CULTURAL HERITAGE MANAGEMENT, MASTER OF ARTS

MA in Cultural Heritage Management
advanced.jhu.edu/heritage

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 of cultural heritage is 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>1</td>
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<tr>
<td>AS.465.704</td>
<td>Cultural Heritage Management/Leadership</td>
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<tr>
<td>AS.465.708</td>
<td>Two-Week Onsite Cultural Heritage Management Seminar</td>
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Core Courses - Customizable: 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.465.730 Heritage Interpretation
- AS.465.732 Engaging Communities in Heritage
- AS.465.740 Cultural Heritage in the Digital Age

Electives: Select four of the following:

- AS.465.706 Research/Capstone in Heritage Studies
- AS.465.712 Managing Cultural Heritage Resources
- AS.465.714 Culture as Catalyst for Sustainable Development
- AS.465.716 Cultural Heritage Risk Management and Security
- AS.465.720 Issues in Intangible Cultural Heritage
- AS.465.734 Heritage Tourism
- AS.465.736 NAGPRA: Repatriation as Compliance or Ethical Practice
AS.465.780  Internship

Total Credits  30

1 Waiver option: Students who are unable to travel to an onsite seminar location due to accommodation needs, financial hardship, or family challenges may apply to the program director for an exemption to the seminar (AS.465.608). If a waiver is granted, the student must enroll in the internship option (AS.465.780) to fulfill the on-site component of the degree requirement.

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

• 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.