

# **Draft for a Masters program in Cultural Planning**

(two years, part time studies, 15 credit  
points/semester)

## **Module 1**

*Key words:* Cultural environment, experience  
economy, the public cultural sector, urban planning

*Main objective:* Introducing the students into the  
field of cultural planning.

*Main themes:*

- Identifying the intersection between different fields; Cultural environment, the experience economy, urban planning etc.
- Identifying key actors, networks, forms of collaboration (and non collaboration).
- Discussion of the tension between rural/urban sectors.
- Discussion of public policy/central ideologies in a historical perspective.
- Reflection on professional roles in the public sector, fx the role of the “enthusiast” and “driving force” in the organisation, and new professional roles in the experience economy.

*Theoretical concepts:* gender, ethnicity, social class and “place”.

## **Module 2**

*Key words:* Diversity, cultural identities, the life world

*Main objective:* Deepening the critical and theoretical perspective on cultural planning

*Main themes:*

- Introducing a constructivist theoretical perspective; fx discussing the social construction of ideologies, policies and identities (ethnic, sexual, class & regional identities). Using literature like A. Giddens “Modernity & Selfidentity”, Hultman & Ek’s “The commercialization of Place”
- Discussing concepts like power and discourse. Using literature on discourse analysis, empirical studies inspired by Foucault etc.
- Deepening the understanding of the experience economy with a critical perspective, through studies like O’Dell & Billing’s “Experiencescapes”

## **Module 3**

*Key words:* The methods of cultural planning, the intersection of different values and perspectives; for example aesthetic, architectural, environmental, historical, ethical and economical.

*Main objective:* A practical project-oriented module where theoretical knowledge from the previous modules will be applied, for example in student projects organised in different themes. Using literature like Florida's "The Rise of the Creative Class" etc.

## **Module 4**

Independent project/thesis

