

Department of Culture & Arts Management



Academics

With the improvement in quality of life linked to economic development, cultural and arts-related industries have become crucial elements in a nation's competitiveness. Reflecting this trend, the Department of Arts and Cultural Management aims to cultivate professionals in cultural and arts policy administration, performance planning and directing, exhibition management, and entertainment, responding to the demand for individuals with specialized knowledge, experience, and skills in the cultural and arts sector. To achieve this goal, the department provides education in the following areas.

1. Systematic and specialized knowledge in the field of arts and culture.
2. Management knowledge regarding arts and culture as an industry that creates economic value.
3. Creative and interdisciplinary knowledge necessary for understanding and industrializing arts and culture.

Educational Goals

- Fostering a comprehensive and specific understanding of both pure and popular arts.
- Cultivating arts administrators as intermediaries connecting creators (art organizations, artists, etc.) and consumers.
- Nurturing the cradle of future cultural and arts CEOs and planners who will lead the cultural and arts field, recognized as the premier industry of the 21st century.

Students Envisioned

- Professionals capable of leading arts management in diverse genres within the cultural and arts field.
- Talents with specialized skills in cultural arts planning, audience development, promotion, and marketing, including areas such as cultural arts policy, performance and exhibition planning.
- Future arts managers who can integrate domestic and international trends in the cultural and arts industry into arts management.

Faculty



Prof.	Kim, Jin Gak
Field	Culture and Arts Policy, Cultural Arts Contents, Culture and Arts PR
Assigned Subjects	Understanding Culture and Arts Policy, Culture and Arts PR, Culture and Arts Industry, Applied Arts Trend Seminar, News literacy(Elective)
Office	Woonjung Campus Pavilion Hall #909
Tel.	+82 2-920-2682
Email	kimjg2003@sungshin.ac.kr



Prof.	Kim, Jong Hyun
Field	Producing a Theatrical Production, Performing Arts
Assigned Subjects	Producing a Theatrical Production, Understanding the musical market, History of Musical, Performance Producing Project, Management of Theater
Office	Woonjung Campus B Hall #626
Tel.	+82 2-920-7821
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Curriculum Freshman

Area	Course Code	Course Name	Course Description	Semester	Credit
Core Major	AY000500	Arts Management	In this class, students will understand the basic knowledge of arts management and specificity of arts and culture field, learn the overall theory, and focus on practical needs. In addition, students will understand the arts management process of major cultural institutions and organizations, analyze their strategies, and acquire basic skills needed in the field of the cultural industry. The class is mainly composed of discussions and presentations and students are required to actively participate in the class. It is also recommended that students read the textbook before class to improve their understanding of the course.	1 st	3
	IA000100	Producing a Theatrical Production	This course examines the overall process of performance production, from conceptualizing a work to selecting materials, production, and distribution, in order to develop the fundamental knowledge required of performance planners. By understanding the artistic characteristics and major performance genres—such as theater, music, circus, opera, and dance—which are distinct from exhibitions or literature, students will explore effective approaches to planning successful performances. The course also introduces the key concepts necessary for performance planning, including the performance industry, planning and distribution, performance audiences, marketing strategies, and copyright issues, with a focus on various case studies. Through this process, the specific role of the performance planner is examined to help students acquire the essential knowledge required in the field.		3
	IA000200	Appreciation of Performing & Visual Arts	It aims to understand the contemporary artistic flow through appreciation of various cultures and arts, experience various perspectives on artworks through reviews and discussions, and enhance artistic perspectives. Performance appreciation is the main focus, but activities such as watching movies, exhibitions, festivals, or events are also expected.		3
	IA000300	History of Musical	Not only animals and plants thrive, but performing arts have also sought various changes to survive rapidly changing social conditions along with the flow of human history. The change has been repeated numerous times, for example, in ancient Greek amphitheaters, almost all parts of the modern total play have already been prepared. It highlights the artistic heritage of its predecessors and predicts the future performance market and performance style.	2 nd	3
	IA001700	History of Visual Arts	Understand the meaning and spirit of the times through the history of art, from Renaissance art to modern and contemporary art.		3



