

School of Marketing & International Business

MARK310 ARTS MARKETING

Trimester 2, 2016

COURSE OUTLINE

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

All required readings are accessible via blackboard.

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.

Course Schedule				
Week	Starting	Lecture topic	Required readings:	Tutorial (Key Activity) / Assessment
1	11 July	Course Introduction: What makes the arts different?	Elements of Arts and Culture Marketing	
2	18 July	The Environment & Arts Consumers	Engaging Audiences The Second City is First in Creative Entrepreneurship	

Week	Starting	Lecture topic	Required readings:	Tutorial (Key Activity) / Assessment
3	25 July	Arts Consumers & Audience Strategies	Embracing Jazz: Exploring Audience Participation in Jazz Music in its Birthplace	Tutorial #1 - Generate project ideas, find a group, start your project - Discuss getting to know your industry and your company.
4	1 Aug	Audience Strategies	Fundraising in the Arts Deepening Engagement A New Season Begins: The Royal New Zealand Ballet	Tutorial #2 - Generate project ideas, find a group, start your project - Discuss your consumers, segmentation and audience strategies
5	8 Aug	Understanding the Arts Consumer Experience	No readings this week.	Tutorial #3 - Work on projects - Discuss presentations - Allocate presentation times
6	15 Aug	Positioning Strategies & Tactics: The Arts Product and Place Consider and apply the concept of the augmented product	Achieving stability and success in crowded markets: The case of Tafelmusik	Tutorial #4 - Presentations (note you <i>must</i> be present for your entire tutorial in order to complete assessment.)
Mid Trimester Break, 22 August – 4 September				
7	5 Sep	Positioning Strategies & Tactics: Pricing	A Ticket to Wonderland Optional Reading: Generating Income	Individual Feedback on Group Presentations is due by 4.00pm, Tuesday, 6th September.
8	12 Sep	Positioning Strategies & Tactics: Marketing Communications	Web 2.0: Is the Museum-Visitor Relationship Being Redefined?	Tutorial #5 - Discuss project.
9	19 Sep	Media relations	Pitchfork: Birth of an Indie Music Mega-brand	Tutorial #6 - Discuss project. - Final Tutorial.
10	26 Sep	Sponsorship	Creative Partnerships: Fundraising for Short Film Projects	

Week	Starting	Lecture topic	Required readings:	Tutorial (Key Activity) / Assessment
11	3 Oct	Reporting, Metrics & Review	Born to be wise: The Steppenwolf Theatre Company Mixes Freedom With Management Savvy	Assignment Part B: Project Report - Due Wednesday, 5 th October, 4pm.
12	10 Oct	Course Wrap-up / Final Examination Review ☺	No readings	

Trimester Dates

Teaching Period: Monday 11th July – Friday 14th October

Study Period: Monday 17th October – Thursday 20th October

Examination Period: Friday 21st October – Saturday 12th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22nd July 2016.
2. The standard last date for withdrawal from this course is Friday 23rd September 2016. 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](#).

Names and Contact Details

Lecturer: Kate Daellenbach

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

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

Administrator: Mary Alexander

Office: RH1121; Telephone: 463-5330; E-mail: mary.alexander@vuw.ac.nz

Office Hours: Monday - Friday 9.00-16.00

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:

Thursdays 9:30am – 11:20am GBLT1

Course Delivery

Tutorials will be allocated prior to the first tutorial commencing. Tutorials begin in week 3 and sign-up will be through My Allocator. Registration dates and further details will be announced on Blackboard.

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.

Readings

Readings for this course are drawn from texts and published journal articles and case studies. All readings are accessible via blackboard.

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:

Brunet, J., Colbert, F., Martin D.J., Radbourne, J., Ravanas, P., Rich, J.D. (2008). *Marketing Planning for Culture and the Arts*. Montreal: HEC Montreal.

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.

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

Mandatory course requirements

In addition to achieving an overall pass mark of at least 50%, students must:

- submit all assessments, and
- score over 40% in the final examination.

If you believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice as soon as possible.

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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.

Assessment

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

Evaluation for the course is as follows:

<u>Assignment Part A: Group Presentations</u> Presentations will be scheduled for tutorials #4 (i.e. tutorials in the week Starting 15 th August). Relates to learning objectives: 1,3,4,5.	15%
<u>Individual Feedback on Group Presentations</u> Due Tuesday, 6 th September, 4pm. Relates to learning objectives: 2,3.	10%
<u>Assignment Part B: Project Report</u> Due Wednesday, 5 th October, 4pm Word limit: 3000 words. Relates to learning objectives: 1,3,4,5	35%
<u>Final examination</u> Date: TBA; 2 hours in length Relates to all learning objectives.	40%

Please also note mandatory course requirements.

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 21st October – Saturday 12th November (inclusive)

Penalties

- Late assignments: Both hard copy and electronic 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 points from 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.
 - o **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.

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.

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.

Materials and Equipment

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

Student feedback

Past feedback for this course has been positive. We continue to update content, readings and lecture sessions to keep things up-to-date.

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.

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.

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.
