

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		04-15	No Review necessary	

**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

Contact Person Vince Taiani	Email Address Taiani@iup.edu
Proposing Department/Unit Marketing	Phone 7-3170

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

**1. Course Proposals (check all that apply)**

New Course                       Course Prefix Change                       Course Deletion  
 Course Revision                       Course Number and/or Title Change                       Catalog Description Change

**MKTG 311 Arts Marketing**

Current Course prefix, number and full title

Proposed course prefix, number and full title, if changing

**2. Additional Course Designations: check if appropriate**

This course is also proposed as a Liberal Studies Course.                       Other: (e.g., Women's Studies, Pan-African)  
 This course is also proposed as an Honors College Course.

**3. Program Proposals**

New Degree Program                       Program Title Change                       Other  
 New Minor Program                       New Track                       Catalog Description Change                       Program Revision

Current program name

Proposed program name, if changing

**4. Approvals**

		Date
Department Curriculum Committee Chair(s)	<i>R. K. Garg</i> Raj Garg (garg@iup.edu)	Apr 10, 2004
Department Chair(s)	<i>Vince Taiani</i> Vince Taiani (Taiani@iup.edu)	9 Apr 04
College Curriculum Committee Chair	<i>J. Smith</i>	4-14-04
College Dean	<i>Rebecca Camp</i>	4/19/04
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs		

\*where applicable

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SEP 15 2004  
LIBERAL STUDIES

APR 21 2004  
LIBERAL STUDIES

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SEP 23 2004  
LIBERAL STUDIES

## **\*\* SYLLABUS OF RECORD \*\***

### **I. Catalog Description**

<b>MKTG 311</b>	<b>Arts Marketing</b>	3 class hours 0 lab hours
<b>Prerequisites:</b>	Junior Standing; For Non-Business Majors Only	3 credit hours (3c-0l-3cr)

An introductory course in modern marketing concepts and applications as they relate to building, maintaining and developing audiences and clients for performing and visual arts organizations, written arts as well as arts market entrepreneurs. Topics include audience/client marketing research and segmentation, public and media-relations strategies, sales and communication functions, pricing issues, Internet based marketing strategies, database-relationship marketing and fund raising. Students who have completed or are required to take MKTG320 should not register for this course.

### **II. Course Objectives**

Upon successful completion of this course students will be able to:

1. Apply core marketing concepts, principles and theories in situations involving performing, visual, written and entrepreneurial arts market settings.
2. Demonstrate proficiency in the tools and techniques used in marketing decision making and designing the marketing mix in Arts Marketing settings.
3. Develop a basic marketing plan for an arts organization or their own entrepreneurial arts ventures.
4. Research the major marketing trends in their fields of interest (Performing Arts, Visual Arts, Arts Entrepreneur, Fundraising/Sponsorship for the Arts, Arts Appreciation, and Museum Marketing, written arts etc.).
5. Demonstrate marketing problem-solving skills through applied case studies in Arts Marketing.

### **III. Course Outline**

- A Marketing: Managing Mutually Beneficial Client/Customer Relationships
  - (1) The Performing Arts: A Growing Crisis (Kotler & Scheff)
  - (2) The Marketing Mind-Set in Arts Markets (K&S)
- B Organizations and Marketing Strategy: Partnering to Build Customer/Audience Relationships.
  - (1) Understanding the Performing Arts Audiences and Markets (K&S)
  - (2) Growth Strategies for Arts Entrepreneurs
- C Researching the Arts Marketing Environment and Analyzing Marketing Information.
  - (1) Determining Market Size and Audience Desires – Market Research (K&S)
  - (2) Exercise: Conducting a simple post-show/Post-purchase survey research in performing arts/Art Object Sales/Creative Writing - Customer Satisfaction Measurement

