



APPLIES TO ACADEMIC YEAR 2008/2009

KLS 2504 Arts Marketing

Program

Bachelor in Arts and Management (2. year)

Responsible for the course

Donatella de Paoli

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

New ways of cooperating between art and business and higher demands on art organizations to attract a wider and bigger audience, introduce higher demands on the marketing and sponsoring of arts and culture. There is a need for professionalizing the marketing role in the art and cultural field. There is also a need for marketers in the business world that know the cultural field and understand how cultural sponsoring can be done.

Objective

The purpose of the course is to give the students knowledge and understanding of marketing and sponsoring of the arts and cultural products and businesses. This will be done on the basis of defining the product and services. This course will enable the students to analyze the arts and culture market in order to create inventive and effective marketing- and sponsoring strategies for enterprises in the arts and cultural sector. Aura, identity, experiences, stories, traditions, values and sensual impulses are all important aspects of artistic and cultural products. This will be reflected in the course through the emphasis on the distinctive character of the arts and its explicit culture. A sociological perspective on culture and consumers will also give an understanding of the audiences or customers that demand artistic and cultural products. In this way the students will be given an understanding of what affects vital preferences and behavior amongst the audiences and therefore what could and should be emphasized in the marketing strategy. Marketing and sponsoring of the arts and culture implies marketing established institutional art organizations as well as promoting artists, festivals, art projects etc. The arts and the business are generally brought together through marketing, which means that arts may be used in branding of corporations and traditional products and services. The arts and culture can also be used to create attractive places, cities, regions and countries. Sponsoring the arts and collaborations between arts and business are also key subjects in the course. Additionally, the issue of media relations and strategy will also be presented.

Prerequisites

There are no specific demands for previous knowledge to attend this course.

Compulsory literature

Books:

Bourdieu, P. 1995. Distinksjonen: En sosiologisk kritikk av dømmekraften. Oslo: Pax. s. 44 – 131

Gran, Anne-Britt og Sophie Hofplass. 2007. Kultursponsing. Oslo : Gyldendal akademisk. ca. 220 sider

Hill, Liz, Catherine O'Sullivan and Terry O'Sullivan. 2003. Creative arts marketing. 2nd ed. Amsterdam: Elsevier. Følgende kapitler er pensum:

- 1 - The evolution and context of arts marketing (35sider)
- 2 - Audiences (31 sider)
- 3 - Product (42 sider)
- 5 - Generating income (34 sider)
- 6 - Promotion (52 sider)

Recommended literature

Books:

Colbert, F. 2001. Marketing culture and the arts. 2nd ed. Montreal: Presses HEC

Danielsen, Arild. 2006. Behaget i kulturen: En studie av kunst- og kulturpublikum. Oslo: Norsk kulturråd; Bergen: i kommisjon hos Fagbokforlaget

Hoyle, Leonard H. 2006. Event marketing: How to successfully promote events, festivals, conventions and expositions. 2nd ed. New York: John Wiley

Kotler, Philip and Joanne Scheff. 1997. Standing room only : strategies for marketing the performing arts. Boston, Mass. : Harvard Business School Press

Martorella, R., red. 1996. Art and business: An international perspective on sponsorship. Westport, Conn.: Praeger

Course outline

- A sociological and business perspective on the market and audiences in the arts
- Diversity in the arts
- Defining the products and services in the arts and cultural sector
- Relationship marketing in the arts- building long- lasting relations with the audiences
- PR and promotion in the arts
- Branding the arts
- Businesses and arts sponsoring
- The arts and arts sponsoring
- Arts sponsoring as communication strategy
- Sponsoring strategies
- The arts and culture as resource in developing places and business

Computer-based tools

No specific computer tools except Blackboard are used in this course.

Course structure

The course is executed by 36 hours. The course will be a mixture of lectures, guest lectures and casework in groups. The students will be activated by cases and presentations in the classroom. The casework will give the students training in solving actual problems in the field, as well as preparation for the take-home exam. It is suggested that students form study groups to work with cases related to the course. Writing the project paper together will prepare the group on teamwork.

Evaluation

The course is concluded with a take-home examination (72 hours). The exam can be solved individually or by student teams containing 1-3 students.

Evaluation code(s)

KLS 25041 - Take-home examination count for 100% to achieve a grade in KLS 2504 Arts Marketing, 6 credits.

Aids at the examination

All tools are allowed during the exams.

Makeup exam

A re-sit is held in connection with the next scheduled exam in the course.