



COURSE NAME: CREATIVIDAD CULTURAL

POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION

ECTS. 3

TERM: 3

Prof. Nieves Limón

COURSE TIMETABLE

WEEKLY PLANNING

WEEK	SESSION	CONTENT DESCRIPTION OF THE SESSION	GROUP		Indicar espacio distinto de aula (aula informática, audiovisual, etc.)	STUDENTS WEEKLY WORK		
			BIG	SMALL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	1-Introduction. Cultural Creativity in the Convergence Culture.	X				1,5	2
	2	1-Introduction. Cultural Creativity in the Convergence Culture.	X				1,5	2
	3	1-Introduction. Cultural Creativity in the Convergence Culture.					1,5	2
2	4	2-Case study 1: Artistic Change and Social Context.	X				1,5	2
	5	2-Case study 1: Artistic Change and Social Context.	X				1,5	2
	6	2-Case study 1: Artistic Change and Social Context.	X				1,5	2
3	7	3-Case study 2: Museums: Turning Spectators into Visitors.	X				1,5	2
	8	3-Case study 2: Museums: Turning Spectators into Visitors.	X				1,5	2
	9	3-Case study 2: Museums: Turning Spectators into Visitors.	X				1,5	2
4	10	4-Case study 3: Cinema and Promotion.	X				1,5	2
	11	4-Case study 3: Cinema and Promotion.	X				1,5	2
5	12	5- Media Art: creation, conservation and evaluation of cultural heritage in the digital age.	X				1,5	2
	13	5- Media Art: creation, conservation and evaluation of cultural heritage in the digital age.	X				1,5	2
	14	5- Media Art: creation, conservation and evaluation of cultural heritage in the digital age.	X				1,5	2
6	15	Presentations	x				1,5	2
	16	Presentations	x				1,5	1
Subtotal 1							24	31
Total 1 (Attendance hours and student's work hours between weeks 1-5)							55	
6-8	Submission of assignments						7	
	Tutorial time. Meeting with students.						2	
	Final exam preparation and attendance Grading						11	
Total 2 (Student's work hours between weeks 6-8)							20	
TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)							75	