



# **SUBJECT DATASHEET**

## **Industry & Career Development Course**

**BMEGT43XXXX**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

Industry & Career Development Course

### ID (subject code)

BMEGT43XYYY

### Type of subject

class

### Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	0
Practice	2
Laboratory	0

### Type of assessment

term mark

### Number of credits

2

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Gács Anna	associate professor	gacs.anna@gtk.bme.hu
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### Educational organisational unit for the subject

Department of Sociology and Communication

### Subject website

<https://edu.gtk.bme.hu>

### Language of the subject

English - EN

### Curricular role of the subject, recommended number of terms

Programme: **Communication and media studies Bachelor's Programme from 2021/22/Term 1**

Subject Role: **Elective**

Recommended semester: **0**

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Programme: **MA in Communication and Media Studies**

Subject Role: **Elective**

Recommended semester: **0**

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### Direct prerequisites

**Strong** None

**Weak** None

**Parallel** None

**Exclusion** None

### Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580466/11/2025registration number. Valid from: 2025.06.25.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

Upon successful completion of the course, students will be able to: • Conduct in-depth research utilizing various data collection methods • Approach and engage with subjects respectfully in unfamiliar cultural settings • Identify funding sources and apply for grants • Initiate collaborations with key representatives of the vibrant art scene in Budapest • Develop a compelling pitch deck to effectively showcase their project • Navigate the landscape of cultural industries to establish a strong networking strategy in Budapest and internationally • Create a standout portfolio and craft a persuasive resume to enhance their professional trajectory in the arts

### Academic results

#### Knowledge

1. Solid knowledge of the cultural embeddedness of the communication institutional system.
2. Solid knowledge of the most important social science conceptualizations needed to study the communication phenomena
3. Basic knowledge of social institutions (law, language, religion, etc.)

#### Skills

1. Skills of using new perspectives and participating in interdisciplinary projects.
2. Analytical skills
3. Research skills

#### Attitude

1. Being unbiased and being free from prejudice.
2. Self-reflection of one's own abilities
3. Professional and moral stand

#### Independence and responsibility

1. Readiness to help one's social environment to develop from a historical and political coherent world view.
2. Independence
3. Constructiveness and assertiveness in the context of institutional operation

### Teaching methodology

This course is taught using a variety of instructional methods including: • lectures • master classes • roundtable discussions • one-on-one consultations

### Materials supporting learning

- - Producer to Producer: A Step-by-Step Guide to Low-Budget Independent Film Producing, Author: Maureen A. Ryan. Publisher: Michael Wiese Productions; 3rd Edition (November, 2024),
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- - The Documentary Filmmaker's Roadmap: A Practical Guide to Planning, Production and Distribution, Author: Maxine Trump, Publisher: Routledge; 1st Edition (July 16, 2018),
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- - Documentary Storytelling: Creative Nonfiction on Screen. Author: Sheila Curran Bernard, Publisher: Routledge; 5th Edition (July 8, 2022)

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

Attendance is mandatory. No more than 3 classes can be missed.

#### Performance assessment methods

Activity and papers

#### Percentage of performance assessments, conducted during the study period, within the rating

- classwork and consultations: 60
- papers: 40
- sum: 100

#### Percentage of exam elements within the rating

#### Conditions for obtaining a signature, validity of the signature

Participation

#### Issuing grades

Excellent	97
Very good	90-96
Good	80-89
Satisfactory	70-79
Pass	60-69
Fail	0-59

#### Retake and late completion

Retake and make-up test options are defined by the valid regulations of the University's Code on Education and Examination.

#### Coursework required for the completion of the subject

Class	28
Preparation for papers and consultations	32
sum	60

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 02.06.2024.

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

This immersive course integrates theory and practice, empowering students to deepen their knowledge and expand their artistic perspectives to enrich their creative process as they develop their own projects in the Creative Production Course. Exploring Budapest's rich cultural landscape, the course enhances students' research methods and fosters their ability to engage with their potential subjects respectfully and authentically. Students gain essential competencies in collaboration, they will be equipped with the practical tools and skills needed to refine their work, to identify funding opportunities, and to navigate the complexities of the film and art industries to gain exposure and showcase their projects. Roundtable discussions with esteemed filmmakers, artists, and local representatives of international non-profit organizations, foster meaningful dialogue on social, gender, and human rights issues, highlighting the transformative power of art in social change. Vibrant class conversations cultivate an inspiring atmosphere, amplifying the collective creative experience, while encouraging students to enhance critical thinking and creative expression. The one-on-one consultations with distinguished professionals from Budapest's film and art scene provide valuable feedback on students' work-in-progress projects, offering them tailored guidance and shape their creative journey in an encouraging environment. Throughout the course students gain valuable insights into diverse creative approaches so they can explore their own aspirations and develop their individual artistic voices.

- 1 RESEARCH METHODS AND DATA COLLECTION TECHNIQUES
- 2 TRANSFORMATIVE POWER OF ART IN SOCIAL CHANGE
- 3 CONSULTATION ONE-ON-ONE
- 4 TRANSNATIONAL FLOW OF VISUAL MEDIA
- 5 THE ART OF PITCHING AND PRESENTATION
- 6 GENDER AND POWER STRUCTURES IN THE ARTS
- 7 HYBRID FUNDRAISING STRATEGIES
- 8 MORAL INJURY
- 9 ETHICAL CONSIDERATIONS IN DOCUMENTING SENSITIVE SUBJECTS
- 10 IMPACT CAMPAIGN STRATEGIES
- 11 ARTS MANAGEMENT & PORTFOLIO DEVELOPMENT
- 12 ART MARKET PRESENCE AND FESTIVAL PARTICIPATION STRATEGY
- 13 COPYRIGHT & IP
- 14 CONSULTATION ONE-ON-ONE

### Additional lecturers

### Approval and validity of subject requirements