

**New Course Request**

**Indiana University**

Blomington Campus

Check Appropriate Boxes: Undergraduate credit  Graduate credit  Professional credit

1. School/Division Public and Environmental Affairs 2. Academic Subject Code SPEA  
3. Course Number A 354 (must be cleared with University Enrollment Services) 4. Instructor Various  
5. Course Title Arts Marketing Fundamentals

Recommended Abbreviation (Optional) \_\_\_\_\_  
(Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): Fall 2008

7. Credit Hours: Fixed at 3 or Variable from \_\_\_\_\_ to \_\_\_\_\_

8. Is this course to be graded S-F (only)? Yes \_\_\_\_\_ No X

9. Is variable title approval being requested? Yes \_\_\_\_\_ No X

10. Course description (not to exceed 50 words) for Bulletin publication: This course introduces students to the essentials of arts marketing: how nonprofit organizations and consumers behave and what strategies marketers can use to successfully operate in today's environment. Course will examine such topics as the marketing process for product-centered cultural enterprises, collection and use of marketing information, target marketing, and position.

11. Lecture Contact Hours: Fixed at 3 or Variable from \_\_\_\_\_ to \_\_\_\_\_

12. Non-Lecture Contact Hours: Fixed at \_\_\_\_\_ or Variable from \_\_\_\_\_ to \_\_\_\_\_

13. Estimated enrollment: 25 of which 0% percent are expected to be graduate students.

14. Frequency of scheduling: every fall Will this course be required for majors? Yes

15. Justification for new course: Arts Marketing is an essential component of the new BS in Arts Mgmt. This course offers a perspective on marketing specific to arts venues and arts managers.

16. Are the necessary reading materials currently available in the appropriate library? yes

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant. No overlap.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

[Signature] Date 12/21/07  
Department Chairman/Division Director

[Signature] Date 12/21/07  
Dean of Graduate School (when required)

Approved by:

[Signature] Date 12/21/07  
Dean

\_\_\_\_\_  
Chancellor/Vice-President

\_\_\_\_\_  
University Enrollment Services

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

**Arts Administration Undergraduate Program**  
**SPEA-A 354: Arts Marketing Fundamentals**

**Faculty:** TBA

**Text**

Required: *Marketing Culture and the Arts, 3<sup>rd</sup> Ed.*, Francois Colbert

**Course Goal, Objectives, and Perspective**

This course is intended to introduce students to the essentials of arts marketing: how non-profit organizations and consumers of the arts behave and what strategies and methods marketers can use to successfully operate in today's dynamic environment. Throughout the semester we will examine such topics as the marketing process for product-centered cultural enterprises, collection and use of marketing information, target marketing and positioning.

The primary goal of this course is to ensure that at the end of this experience you will have the tools necessary to integrate marketing concepts and terminology in a variety of arts administrative courses and/or organizational situations. To aid in this goal, you will apply arts marketing principles through class discussion, teamwork, and learning exercises.

Specific course objectives:

- Develop an appreciation for the potency of marketing concepts when they are used to analyze and take advantage of arts marketing opportunities;
- gain insight into the marketing challenges facing cultural enterprises
- sharpen marketing database analytical skills;
- develop a disciplined approach for the analysis of marketing the arts situations;
- expand decision skills by making and defending marketing decisions in situations with incomplete information;
- gain insight in making strategic and tactical decisions to insure the artistic goal is achieved; and
- enjoy accomplishing the above course objectives.

Class time will include interactive discussions, lectures, in-class exercises, and teamwork. Emphasis in class lectures will be upon covering *key* text chapters, and case topics. You will be given many opportunities to discuss your ideas and reactions to the materials during class. Your participation is highly encouraged (and expected)!

**Grading**

If you excel, you will be rewarded. While effort is important, the quality of the work will determine your grade. Top grades will be earned by thorough and accurate consideration of assignments, in addition to excellent, professionally written, well-detailed text and oral presentations. I am always willing to meet with students in advance of assignment due dates and before exams to discuss any questions that you may have. The goal is to help you achieve the grade you desire.

A 92.5% and above	B 82.5 to 87.4%	C 72.5 to 77.4%	D 62.5 to 67.4%
A- 90 to 92.4%	B- 80 to 82.4%	C- 70 to 72.4%	D- 60 to 62.4%
B+ 87.5 to 89.9%	Ct 77.5 to 79.9%	Dt 67.5 to 69.9%	F Below 60%

## Course Deliverables

	<u>%</u>	<u>pts</u>
Homework Assignments (3)	14	60
Mid-term Exam	19	80
Marketing Plan Team Project (four person teams)	23	100
Peer Evaluations for Marketing Plan Project (individual)	5	20
Final Presentation (four person teams)	10	40
Final Exam	19	80
Class Participation (individual)	10	40
Total	100%	420 pts

### Homework Assignments

(14 %) The three homework assignments are scheduled throughout the course. The homework assignments will be worth 20 points each, for a total of 60 pts. Examples of homework assignments would include: 1) completing one "Arts Marketing" cross word puzzle, 2) 1, three pages, double spaced, professionally written case position paper, and 3) one spread sheet with accompanying case position paper. Each of these homework assignments can be completed as an individual or with one partner. If you chose a partner, both students will receive the same grade. These assignments must be turned in as hard copies during class as designated on the syllabus.

