

ΠΕΡΙΓΡΑΜΜΑ ΜΑΘΗΜΑΤΟΣ (Course Syllabus)

1. General

School	School of Humanities and Social Sciences		
Department	Department of Culture, Creative Media and Industries		
Study Level	Undergraduate		
Course code	ΕΠ593	Semester	5 th & 7 th
Course Title	Culture, Creativity, and Policies		
Autonomous Teaching Activities		Weekly Teaching Hours	Credits
Lectures and Tutorials			
Course Type <i>Υποβάθρου, Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων</i>	Scientific area		
Prerequisites:			
Course teaching and evaluation language:	Greek		
The course is offered to Erasmus incoming students			
Course Page (URL)			

2. Learning Outcomes

Learning Outcomes

Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

Upon successful completion of the course students will:

- Be able to analyse the historical development of the field of cultural policy and compare different national models of policy formulation and implementation
- Have acquired specialised theoretical knowledge of the core concepts and characteristics of the field of cultural policy and its areas of application
- Have understood the ways in which policies for heritage, culture and creativity are shaped and developed at supranational, national, regional and local levels
- Be able to evaluate specific examples and institutions, such as state book policy, the European Capital of Culture initiative, and the operation of major cultural organisations (e.g. the State Theatre of Northern Greece)
- Be able to identify and examine how cultural strategies can actively contribute to strengthening social cohesion as well as local and regional development
- Be able to appreciate the value of place based policies as well as tools such as participatory planning

General Skills

Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies

Adaptation to new situations

Decision making

Independent work

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Project design and management

Respect for diversity and multiculturalism

Respect for the natural environment

Demonstrate social, professional and ethical responsibility and gender sensitivity

The course aims at cultivating the following skills:

- Exercise of critical thinking and self-reflection
- Promotion of free, creative and inductive thinking
- Generation of new research ideas
- Respect for diversity and multiculturalism
- Respect for the natural environment

3. Course Content

The module maps the policy landscape for heritage, culture and creativity through the historical development of the field, analysing both intergovernmental bodies and national models of policy formulation and implementation. It further examines applied policies for heritage, contemporary culture and creativity - such as state book policy, the European Capital of Culture initiative and the State Theatre of Northern Greece - and explores the connection between culture and creativity and broader development objectives, including social cohesion and local and regional development. Through case studies, the module also examines counter-hegemonic narratives about the ways in which policy is produced and implemented via tools such as participatory planning and place-based policies. More specifically, the module covers the following topics:

- Why we need policies for heritage, contemporary culture, and creativity
- The historical development and constitution of the field of cultural policy
- Sites of cultural policy formulation
- Supranational and intergovernmental bodies
- Structures, institutions, and cultural policy-making in Greece
- The role of cultural foundations
- State book policy, policies for the performing arts and the audiovisual sector
- Culture and creativity as development
- The European Capital of Culture initiative
- The operation and role of major regional cultural organisations
- Bottom-up policy design: local autonomy, transparency, and accountability
- Collaborative workspaces, youth, and collective wellbeing

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Delivered by physical presence	
Use of IT's in teaching and communication with students	• PowerPoint presentations • Support Learning Process via the e-class platform • Electronic communication with students	
Teaching Structure <i>The methods of teaching are described in detail</i> <i>The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall workload at semester level corresponds to ECTS standards.</i>	Methods	Semester Work Load
	Lectures and seminars	39
	Study and analysis of literature	56
	Team projects	30
	Course Total (25 Hrs. Work Load per Credit Unit)	125
Student Evaluation <i>Description of the evaluation procedure</i>	Assessment Process • Participation in lecture discussions: 10% • Oral presentation (group): 30% • Written examination at the end of the semester: 60% Student Assessment Methods • Participation in lecture discussions	

	• Written examination with essay questions and problem-solving tasks Communication of Assessment Criteria • In the undergraduate programme study guide
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5. Recommended Readings

Advised Bibliography:

Voudouri, D., & Strati, A. (Eds.). (1999). *The Protection of Cultural Heritage at International and European Level*. Sakkoulas (in greek)

Zorba, M. (2025). *Cultural Policy*. Polis Publications. (in greek)

Karras, C. (Ed.). (2023). *Culture at the Centre - Strengthening the Social and Economic Value or Unleashing the Forces of Culture - Policy Proposals*. Dianeosis. (in greek)

Souliotis, N. (2016). Collecting activity and the creation of cultural institutions in Athens: Basic hypotheses and a case study. *Greek Review of Social Research*, 127(127), 103–140.

<https://doi.org/10.12681/grsr.9879> (in greek)

Cultural Masterplans (2026). *Cultural Masterplans: Designing a cultural masterplan, cultural development policy and cultural identity for selected areas of the country*. Available at:

<https://masterplans.web.auth.gr> (in greek)

Arts Council England. (2020). *Let's Create. Strategy 2020—2030*. Arts Council England.

<https://www.artscouncil.org.uk/our-strategy-2020-2030>

Belfiore, E. (2009). On bullshit in cultural policy practice and research: Notes from the British case. *International Journal of Cultural Policy*, 15(3), 343–359.

<https://doi.org/10.1080/10286630902806080>

Bell, D., & Oakley, K. (2015). *Cultural Policy*. Routledge.

Matarasso, F., & Landry, C. (1999). *Balancing act: Twenty-one strategic dilemmas in cultural policy* [Cultural Policies Research and Development Unit Policy Note No.4]. Council of Europe Publishing.

Journals:

International Journal of Cultural Policy

<https://www.tandfonline.com/journals/gcul20>

Επιθεώρηση Κοινωνικών Ερευνών

<https://www.ekke.gr/services/grsr>

The Compendium of Cultural Policies & Trends

<https://www.culturalpolicies.net/>