

School of Marketing & International Business

MARK 310 ARTS MARKETING

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Lecturer: Kate Daellenbach

Office: RH1117; Telephone: 463 6255; E-mail: kate.daellenbach@vuw.ac.nz

Office Hours: Wednesdays 1130-1230 (or by appointment).

Administrator: Helen Hynes

Office: RH1130; Telephone: 463-5529; E-mail: helen.hynes@vuw.ac.nz

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

Trimester Dates

Teaching Period: Monday 3rd March – Friday 6th June

Study Period: Monday 9th June – Thursday 12th June

Examination Period: Friday 13th June – Wednesday 2nd July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 14th March 2014.
2. The standard last date for withdrawal from this course is Friday 16th May. 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 lectures, discussions and presentation sessions. Further details are contained in the Course Content section below. The lectures and workshops all take place in the following times/room:

Tuesdays 9:30am – 12:20am GBLT1

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.

Group Work

Group work will be an essential part of this course, both through in-class activities and Part A of the assignment. Part A 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.

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.

Prescription

This course utilises local and international case studies, including examples from performing arts, museums, galleries, multicultural arts and festivals/events, to examine the application of marketing strategy and consumer behaviour analysis in the arts sector.

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. Examine marketing initiatives undertaken by arts organisations around the world;
3. Assess marketing issues/problems faced by arts organisations, and use knowledge and available research 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; and
5. Communicate theories, analysis and recommendations related to arts marketing effectively.

Course Content

Note: This course does not have “tutorials” in the usual sense. The course is organised as three x 50-min “lectures” per week for the first five weeks, and 2 x 50 min “lectures” for the last five weeks. The 3 x 50 min presentation sessions in weeks 6 and 7 replace tutorials.

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

LECTURE SUBJECT & REQUIRED READING

Week 1

Tuesday **An Introduction to the Course**
4th Mar **Marketing the Arts: What Makes the Arts Different?**

Optional Reading:

- Cultural Enterprises and Marketing (RP pp. 2-23)

Week 2

Tuesday **The Arts Marketing Environment**
11th Mar

Readings:

- Engaging Audiences (RP pp. 24-44)
- A new season begins: The Royal New Zealand Ballet (*access to this reading is via blackboard*)

Week 3

Tuesday **Understanding Arts Audiences: Who is the Customer? What do we know about**
18th Mar **arts audiences? What does that mean to us as marketers?**

Readings:

- Culture Segments, New Zealand (RP pp. 46-77)
- New Zealand International Festival of the Arts (RP pp. 78-84)
- Contemporary Arts Audiences - The Great Indoors (RP pp. 85-99)

Related optional resources are on blackboard (lecture notes area). You may find the following two resources from Creative New Zealand useful:

- New Zealanders and the Arts
- Audience Atlas New Zealand

Week 4

Tuesday **Audience Strategies**
25th Mar

Readings:

- Fundraising in the Arts (RP pp. 112-115)
- Deepening Engagement (RP pp. 116-121)
- Embracing Jazz: Exploring Audience Participation in Jazz Music in its Birthplace (*access to this reading is via blackboard*)

Optional reading:

- Growth Strategies (RP pp. 100-111)
- Building Audience Frequency & Loyalty (RP pp. 122-133)

Week 5

Tuesday **Positioning Strategies & Tactics: Pricing**
1st Apr

Note: Group project and presentation time should be declared by this Tuesday.

Readings:

- A Ticket to Wonderland (*access to this reading is via blackboard*)

Optional Reading:

- Generating Income (RP pp. 135-156)

Week 6 & 7

Tuesday **Group Presentations – Part A**

8th Apr *Groups who have not chosen a date before week 5 will be assigned to a time this week or the following week. The time of your presentation will be advised prior to the presentation day. See the assignment sheet for more details.*

&

Tuesday

15th Apr

Note that individuals will be assigned to give feedback on particular presentations. You will be notified of your assigned presentation prior to week 6.

Please also see mandatory term requirements.

