credits)

Programme Learning Outcomes
The programme aims to produce graduates who can:
1. Examine the underlying principles or theories relating to cultural/heritage management
2. Identify current problems in the sector, by analysing and reflecting upon the various topical issues examined through the programme
3. Apply their knowledge and expertise in the use of appropriate research methods
4. Conduct an extended investigation into a relevant aspect of theory or practice
5. Apply advanced skills across various fields of learning such as Research Skills, Strategic Management, Employment Management, Legal Studies and Financial Management
6. Employ new skills to a high level, including novel and emerging techniques such as those involved in the disciplines of Museum and Gallery Studies and Arts in Context
7. Self-evaluate, especially through having studied the more self-reflective modules on Professional Development, Work Placement and Dissertation
8. Apply leadership skills from having engaged in the study of various management roles and processes, as well as having experienced these during the extended period of work placement
9. Share their experiences of work practices with fellow participants
10. Apply their advanced knowledge of the Irish Cultural/Heritage Sector and the challenges it faces

Entry Details
Students wishing to apply for this programme will normally require a minimum of a second class honours degree or equivalent in a relevant discipline. Students must secure access to an approved cultural organisation where their work placement and research can be carried out.

How to Apply
All applications are through the online application facility at www.pac.ie

Fees
For information on fees please visit our web page at www.wit.ie/pg

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