

<b>Study programme:</b> Master Academic Studies Management of Cultural Heritage and Cultural Tourism			
<b>Course title:</b> Professional practice (MKT105)			
<b>Teacher:</b> Dr. Igor Stamenković			
<b>Status:</b> Obligatory			
<b>ECTS:</b> 3			
<b>Requirements:</b> None			
<b>Learning objectives:</b> Training students for successful mastering of business processes and operational management in the field of cultural tourism. Then acquiring practical knowledge for the successful planning, management, monitoring and evaluation of cultural tourism events in cultural institutions, congress centers and organizations that organize the festival and events.			
<b>Learning outcomes:</b> Students will acquire adequate knowledge of the processes of planning, preparing, organizing, realizing, monitoring and evaluating events. Also, acquiring knowledge for promoting and presenting cultural events.			
<b>Syllabus:</b>			
<i>Practical part</i>			
Overcoming business operations in operational positions in all sectors in organizations involved in planning, organizing cultural events (such as EXIT Foundation, CinemaCity, Foundation 2021, OPENS, Galery of Matica Srpska, Museum of Vojvodine etc.). Examining and producing all the topics given by Practicum and the journal of professional practice. Work on preparatory practice for work in these organizations.			
Implementation of professional activities in the sector for management, organization, marketing of cultural institutions, sale and production of events. Mastering all business management functions planning, organizing, human resources, execution, control.			
Getting acquainted with marketing tools, price formation methods, promotional activities. Then, training with forms of promotional activities (commercial, advertising, sales promotion, personal sales, public relations, interactive or direct marketing).			
Students are introduced to the basic characteristics and features of the event, based on personal experiences, interviews with employees and surveys they conduct. Practical classes are conducted at the event organizers, congress centers and cultural institutions.			
<b>Literature:</b>			
1. Pivac, T., Stamenković, I. (2011): Menadžment događaja, materijal za polaganje ispita (in Serbian)			
2. Hall, C.M. (1992): Hallmark tourist events: impacts, management and planning. London: Belhaven Press, UK.			
3. Marianne Lehtimäki (editor) (2008): Cultural Heritage and Tourism, potential, impact, partnership and governance, Monitoring Group on Cultural Heritage in the Baltic Sea States And Department of Cultural Heritage under Ministry of Culture, Lithuania			
4. Maria D. Alvarez Frank M. Go, Atila Yüksel (editors)(2016): Heritage Tourism Destinations, Preservation, Communication and Development, CAB International, UK			
<b>Weekly teaching load</b>	<b>8 (120)</b>	<b>Lectures /</b>	<b>Exercises 8 (120)</b>
<b>Methods of Teaching:</b> Field work and demonstration method with independent observation and research of cultural events. Solving problems that are posed as a barrier to organization and implementation, with the involvement of responsible persons in organizations where the practice will be conducted.			
<b>Grading method (maximum 100 points)</b>			
<b>Pre-examination assignments</b>	points	<b>Final examination</b>	points
Activities during lectures	<b>0-10</b>	Oral examination	<b>30-45</b>
Colloquia and Practical skills	<b>15-30</b>		
Seminar paper	<b>0-15</b>		
<b>Knowledge test method:</b> Students will keep a record of the practice of all the work processes and tasks they have carried out. In the end, they will have an oral part of the exam, presenting all the benefits they have gained by practicing the practice.			