

## Marketing & International Business

# MARK 310 ARTS MARKETING

Trimester 2 2012

## COURSE OUTLINE

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### Names and Contact Details

Lecturer: Kate Daellenbach

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Guest speakers may also contribute to this course. This information will be communicated to the class throughout the trimester.

### Trimester Dates

Please note the following dates for this Trimester:

Teaching Period: Monday 16 July – Thursday 19 October

Study Period: Monday 22 October – Thursday 25 October  
(Monday 22 October is a public holiday, Labour Day)

Examination Period: Thursday 26 October – Saturday 17 November (inclusive)

### Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Thursday 27 July 2012.
2. The standard last date for withdrawal from this course is Thursday, 28 September. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an *'Application for Associate Dean's Permission to Withdraw Late'* including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

## Class Times and Room Numbers

This course consists of twelve 100-minute lectures and six or seven 50-minute workshop / presentation sessions. Both the lectures and workshops will take place in the **Hugh McKenzie Building (Kelburn Campus), LT105, Thursdays 8.00am to 10.50 am.**

If you are unable to attend a lecture or presentation session, please make arrangements with another student in the class, to review the notes. You should also refer to the blackboard site for a general outline of material covered.

## Course Content

(Readings noted below are contained in your Student Notes readings package (“RP”) unless otherwise noted).

### LECTURE      SUBJECT & REQUIRED READING

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#### Week 1

**Thursday**  
**19<sup>th</sup> July**      **An Introduction to the Course**

**Marketing the Arts: What Makes the Arts Different?**

Readings:

- Marketing Culture and the Arts (RP pp. 3-13)
- The Piccolo Teatro of Milan (RP pp. 119-126)

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#### Week 2

**Thursday**  
**26<sup>th</sup> July**      **The Arts Marketing Environment**

Readings:

- The Arts Marketing Environment (RP pp. 15-28)
- Entrepreneurship and Leadership in the Arts (RP pp. 53-62)

Optional reading/resources:

- Engaging Audiences (RP pp. 29-47)

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#### Week 3

**Thursday**  
**2<sup>nd</sup> August**      **Understanding Arts Audiences: Who is the Customer? What do we know about arts audiences? What does that mean to us as marketers?**

Readings:

- Culture Segments (RP pp. 79-117)
- New Zealand International Festival of the Arts (RP pp. 141-147)

Optional reading/resources:

- Contemporary Arts Audiences (RP pp. 63-78)
- Also see the blackboard site (lecture notes area) for details on the following two useful resources from Creative New Zealand:
  - New Zealanders and the Arts
  - Audience Atlas New Zealand

## Week 4

**Thursday  
9<sup>th</sup> August**

### **Audience Strategies**

Readings:

- Growth Strategies (RP pp. 128-140)
- Fundraising in the Arts (RP pp. 178)
- A New Season Begins: The Royal New Zealand Ballet (RP pp. 177-181)

Optional reading/resources:

- Building Audience Frequency and Loyalty (RP pp. 148-159)

## Week 5

**Thursday  
16<sup>th</sup> August**

### **Group Presentations**

*Groups who have not chosen a date before week 4 will be assigned to either the 16<sup>th</sup> or the 23<sup>rd</sup> August. The time of your presentation will be advised prior to the presentation day. See the assignment sheet for more details.*

*Note that individuals will be assigned to give feedback on particular presentations. You will be notified of this prior to week 5.*

## Week 6

**Thursday  
23<sup>rd</sup> Aug**

### **Group Presentations**

*(See above)*

**Mid trimester break  
27<sup>th</sup> August – 9<sup>th</sup> September**

## Week 7

**Monday  
10<sup>th</sup> Sept**

***Individual Feedback on Group Presentations is due by 4.00pm, Monday 10<sup>th</sup> September. Submit this to the MARK 310 box on the Mezzanine Floor. If late, hand it in to a staff member at the reception desk on the 11<sup>th</sup> floor of Rutherford House (please do not put it under office doors).***

