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MEDIA

LAW

Cultural Management

CERTIFICATE PROGRAM



Cultural Management

CERTIFICATE OF THE UNIVERSITY OF VIENNA

Designed for Cultural and Social Professionals

About the Program

The Cultural Management certificate program is an international postgraduate program that provides practical knowledge and easily applicable skills for the successful management of cultural and social projects.

A state of the art program, it is designed to bridge best practice and inspirational theory as well as to explore experimental formats and anticipate trends in cultural and social project development. Participants will enjoy training by renowned and experienced practitioners and docents, they will establish valuable international networks and learn from scratch how to develop projects, how to navigate through intercultural communication and international relations, marketing and audience engagement and performing within times of societal change and challenge.

Associated Careers

The program addresses NGO and governmental practitioners as well as individuals who have an interest and career ambitions in the fields of:

- Artists, Cultural Creators and Managers from Theatre, Museum, Music, Literature, Film, Fine Arts, and Performing Arts
- Cultural and Social Organizations and Entrepreneurship
- Education, Anthropology, and Sociology
- International Relations and Cultural Diplomacy
- Journalism, PR, and Marketing
- Community Engagement
- Cultural Policy and Cultural Industries

Acquired Competencies

The successful participants will be enabled and empowered to:

- Understand the principles of the cultural and social sector as basis for success
- Develop projects both socially relevant and economically beneficiary
- Find sponsors and public funds to finance projects
- Develop and engage audiences for one's projects
- Gain knowledge and create a toolkit for project planning processes
- Learn strategies for time, budget, team, network and career-management
- Conceptualize international partnerships and European Union projects
- Communicate in intercultural environments and with the media
- Establish their projects within specific and challenging urban or remote communities

Entry Requirements

Admission to the program requires a university degree or high school degree with work experience in related fields as well as sufficient English language skills to follow lectures and participate in discussions.

Program Content

	ECTS CREDITS
Module 1: Code Culture	4
basic knowledge about the structure, scheduling, budgeting, financing in the form of sponsorship and funding, human resources and team building in a project are taught and trained, especially creative strategies and new ways of designing these aspects in the cultural and social sector, in which time and finances are scarce.	
Module 2: Global Conversation	4
the latest developments in international dialogue and professional conduct of intercultural cooperation are elaborated. Culture and identity, diplomacy and cultural policy, planning of EU-projects and intercultural communication to extend and improve the quality of projects will be discussed.	
Module 3: Media Management	3
the publication and dissemination of cultural and social projects via the media are in the foreground, as well as learning to increase the visibility of existing media, marketing mechanisms, research and socio-political relevance for the media of television, radio, print and social websites.	
Module 4: Living City	3
the city as an entity is worked on as an indispensable playground within the scope of the art of project management. The most important, conflicting and exciting developments occur in cities, which can thus be understood as socio-political and cultural laboratories. In this module the emphasis lies on concrete examples such as the innovative city and community engagement.	
Module 5: Final Presentation	1
TOTAL	15

The program starts in October and takes place in five blocked modules during the months October, November, December and January. It is structured in four thematic modules (generally held from Thursday 5 pm to 9 pm, Friday from 9 am to 8 pm and Saturday from 9 am to 6 pm) and one final presentation module.

Leadership Guidance

The program is conceptualized and guided by a dynamic team with complementary competences: Leonie Hodkevitch, Clearly Culture, author, cultural producer, founder, expert to the European Commission and international lecturer in cultural management for European and U.S. universities, and Peter Schweitzer, Professor of Social and Cultural Anthropology at the University of Vienna with over 20 years of academic experience in North America.



Lecturers & Experts*

The interdisciplinary team of lecturers includes Leonie Hodkevitch (Clearly Culture and European Union), Peter Schweitzer (University of Vienna), Andreas Stadler (Austrian Ministry for Foreign Affairs, Ambassador in Poland), Doug Borwick (Founder of Arts Engaged), Dee Boyle-Clapp (University of Massachusetts), Matti Bunzl (Wien Museum), fordewind architecture ltd. (Urban Projects, Community Involvement), Monika Herzig (Indiana University Bloomington), Adina Hasler (Kunststalle Wien, MuseumsQuartier), Matthew Hill (Awarded Trainer Intercultural Hill Networks, UK), Ular Mark (Tallinn University of Art), Elisabeth Mayerhofer (City of Vienna), Philipp Ther (University of Vienna), Cay Urbanek (CFO Volkstheater Vienna), Patrik Žák (Trencin Cultural Capital 2026), Periklis Chatzinakos (Mamagea Thessaloniki), Giuseppe Raví (Respiro e movimento), Ina Ross (University Saarland and India), and further practitioners and scholars from the field. Teaching is in English. Part of the module takes place through visits at venues of interest.

*subject to change



„From our perspective, Cultural Management is a way to achieve both individual fulfillment and meaningful engagement in acting upon modeling our society. In this carefully designed, intense program, we aim at providing participants with tools and experiences for reaching these goals.“

Leonie Hodkevitch, Peter Schweitzer
Scientific Coordinator, Program Director

Authors, originators, creators and initiators of idea, concept, planning and design of the program ‘Cultural Management’: Mag. Phil. Leonie Hodkevitch and Univ.-Prof. Dr. Peter Schweitzer.



SCIENTIFIC COORDINATOR

Mag. phil. Leonie Hodkevitch

PROGRAM DIRECTOR

Univ.-Prof. Dr. Peter Schweitzer

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Academic
Degree

Certificate of the University
of Vienna

Duration

1 Semester
(extra occupational)

Units

15 ECTS Credits

Language

English

For further information concerning Start, Application Deadline and Tuition,
please visit our website.

www.postgraduatecenter.at/culturalmanagement





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The University of Vienna is one of the oldest and largest universities in Europe. Staffed with about 10,600 employees, the University of Vienna fuels innovation in Vienna and its surroundings. Around 85,000 national and international students foster intellectual exchange in the university city of Vienna.

The Postgraduate Center is the competence center for professional continuing education and lifelong learning at the University of Vienna. Our aim is to support people on their personal educational and career paths. We offer a wide range of master and certificate programs, continuing education programs, as well as cutting-edge open continuing education and training formats. We offer research-based, interdisciplinary, top quality, international and practice-oriented programs. This serves as a contribution of the University of Vienna to our knowledge society, the university's third mission and successful lifelong learning.

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