

Title	Effective Client Management and Communication Strategies for Art Professionals
Codes	M-KH-E-201-FS-262701-02 / M-KH-201-FS-262701-02 / B-KH-201-FS-262701-02 / ER-KH-201-FS-262701-02
Host	MA School
Location	Classroom

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
Course Week	-	18	12	Course Week	2026 fall	Course Week

Recommendation
For all students of artistic disciplines, especially those considering going freelance after graduation. As a big part of an independent artist's success depends on the ability to interact with potential customers, communication skills are a key element in advancing one's career.

Short description
The objective is to improve students' communication skills related to their professional domain: active listening and understanding the client's position, building rapport, conflict de-escalation, and cooperative approach. The course will focus on practical tasks that will allow students to see why communication is important and how effective client management strategies can work in real-life situations.

Teachers			
Name	Contact information	Short BIO	Office hours
Gabija Lebednykaite	gabijalebednykaite@gmail.com	A linguistics professional with a long-term experience in the fields of media, communication and language services. Particularly interested in intercultural communication. Currently working as a freelance copywriter, interpreter and journalist. Additionally, Gabija teaches Specialized English and Communication at Vilnius Design College.	by email app.

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Course scheduling			
Course format		Weekly class appointments	
regular classes		Mo, Tue and Wedn., 10:00-11:20, 11:30-12:50, 13:40-15:00	
Details of each session’s type and schedule, showing the teacher’s role			
Day	Date	Educational content	Studio/workshop
1	Oct 12th	Analyzing efficient communication: challenges, potential pitfalls, types of clients, verbal vs non-verbal communication. Examples, discussion. Practical tasks in pairs and/or groups	classroom
2	Oct 13th	Verbal communication part 1: assertiveness, conciliatory approach, active listening. Understanding the client. Practical tasks in pairs and/or groups.	classroom
3	Oct 14th	Verbal communication part 2: learning to say no. Receiving/giving feedback. Negotiations. Practical tasks in pairs and/or groups. Debate. Final presentations.	classroom
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Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
small tasks in class	joint assessment	adoption of new skills acquired in class	daily	100% (pass or fail with no grading)
General requirements				
regular attendance, active participation				

Course materials and literature
Mandatory literature

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Course notes and presentations
To be specified during the course
Recommended literature
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Learning outcomes	
Knowledge	Deeper knowledge of client psychology, understanding most common reasons for miscommunication, and exploration of conflict solving methods.
Skills	Improved negotiation skills, better professional interaction, improved active listening skills and empathy, leading to smoother and more efficient communication
Attitude	Improved self-confidence and interpersonal skills. Ability to convey ideas clearly and influence others.
Autonomy and Responsibility	Improved ability to deal with communication issues. Better networking, teamwork, negotiation and analytical skills.

Exemption
No exemption may be granted from participation in, or completion of, the course.

Curricular connections		
Unit	Parallel courses	Course proportion in unit
Course Week	-	100%
Course prerequisites	Is it available as an elective?	If elective, specific prerequisites
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Guidelines and rules for the use of artificial intelligence in the course
General regulations: According to the Moholy-Nagy University of Art and Design's Artificial Intelligence and Plagiarism Policy.

Equipment and materials needed from TechPark	Does TechPark provide this?
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Other information, comments
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