

**zeppelin university**

bridging  
business culture politics

Course  
language  
English

# Cultural Production & Cultural Policy Master of Arts | CPP

Rethinking Arts, Culture & Curating for Democratic Civil Societies

## SEQUENCE OF STUDIES

### Mandatory Modules (Semester 1–2)

totaling 48 to 60 ECTS

#### Mandatory Modules

##### Project & Field Studies

##### Creativity & Performativity

##### Cultural Policy

##### Cultural Organization

##### Theories for Social Change (2 of 4)

- | Cultural Theories & Postcolonial Studies
- | World Society (Differentiation & Integration)
- | Digital Public Sphere
- | Diversity & Change Management

##### Methods

- | Interdisciplinary Methods
- | Advanced Methods (2 or 4 workshops)

### Elective Modules

#### Public Management

#### Law in the Media & Cultural Sector

#### HR Management

### Elective Modules (Semester 2–3)

totaling 36 to 48 ECTS,

including a maximum of 18 ECTS from the open-content elective modules

#### Field of Expertise: Programming & Curating

- | Making of Art in Society
- | Theory & History of Curating
- | Curatorial Practice

#### Field of Expertise: Cultural Organization, Cultural Economy & New Publics

- | International Cultural Relations
- | Audience Studies
- | Current Markets for the Arts & Digital Culture

#### Field of Expertise: Arts, Politics & Social Change

- | Analysis of Arts, Politics & Activism
- | Understanding (Planetary) Futures
- | Digitalization & Social Transformation
- | Science, Fiction & Society

#### Cross-Sectional Area

- | Selected Topics I + II + III
- | Independent Project in Media, Culture & Entrepreneurship

#### Open-Content Elective Modules

- | Multidisciplinary Modules
- | Elinor Ostrom Project

### Master's Phase (Semester 4)

encompassing 24 ECTS

#### Final Module

- | Master's Thesis
- | Thesis Defense

#### ZU|plus (optional)

Semester 1–4  
totaling 2 ECTS

- | Essentials of Entrepreneurship

## THE DEPARTMENT OF COMMUNICATION STUDIES & CULTURAL STUDIES

**We offer the ideal Master's program for those seeking to explore new perspectives on art, culture, and curating within democratic civil societies.**

**In this context, we are inspired by the following questions:**

### **Cultural Politics**

What kind of new alliances and forms of cooperation are decolonizing art and politics?

▶ [zeppelin-university.com/cultural-policy](http://zeppelin-university.com/cultural-policy)

### **Art Markets**

How is the price of "priceless" goods determined?

▶ [zeppelin-university.com/sociology-art-field](http://zeppelin-university.com/sociology-art-field)

### **Culture at the interface of artificial and human Intelligence**

What does creativity mean today?

▶ [zeppelin-university.com/cultural-analysis](http://zeppelin-university.com/cultural-analysis)

### **Visitors and Non-Visitors**

Who wants to be part of the audience these days?

▶ [zeppelin-university.com/cultural-production](http://zeppelin-university.com/cultural-production)

### **Art and Activism**

What does the term art mean when everyone is an artist?

▶ [zeppelin-university.com/art-theory](http://zeppelin-university.com/art-theory)

### **Media Theory**

How are new technologies changing us and how are we changing them?

▶ [zeppelin-university.com/media-theory](http://zeppelin-university.com/media-theory)

### **Digital Communication**

What are the communicative conditions framing work in the cultural field today?

▶ [zeppelin-university.com/digital-communication](http://zeppelin-university.com/digital-communication)

### **Sociology**

Where is the environment if not in society?

▶ [zeppelin-university.com/sociology](http://zeppelin-university.com/sociology)

### **Public Sphere**

What influence does the cultural public sphere have on public opinion?

▶ [zeppelin-university.com/media-analysis](http://zeppelin-university.com/media-analysis)

### **Working in order to learn**

How does an organization function within a network?

▶ [zeppelin-university.com/social-theory](http://zeppelin-university.com/social-theory)

### **Sociology of Emotions**

What are the consequences of undemocratic emotions?

▶ [zeppelin-university.com/emotions-modernity](http://zeppelin-university.com/emotions-modernity)

**What questions guide you?**

## AT A GLANCE

### Rethinking Arts, Culture & Curating for Democratic Civil Societies

This interdisciplinary English-language Master's degree program in Cultural Production & Cultural Policy **qualifies students for programmatic, research-based, artistic and curatorial work in the cultural sector.**

As part of this study program, research-oriented lecturers students collaboratively investigate, develop, and examine innovative cultural formats. The Master **combines project-based courses**, in which students conduct field research and curate their own events, **with sophisticated theoretical work and empirical research.**

The Master's study program provides students with the in-depth qualifications they need to become change agents in the cultural sector.

### Contact

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[zeppelin-university.com/ma-cpp](https://zeppelin-university.com/ma-cpp)

### Employment prospects

- | Process designers, curators, researchers and managers of cultural organizations
- | Activists, consultants in the area of international cultural policy
- | Doctoral students in humanities or social sciences

### Cultural Production & Cultural Policy Master of Arts

Standard period of study	4 semesters (2 years)
ECTS	120
Admission requirements	Bachelor's degree in humanities, arts or social sciences
Faculty	Communication Studies & Cultural Studies
Language	English
Course begins	September