

# University Master

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REGIONE DEL VENETO

Regione Emilia-Romagna



Project Acronym	VALUE
Project ID Number	10046694
Project Title	EnVironmental And cuLtUral hEritage development
Priority Axis	Environment and cultural heritage
Specific objective	3.1
Work Package Number	5
Work Package Title	Promotion of the district and of the tourism products/service
Activity Number	5.5
Activity Title	Capacity Building
Partner in Charge	LP Municipality of Comacchio
Partners involved	
Status	Final
Distribution	Public

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## Summary

### **Master in Cultural Management - MuSeC with the University of Ferrara “Special edition VALUE project 20/21”**

The Municipality of Comacchio, lead partner of the project VALUE, achieved the development and implementation of the Master course (II level) together with the University of Ferrara. Following the Cooperation Agreement with the University (Department of Economy and Management), the XIII edition of the Master in Cultural Management MuSeC named “Special edition VALUE project 20/21” started on March 13<sup>th</sup> 2021.

This edition of the Master focused on the Municipality of Comacchio and was aimed at increasing the current educational offer of the University of Ferrara, through a multidisciplinary theoretical-practical approach, integrating economic topics with issues of tourism sustainability and new methodologies for the valorisation of cultural and environmental heritage, as well as natural parks management.

The Master was aimed at people already working in or oriented to enter in the environmental and cultural heritage sector, in cultural institution and enterprises, with a 1<sup>st</sup> level master or equivalent title.

The Master is divided in four multidisciplinary areas (economy and management; management and territorial project design; new digital strategies and ICT; *humanities*) with eight learning modules varying from projects on cultural and territorial tourism, to history and archaeology of the territory, to cultural enterprises management, for a total of 360 hours of mixed didactic activities and 400 hours of internship.

Lessons were divided in weekly modules from 12 to 16 hours per week, for a total of 60 ECTS. The deadline for the participation to the master was on February 21<sup>st</sup> 2021, to a maximum number of 11 participants. All information for the participation were available at <http://www.unife.it/masters/musec>.



ph M. Cesaro



**13 MARZO 2021**

**GIORNATA DI PRESENTAZIONE  
MASTER IN  
CULTURAL MANAGEMENT**

**ORE 9: 30 - SALUTI DELLA DIREZIONE DEL MASTER**

Interviene:

*Monia Castellini* -Direttrice del Master MuSeC  
*Laura Ramaciotti* - Direttrice del  
Dipartimento di Economia e Management  
*Anna Maria Visser* - Co-Direttrice del MuSeC  
*Stefano Bruni* - Archeologo e docente presso  
il Dipartimento di Studi Umanistici - UNIFE

**ORE 10:10 - PROGETTO VALUE**

Interviene:

*Pierluigi Negri*, Sindaco di Comacchio  
*Roberto Cantagalli*, Dirigente "Servizi  
alla Persona, Turismo e Istituti Culturali del  
Comune di Comacchio"

**ORE 10:30 - PREMIO LUDERGNANI**

Interviene:

*Matteo Ludernani*, promotore del "Premio  
Marcello Ludernani"

**ORE 10:50 - PRESENTAZIONE DEI CORSISTI**

**ORE 11:20-PRESENTAZIONE DEL PIANO DIDATTICO**

**ORE 12:30 - CONCLUSIONE DELLA GIORNATA**

**PER INFO:** [mastermcm@unife.it](mailto:mastermcm@unife.it)

**LINK alla piattaforma Moodle**

<https://eu.bbcollab.com/guest/1513e31a537942b0a29f4a1de4fd47d6>



