



## Cultural patronage

### Presentation

This class focuses on patronage-related issues, more specifically in the cultural sector, using a global approach - both theoretical and practical. It covers the following topics: patronage from its origins to the present day; the role of private funding in culture; the legal and fiscal framework; patronage at the local level: structures and networks; the main trends: overview and current situation; and finally, patronage as a strategic development tool, for cultural structures as well as for companies. The class is based on practical cases and situations, which helps students to familiarize themselves with the subject in a practical manner.

### In brief

**ECTS credits** : 3.0

**Number of hours** : 18.0

**Teaching term** : Six-monthly

**Teaching activity** : Seminar

**Year** : Fifth year

**Validation** : Final written examination

### Contacts

#### **Responsible(s)**

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## Formule pédagogique

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In each session, students perform practical exercises. Moreover, students are required to keep up to date with current affairs in the field of cultural patronage, so as to be able to contribute to class discussions and facilitate role-playing.