- D Arts Marketing in a Digital Age – Using the Internet in Making and Keeping Customer Connections.
  - (1) Internet Arts Marketing Resources & Techniques ([www.artsnet.org](http://www.artsnet.org))
  - (2) Portal for Arts Marketing [www.artsmarketing.org](http://www.artsmarketing.org)
- E Understanding customer/client behavior and organizational buying/sponsoring behavior
  - (1) Motivation models of audience behavior in leisure and entertainment
- F Segmentation, Targeting & Positioning: Building the right relationships with the right customer/client groups.
  - (1) Case: Segmentation of performing art audiences
  - (2) Case: Positioning a “visual arts” line of products
- G Product/Service/Performance/New Product Development Strategies
  - (1) Case: The Genesis of Rock & Roll Hall of Fame & Museum

Mid Term Test (90 minutes)
- H Pricing Strategies
  - (1) Pricing the Performances for Cost and Value (K&S)
  - (2) Case: “Priceless Art?”
- I Distribution and Channel Management
  - (1) Managing Location, Capacity and Ticket Distribution Systems
  - (2) On-line Distribution Strategies for Arts Entrepreneurs
- J Advertising, Sales Promotion and Public Relations
  - (1) Improving Image and Visibility of an Arts Organization (K&S)
- K Personal Selling (Donor Market), Direct Marketing
  - (1) Case: Database Marketing For A Performing Arts Center

Global Issues in Arts Marketing
- L Building Audience Frequency and Loyalty (K&S)
 

Designing and managing a marketing-effective arts organization and its volunteer programs. (K&S)

Marketing Plans, Budgets, Implementation and Control
- M Attracting Funds and Other Resources (K&S)
 

Securing the Future: Audiences for Now and Audiences for the Future (K&S)

Social/Ethical/Legal Issues in Arts Marketing
- N Marketing the Written Arts
  - (1) Case: Online marketing strategies for creative writing
  - (2) New Distribution Strategies for written arts

[Each of the above session is designed for 3 hours; Mid-Term will be administered in the second half of week 7; Final Test will be for 2 hours during the final examination week]

#### IV. Evaluation Methods

The final grade will be determined as follows:

- |                                      |     |
|--------------------------------------|-----|
| a) Mid Term Test (Topics A-G)        | 30% |
| b) Final Test (Topics H-N)           | 30% |
| c) Assignments/Mini Case Reports (5) | 25% |
| d) Marketing Plan                    | 15% |

## **V. Grading Scale:**

A:  $\geq$ 90% B: 80-89% C: 70-79% D: 60-69% F: <60%

## **VI. Attendance Policy**

Although there is no formal attendance policy for this class, student learning is enhanced by regular attendance and participation in class discussions.

Individual faculty may specify attendance requirements in their course syllabus.

## **VII. Required textbooks, supplemental books and readings**

Required Text Book:

Kotler & Armstrong: *Principles of Marketing – Activebook Version 2.0*, Prentice Hall, 2004.

Supplemental Book:

Kotler & Scheff: *“Standing Room Only: Strategies for Marketing The Performing Arts”*, Harvard Business School Press, 1997.

Readings:

A collection of current articles in Arts Marketing will be made available on the course Website

## **VIII. Special resource requirements**

Students must have access to Internet (preferably a broadband connection) to access and retrieve articles, case studies, PowerPoint presentations and multimedia video case clips (Windows Media Player or Real Audio Format).

