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SELECTIVE PROCESS | SUBSCRIPTION 2020

MANAGEMENT OF CULTURAL PROJECTS

POSTGRADUATE
SPECIALIZATION
[LATO-SENSU]



CELACC
Centro de Estudos
Latino-Americanos
sobre Cultura
e Comunicação



ESCOLA DE COMUNICAÇÕES E ARTES
UNIVERSIDADE DE SÃO PAULO



PRESENTATION

This professional qualification program systematically addresses the aspects of contemporary cultural production, including the theoretical, conceptual and practical dimensions of working as a cultural project manager. This course is for undergraduate professionals from all areas who are looking to continue their formal education, need further qualification or are rerouting their careers. This specialization has emerged because of the increasing need for professionals who are capable of working in the cultural market.

GOALS

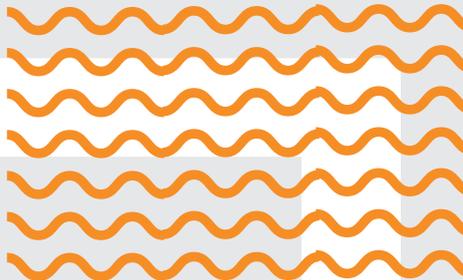
A cultural project manager, graduated at Celacc, is capable of elaborating projects generated by the demands of contemporary social dynamics, linking the interests of the parties involved to conduct a project which articulates technical and theoretical knowledge, along with ethical and social responsibility;

Enable an environment fit for exchanging experiences and learning through theoretical discussions and case studies;

Create opportunities for elaborating, writing, approving, raising funds and executing cultural projects;

Experience academic research in which the participant becomes a creator of knowledge.

Management of cultural projects contemplates topics such as:
Culture Theories | Contemporary Arts | Brazilian Culture and Diversity | Public Policies for Culture | Funding Sources | Management Methods | Cultural Economy | Strategic Planning | Communication for Cultural Projects.



TOTAL INVESTMENT

R\$ 9.000,00 - Enrollment fee (R\$ 500,00) + 17 installments of R\$ 500,00

NUMBER OF ENROLLMENTS AVAILABLE

75

DURATION

480 hours | 18 months | Saturdays, from 8:30pm to 6pm

THE SELECTION PROCESS

The selection process is composed of one single phase:

Candidates interested in taking this graduate course will be interviewed and will have to answer a few questions related to the biography indicated at the end of this document.

REGISTRATION FOR THE EXAM

- a) Registrations will be conducted exclusively on the website: celacc.eca.usp.br, from 27/04/2020 to 12/06/2020; (*date format: dd/mm/yy*)
- b) IMPORTANT! After filling out the application form, a payment screen will appear (Pagseguro payment service); however, international candidates should ignore it, since the registration fee does not apply to them.

THE EXAM

- a) Interviews with international students will be conducted on Skype® on a date stipulated by the institution, foreseen for late June. Available dates and testing times will be announced by the institution, and candidates will be able to choose the one that best fits his or her schedule;
- b) All candidates must be present on the date and time appointed;
- c) Consultation of any kind of material is prohibited;
- d) Exam bibliography can be found at the end of this document.

DOCUMENTS FOR ENROLLMENT

- a)** Candidates approved in the interview will be called up for enrollment. If not present within the appointed time period, the opening will be renounced by the candidate;
- b)** Candidates approved in the selection process must provide the following to enroll:
- 1 - A study plan (up to one page long) focused on a cultural topic which he or she intends to study during the course. Access the model celacc.eca.usp.br
 - 2 - Copy of ID Card and Passport
 - 3 - Copy of the candidate's College Diploma or proof that he/she has concluded a college/university degree (bachelor's degree, undergraduate degree, associate degree, licentiate degree, technologist degree)
 - 4 - Payment of the first installment - R\$500,00 (five hundred reais) in cash or check
- c)** Only candidates who turned in all the aforementioned documents during the appointed time period will be effectively enrolled in the course;
- d)** Classes will begin in early August 2020, according to the schedule below;
- e)** Cases of omission will be settled by the Celacc coordination.

CRONOGRAMA MIDCULT

EXAM REGISTRATION

From 27/04/2020 to 12/06/2020 (*date format: dd/mm/yy*)

EXAM/INTERVIEW

Foreseen for late June 2020

*Candidates will be able to choose the best day and time to partake in the interview, according to the ones made available to them by the institution.

ANNOUNCEMENT OF RESULTS

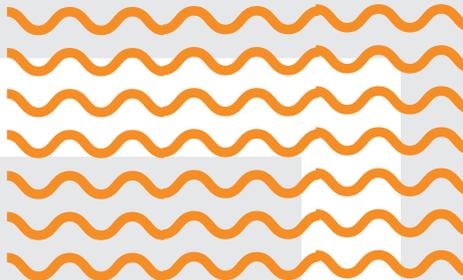
July 17, 2020

ENROLLMENT

July 23-30, 2020

BEGINNING OF CLASSES

August 2020



EXAM INFORMATION

Interviews with international candidates will be conducted on Skype®, on the chosen date and time, as stated above.

EXAM BIBLIOGRAPHY

STUART HALL

The question of cultural identity

JOHN B. THOMPSON

Ideology and modern culture: critical social theory in the era of mass communication

VENÍCIO LIMA

Comunicação e cultura: as ideias de Paulo Freire

*IMPORTANT: International candidates will not be required to read the bibliography in Portuguese for the test, but must know that a significant part of the bibliography during the course will be in Portuguese.



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