Mid trimester break
18th April – 4th May

Monday ***Individual Feedback on Group Presentations is due by 4.00pm, Monday 5th May. 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 11th floor of Rutherford House (please do not put it under office doors).***

5th May

Week 8

Tuesday **Positioning Strategies & Tactics: The Arts Product and Place**
6th May **Consider and apply the concept of the augmented product**

(9.30 – 11.20)

Readings:

- Services Marketing concepts (RP pp. 158-171)
- Achieving stability and success in crowded markets: The case of Tafelmusik (*access to this reading is via blackboard*)

Week 9

Tuesday **Positioning Strategies & Tactics: Marketing Communications**
13th May

(9.30 – 11.20)

Readings:

- ACT Attracts more than 7,500 ... (RP pp. 195-196)
- Web Strategies and the Performing Arts (*access to this reading is via blackboard*)

Optional Reading:

- Formulating the Communication Strategy (RP pp. 173-194)
- Online Audience Engagement (RP pp. 197-224)

Week 10

Tuesday **Positioning Strategies & Tactics: Media Relations**
20th May

(9.30 – 11.20)

Readings:

- Pitchfork: Birth of an Indie Music Mega-brand (*access to this reading is via blackboard*)
 - The Media (RP pp. 225-235)
-

Week 11

**Monday
26th May** **NOTE: Assignment (Part B) is due by 4.00pm. Monday 26th May.**
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 11th 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.

**Tuesday
27th May** **Sponsorship**
(9.30 – 11.20) Readings:

- Creative Partnerships: Fundraising for Short Film Projects (*access to this reading is via blackboard*)
- Born to be wise: The Steppenwolf Theatre Company Mixes Freedom With Management Savvy (*access to this reading is via blackboard*)

Week 12

**Tuesday
3rd June** **Reporting & Metrics**
(9.30 – 11.20) **Course Wrap-up / Final Examination Review ☺**
Reading

- A quick word about analysis and reporting (RP pp.242-244)

Optional reading

- The Role of the Governing Board. (RP pp. 238-241)

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.

Readings

Readings for this course are will be drawn from the Student Notes package available at VicBooks, as well as readings available via the Blackboard site. Any additional readings required will be handed out in class.

Writing guidelines to be used for assignments 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. These include the following:

Colbert, François. (2000). *Marketing Culture and the Arts*, 2nd ed. Montreal: Presses HEC.

Creative New Zealand. (2003). *Smart Arts: Marketing the arts in New Zealand*. Wellington: Creative New Zealand.

French, Ylva & Runyard, S. (2011). *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*. London and New York: Routledge Taylor & Francis Group.

Hill, Liz, O'Sullivan, Catherine, & O'Sullivan, Terry. (2003). *Creative Arts Marketing*, 2nd ed. Burlington, MA: Butterworth-Heinemann.

Kerrigan, Finola, Fraser, Peter and Özbilgin, Mustafa. (2004). *Arts Marketing*. Oxford: Elsevier Butterworth-Heinemann.

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

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

Evaluation for the course is as follows:

| | |
|---|-----|
| <u>Assignment Part A: Group Presentations</u> To be scheduled either 8 th or 15 th April. Relates to all learning objectives. | 15% |
| <u>Individual Feedback on Group Presentations</u> Due Monday, 5 th May. Relates to all learning objectives. | 10% |
| <u>Assignment Part B: Project Report</u> Due Monday, 26 th May. Word limit: 3000 words. Relates to all learning objectives. | 35% |
| <u>Final examination</u> Date: TBA; 2 hours in length Relates to all Learning Objectives. | 40% |

Please also note mandatory course requirements on page 7.

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 11th 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.

Use of Turnitin

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 submitted to Turnitin. A copy of submitted materials will be retained 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.

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 following period:

Friday 13th June – Wednesday 2nd July (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50% or better, students must

- complete and submit all assessments as noted above,
- attend at least one full session of the presentations (either the 8th or 15th April), and
- score over 40% in the final examination.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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

Any additional information or information on changes will be communicated during lectures, MARK 310 Blackboard announcements and/or communicated by email.

Student feedback

Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
