

68. CREATION AND DEVELOPMENT OF NEW AUDIENCES FOR LIVE MUSICⁱ

First Level

Department of History, Archaeology, Geography, Performing and Fine Arts (SAGAS)

Course Coordinator	Marco Mangani
Executive Committee	Marco Mangani (coordinator) Claudio Becagli Mila De Santis Teresa Megale Silvia Ranfagni
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Practical-professional profile of the course and reference job market	<p>The course is aimed at those who have obtained a three-year degree in the specified classes or an AFAM diploma first level. Its objective is the training of specific professional figures capable of designing and managing educational processes aimed at the creation and development of new audiences at musical artistic production bodies and institutions, and provides a training course divided into frontal teaching and activities of an applicative-management nature. The frontal teaching offers teaching in the disciplinary areas of entertainment (with particular reference to musicological disciplines), communication, psycho-pedagogical and economic-management areas. The applicative-management training activities aim to provide direct knowledge of the various subjects who operate in the sector of musical artistic production, as well as their needs in terms of of the dissemination and involvement of new audiences and of the planning and management practices that can be usefully implemented.</p>
Practical-professional profile of the course and reference job market Admission requirements	<p>First level degrees in one of the following classes:</p> <ul style="list-style-type: none">- L-3 Disciplines of Figurative Arts, Music, Entertainment and Fashion;- L-5 Philosophy;- L-10 Letters;- L-11 Modern Languages and Cultures;- L-12 Linguistic Mediation;- L-15 Tourism Sciences;- L-16 Administration and Organization Sciences;- L-18 Economic and Management Sciences Corporate;- L-19 Education and Training Sciences;- L-20 Communication Sciences;- L-24 Psychological Sciences and Techniques;- L-33 Economic Sciences;- AFAM 1st level academic diploma <p>Single-cycle master's degree in:</p>

- LM-4 Architecture and Building Engineering – Architecture (five years);
- LM-13 Pharmacy and Industrial Pharmacy;
- LM-41 Medicine and Surgery;
- LM-42 Veterinary Medicine;
- LM-46 Dentistry and Dental Prosthetics;
- LMR/02 Conservation and restoration of cultural heritage;
- LMG/01 Jurisprudence;
- LM-85 BIS Primary education sciences;

Master's degrees in the following sectors:

- LM-15 Philosophy, Literature and History of Antiquity;
- LM-45 Musicology and Musical Heritage;
- LM-50 Planning and Management of Educational Services;
- LM-51 Psychology;
- LM-57 Adult Education and Science Sciences

Continuous training;

- LM-59 Public Communication Sciences, Business and Advertising;
- LM-65 Entertainment Sciences and Multimedia Production;
- LM-76 Economic Sciences for the Environment and Culture;
- LM-77 Business Economic Sciences;
- LM-85 Pedagogical Sciences;
- LM-92 Communication Theories;

- II level AFAM academic diploma referred to in DM 16 January 2018, n. 18.

degree obtained according to a system prior to the Ministerial Decree. n. 509/1999 in:

- Economic and social disciplines;
- Environmental economics;
- Insurance and social security economics;
- Business economics;
- Banking, financial and insurance economics;
- Banking economics;
- Tourism economy;
- Economics of public administrations and international institutions;
- Economics of financial institutions and markets;
- Business Economics;
- Economy and finance;
- Economy and management of services;
- Economics and legislation for business;
- Industrial economy;
- Maritime and transport economics;
- Economy for arts, culture and communication;
- Political Economy;

	<ul style="list-style-type: none"> - Economics of international trade and currency markets; - Philosophy; - Letters; - Italian languages and cultures; - Marketing; - Humanities; - Musicology; - Pedagogy; - Psychology; - Educational Sciences; - Communication Sciences; - AFAM diploma of the old system, together with the possession of a high school diploma, declared equivalent pursuant to art. 1, paragraph 107, of Law 24 December 2012, n. 228 and the Ministerial Decree 10 April 20219, n. 331; - another degree obtained according to a system prior to the Ministerial Decree. n. 509/1999 of strictly similar content, deemed suitable by the Organizing Committee or by a Commission specifically appointed by it; - academic qualification obtained abroad assessed as equivalent in content, for the sole purpose of access to the Master's, by the Organizing Committee or by a Commission specifically appointed by the same, together with possession of the qualification to practice the profession in Italy if necessary for the purposes of participation in the Master, in particular for carrying out the internship. <p>Candidates in possession of an academic qualification comparable in duration and content to the Italian academic qualification required for access to the course can apply.</p>
Admission procedure	Selection based on qualifications combined with a selective test. Test will consist of an interview.
Test will be aimed at	The degree of previous preparation in the field of musical culture and the motivational drive towards the creation of a new audience for live music.
Duration	11 months
Teaching methods	In-person
Language the course will be delivered in	Italian
Verification of knowledge of the language in which the course is delivered	Knowledge of the Italian language of foreign candidates is evaluated by the Organizing Committee, or by a Commission specifically appointed by it, also through the production of suitable certifications.
Attendance requirement	Attendance of training activities is mandatory for 70% of the total hours foreseen by the Course
Course location	PIN – University Center of Prato, Piazza Ciardi, 25 - Prato
Foreseen lecture days	The lessons will be concentrated in the period January-February 2025, on three days a week to be defined. In general, no educational activities are foreseen Saturday.

Exam procedures and schedule	Proficiency tests will take place at the end of each course, they will be carried out in oral form and the grade will be expressed out of thirty.
Final exam	At the end of the course there is a final test, consisting of the presentation of a paper and an interview. The vote will be expressed in one hundred and tenths.

Available places and enrolment fees	
Full-fee students	
Minimum number	6
Maximum number	20
Enrolment fee	3,500 Euros
Single modules	
None available	

Description of the activities and training objectives of the internship	<p>The training plan also includes an internship period of 300 hours, equal to 12 ECTS, aimed at acquiring skills in the sector of the production of artistic events specifically intended for the educational sector, as well as in that of the organisational-administrative management of educational processes for the creation and the development of a new audience, aimed at different groups (social, demographic) of recipients and their reference institutions (school, senior citizens, etc.).</p> <p>The areas of artistic-musical production interested in this internship project are the following:</p> <ul style="list-style-type: none"> - opera-symphonic foundations; - orchestral concert institutions (ICO); - production system of video-discography, radio and cultural television. <p>Practical activities are also planned, consisting of a laboratory aimed at creating a show with educational purposes (75 hours, equal to 3 credits) and some seminars held by personalities from the world of live music (75 hours, equal to 3 credits).</p>
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ⁱ This document is a translation of the form A.1 relating to the characteristics of the course attached to the Decree of the Deputy number 848 (record 153310) of 2th of July 2024, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for legal purposes and has the sole purpose of supplying information in English on the content of the public notice.