Curriculum Sophomore

Area	Course Code	Course Name	Course Description	Semester	Credit
Core Major	IA000800	Principles of Marketing	It is a practical course in which students experience learning on their own. By directly expressing work analysis, character analysis, and acting ensemble, the characteristics and physiology of the play are grasped, and furthermore, the sociality and consideration required in group art work distinct from individual art is experienced.	1 st	3
	IA001600	Art Exhibition Planning	Understand the overall exhibition planning process, from planning exhibitions presented in art galleries, galleries, and alternative spaces, to recruiting artists, composition of exhibition halls, and public relations. It is also an opportunity to develop an eye for art exhibitions through various exhibitions.		3
	IA003200	Writing for Arts	All content starts with language. Culture and arts content is bound to exert the power of creative language even more. Creative writing is not only applied to artists who express themselves through language. The role of language is also very important for students majoring in culture and arts in cultivating logical thinking and realizing expression methods. Artistic writing classes seek opportunities that lead to the development of new cultural contents through creative writing practice.		3
	IA003500	Museum & Art Gallery Management	This course focuses on the theory and practice of museum and art gallery management to support the rapid increase in the number of visitors to museums and art galleries due to the various values of culture and art, and the management of related facilities.		3



Curriculum Sophomore

Area	Course Code	Course Name	Course Description	Semester	Credit
Core Major	IA000400	Understanding of the Play	It is a practical course in which students experience acting on their own. By directly expressing work analysis, character analysis, and acting ensemble, the characteristics and physiology of the play are grasped, and furthermore, they experience the sociality and consideration required in group art work that is distinct from individual art.	2 nd	3
	IA000900	Understanding of Stage Mechanism	In order for artistic ideas to be realized in the desired form on the stage, there must be a technical understanding to materialize them. In this lecture, the understanding of the concept, history, and performance organization of stage technology, including stage equipment, lighting, and sound, as well as the understanding of the theater, which is a place where the audience meets, is deepened, and the understanding of stage equipment, lighting, and sound is enhanced by practically using the device through practice.		3
	IA001000	Culture and Arts PR	You will be familiar with the classic key points of promotional advertising, such as establishing promotional advertising strategies for art products, budgeting, media planning, press release writing, audience development, and artist artwork. You will also study the application plans for new marketing tools using mobile and social networks such as Facebook and Twitter. In particular, since this course is taught by practical experts, you will experience the vivid feeling of the culture and arts scene indirectly.		3
	IA003300	Planning and Managing Popular Music Concerts	This course focuses on relevant theories and practical field cases to broaden students' understanding of management beyond the actual planning of popular music concerts, one of the areas with the highest audience concentration in the performing arts.		3



Curriculum Junior

Area	Course Code	Course Name	Course Description	Semester	Credit
Advanced Major	IA001300	Directing Theatre	Based on stage production, the goal of the class is to acquire directing concepts and techniques such as movies, dramas, CFs, and event performances to enhance the understanding of directing concepts and directing execution.	1 st	3
	IA001400	Understanding the Musical Market	Explore jobs and jobs in the Korean performance market. The research process involves understanding each performance genre such as plays, musicals, concerts, and festivals, in-depth interviews with experts active in the field, and learning major issues in the field through groups, individual presentations, and discussions. It is suitable for students who are contemplating a career path in the cultural and artistic markets, especially in the performing arts field. In addition, internship opportunities are provided through mock interviews that invite key officials in the performance industry as interviewers.		3
	IA002400	Understanding Culture and Arts Policy	Looking at the main theories and issues related to culture and arts policies, on the one hand, exploring how culture and arts policies are implemented in the field.		3
	IA002700	Culture and Arts Industry	Exploring the main content and core issues of the fine arts and popular arts industry	2 nd	3
	IA002800	Fundamentals of Management	Management refers to the optimal decision-making process. It is not limited to companies. It applies directly to culture and arts organizations and related organizations. No matter how much emphasis is placed on cultivating a management mind that pursues effective and efficient management. Customer-centered mind, competitive advantage mind, and value maximization mind can be said to be the core elements of management mind. The subject of 'The Principle of Management Studies' examines the process of making optimal decisions and explores the accounting fields necessary for culture and arts majors.		3
	IA002900	Understanding of Film	Film is a holistic art that must convey numerous emotions and ideas at once. Therefore, a correct understanding of the art of film is essential. The subject of "Understanding Film" contains a journey to look into the film industry through the perspective of production, starting with basic film theory and how movies are made. Comprehensive and in-depth learning is conducted in parallel with theory and practice.		3
	IA003400	Funding for the Culture and Arts	Reflecting the growing importance of raising funds in the process of operating culture and arts institutions and arts organizations, various theories related to this are introduced, and concrete measures to secure funds are carried out in the form of practice.		3