## IX. Bibliography

- Butler, P. (2000), "By Popular Demand: Marketing the Arts" *Journal of Marketing Management*, May 2000, Vol. 16, Issue 4, pp. 343-364.
- Dickman, S. (1997), *Arts Marketing: The Pocket Guide*, Centre for Professional Development Pvt. Ltd., Sydney Australia.
- Diggle, K. (1994), *Arts Marketing*, London, Rhinegold.
- Kelly, K. (1998), *New Rules for the New Economy: 10 Radical Strategies for a Connected World*, Viking.
- Kerr, E. (2003), *Smart Arts: Marketing the Arts in New Zealand*, Creative New Zealand, Arts Council of New Zealand.
- Kolb, B. (2002), "Ethnic preference for the arts: The role of the social experience as attendance motivation" *International Journal of Nonprofit & Voluntary Sector Marketing*, May 2002, Vol. 7, Issue 2, pp. 172-181.
- Kotler, P. and Andreasen, A.R. (1997), *Strategic Marketing for Nonprofit Organizations*, Prentice Hall.
- Kotler, P. and Scheff, J. (1997), *Standing Room Only: Strategies for Marketing the Performing Arts*, Cambridge MA, Harvard Business School Press.
- McLean, F. (1997), *Marketing the Museum*, London, Routledge.
- O'Sullivan, P. (1997), "Marketing the Arts: From Paradigm to Plan" in Fitzgibbon, M. and A. Kelly (Eds), *From Maestro to Manager: Critical Issues in Arts and Culture Management*, Dublin, Oak Tree Press.
- Radbourne, J. (1998), "The role of government in marketing the arts" *Journal of Arts Management, Law and Society*, Vol.28, No. 1, pp. 67-82
- Scheff, J. (1999), "Factors influencing subscription and single-ticket purchases at performing art organizations" *International Journal of Arts Management*, Vol.1, No.2, pp. 16-27.
- Scheff, J. and Kotler, P. (1996), "Crisis in the Arts: The Marketing Response" *California Management Review*, Fall 1996, Vol. 39, No.1, pp.28-52.
- Taylor, P., Owen, E., Bell, H. and Withnall, S. (2001), "Increasing young people's attendances at the theatre: a case study in Sheffield, UK" *Managing Leisure*, July 2001, Vol. 6, Issue 3, pp. 141-154.

## **Course Analysis Questionnaire**

### **A. Details of the Course**

- A1. This course has been designed primarily for the proposed minor in 'Entrepreneurship and Small Business Minor for Fine Arts'. Other "non-business" majors with an interest in arts management and non-profit organizations marketing will find this course useful as a free elective.
- A2. This course does not require changes in any other course in the department.
- A3. This course or a similar one has **not** been offered at IUP before.
- A4. This course is not intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar courses are offered at the following institutions, among others:  
University of Kentucky, AAD 310 Marketing the Arts (3 credits)  
Boston College, CT 238 Marketing the Arts (3 Credits)  
SUNY, Purchase, CSS.1030.20 Marketing the Arts (3 credits)  
Columbia College, Chicago, 28-1115 Intro to Marketing for the Arts (3 credits)  
Eastern Michigan University, CTAR 453 Marketing the Arts ( 3 credits)  
Indiana University, Y530 Audience Development and Marketing the Arts (3 credits)  
University of Cincinnati, Marketing the Arts (Arts Admin Program)  
Leeds University, UK, MKT2345 Arts Marketing  
CMU, 90-705 Arts Marketing (Intro level graduate course)  
Curtin University, Australia, 300497 Visual Arts Marketing & Promotion  
Univ. of New Orleans, AADM 6503 Marketing the Arts  
Univ. of Oregon, Arts Administration Program. Issues in Marketing
- A7. No professional society, accrediting authority, law or other external agency recommends or requires the content or skills of this proposed course.

### **B. Interdisciplinary Implications**

- B1. This course will be taught by one instructor.
- B2. This course is a "simplified" version of MKTG 320 Principles of Marketing specially designed to meet the needs the students of the College of Fine Arts. Students whose program of study requires MKTG320 Principles of Marketing will not be allowed to register for this course.
- B3. This course is not cross-listed.
- B4. Seats will be made available to students in School of Continuing Education. We expect 'non-degree' students from the Arts management sector as well as Arts Entrepreneurs to get professional development value from this course.

