

CULTURAL HERITAGE MANAGEMENT, MASTER OF ARTS

MA in Cultural Heritage Management (<https://advanced.jhu.edu/academics/graduate/ma-cultural-heritage-management/>)

The challenges of the 21st century and the expansion of heritage tourism worldwide have increased the need for forward-thinking management and preservation strategies. With a focus on emergent technology and its impact on conservation, preservation, and engagement, together with integrated approaches to management, and community and stakeholder partnerships, Johns Hopkins University offers an innovative, online graduate degree in Cultural Heritage Management. This degree program immerses students in a broad context of cultural heritage issues, including social, environmental, and economic trends. It gives them the qualifications to assume leadership and management roles in the cultural heritage sector.

Our cultural heritage management program embraces a fully inclusive definition of heritage. It's more than local, regional, and national sites, monuments, and artifacts; it's also full landscapes, environments, and even the intangible. And we explore it all in a global context.

We combine this holistic approach with pragmatic skills in digital and geospatial documentation, risk management, and project management. Our program immerses students in cultural heritage policies and provides them with the graduate qualifications to meet 36 CFR Part 61 and Register of Professional Archaeologists standards and assume leadership and management roles in the heritage and CRM sectors.

Our program is built around several guiding principles:

- We incorporate an inclusive definition of heritage beyond sites, monuments, and artifacts, to include full landscapes, environments, and intangible heritage.
- We recognize grassroots efforts and community buy-in as critical to successful management strategies.
- We support an integrated approach to management and a wide understanding of its ties to sustainability, development, and community.
- We take full advantage of our online medium by focusing on emergent technologies related to the field and their impact on preservation, engagement, documentation, and asset management.
- In addition to a sustained focus on digital technologies, the program is framed through a global lens, situating the local, regional, and national within a global context.

We welcome students from around the world interested in cultural heritage management. The interdisciplinary nature and international focus and concern of cultural heritage are supported well in the online format, where domestic and international students can learn together.

The MA in Cultural Heritage Management faculty is made up of highly regarded experts in the heritage field and academia from diverse geographic locations. They are passionate about training the next

generation of heritage leaders and professionals and are enthusiastic about the online course format.

Admissions Criteria for All Advanced Academic Programs (<https://e-catalogue.jhu.edu/arts-sciences/advanced-academic-programs/Admission/#admissionrequirements>)

PROGRAM-SPECIFIC REQUIREMENTS

Applicants must hold a baccalaureate degree in study areas relevant to the curriculum (anthropology, archaeology, architecture, preservation, art history, conservation, environmental sciences, geography, cultural management or tourism, public history, or a related field). Applicants must also submit:

- **Statement of Purpose** Please provide a statement, up to one page in length, describing your personal background and/or a part of your life experience that has shaped you or your goals. Feel free to elaborate on personal challenges and opportunities that have influenced your decision to pursue a graduate degree at Johns Hopkins.
- **Two Letters of Recommendation**
- **Resume**

Program Requirements

Students in the MA in Cultural Heritage Management program must complete a total of 10 courses:

- Three required core courses
- Three customizable core courses
- Four elective courses

Code	Title	Credits
Core Courses - Required:		9
AS.465.702	Studies in World Heritage	
AS.465.704	Cultural Heritage Management/Leadership	
AS.465.708	Two-Week Onsite Cultural Heritage Management Seminar ¹	
Core Courses - Customizable:		9
Select three of the following:		
AS.465.707	Reading the Landscape: Cultural Heritage at Scale	
AS.465.710	The Protection of Global Cultural Heritage: Laws, Policies, Politics, and Advocacy	
AS.465.720	Issues in Intangible Cultural Heritage	
AS.465.730	Heritage Interpretation	
AS.465.732	Engaging Communities in Heritage	
AS.465.740	Cultural Heritage in the Digital Age	
Electives		12
Select four of the following:		
AS.465.706	Research/Capstone in Heritage Studies	
AS.465.714	Culture as Catalyst for Sustainable Development	
AS.465.716	Cultural Heritage Risk Management and Security	
AS.465.718	Public Monuments and Collective Memory	
AS.465.734	Heritage Tourism	

AS.465.736	Understanding NAGPRA, Repatriation Laws and Ethical Practice
AS.465.746	Reality Capture: Heritage Documentation for Analysis, Conservation, and Outreach
AS.465.780	Internship
Total Credits	30

Focus Areas

Students in the Master of Arts in CHM program can choose to follow a focus area. The focus areas are general recommendations of logical course groupings that can be pursued. Our goal is to maintain the flexibility of the CHM program and to allow students to choose courses that best fulfill their interests. The focus areas are:

Cultural Resource Management Focus Area

Students can pull together a suite of courses that satisfy the Professional Qualification Standards that CRM professionals must meet, including the educational requirements of 36 CFR 61 federal qualification criteria.

Code	Title	Credits
Core Courses - Customizable:		
AS.465.740	Cultural Heritage in the Digital Age	
Electives		
AS.465.706	Research/Capstone in Heritage Studies	
AS.465.712		
AS.465.736	Understanding NAGPRA, Repatriation Laws and Ethical Practice	
AS.465.746	Reality Capture: Heritage Documentation for Analysis, Conservation, and Outreach	

Parks and People Focus Area

Code	Title	Credits
Core Courses - Customizable:		
AS.465.707	Reading the Landscape: Cultural Heritage at Scale	3
AS.465.730	Heritage Interpretation	3
AS.465.732	Engaging Communities in Heritage	3
Electives		
AS.465.716	Cultural Heritage Risk Management and Security	3
AS.465.734	Heritage Tourism	3

Outreach and Interpretation Focus Area

Code	Title	Credits
Core Courses - Customizable:		
AS.465.720	Issues in Intangible Cultural Heritage	3
AS.465.730	Heritage Interpretation	3
AS.465.732	Engaging Communities in Heritage	3
Electives		
AS.465.718	Public Monuments and Collective Memory	3
AS.465.734	Heritage Tourism	3
AS.465.746	Reality Capture: Heritage Documentation for Analysis, Conservation, and Outreach	3

Global Heritage Focus Area

Code	Title	Credits
Core Courses - Customizable:		
AS.465.710	The Protection of Global Cultural Heritage: Laws, Policies, Politics, and Advocacy	3
AS.465.720	Issues in Intangible Cultural Heritage	3
Electives		
AS.465.714	Culture as Catalyst for Sustainable Development	3
AS.465.734	Heritage Tourism	3
AS.465.746	Reality Capture: Heritage Documentation for Analysis, Conservation, and Outreach	3

¹ Students unable to participate in the onsite seminar must apply to the program director for permission to substitute the Internship course 465.780 to fulfill related components of the degree requirement.

Learning Outcomes

The curriculum of the Master of Arts in Cultural Heritage Management program prepares graduates to:

- Analyze changes in the heritage field through an assessment of their theoretical and practical impacts.
- Build leadership capacities that contribute to the growth, development, and sustainability of the heritage field.
- Examine the role of new methods and techniques (including digital technology) in the field of heritage.
- Articulate the roles of policy and advocacy in the broader heritage field.
- Evaluate the impact of heritage designation at various scales from the local to the global.
- Explore the roles of multiple constituencies in heritage management.
- Create strategies for heritage management.
- Integrate academic knowledge with applied experience unique to the field of heritage.