

School of Marketing and International Business

MARK 308 ARTS MARKETING

Trimester I, 2006

COURSE OUTLINE

Contact Details

Lecturer: Kate Daellenbach

Office: RH1115; Telephone: 463 6255; E-mail: kate.daellenbach@vuw.ac.nz

Office Hours: Fridays, 9.30 – 10.30pm (please make an appointment if you want to speak with me outside office hours).

Contact details for tutors will be available on blackboard. Guest speakers will also contribute to this course, and this information will be communicated to the class throughout the term.

Class Times and Room Numbers

There are two lectures per week, as follows:

Tues	8.30am – 10.20	GB LT3
Fri	8.30am – 9.20	GB LT3

In addition, starting in the third week of lectures, there will be nine 50-minute tutorials. Times and places for these tutorials will be posted on the blackboard site. Sign-up will occur in the first week of class. The schedule for tutorials is included in this outline.

If you are unable to attend a lecture or tutorial, please make arrangements with another student in the class, to review the notes. Also, you may refer to the blackboard site for a general outline of material covered. Please note the term requirements for attending tutorials.

The final examination for this course will occur in the examination period: 5 – 25 June, 2006.

Course Objectives

MARK 308 / Arts Marketing is a special topic which has been established in the School of Marketing & International Business. The course is an excellent opportunity to hone marketing skills and knowledge in a specific industry, as well as an

opportunity to establish links with and learn directly from the creative sector, so vibrant in Wellington.

The course is designed for the students to take their marketing knowledge acquired to date, and apply it within the context of the arts sector. Particular nuances of marketing the arts will be highlighted, and successful strategies will be investigated, both through examination of theory as well as case studies. The course will mainly focus on the performing arts, arts events and museums.

Readings

A readings package will be handed out to all enrolled students, in the first week of lectures. Additional readings may be distributed throughout the course from time to time. Readings required for each lecture and tutorial are noted on the course schedule.

In addition to the readings package and readings supplied, a number of resources are available for you at the Commerce Library (either 3-day or 2-hour loan), and certain web-sites are recommended. These readings will be noted to you in class.

Assessment Requirements

Evaluation for the course is as follows (further details will be distributed in class):

<u>Case Assessment</u>	20%
Assessment is due on the date of the chosen case.	
<u>Tutorial Participation</u>	10%
Participation will be assessed on the quality of the insights offered by the student, linking the case discussion with marketing concepts. Participation will be evaluated and recorded at the end of <u>each</u> tutorial by the tutor. An overall mark will be awarded at the completion of the semester.	
<u>Group Project</u>	30%
Due: Friday, 26 th May	
<u>Final examination</u>	40%
The study week final exam period runs from June 5 – 25 th , 2006.	

Assignments may be handed in during class/tutorial or to the appropriate box on the Mezzanine level of Rutherford House on the due date. Late assignments should be handed in during office hours, in person to the School Office, 11th floor of Rutherford House, and date-stamped.

Penalties

Grades for assignments which are handed in late will be reduced by 10% per day. In other words, if the assignment is one day late, it will lose 10%, 2 days late, 20%, etc.

Mandatory Course Requirements

In order to meet the mandatory course requirements in MARK 308, you must:

- *achieve 50% of total marks,*
- attend at least seven of the nine tutorials,
- complete and submit all assignments, as noted above, and
- score over 50% in the registry exam.

Communication of Additional Information

Course information and lecture slides will be posted on the Blackboard website – <http://blackboard.scs.vuw.ac.nz>. Lecture slides available will provide a framework only of the main points presented in the lectures. Additional Information and/or announcements which may need to be made from time to time will be posted on the blackboard site, and made in class when possible. Distribution of course material and handing back of assignments will occur during class or tutorial time.

Course Content / Schedule

All readings are contained in your readings package, unless otherwise indicated.

LECTURE	SUBJECT & REQUIRED READING
Tuesday Feb 28	An Introduction to the Course and Assignments <ul style="list-style-type: none">• Case: Fortune Theatre (in-class handout)
Friday Mar 3	Marketing the Arts: what makes the arts different? <ul style="list-style-type: none">• Colbert: Pgs 4-7, 11, 13-18
Tuesday Mar 7	An Industry Analysis: Consider the industry & competition <ul style="list-style-type: none">• Hill & O’Sullivan: pgs 8-21• Case: The Abbey Theatre
Mar 7/8/9	Tutorial 1: West Yorkshire Playhouse <ul style="list-style-type: none">• Introduction
Friday Mar 10	The Industry <ul style="list-style-type: none">• Case: Going Dutch – Birmingham’s ArtsFest

Tuesday
Mar 14 **Who is the Customer?**
What do we know about arts audiences and the segmentation bases used in the arts? What does that mean to us as marketers?