### **C. Implementation**

- C1. No new faculty member is required to teach this course. All faculty members in the Marketing Department are qualified to teach this course. This course will be offered once a year (Fall or Spring or Summer). If the course is offered during Fall/Spring semester, one less section of MKTG320 will be offered without significantly affecting the ability of students who need access to MKTG320. If the course is offered in the summer sessions, it will be done on a "contingent basis" subject to minimum enrollment requirements for course financial viability.
- C2. Other resources:
  - a. Current space allocations are adequate to offer this course.
  - b. No special equipment is needed for this course.
  - c. No laboratory supplies are necessary for this course.
  - d. Library holdings are adequate.
- C3. This course has been specially designed to meet the grant specifications for "Entrepreneurship and Small Business Minor for Fine Arts Majors" (Dr. Joette Wisnieski, Management Department). Marketing Department can offer this course (one section per year) without any additional resources or compromising the needs of marketing majors or other college of business students.
- C4. This course will be offered once-a-year (Fall or Spring or Summer).
- C5. One section will be offered at a time.
- C6. Maximum of 35 students per section can be accommodated.
- C7. No professional society recommends enrollment limits or parameters for this course.
- C8. At present, this course is designed to be a traditional "in-class" course. In future, based upon the demand patterns, if a distance-education version is deemed viable, a separate proposal would be put forth.

### **D. Miscellaneous**

This course is one of the required courses for the proposed "Entrepreneurship and Small Business Minor for Fine Arts Majors" proposed by the Management Department of the Eberly College of Business & Information Technology. The course is also expected to attract audience from and provide value to the Arts Management community as well as IUP students interested in a "free elective" in this topic. Supporting letters from the Management Department, College of Fine Arts and the Dean of the Eberly College (regarding resource sufficiency) can be found as part of the proposed minor program proposal.



Curriculum  
index

Search  
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Site Map

What's New?

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mail

Calendar

Discussion  
Forums

Mailing Lists

 Print page

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## Arts, Entertainment, and Media Management

The department offers a Bachelor of Arts degree and a Minor in Arts, Entertainment,  
and Media Management

### BA in Arts, Entertainment, and Media Management

Students must complete the following for a total of 46 credit hours.

All courses must be completed with a C or better.

Course Title and Credits	Course completed? What credits and semester of completion belong to?
28-1110 Introduction to Management (3)	
28-1115 Introduction to Marketing for the Arts (3)	
28-2110 Accounting I (4)	
28-2111 Legal Aspects of Arts and Entertainment (3)	
28-2115 Computer Uses for Management (3)	
28-2120 Writing for Managers (3)	
28-3110 Finance (3)	
Students must complete at least 6 credit hours of the following advanced courses: 28-2150 Organizational Behavior: Human Relations at Work(3) 28-2160 Labor Relations for the Arts (3) 28-2165 Managing Human Resources (3) 28-2170 Managerial Economics (3) 28-3120 Accounting II (3) 28-3130 Arts Entrepreneurship I (3) 28-3135 Strategic Management (3) 28-4120 Data Analysis and Statistics (4) 28-4125 Ethics and Business of the Arts (4) 28-4130 Management Science (4) 28-4155 Investment Portfolio Management (4) 28-2250 Investments (3)	



**Boston College, Boston MA**

**<http://www.bc.edu/crs/ct/course/ct23800.shtml>**

**CT 238 Marketing the Arts (Spring: 3)**

**Cross Listed with CO 238**

The course will have a major focus on the practical application of the art and science of marketing the arts, especially theater, in today's increasingly competitive economic environment. Specifically, the course will investigate the evolution of modern marketing, market principles and terms, marketing approaches and management, and strategic marketing plans. The course will also investigate fund raising, financial management, and economics and the arts.

*Howard Enoch*

**Last Updated: 18-DEC-03**

# Arts Administration Program

WELCOME THE PROGRAM ADMISSIONS STUDENT COMMENTS INTERNSHIPS FACULTY FINANCIAL AID UK HOME

AAD 101 AAD 200 AAD 202 AAD 310 AAD 320 AAD 340 AAD 350 AAD 399 AAD 402 AAD 499

## AAD 101 (1 credit)

The primary intent of this course is to make students aware of the opportunities open to them in the field of Arts Administration, and to network with other students in the program, faculty, program graduates and working arts administrators. Course activities will include program updates, presentations by arts administrators, discussions of current arts events and issues, and announcements regarding the availability of grants and awards. Students will also become aware of employment and volunteer opportunities while they are in school, and how to pursue professional positions upon graduation. Pass/fail only. Majors are required to complete a minimum of 4 semesters.

