

Course Description. Marketing the Arts promotes an understanding of established marketing concepts and how they are employed in the marketing of arts and culture. Emphasis is placed on identifying the needs of both artist and audience in order to determine a mix of marketing variables that insures the desired audience and patron support. Arts marketer applies extensive research in choosing effective methods of communication that demonstrate the value of an arts product while facilitating a satisfying exchange between artist and audience.

Course Goals

1. Develop a clear understanding of the unique ways in which general marketing principles and practices relate to arts and culture, e.g. product orientation.
2. Develop problem-solving skills.
3. Strengthen written and oral communication through:
 - a. Application of effective research methods
 - b. Creation, administration and interpretation of consumer surveys
 - c. Writing projects that address needs of multiple audience segments
 - d. Tailoring writing styles and content to the requirements of varied print and electronic media as well as public and private funding sources.
 - e. Development of strategies that demonstrate the value of arts products and facilitate the exchange between artist and audience.

Required Text: *Marketing Culture and the Arts*, by Francois Colbert

Assignments

1. *Publicist Packs* These are weekly writing assignments that focus on a specific arts event. It may be a gallery opening, a music festival or a theatre series. The publicist package includes a news release, a feature story, a one page interpretative essay with research links, a public service announcement, artist bio and a list of words and phrases to be used in cut-lines and advertising.
2. *Thought Pieces* These involve writing in support of an oral presentation. Students work in teams conducting research and devising a presentation in response to assigned problems. Team responses are presented orally with supporting materials that incorporate aids like Power Point presentations, charts and handouts. Each student serves on two teams during the semester.
3. *Prospectus* This is an extensive description of an arts product designed by each student presented in the form of a proposal to a prospective supporter. The prospectus contains:
 - a. Situation analysis
 - b. Goals and objectives
 - c. Description of activities
 - d. Description of potential audience
 - e. Description of potential institutional partner
 - f. Promotional plan
 - g. Evaluation methods
 - h. A one page summary and an
 - i. An “elevator speech” describing the project in less than 30 seconds.
 - j. Executive summary of all items above

Grading

Publicist Packs 5 points each	35 %
Thought Pieces 10 points each	20
Prospectus Project	35
Class Participation	<u>10</u>
	100%

There will be two due dates for each assignment. The first date will be for a draft document the second will be the final document. Deadlines are very important. Late assignments will be reduced one full grade for each day beyond the due date.

Marketing the arts (CTAR 453) stresses the centrality of written communication in promoting the values of art to a wide array of audience groups. The purpose of the various projects is to firmly ground students in a writing process that employs research, creative brainstorming, writing and results in efficacious products. . Students read and model a diverse body of material including news releases and exhibit catalogues (informative); editorials and advertising (persuasive); feature articles and event programs (entertaining).

Course Schedule

Unit One. Marketing point of view, product orientation, needs and exchange, press releases and promotional copy, marketing models, components of the marketing mix.

Unit Two. Product development adoption strategies, branding, product dimensions, application of the adoption process in relation to promotion, pricing and distribution, product life cycle.

Unit Three. Market segments, consumers, state sponsors agents, cultural traditions and demand. Interpretative copy writing.

Unit Four. Decision-making processes, risk factors, positioning strategies, branding.

Unit Five. Price variable, elasticity, price strategies, place variable, distribution channels, distribution strategies.

Unit Six. Promotion variable, advertising, personal selling, public relations, sales promotion, choice of promotional tools, fundraising, sponsorship, communications plan.

Unit Seven. Research methods, internal data, secondary data, marketing plan and implementation.