

Purchase College SUNY

Marketing the Arts CAM 3520

100% Online

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Communications: If you have any questions regarding this online course please don't hesitate to send me an email or Moodle message. Please expect a response within 24 - 48 hours, on Mondays through Fridays.

Syllabus

COURSE DESCRIPTION Focusing on the arts, audience development, and marketing, topics include targeting a potential audience; developing mail and online campaigns; designing, writing, implementing, and distributing promotional materials; and public image enhancement through community relations, strategic partnerships, grassroots initiatives, and press coverage. Additional topics include strategies for positioning, promotion, merchandising, sponsorship, digital marketing (Web 2.0, viral, etc.), and enacting special events.

LEARNING OUTCOMES

- Demonstrate knowledge of the key concepts of the fundamentals of marketing.
- Understand marketing as an ongoing strategic and arts process that requires planning, assessment and integration.
- Demonstrate basic knowledge of both traditional and non-traditional marketing strategies and tactics including advertising, promotion, retail, PR-driven, viral and grassroots initiatives.
- Understand the impact of digital technology on the branding, promotion and distribution of artists, organizations and arts offerings.
- Understand the full spectrum of the "arts experience" from the audience/fan perspective.
- Value the importance of market research and metrics that describe behavior, lifestyles, perceptions and preferences of traditional and non-traditional arts audiences and fans.
- Develop strategic, critical thinking, tactical skills and the ability to communicate creatively and effectively.

LIBERAL STUDIES PROGRAM GOALS

(Assessed through weekly forum discussions, essays and final project.)

- The ability to communicate clearly in written forms.
- Research skills including the ability to analyze and synthesize information.
- Respect, tolerance and openness to new ideas and ways of thinking.
- To think critically, independently and creatively.
- Responsibility to others and our community.

COURSE MATERIALS

All course materials (videos, news articles, research, etc.) are available online and are contained within this Moodle environment. There are several required films that can be streamed through Netflix, iTunes or other film rental services.

ASSESSMENTS

Forums/Discussions (9)	45%
Essays (5)	25%
Final Project	30%

Grades will be awarded using the following point system

A+ 97 - 100	A 93 - 96	A- 90 - 92	B+ 87 - 89
B 83 - 86	B- 80 - 82	C+ 77 - 79	C 73 - 76
C- 70 - 72	D 60 - 69	F Below 60	

Forum Discussions 45%

- There are 9 Forum Discussions, each worth 5%.
- These discussions are the foundation of communications within this class.
- Your grades will be based on relevance, creativity and timeliness.
- Details and instructions for each forum discussion are available within Moodle.
- In order to receive credit for your posts and comments all of the online resources (videos, articles, eBooks, etc) relevant to the discussion must be viewed in full prior to posting your comments.
- Discussions are due Sundays, 11:59 pm, the week they are originally posted. To elaborate, every Monday morning a new week is introduced. Your forum posts are due the next Sunday, seven days later, by 11:59 pm.

Essays 25%

- There are 5 essays, each worth 5%.
- Details and instructions for each essay are available within Moodle.
- In order to receive any credit for your essays all of the online resources (videos, articles, eBooks, etc) relevant to the essay must be viewed in full prior to posting your essay.
- Essays are due Sundays, 11:59 pm, the week they are originally posted.

Final Project 30%

- This is a capstone project that should reflect the skills, techniques and ideas presented within the course.
- Students will create two different, realistic, awesome marketing strategies for two arts-related projects found on Kickstarter. *Further instructions available on Moodle.*

Policy: Submissions for Essays and Discussions

- To grade students fairly, everyone must be treated equally regarding late work.
- Late discussion posts and essays will be penalized 20% per late week. In other words, no essays or discussions will be accepted after five weeks.

- **Keeping up with assignments is extremely important.** Don't let this problem catch you by surprise.
- Due dates may be waived if you have a serious illness or injury or a significant personal commitment.

Documented Disabilities

- Students with documented physical, learning, psychological and other disabilities are entitled to receive reasonable accommodations.
- If a student needs accommodations, he or she must first register with the Office of Special Student Services at 914 251-6390.

Agenda

Week	Topic	Forums and <i>Essays</i>
1	Fundamentals of Marketing Part 1 Segmentation Positioning	Targeting, Positioning, Segmenting Best Buy
2	Fundamentals of Marketing Part 2 Building Brands	<i>Lady Gaga and Branding</i>
3	Starting Movements Leading Tribes Music Marketing The Grateful Dead	The Grateful Dead: Doing it Right
4	Online Music Marketing Facebook Music Promotions Marketing Plans: How To	Marketing Plan For Your Favorite Band
5	Social Media for Musicians	Social Media Music Before the Music Dies
6	Marketing Theatrical Productions	<i>Marketing Plan for Bdway/Off Bdway Show</i>
7	Marketing Performing Arts	Ben Cameron and Chris Anderson <i>The Secret Weapon</i>
8	Film Marketing	<i>Steal This Film?</i>
9	Dark Knight and Viral Marketing	Viral Campaign for Your Favorite Film
10	Museum Marketing Strategies	Saving the Barnes Foundation
11	Museum Marketing Plans	Marketing The Vogel Collection
12	Marketing Visual Arts	Online Art Marketing
13	Marketing Hype	<i>Exit Through the Gift Shop</i>
14	Online Meetings/Final Project	
15		Final Project Due