**Thursday  
13<sup>th</sup> Sept**

### **Positioning Strategies & Tactics: Pricing**

Note: A 50-minute workshop may be added to this 2-hour lecture time (TBC)

Readings:

- Generating Income (RP pp. 206-227)
- A Ticket to Wonderland (RP pp. 228-237)

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**Week 8**

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**Thursday**     **Positioning Strategies & Tactics: The Arts Product and Place****20<sup>th</sup> Sept**

Consider and apply the concept of the augmented product

Readings:

- Services Marketing concepts (RP pp. 184-192)
- Achieving stability and success in crowded markets: The case of Tafelmusik (RP pp. 193-203)

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**Week 9**

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**Thursday**     **Positioning Strategies & Tactics: Marketing Communications****27<sup>th</sup> Sept**

Readings:

- Formulating the Communication Strategy (RP pp. 241- 254)
- ACT Attracts more than 7,500 ... (RP pp. 253-254)
- Web Strategies and the Performing Arts (RP pp. 255-267)

Optional Readings/Resources:

- Online Audience Engagement (RP pp. 269-296)

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**Week 10**

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**Thursday**     **Positioning Strategies & Tactics: Media Relations****4<sup>th</sup> Oct**

Readings:

- The New Auteurs (RP pp. 308-318)
- Courting the Media (RP pp. 319-327)

Optional Readings/Resources:

- The Media (RP pp. 297-307)

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**Week 11**

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**Thursday**     **Sponsorship****11<sup>th</sup> Oct**

Readings:

- Comparison of Sponsorships and Charitable Contributions (RP pp. 331)
- Creative Partnerships: Fundraising for Short Film Projects (RP pp. 332-343)
- Born to be wise: The Steppenwolf Theatre Company Mixes Freedom With Management Savvy (RP pp. 344-353)

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**Week 12**

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**Monday****15<sup>th</sup>****October*****NOTE: Assignment (Part B) is due by 4.00pm. Monday 15<sup>th</sup> October.****Submit your project in the MARK 310 box on the Mezzanine Floor. If late, hand it in to a staff member at the reception desk on the 11<sup>th</sup> floor of Rutherford House (please do not put it under my office door). Don't forget to also submit electronically by the end of the day.*

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**Thursday**    **Reporting & Metrics**  
**18<sup>th</sup> Oct**    Reading

- The Role of the Governing Board. (RP pp. 357-361)
  - **Course Wrap-up / Final Examination Review** 😊
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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.

### **Course Learning Objectives**

By the end of this course, students should be able to achieve the following objectives:

1. Apply basic marketing principles and theories, which have been adapted for use in the arts sector.
2. Compare marketing initiatives undertaken by arts organisations around the world.
3. Assess marketing issues/problems faced by arts organisations, and use research tools, available resources and acquired knowledge to develop marketing recommendations.
4. Generate and utilise critical and creative thinking skills, individually and within teams in order to identify and assess arts marketing issues and develop ideas.
5. Communicate theories, analysis and recommendations related to arts marketing effectively, orally and in writing.
6. Critically evaluate challenges facing arts marketing leaders.
7. Demonstrate leadership in the well-being and sustainability of societies and ecological environments by ensuring ethical marketing practise.

### **Course Delivery**

Lectures and workshops will include discussion, in-class exercises, presentations and group activities. Students should plan to attend lectures and workshop/presentation sessions, having read the indicated materials. Students should also be prepared to participate in the class discussions and activities.

### **Expected Workload**

MARK 310 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 310. This time includes time preparing for and attending lectures and workshops, preparing assignments and studying for the final examination. To get the most out of the course, please come **prepared** for all course activities. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole.

## Group Work

Group work will be an essential part of this course, both through in-class activities and Part A of the assignment. This is to be conducted as a group, and is worth 15% of your course grade. All students in the group will receive the same grade.

## Readings

The readings for this course are included in a Student Notes package available at VicBooks. Any additional handouts required will be handed out in class.

Writing guidelines to be used for assignments will be handed out to the class and will be available on the blackboard site. Please familiarise yourself with these.

