

## Literary and Cultural Management Modules until SS 2025 (incl.) – Contents

This is the current layout of the modules.

B.Eng.811 | M.EP.12  
Foundations of the  
Publishing Industry (6 C)

**Theory:** How does publishing work? Who are the stakeholders?  
**Practice:** focus on publishing houses and their social media

B.Eng.812 | M.EP.12a  
Forms of Literary  
Reception (6 C)

**Theory:** How does the mediation of literature work? (focus on sociological theories)  
**Practice:** observation project in two readings, two talks, one theatre production

B.Eng.813 | M.EP.12b  
Perspectives on the  
Literature and Culture  
Industries (12 C)

**Theory:** What is cultural heritage/a museum/a publisher/ literary tourism/ ... ?  
**Practice:** 8-12-week internship

B.Eng.814 | M.EP.12d  
Forms of Literary  
Reception: Edinburgh  
Festivals (6 C)

**Theory:** What singles out Edinburgh as a City of Literature?  
**Practice:** observation at literary museums, guided tours, literary events

B.Eng.815  
The Brothers Grimm  
(6 C)

**Theory:** What singles out the Brothers Grimm as (global) literary figures?  
**Practice:** observation project at literary museums, guided tours, literary events

# Literary and Cultural Management Modules from WS 2025/2026 – Contents

Changes to previous modules are **printed in blue**; new modules are **outlined in green**.

B.Eng.811 | M.EP.12  
Foundations of the  
Publishing Industry (6 C)

**Theory:** How does publishing work? Who are the stakeholders?  
**Optional theory:** **Participant Observation**  
**Practice:** focus on publishing houses and their social media

B.Eng.812 | M.EP.12a  
Forms of Literary  
Reception (6 C)

**Theory:** How does the mediation of literature work? (**focus on audience, author branding, literary fields, communication**)  
**Optional theory:** **Participant observation**  
**Practice:** observation project in **three author readings at a literary festival**; **engagement with info materials**

B.Eng.813 | M.EP.12b  
Perspectives on the  
Literature and Culture  
Industries (12 C)

**Theory:** **Participant observation**  
**no theoretical internship-specific part required**  
**Practice:** 8-12-week internship

B.Eng.814 | M.EP.12d  
Forms of Literary  
Reception: Edinburgh  
Festivals (6 C)

**Module discontinued** – reason: Edinburgh Summer School will not be offered any longer

B.Eng.815  
The Brothers Grimm  
(6 C)

**Module discontinued** – reason: lack of interest

B.Eng.816 | M.EP.12e  
Literary Heritage, Literary  
Museums, Literary  
Tourism (6 C)

**Theory:** **What is cultural/literary heritage? What is literary tourism? How do you exhibit culture?**  
**Optional theory:** **Participant observation**  
**Practice:** **observation at two museums/guided tours**;  
**engagement with info materials**

B.Eng.817 | M.EP.12f  
Introduction to Book  
Studies (6 C)

**Theory:** **Introduction to the areas commonly collectively known as Book Studies (or Book History or Bibliography)**  
**Optional theory:** **Participant observation**  
**Practice:** **brief study projects on topics from Book Studies**

# Literary and Cultural Management Modules from WS 2025/2026 – Exam Types

Changes to previous modules are [printed in blue](#).

B.Eng.811 | M.EP.12  
Foundations of the  
Publishing Industry (6 C)

**Theory:** How does publishing work? Who are the stakeholders?

Exam (.Tn): SSU: portfolio entries; course: tbd

**Optional theory:** [Participant Observation](#)

**Practice:** focus on publishing houses and their social media

Exam (.Mp): SSU/course: observation report – **required**

B.Eng.812 | M.EP.12a  
Forms of Literary  
Reception (6 C)

**Theory:** How does the mediation of literature work?

**Optional theory:** [Participant observation](#)

Exam (.Tn): SSU: portfolio entries; course: tbd – [project sketch](#) **required**

**Practice:** observation project

Exam (.Mp): observation report on festival readings and related information material – **required**

B.Eng.813 | M.EP.12b  
Perspectives on the  
Literature and Culture  
Industries (12 C)

**Theory:** [Participant observation](#)

[no theoretical internship-specific part required](#)

Exam (.Tn): SSU: portfolio entries; course: tbd – [project sketch](#) **required**

**Practice:** 8-12-week internship

Exam (.Mp): internship report – **required**

B.Eng.814 | M.EP.12d  
Forms of Literary  
Reception: Edinburgh  
Festivals (6 C)

**Module discontinued**

B.Eng.815  
The Brothers Grimm  
(6 C)

**Module discontinued**

B.Eng.816 | M.EP.12e  
Literary Heritage, Literary  
Museums, Literary  
Tourism (6 C)

**Theory:** [What is cultural/literary heritage? What is literary tourism?](#)

**Optional theory:** [Participant observation](#)

Exam (.Tn): [SSU: portfolio entries](#); course: tbd – [project sketch](#) **required**

**Practice:** [observation at two museums/guided tours](#)

Exam (.Mp): [observation report on museums, exhibitions, related information](#) – **required**

B.Eng.817 | M.EP.12f  
Introduction to Book  
Studies (6 C)

**Theory:** [Introduction to the areas commonly collectively known as Book Studies](#)

**Optional theory:** [Participant observation](#)

Exam (.Tn): [SSU: portfolio entries](#); course: tbd – **required**

**Practice:** [brief study projects on topics from Book Studies](#)

Exam (.Mp): [Write-up of investigation projects or poster presentation](#) – **required**

## Literary and Cultural Management Modules from WS 2025/2026 – Course Offers

Course and self-study (SSU) offers in winter semester 2025/2026.

B.Eng.811 | M.EP.12  
Foundations of the  
Publishing Industry (6 C)

**StudIP:** SSU Foundations (4510751)  
**StudIP:** Academic Journals: An Introduction to Editing and Writing  
(452283) – block seminar September 2025 (summer semester!)

B.Eng.812 | M.EP.12a  
Forms of Literary  
Reception (6 C)

**StudIP:** SSU Forms of Reception (4508872)  
**StudIP:** An additional course is currently being negotiated. Update  
to follow.

B.Eng.813 | M.EP.12b  
Perspectives on the  
Literature and Culture  
Industries (12 C)

**StudIP:** Einführung in die qualitative Sozialforschung (868592)  
**StudIP:** SSU Perspectives (4508968)

B.Eng.814 | M.EP.12d  
Edinburgh Festivals  
(6 C)

No StudIP course/SSU on offer.

B.Eng.815  
The Brothers Grimm  
(6 C)

No StudIP course/SSU on offer.

B.Eng.816 | M.EP.12e  
Literary Heritage, Literary  
Museums, Literary  
Tourism (6 C)

**StudIP:** Culture, Communication and Museums (Virtual Exchange)  
(4506746) – block seminar in Mar/Apr 2026  
**StudIP:** SSU Literary Heritage (452198)

B.Eng.817 | M.EP.12f  
Introduction to Book  
Studies (6 C)

**StudIP:** SSU Book Studies (452199)

**Note that the courses for the two new modules **cannot** currently be found under the module identifiers or titles as the modules do not officially exist yet. Search by title or number instead.**