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managers' roles in the marketing of heritage One needs only to look at this publication and the recent publications from the Society for American Archaeology to note that archeologists are realizing (if perhaps a bit belatedly) that they should start participating in this discussion By its own account, the book Marketing Heritage

Anthropology 6103, Section 10 Proseminar in Archaeology

semester are: nationalism, sex and gender, marketing heritage, public archaeology, materiality, and the archaeology of collective action Learning Outcomes: 1) learn, compare and critique archaeologists' appropriations of and contributions to theory ; 2) understand how archaeology is situated in and contributes to anthropology;

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presence in the land Archaeological excavations, some on a national scale, were part of the creation of a new national narrative - and