- Colbert: “Entrepreneurship and Leadership in the Arts”
- Todd: New Zealanders and the Arts

Mar
14/15/16 **Tutorial 2: Sydney Opera House**

Friday
Mar 17 Presentations & Discussion

Tuesday
Mar 21 **Audience Strategies:**
Consider a variety of audience/market strategies including the Ansoff matrix, RAND Model and Motivation, Ability, Opportunity.

- Wiggins: “Motivation, Ability and Opportunity to Participate” (This also gives a good description of RAND.)
- Eichten: “The Marketing Plan”
- Case: In-class handout: *International Theatre Festival*

Mar
21/22/23 **Tutorial 3: The Louvre**

Friday
Mar 24 Presentations & Discussion

Tuesday
Mar 28 **Audience Strategies, Subscriptions and Loyalty Programs**

- Kotler & Scheff: “Building Audience Frequency and Loyalty” pg 261-246
- Case: Royal New Zealand Ballet

Mar
28/29/30 **Tutorial 4: Philharmonia Orchestra**

Friday
Mar 31 Presentations & Discussion

Tuesday **Product and Place:**
Apr 4 Consider and apply the concept of the augmented product

- Lovelock: pgs 18-23.
- Rentschler & Gilmore: “Museums: Discovering Services Marketing”

Apr 4/5/6 **Tutorial 5: Tafelmusik**

Friday Presentations & Discussion
Apr 7

Mid-semester break: April 10 – 24th

Tuesday **ANZAC DAY -- no class**
April 25 **Note: no tutorials this week ☹**

Friday Presentations & Discussion
Apr 28

Tuesday **Promotions:**
May 2 Integrated Marketing Communications, and the almighty database.

- Kotler & Scheff: pgs 299-320
- Case: Kotler & Scheff: “ACT Attracts More than 7500 ...”

May 2/3/4 **Tutorial 6: Fine Art and the Internet**

Friday Presentations & Discussion
May 5

Tuesday **Promotions and the Role of the Media:**
May 9 • Creative New Zealand: “The Media”
 • Tough: “The New Auteurs”

May **Tutorial 7: Spoleto Festival USA**
9/10/11

Friday Presentations & Discussion
May 12

Tuesday **Pricing Strategies:**
May 16 What are the particular challenges for the arts?
 • Hill & O’Sullivan: pgs 156-177
 • Case: In-class exercise

May **Tutorial 8: TBA**
16/17/18

Friday **Fund-raising, Development & Memberships:**
May 19 • No readings but come prepared to take some serious notes!

Tuesday **Sponsorship:**
May 23 • Colbert “Comparison of Sponsorships and Charitable Contributions”
 • Kelly: “Creative partnerships: Fundraising for short film projects”

May **Tutorial 9: Booksellers/NZ Post & Court Theatre/BNZ**
23/24/25

Friday **Sponsorship continued**
May 26 • In-class exercise

***** NOTE: Group Project is due today!**

Tuesday **Reporting:**
May 30 Financial analysis and reporting; the role of the Board of Directors.
 • Creative New Zealand: Getting on Board

Friday **Course wrap-up / final exam review ☺**
June 2

Note: Changes to this schedule may well need to be made from time to time. Any revisions will be announced in class and posted on the blackboard site.

Tutorial schedule: MARK 308

One of the term requirements of this course is that you must attend a minimum of 7 out of the 9 tutorials. If you are absent for additional tutorials, you must provide an authorized doctor's note to explain your absence.

The tutorial sessions for MARK 308 are designed to provide you with opportunity to have an in-depth discussion of case studies from the arts sector. Please come well prepared and plan to participate. In many sessions, some students will have prepared an assignment on the case; however, all students should participate.

The cases concerned may address marketing concepts covered in the previous weeks' lecture, as well as other marketing concepts with which you will already be familiar. The best preparation for tutorials is to read the case, note the marketing issue(s) the company faced and how they dealt with it. Linking the case to key marketing concepts is essential.

TUTORIAL NO.	LECTURE WEEK	CASE STUDY
1	March 7	Introduction to the format of tutorials, tutorial assignment details & sign-up. Case Study: West Yorkshire Playhouse
2	March 14	Case study: Sydney Opera House
3	April 11	Case study: Organisational Saga of a Superstar Museum: The Louvre.
4	April 18	Case study: The Decline of the Subscriber Base: A Study of the Philharmonia Orchestra Audience
5	April 25	Case study: Achieving Stability and Success in Crowded Markets: The Case of Tafelmusik.
6	May 2	Case study: Marketing fine art on the Internet: Issues and ideas.
7	May 9	Case study: How the 1998 Spoleto Festival USA Attracted Media Coverage
8	May 16	Case study: TBA
9	May 23	Case studies: Booksellers New Zealand & NZ Post - Celebrating Excellence. Court Theatre & Bank of New Zealand - Mutual Benefits.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the office on (04) 463 5376.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Check with the Student Administration Office for opening times (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and

provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.