## AAD 200 Arts Administration Communications (3 credits)

The purpose of this course is to introduce students to the primary writing styles that they will be using throughout the remainder of their arts administration courses. For example, business letters, education and program guides, print and electronic advertisements, publicity materials, sales brochures, invitations and advocacy letters, all require mastering a different writing style. Additionally, students will learn how to make effective public presentations, based upon their writing assignments.

## AAD 202 Arts Administration Technologies (3 credits)

The purpose of this course is for students to gain the basic skills to design and produce materials utilized by arts organizations to communicate with their patrons. Additionally, the course will familiarize students with a number of design-related computer applications.

Prerequisites: AAD 200 Writing for the Arts or consent of the instructor.

## AAD 310 Marketing the Arts (3 credits)

The course will examine methods used by arts organizations to sell admissions to their events and to sell other arts products. Emphasis is placed on marketing concepts related to product, price, placement and promotion.

Prerequisites: Completion of AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of the instructor.

## AAD 320 Fundraising for the Arts (3 credits)

Old: An introduction to the methods used by nonprofit arts organizations such as arts councils, museums, orchestras and theatres to raise money from sources other than selling artwork or admissions to regular season events. Topics covered include raising funds from individuals, foundations, businesses and government through such activities as annual campaigns, special events, capital campaigns and planned giving.

Prerequisites: COM 181, COM 287, TA 225, or consent of the instructor.

## AAD 340 Arts Management Issues (3 credits)

This course examines management issues facing arts organizations in the contemporary environment. Topics covered will include the role of artists and arts organizations in society, the differing motives behind nonprofit and for-profit corporations, freedom of expression and censorship, planning and leadership, intellectual property rights, issues related to race, class, sexuality and gender, plus other topics which may arise based on current events.

Prerequisites: Completion of AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of the instructor.

## AAD 350 Financial Management of Arts Organizations (3 credits)

This course provides an overview of the financial management practices used primarily by nonprofit arts

## Y530 – Audience Development and Marketing the Arts

<b>Instructor: Barbara Madar</b> <b>Fall Semester 2003</b>	
<b><u>Office:</u> 426 C</b>	<b><u>Phone:</u> 855-1276</b>
<b><u>E-mail:</u> bmadar@indiana.edu</b>	
<b><u>Office Hours:</u> Monday &amp; Wednesday 9:30 to 10:30 AM</b> <b>Monday, Tuesday, &amp; Wednesday 2:30 to 3:30 PM</b> (You will be notified if these need to change on specific days for meetings, etc.) <b>Other times by appointment.</b>	
<b>Section: 9434</b>	<b>Class meeting time: Mon-Wed, 11:15 – 12:30 PM</b> <b>Classroom: BU425</b>

### Course Description

Marketing the Arts includes audience development and marketing strategies for music, dance, opera, theater, and galleries.

### Global Objectives

The objectives of this course are to introduce the fundamentals of marketing to Arts Administration students and to foster and encourage the thought processes necessary to market the products/services that are creative arts. The 89<sup>th</sup> US Congress defined arts as follows (this definition is also endorsed by the Education, Science, and Arts Commission of the House of Commons):

"The term 'arts' includes, but is not limited to, music (instrumental and vocal), dance, drama, folk art, creative writing, architecture and allied fields, painting, sculpture, photography, graphic and craft arts, industrial design, costume and fashion design, motion pictures, television, radio, tape and sound recording, the arts related to the presentation, performance, execution and exhibition of such major arts forms; and the study and application of the arts to the human environment."

The objective for the course include, but are not limited to, exposing students to ideas about and providing hands-on experience in:

1. How to define the "product."
2. How to identify customers.
3. How to identify the marketplace for the diverse set of "arts" as defined above.
4. What marketing is all about.
5. How the principles of marketing can be used to successfully market creative arts.