CULTURAL HERITAGE MANAGEMENT, MASTER OF ARTS

MA in Cultural Heritage Management

advanced.jhu.edu/heritage (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, and provides them with the qualifications needed to assume leadership and management roles in the cultural heritage sector.

We train leaders in the field that embrace our shared humanity and heritage in order to advance its interpretation, documentation, preservation, and management for the betterment of a global society.

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 have the opportunity to 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. The faculty is primarily heritage practitioners who are active members of the global heritage community. They are passionate about training the next generation of heritage leaders and professionals and enthusiastic about the online course format.

Admissions Criteria for all Advanced Academic Programs (https://e-catalogue.jhu.edu/arts-sciences/advanced-academic-programs/enrollment-services/admission/)

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, Preservation, Cultural Management or Tourism, Public History, or related field).

Applicants are accepted to the program on the understanding that they have sufficient background in a relevant field, either through their previous degree or through relevant professional experience, to be able to complete the program.

- A statement of purpose (approximately 750 words): This statement should address how your academic and professional experiences have led to your decision to apply to this program. It should demonstrate an understanding of the cultural heritage sector and describe your academic and career goals, highlighting how this program will serve those goals. If you have worked in the heritage sector in any capacity, please incorporate your experience into your statement. Your statement will be reviewed for content, organization, and writing style.

Program Requirements

Students must take a total of 10 courses:

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

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>AS.465.702</td>
<td>Studies in World Heritage</td>
<td>3</td>
</tr>
<tr>
<td>AS.465.704</td>
<td>Cultural Heritage Management/Leadership</td>
<td>3</td>
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<tr>
<td>AS.465.708</td>
<td>Two-Week Onsite Cultural Heritage Management Seminar</td>
<td>3</td>
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Core Courses - Customizable:

Select three of the following:

AS.465.706 | Research/Capstone in Heritage Studies          | 3       |
AS.465.707 | Reading the Landscape: Cultural Heritage at Scale | 3       |
AS.465.710 | The Protection of Global Cultural Heritage: Laws, Policies, Politics, and Advocacy | 3       |
AS.465.730 | Heritage Interpretation                        | 3       |
AS.465.732 | Engaging Communities in Heritage               | 3       |
AS.465.740 | Cultural Heritage in the Digital Age           | 3       |

Electives

Select four of the following:

AS.465.714 | Culture as Catalyst for Sustainable Development | 3       |
AS.465.712 | Managing Cultural Heritage Resources           | 3       |
AS.465.720 | Issues in Intangible Cultural Heritage         | 3       |
AS.465.734 | Heritage Tourism                               | 3       |
AS.465.736 | NAGPRA: Repatriation as Compliance or Ethical Practice | 3       |
Once core course requirements are satisfied, any additional core courses may count toward elective course requirements.

### Learning Outcomes

The curriculum of the Master of Arts in Cultural Heritage Management program aims for the following learning outcomes for students:

- Synthesize changes in the field of Cultural Heritage Management and assess both theoretical and practical impacts.
- Develop leadership capacities to contribute to the growth, development, and sustainability of the field.
- Understand how definitions of cultural heritage are changing and how this impact approaches to management.
- Identify and analyze the role of new methods and techniques, including digital technology, in the field.
- Articulate the roles of policy, advocacy, and sustainability.
- Evaluate the global and local impact of heritage designation and management and the role of local and global communities in the process.
- Complete significant research or demonstrate applied experience unique to the field of Cultural Heritage.
- Create and assess tools and strategies for Cultural Heritage Management.