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The aim of the Master's in Cultural Activities, Administration and Communications degree is to train future professionals to design and implement communication policies and strategies for public and private bodies involved in cultural activities. In acting under local, national and European policies, these professionals should, along with relevant actors in the area, be able to define, carry out and assess communication actions, bolster the value of cultural heritage and promote cultural actions, policies and products, which would be aimed at different target segments of the public.

Furthermore, such professionals must be capable of participating in the establishment and monitoring of all kinds of cultural projects (museums, heritage, live shows, audiovisuals and cinema, publications, festivals, cultural events, etc.), notably through the use of information campaigns and in partnership with other communication specialists (public authority departments, publicity agencies, etc.).

[Read a description of the degree on the Toulouse 1 Capitole University website](#)