

School of Marketing & International Business

MARK 310 ARTS MARKETING

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Lecturer: Kate Daellenbach

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Office Hours: Mondays 1130-1230 (or by appointment)

Administrator: Katrina Walsh

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Office Hours: Monday - Friday 9.00-16.00

Trimester Dates

Teaching Period: Monday 2nd March – Friday 5th June

Study Period: Monday 8th June – Thursday 11th June

Examination Period: Friday 12th June – Wednesday 1st July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 13th March 2015.
2. The standard last date for withdrawal from this course is Friday 15th 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 or [online](#).

Class Times and Room Numbers

This course consists of lectures, discussions, tutorials and presentation sessions. Further details are contained in the Course Content section below. The lectures/discussions take place within the following times/room:

Mondays 8:30am – 11:20pm RHLT2

Please note that lecture times in weeks 2-5 will run for *three* hours, and others for *two* hours.

This is in order to make up for time lost due to holiday Mondays later in the term. The times are indicated in the course content schedule in this document.

Tutorials

Tutorials will be allocated prior to the first tutorial commencing. Signup for tutorials will occur via S-Cubed. Instructions for using S-Cubed will be provided in class and on the Blackboard site. S-Cubed will be available from 12pm, Monday 2nd March.

Please note that the first assessment is a group project, and all groups will be formed within tutorials and during tutorial time. This course is taught assuming everyone is present at all the lecture times and for all tutorials. If you are unable to attend a lecture or tutorial session, please make arrangements with another student in the class, to review the notes. You should also refer to the blackboard site on a regular basis.

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

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

LECTURE SUBJECT & REQUIRED READING

Week 1

- Monday** **An Introduction to the Course**
2nd Mar **Marketing the Arts: What Makes the Arts Different?**
(830 - 1020) Reading:
- Marketing Culture & the Arts, Chapter 1 (RP pp. 1-22)

Week 2

- Monday** **The Environment & Arts Consumers**
9th Mar Reading:
(830 - 1120) • Engaging Audiences (see Blackboard)
• A New Season Begins: The Royal New Zealand Ballet (RP pp.23-40)
• Culture Segments, New Zealand (see Blackboard)

Tutorial #1

- *Generate project ideas, find a group, start your project*
- *Discuss getting to know your industry and your company*

Week 3

- Monday** **Arts Consumers & Audience Strategies**
16th Mar Reading:
(830 - 1120) • Fundraising in the Arts (RP pp. 57-60)
• Deepening Engagement (see Blackboard)
• The Great Indoors: Developing Audiences for Contemporary Arts (RP pp. 41-56)

Tutorial #2

- *Work on projects*
- *Discuss your consumers, segmentation and audience strategies*
- *Allocate presentation times*

Week 4

- Monday** **Audience Strategies:**
23rd Mar Readings:
(830 - 1120) - Embracing Jazz: Exploring Audience Participation in Jazz Music in its Birthplace (RP pp. 61-74)
-

Tutorial #3

- *Work on projects*
- *Discuss presentations*
- *Allocate presentation times*

Week 5

**Monday
30th Mar** **Positioning Strategies & Tactics: The Arts Product and Place**
Consider and apply the concept of the augmented product

(830 - 11.20)

Readings:

- Services Marketing concepts (RP pp. 75-88)
- Achieving stability and success in crowded markets: The case of Tafelmusik (RP pp. 89-100)

Tutorial #4

- ***Presentations & feedback*** (note you must be present for the entire tutorial in which you are providing feedback or are presenting)

Mid trimester break 3rd April – 19th April

Week 6

**Monday
20th Apr** **Positioning Strategies & Tactics: Pricing**

(830 - 10.20)

Readings:

- A Ticket to Wonderland (RP pp. 101-110)

Optional Readings:

- Generating Income (RP pp. 111-132)

**Tuesday
21st Apr** **Individual Feedback on Group Presentations is due by 4.00pm, Tuesday, 21st April. 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). Please do not forget to also submit electronically on Turnitin by the end of the day.**

Tutorial #5

- *Discuss projects: positioning and marketing tactics*

Week 7

**Monday
27th Apr** **No class**
(ANZAC Day - public holiday)

No tutorial scheduled for this week.

Week 8

Monday **Positioning Strategies & Tactics: Marketing Communications****4th May**

(830 - 10.20)

Readings:

- ACT Attracts more than 7,500 ... (RP pp. 133-134)
- Web Strategies and the Performing Arts (see Blackboard)

Optional Readings:

- Formulating the Communication Strategy (RP pp. 157-178)
 - Online Audience Engagement (RP pp. 179-206)
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Tutorial #6

- *Discuss projects: The agency brief*
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Week 9

Monday **Positioning Strategies & Tactics: Media Relations****11th May**

(830 - 10.20)

Readings:

- Pitchfork: Birth of an Indie Music Mega-brand (RP pp. 135-144)
 - The Media (RP pp. 145-156)
-

Tutorial #7 (final tutorial)

- *Discuss projects*
 - *Review report writing*
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Week 10

Monday **Sponsorship****18th May**

(830 - 10.20)

Readings:

- Creative Partnerships: Fundraising for Short Film Projects (RP pp. 207-218)
-

Week 11

Monday **Reporting, Metrics, Course Wrap-up / Final Examination Review ☺****25th May**

(830 - 10.20)

Readings:

- A quick word about analysis and reporting (RP pp. 219-222)
-

Wed.
27th May

NOTE: Assignment (Part B) is due by 4.00pm. Wednesday 27th 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). Please do not forget to also submit electronically on Turnitin by the end of the day.

Week 12

Monday **No class**
1st June **(Queen's Birthday - public holiday)**

Note: Changes to this schedule may 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

The 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> Presentations will be scheduled for tutorials #4. Relates to all learning objectives.	15%
<u>Individual Feedback on Group Presentations</u> Due Tuesday, 21 st April, 4pm. Relates to all learning objectives.	10%
<u>Assignment Part B: Project Report</u> Due Wednesday, 27 th May, 4pm 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 8.

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 12th June – Wednesday 1st 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, 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.