### Case Position Papers

Throughout your academic experience, and most likely your career, you will face assignments that require you to analyze a situation, defined a specific problem and offer a realistic solution that addresses that problem— often without complete information and in a team setting. You will be challenged to succinctly communicate a comprehensive recommendation on a specific issue. A case position paper is designed to equip you with a method that you can employ in this class (and in the future) to effectively express your conclusions based on supporting evidence related to a particular organizational issue. (Guidelines for case position papers will be provided in class.)

### Exams

(38 %) There will be two exams (one mid-term and the final exam). The final exam will not be cumulative. Exam material will be taken from the text, in class discussion, and guest lectures. Make-up exams will only be given if a valid excuse is provided for missing the regular exam

### Marketing Plan Project and Final Presentation

(38 %) To encourage an active learning experience, you and a small group of your classmates will complete a Marketing Plan. This plan will include applying the essentials of a marketing model for the arts; setting a marketing budget; outline a method to monitor outcomes against the budget; and highlight key initiatives involved in internal and external communication of the plan. This learning experience will allow you and your fellow group members to develop arts marketing strategies, including targeting, positioning, and resource allocation decisions. This project also allows you *to learn by doing* and to appreciate more deeply (a) the need for understanding the difference in a market-centered organization and the product-centered artistic enterprise, (b) the importance of taking a long-term perspective, and (c) the inherent ambiguities when developing strategies in dynamic competitive environments. A separate handout will be provided for you detailing this project.

The project concludes with team presentations. The final team presentation will be delivered during the last week of class and during the final examination time according to the Univ. Schedule. All members of the team are required to speak during this ten minute presentation. Suggestions/guidelines for this presentation will be provided in the Marketing Plan Project handout.

#### *Peer Evaluations for the Marketing Plan Team Project*

All students are expected to participate as responsible and professional members of their teams. As such, 20 pts of your final grade will be based on a confidential peer evaluation by your project teammates. The criteria for peer evaluations will be provided early in the semester so that each team member will know what is expected.

#### **Participation points**

(10%) Participation will be graded based on the quality of your contribution to class discussion, including useful questions addressed to the instructor or to students making presentations. Preparation is critical – you are expected to complete reading assignments and/or cases prior to the class meeting. Students will be welcome and given many opportunities to discuss your ideas and reactions to the materials.

#### **Class Integrity**

Cheating, plagiarism, or any other form of academic dishonesty will not be tolerated. Academic dishonesty can result in a grade of F for the class (an F for academic dishonesty cannot be removed from the transcript). Significant violations of the Code can result in expulsion from the University.

Plagiarism is using another person's words, ideas, artistic creations, or other intellectual property without giving proper credit. According to the Code of Student Rights, Responsibilities, and Conduct, a student must give credit to the work of another person when he does any of the following:

- a. Quotes another person's actual words, either oral or written;
- b. Paraphrases another person's words, either oral or written;
- c. Uses another person's idea, opinion, or theory; or
- d. Borrows facts, statistics, or other illustrative material, unless the information is common knowledge.

#### **Professional Writing**

Y354 writing expectations:

- 1) All written work must be word processed, standard font, one-inch margins, and double spaced.
- 2) Papers should be designed to illustrate your learning from this course.
- 3) Papers should include "arts marketing language," with the inclusion of marketing terms.
- 4) Papers should be written in third person, and thus should not contain words/phrases such as "I think" or "we believe."
- 5) Poor writing, such as typos, grammatical errors, incomplete sentences, etc. will be grounds for loss of a letter grade on any paper, please proof read. For assistance with any stage of the writing process visit the Writing Tutorial Services at Ballantine 206 (855-6738) in the Undergrad Library or Briscoe Res. Hall.
- 6) Papers should not be written in a casual conversation tone; rather a more straight forward, factual tone is expected.

- 7) Your goal is to express your ideas in a clear and efficient manner. Papers will be graded on your ability to express your ideas as well as knowledge of the content. You may use underlining, bold, italics, bullets, or headings for clarity.
- 8) Students are expected to keep copies of any paper that is turned in.
- 9) Students must submit papers physically by handing in a paper copy during class.
- 10) Strive for excellence!

**COURSE SCHEDULE- \*\* Depending on the pace of the course, guest speakers, etc., the schedule may be adjusted.**

**Week 1**

**Part I: Understanding Arts Marketing and the Cultural Enterprise**

- Introduction to Course Structure
- Chapter 1: Cultural Enterprises and Marketing and the Arts Marketing Model

**Week 2**

- Chapter 2: The Product and Marketing Strategy: Dimensions of Artistic Work and Characteristics of the Brand
- Chapter 3: The Marketing Environment: Marketing in the Digital Age & Making New Connections

**Week 3**

**Part II : Developing Marketing Opportunities and Strategies**

- Chapter 4: Consumer Behaviors

**Week 4**

- Chapter 5: The Private Sector Markets

**Midterm-Exam**

**Week 5**

- Chapter 6: Segmentation and Positioning: Building the Right Relationships
- Chapter 7: Branding Strategies

**Week 6**

- Case Review

**Week 7**

**Part III : Developing the Marketing Mix**

- Chapter 8: The Price Variable

**Week 8**

- Chapter 9: The Promotional Variable: Specifically the Public Relations Tool

**Week 9**

- Chapter 10: Integrated Marketing Communication Strategy & Database Management

**Week 10**

**Part IV: The Marketing Plan**

- Creating a Marketing Budget for an Arts Organization

**Week 11**

• **Excel Spreadsheet with Accompanying Case Position Paper**

**Week 12**

**· Chapter 11: Controlling the Marketing Process**

**Week 13**

**Completion of the Arts Marketing Plan**

**Week 14**

**Group Presentations**

**Week 15**

**Final Exam**