

COURSE OUTLINE

(1) GENERAL

SCHOOL	SOCIAL SCIENCES		
ACADEMIC UNIT	DEPARTMENT OF CULTURAL TECHNOLOGY AND COMMUNICATION		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	POL215	SEMESTER	5 th
COURSE TITLE	Museum Education and Communication		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Core Course/General Background/Skills Development		
PREREQUISITE COURSES:	None		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
<p>After the completion of this course students will be able to:</p> <ul style="list-style-type: none"> Discuss the communication process as this develops during a museum visit along with the parameters that affect it. Understand the different forms of direct and indirect communication that can be used by a museum Discuss critically the communication strategy of a museum Design specific learning and communication events taking into consideration the specific aims of the institution Manage different groups of visitors and non-visitors Combine museum activities with social phenomena and demands Evaluate the possibilities offered by new technologies to improve museum actions and museum communication. Use new media to achieve specific learning and communication aims.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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- Working in an interdisciplinary environment
- Production of free, creative and inductive thinking
- Transfer of know-how in other environments
- Decision-making
- Working independently
- Practice Critical Thinking
- Criticism and self-criticism
- Respect for difference and multiculturalism
- Showing social, professional and ethical responsibility and sensitivity to gender issues
- Production of free, creative and inductive thinking.

(3) SYLLABUS

Museum communication is a well-organized and carefully controlled communication relationship that develops between producers and consumers of museum exhibitions and other activities through museum collections. When museum or heritage visitors encounter museum objects and the interpretative suggestions prepared for them by heritage professionals, they develop (consciously or unconsciously) their own ideas about them and therefore construct their own understanding about the past, history, art, archaeology, nature, etc. These personal ideas affect in a way the creation of social community ideas, contribute to the creation of identities; they are often conflicting, or they recreate national or other narratives.

During this course, we are going to discuss different forms of direct or indirect communication, inside and outside museum spaces, the design of learning programs, as well as methodologies and tools for their critical evaluation.

Lectures	
1.	Introduction – presentation of the main ideas of this course – Structure of the course
2.	Learning theories and museum education
3.	Museums and formal education (Museums-Schools)
4.	Designing educational programmes for museums (workshop)
5.	Field trip to a local museum
6.	Programming for leisure - Families
7.	Programming for leisure – Adults and Senior Citizens
8.	Cultural Institutions and Inclusion
9.	Presentations by Students and discussion
10.	Cultural / Museum Communication: theories and policies
11.	Marketing / Branding and Public relations
12.	Visitor research and evaluation of educational and communication plans
13.	Summing up – preparation of final exams

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face														
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT in teaching, communication with students														
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<table> <tr> <th><i>Activity</i></th><th><i>Semester workload</i></th></tr> <tr> <td>Lectures</td><td>13*3 H = 39 H</td></tr> <tr> <td>Preparation for lectures</td><td>13*3 H = 39 H</td></tr> <tr> <td>Presentation</td><td>2*6 H = 12 H</td></tr> <tr> <td>Study for final exams</td><td>13*3 H = 39 H</td></tr> <tr> <td></td><td></td></tr> <tr> <td>Total</td><td>129 H</td></tr> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	13*3 H = 39 H	Preparation for lectures	13*3 H = 39 H	Presentation	2*6 H = 12 H	Study for final exams	13*3 H = 39 H			Total	129 H
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STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<p>The evaluation of the course consists of: on group presentation that will be prepared during the term under the supervision of the course tutor. The presentation gives 20% of the final mark for this course (summative evaluation). The final written exam (conclusive evaluation) will provide 70% of the final mark. The remaining 10% is given based on students' participation in the class work.</p> <p>The final exam consists of a few discussion questions – students will be able to choose among a small selection. Students will be evaluated against the acquisition of the learning aims of this course, but also taking into consideration their synthetic and critical skills.</p> <p>The evaluation criteria will be presented during the first lectures, and they will be uploaded in the course's e-class. (eclass.aegean.gr).</p>														

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Bantimaroudis, F. 2011, *Cultural Communication*, Kritiki Publications, Athens. (in Greek)
- Nikonanou, N., Bounia, A., Filippopoliti, A., Chourmouziadi, A., Yiannoutsou, N. 2015. *Museum Learning and experience in the 21st century* [e-book] Athens: In Greek. Available: <http://hdl.handle.net/11419/712>
- Nikonanou, N. 2010, *Museum Education*, Athens: Pataki Publications (in Greek)
- Sylaiou, St. 2020, *Museums and Museum Education in the Digital Era*, Thessaloniki: Barbounakis Publications. (in Greek)
- Pentazou, I. 2019. History in Exhibition: digital design practices. Patra: Open University. (in Greek)