

D.U.

Management of Artistic Projects in the Wine Sector (MAP Wine)

Presentation

The university degree “**Management of Artistic Projects in the Wine Sector**” (MAP Wine) is an all-English professional program specializing in the management of artistic and cultural projects in the wine sector (including wine tourism). It combines practical training and theoretical knowledge.

Strong points

- All classes are given in English
- 230 hours of multidisciplinary training, over a period of 10 weeks, starting in February
- The program includes a series of visits to local artistic structures and wine companies
- A four-month internship in a cultural or wine structure, between May and September
- Half of the instructors are university professors, the other half are specialists of the management of cultural and artistic events and professionals of the wine sector

Public

Applicants (a maximum of 20 French and international students) are required to hold:

- The equivalent of a Bachelor degree (3 or 4 years of higher education) in relevant fields (foreign languages, communication, events management, art history, artistic training, cultural studies, wine marketing, etc.)
- A B2 level in English, attested by a certification
- A basic knowledge of French (A2)

Goal

This program is meant to form highly skilled, knowledgeable professionals specializing in the organization, promotion and development of cultural and artistic events (festivals, concerts, exhibitions, museums, wine tourism, etc.) connected to the wine sector (winemakers, cooperatives, professional organizations, local authorities and governments), a domain where adding cultural and symbolic value to the actual product is essential. The crosscultural dimension is also emphasized.

Job prospects (at the regional, national or international level, in both private and public organizations)

- **Wine tourism:** conception, promotion, implementation of projects
- **Management of cultural and artistic projects:** festivals, concerts, museums, galleries
- **Communication:** trade journalism, community management, website management

Content

- **Art & Culture modules (80 hours)**
 - o **Contemporary artistic scenes:** visual arts, video games, cinema, drama, music, dance, literature, etc.
 - o **Mediation and communication:** programming and managing artistic projects
 - o **Cultural economy:** the art market, cultural projects management
 - o **Professional expertise** by experts of the relevant fields
- **Wine modules (85 hours)**

- **Promotion – Commerce – Culture:** Wine as a cultural and touristic experience; wine promotion, marketing, and selling; conception, promotion, and implementation of projects
- **Oenology & Technical knowledge:** sensory analysis & wine tasting; history, and geography of wine making
- **Cross-curricular modules (65 hours)**
 - **Development strategies:** project management, fundraising, market surveys, intercultural negotiation
 - **Anthropology:** regional and international celebrations and harvest festivals
 - **New technologies and cultural production:** community management, web design
 - **Development of touristic projects:** the management of tourism at the local level
- **French at beginner or intermediate levels** (optional)

Internship

A 4-month internship starting in May in local, French and/or English-speaking organizations.

For example:

- **Winemakers:** Domaines et Demeures, Mas Amiel, Domaine Virgile Joly, Cave des Vignerons de Calvisson, Groupe Bonnet & Lambert
- **Cultural and artistic events organizations:** Unis'sons
- **Cyber-commerce:** Trouve Ton Vigneron

Grading

- Two written reports in English related to two modules of the program (50%)
- A written report in English on the internship, with defense before a jury of both academics and professionals (50%)

Registration

- Registration fees (not including accommodation): 2700€ (specific fees) + 600€ (university fees); Total: **3300€**
- Applicants already working should contact: [ufr2.fc @ univ-montp3.fr](mailto:ufr2.fc@univ-montp3.fr)
- Applications are made via **Ecandidat** (can be reached on the web page of the university; in Offre de formation>UFR2>Diplômes d'université Niveau M1/M2).
- Dead line for registration: see the indications on Ecandidat.
- International students must go through a specific procedure. From the university web site: International> Études à Montpellier en LMD

Director of the program: Claude Chastagner (English studies) claude.chastagner@univ-montp3.fr

Secretary: Building G – Office 208; (33)4 67 14 20 71 – lea@univ-montp3.fr