Curriculum Senior

Area	Course Code	Course Name	Course Description	Semester	Credit
Advanced Major	IA001500	Management of Theater	Theater, museum, and art museum are representative cultural and artistic management spaces, which are not just buildings, but as an organic organization that repeats growth and regression through close interaction between artists, art managers, and audiences. Theater, art museum, and museum are the most important areas in the field of culture and arts management, and are based on common management principles but require the establishment of new management protocols specialized for each building. This course provides an overview of the design, operation, and management related to the characteristics and spaces of theaters, museums, and art galleries that have functioned as a representative field in which the entire culture and art of all directions have been realized, and based on this, the new concept of culture and art spaces required by the 4th industrial revolution era and management methods suitable for them are designed.	1 st	3
	IA003100	Applied Arts Trend Seminar	This class focuses on understanding the major issues and implications of the genre through the analysis of major trends in popular art genres such as popular music, dramas, and movies. It also explores how major theories related to popular art are expressed in reality.		3
	IA000600	Convention Planning & Management	MICE is an acronym for Meetings, Incentive Tours, Conventions, and Exhibitions & Events. The MICE industry has recently gained significant attention because it is a high value-added sector that promotes the growth of related industries such as hospitality, transportation, tourism, trade, and distribution through the provision of various services during MICE events. This course first introduces the historical development of the MICE industry and examines its growth and current status in South Korea. It then focuses on the planning processes and on-site production of MICE events, using case-based learning to provide practical insights. Representative case studies include the Lotte Group WOW Forum and Hanwha Group WITH Conference for Meetings, the Nu Skin U.S. Convention for Incentive Tours, the G20 Summit for Conventions, and major Exhibitions & Events such as the Yeosu Expo, the Seoul Motor Show, the Frankfurt Motor Show, the Seoul Lantern Festival, and the opening and closing ceremonies of the Gwangju Universiade.	2 nd	3
	IA002100	Performance Producing Project	It aims to practice the entire process from content planning to production, and to develop one's own content with the results of four years in the Department of Culture and Arts Management through workshops.		3



Curriculum Roadmap

Career Field	Performance Planning and Direction	Cultural Arts Planning and Marketing	Public Institution for Cultural Arts	Entertainment
Major Competency	Planning Expertise	Planning Expertise	HR Management Expertise	Textual Expertise
Freshman	<ul style="list-style-type: none"> Producing a Theatrical Production 	<ul style="list-style-type: none"> Appreciation of Performing & Visual Arts 	<ul style="list-style-type: none"> History of Musical 	-
Sophomore	<ul style="list-style-type: none"> Culture and Arts PR 	<ul style="list-style-type: none"> Art Exhibition Planning Culture and Arts PR Principles of Marketing 	<ul style="list-style-type: none"> Culture and Arts PR 	<ul style="list-style-type: none"> Culture and Arts PR
Junior	<ul style="list-style-type: none"> Directing Theatre Understanding the Musical Market 	<ul style="list-style-type: none"> Fundamentals of Management 	<ul style="list-style-type: none"> Understanding Culture and Arts Policy Culture and Arts Industry 	<ul style="list-style-type: none"> Understanding of Film
Senior	<ul style="list-style-type: none"> Performance Producing Project 	<ul style="list-style-type: none"> Performance Producing Project 	-	<ul style="list-style-type: none"> Applied Arts Trend Seminar
6 Core Competencies	<ul style="list-style-type: none"> Global Citizenship Knowledge Exploration Artistic Sensibility 	<ul style="list-style-type: none"> Artistic Sensibility Creative Fusion Self-Directed Execution 	<ul style="list-style-type: none"> Creative Fusion Self-Directed Execution Communication and Collaboration 	<ul style="list-style-type: none"> Global Citizenship Communication and Collaboration Creative Fusion
Related Occupations	<ul style="list-style-type: none"> Performance Planner 	<ul style="list-style-type: none"> Cultural Arts Planner 	<ul style="list-style-type: none"> Arts Manager 	<ul style="list-style-type: none"> Entertainment Planner Broadcast and Scenario Writer

● Cultural Arts Planning and Marketing Expert Track

<p>Track Description</p>	<p>The expertise recognition based on completing major courses in the field of performance and content planning, along with the accompanying area of promotional marketing.</p>			
<p>Curriculum</p>	<p>Area</p>	<p>Semester</p>	<p>Course Name</p>	<p>Credit</p>
	<p>1</p>	<p>2</p>	<p>Producing a Theatrical Production</p>	<p>3</p>
	<p>2</p>	<p>1</p>	<p>Art Exhibition Planning</p>	<p>3</p>
	<p>2</p>	<p>2</p>	<p>Understanding of the Play</p>	<p>3</p>
	<p>2</p>	<p>2</p>	<p>Culture and Arts PR</p>	<p>3</p>
	<p>3</p>	<p>2</p>	<p>Culture and Arts Industry</p>	<p>3</p>
	<p>4</p>	<p>2</p>	<p>Performance Producing Project</p>	<p>3</p>
	<p>Total</p>			<p>18</p>





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