Other recommended readings which may assist in assignments are on 3-day loan or closed reserve at the Commerce Library. This includes the following:

- Colbert, François. (2000). *Marketing Culture and the Arts*, 2<sup>nd</sup> ed. Montreal: Presses HEC.
- Creative New Zealand. (2003). *Smart Arts: Marketing the arts in New Zealand*. Wellington: Creative New Zealand.
- Hill, Liz, O’Sullivan, Catherine, & O’Sullivan, Terry. (2003). *Creative Arts Marketing*, 2<sup>nd</sup> ed. Burlington, MA: Butterworth-Heinemann.
- Kerrigan, Finola, Fraser, Peter and Özbilgin, Mustafa. (2004). *Arts Marketing*. Oxford: Elsevier Butterworth-Heinemann.
- Kotler, Philip, & Scheff, Joanne. (1997). *Standing Room Only: Strategies for Marketing the Performing Arts*. Boston, Massachusetts: Harvard Business School Press.
- Rentschler, Ruth (ed). (1999). *Innovative Arts Marketing*. St Leonards, NSW, Australia: Allen & Unwin.

In addition, there are a number of resources available on the internet. Links and information about this will be posted on the blackboard website.

## Materials and Equipment

No additional materials or equipment are necessary for this class or the final examination.

## Assessment Requirements

Evaluation for the course is as follows:

<u>Assignment Part A (Group)</u> Due at the time of the group presentation, to be scheduled either 16 <sup>th</sup> or 23 <sup>rd</sup> of August (a time will be assigned) Relates to all learning objectives.	15%
<u>Individual Feedback on Group Presentations</u> Due Monday, 10 <sup>th</sup> September.	10%

Relates to all learning objectives.

Assignment Part B (Individual) 35%  
Due Monday, 15<sup>th</sup> October. Word limit: 2500 words.  
Relates to all learning objectives.

Final examination 40%  
Date: TBA; 2 hours in length  
Relates to all Learning Objectives.

Please also note mandatory course requirements.

#### Quality Assurance Note

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FComm programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

### **Examinations**

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the period from Thursday 26 October – Saturday 17 November (inclusive).

### **Penalties**

- Late assignments: Assignments received after the deadline will have 10% deducted from the available grade, per day. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc. Assignments received 7 days after the due date will not be marked.

**Late assignments must be date stamped and signed-in by a staff member at the 11<sup>th</sup> floor reception desk, Rutherford House. Do NOT slide them under doors or put them into the box after the due date.**

- Extensions: Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment, provincial or national representative activities with supporting documents) by the MARK 310 Course Coordinator or Course Administrator. If at all possible, extensions need to be arranged before the due date.
- Word Count: Clear word count limits and/or page limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of **5% for every 10% words** over the limit. In other words, if the word limit is set at 1500 words, a 5% penalty will be applied for every 150 words over the limit.

## **Mandatory Course Requirements**

In order to meet the mandatory course requirements in MARK 310, you must:

- achieve a final mark of at least 50% in the course overall,
- complete and submit all assessments as noted above, and
- score over 40% in the final examination.

## **Class Representative**

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

## **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 unless otherwise noted.

Students are expected to regularly consult blackboard to check for announcements, and also to regularly check their student e-mail account for individual messages which may become necessary.

At the end of the semester, all internal assessment marks will be displayed on *Blackboard*. All students are requested to check these and any discrepancies should be reported to the Course Coordinator as soon as possible.

## **Use of Turnitin (if applicable)**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

**For the following important information follow the links provided:**

### **Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

### **General University Policies and Statutes**

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://www.victoria.ac.nz/home/study)

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>



The University's statutes and policies are available at [www.victoria.ac.nz/home/about/policy](http://www.victoria.ac.nz/home/about/policy), except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at [www.victoria.ac.nz/home/about\\_victoria/avcacademic/default.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx)

**AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

**Faculty of Commerce Office**

<http://www.victoria.ac.nz/vbs/studenthelp/>

**Te Putahi Atawhai**

**Maori and Pacific Mentoring Programme**

<http://www.victoria.ac.nz/tpa/>