



MARCHÉ DE L'ART, CULTURE,  
PATRIMOINE, LUXE.

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## Master International Art Market Manager

Year : 1st year

Semester : first semester

Language : English

Course title	ECTS	Teaching hours
Artists and works of art's rights	3	9h
Conceiving and implementing an exhibition	5	24h
Corporate events communication techniques & strategies	4	15h
Field trips	4	24h
French (e-learning)	3	35h
Interior design	3	9h
Mapping the art world: panorama of major actors and means of production	3	9h
Marketing techniques and strategies applied to the art market	4	15h
Modern and contemporary art: brief history and analysis of the markets	4	12h
Panorama of the legal issues in the art market	3	8h
Principles of accounting and financial strategy	4	18h
The Chinese contemporary art market	3	12h
The international contemporary art market: aesthetic & market value: geographical scope, strategies	4	10h
The Korean contemporary art market	3	9h