



# **CREATIVE INDUSTRIES AND MANAGEMENT IN THE FIELD OF CULTURE**

**M.A. IN AREA STUDIES**



## PROGRAM ADVANTAGES

- ✔ Innovative character of the program and the latest trends in educational technology. It is one of the first practice-oriented master's programs in Russia aimed at training specialists in creative management and creative industries.
- ✔ Focused on the representation of unique programs of the department's professors and invited experts in the field of creative entrepreneurship. Within the program's framework, workshops by famous gallery owners, designers, curators in contemporary art, and managers in the area of culture are actively positioned.
- ✔ The graduate receives two state diplomas: a specialty diploma and a translator's diploma.
- ✔ The key features of the program are several individual and group creative sessions and projects, which has become an essential part of the course,
- ✔ The international composition of the study group facilitates the establishment of new contacts and global networking.
- ✔ The program presents an opportunity to participate in the student exchange program with partner universities.



# STUDYING PROCCCESS

**120** credits.

Lectures, practical sessions, and students' individual work.  
Research work, research practice, undergraduate practice.



## CREATIVE INDUSTRIES: THEORY AND PRACTICE

- Post-industrial economics and the development of creative industries,
- Russian and foreign practices for developing creative industries.



## MODERN ART MARKET: STATE AND PROSPECTS.

- The modern market and globalization, the dynamics of the global art market, auctions in the art market system, significant players, and the art dealer's profession.



## MUSIC BUSINESS: RUSSIAN AND FOREIGN EXPERIENCE

- The music business in musical culture, popular music and its place in the modern entertainment industry, producer's functions, and festival management.



## MUSEUM DESIGN LABORATORY

- Museum technique, museum project, museum design stages, symbolic economics in the museum business.



## SOCIOCULTURAL DESIGN

- The concept of the specifics of the sociocultural environment.
- Types of social participation.
- Assessment of the effectiveness of sociocultural projects.
- Organizational and technical analysis of social performance.





## **COMMUNITY ART PRACTICES IN CREATIVE INDUSTRIES**

- New engagement techniques.
- Virtualization of social space.
- New media and society: the experience of interaction in a virtual environment.
- Key projects in community-based art.



## **LABORATORY OF CREATIVE INDUSTRIES**

- The course offers a range of workshops that are designed to develop essential skills.
- The course covers the specifics of implementing creative ideas at all stages of a project - from choosing a business model and analyzing the practice of generating creative ideas to the specifics of implementing a project in its economic, legal, and other aspects.



## **LEGAL ACTIVITIES IN CULTURAL ENTREPRENEURSHIP**

- Legal characteristics of Russian entrepreneurship, international treaties as sources of intellectual property law, the economics of creative industries, and taxes as an economic regulation instrument.



## **URBAN STUDIES: MEDIA, COMMUNITY, INNOVATION**

- Studying international and Russian experience in urban development, territorial development, developing concepts of sociocultural and innovative infrastructure.



## **CULTURE IN THE CONTEXT OF GLOBALIZATION**

- The specifics of globalization's phenomenon in various aspects and areas of its manifestation, the main theoretical paradigms, and approaches to the phenomenon of globalization.



## STUDENTS FEEDBACK

### ZHOU XIAOYU, CHINA

“ I am extremely satisfied with my experience of being here and of high quality teaching of PFUR’s academic staff. The faculty and tutors are very supportive. The course program is well-balanced. It has motivated me to learn and research, not just to achieve a good grade. What I love the most here are the exciting lectures and workshops based on museums such as Pushkin State Museum or State Tretyakov Gallery. It also contributed a lot to my spiritual growth. I would highly recommend this program! ”

### LIU BINI, CHINA

“ I would like to say that if you want to develop your thought, your creativity, this program is right for you. I do find this education to be interesting and challenging with great learning materials that really make you get involved. I love the enthusiasm of the professors and the way they develop your critical thinking and inspire you. As an international student from China, I really appreciate the opportunity to meet other people from all around the world. ”



# ACADEMIC DIRECTOR OF THE PROGRAMME

**SAKHNO IRINA MIKHAILOVNA**



Dr. habil. in philology, Full professor  
Deputy Head of the Department of Theory  
and History of Culture for Science and Research  
of the Faculty of Humanities and Social Sciences  
of RUDN University.

Member of the editorial board of the leading peer-  
reviewed scientific journal in Russia «Space  
of Culture. BurganovHouse».

Member of the editorial board of the art and  
literature scientific and analytical peer-reviewed  
journal «TEXTS» (Moscow-Brussels).

Member of the Russian Association  
of Art Critics (AIS).

Member of the Association of Student Olympics  
Organizers “I am a Professional.”

Expert of the International Project Russian  
Arts Prize.

A widely recognized researcher for the outstanding contribution to the Russian avant-garde movement studies during the 1910s and 1930s. She is a leading contributor to research on the Russian avant-garde, being at the origins of Russian theoretical avant-garde studies. She has been instrumental in creating a school of interdisciplinary and visual research in Russia. Author of over 100 scientific articles and two monographs on the problems of the Russian “historical” avant-garde and verbal-visual representation in culture.

- Author of scientific articles in peer-reviewed Russian and foreign scientific journals (VAK, SCOPUS –Q2, Web of Science).
- Head of grant projects and Initiative research projects.