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<h1 class="pageTitle">CULP40100 Marketing in the Arts</h1>  
<h2>Academic Year 2019/2020</h2>

Marketing management in the cultural sector requires an understanding of the potential audience, and how this audience shapes cultural development and interacts with the cultural sector, and how it consumes cultural products. Marketing theories and techniques provide a framework for the development of appropriate cultural products and services for the public to consume or participate in. This module introduces students to the principles of marketing from the perspective of arts and cultural organisations. Many issues arise from the implementation of a marketing strategy in this sector and the module focuses on in-class identification and discussion of those issues. Topics include: the arts marketing environment, audience targeting and development, developing a strategic marketing plan.

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<div style="text-align:center;"><p><strong><em>Curricular information is subject to change</em></strong></p></div>

## What will I learn?

<span class="subHeadCB">Learning Outcomes:</span>

<p>On completion of this module, students should be able to: 1. gain an in-depth, higher level knowledge of the key concepts and principles of marketing and their application in the Arts/Cultural sector; 2. critically evaluate the specific issues relating to the development of a marketing strategy for an arts organisation or an individual artist or practitioner to promote their work; 3. evaluate the role of marketing in the corporate context of an arts organisation; 4. apply the principles of marketing in the preparation of a marketing plan for an arts organisation;</p>

<span class="subHeadCB">Indicative Module Content:</span>

<p>Overview of Marketing Management

Marketing as a management subject consists of a set of concepts and principles for choosing target markets, evaluating customer needs, developing products and services which satisfy wants, and delivering value to customers and profit or benefit to the company or organisation. Customer needs are seen as business opportunities which occur in the context of a complex marketing environment consisting of the organisation itself, its customers and competitors both of which are constantly changing.

The course will include marketing management for the arts world as a six stage process concerning societal values in which the organisation attempts to:

- \* identify society and customer values;
- \* select the appropriate values for markets and customers in the context of existing and potential competitors;
- \* provide the value for customers;
- \* communicate the value;
- \* deliver it and
- \* implement a marketing plan which encompasses the previous stages.

Note: In this module the Marketing Plan serves as useful preparation for comprehensive 'Business Planning Exercise' later in the MA course.

This course examines the above issues in detail and attempts to integrate strategic and operational marketing based on a blend of conceptual and applied material relevant to products, services and ideas relevant to the arts sector. Marketing management is concerned with the application of marketing thinking in all areas of the business, irrespective of its nature. The conceptual material reflects 'classic' perspectives on academic and company research. The applied material seeks to demonstrate the universality of marketing management by drawing upon illustrations, company experience and case studies from a wide range of appropriate situations.

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## How will I learn?

<span class="subHeadCB">Student Effort Hours:</span>

Student Effort Type	Hours
Lectures	24
Specified Learning Activities	48
Autonomous Student Learning	48
<b>Total</b>	<b>120</b>

## Am I eligible to take this module?

<div class="subHeadCB">Requirements, Exclusions and Recommendations</div>

<p>Not applicable to this module.</p>

<div class="subHeadCB">Module Requisites and Incompatibles</div>

<strong>Incompatibles:</strong>

FDSC30140 - Food Marketing

<strong>Equivalents:</strong>

Arts Marketing (AH40100)

How will I be assessed?

<span class="subHeadCB">Assessment Strategy</span>

Description	Timing	Open Book Exam	Component Scale	Must Pass Component	% of Final Grade
Group Project: Marketing Plan - requires students to apply marketing theory to a marketing plan for an actual cultural venue or event.	Coursework (End of Trimester)	n/a	Graded	No	60
Journal: Marketing journal - a reflective journaling exercise that requires students to reflect throughout the semester on the relationship of marketing theory to marketing practice.	Coursework (End of Trimester)	n/a	Graded	No	40

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<div class="col-sm-6"><span class="subHeadCB">Carry forward of passed components </span>  
No</div>  
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# What happens if I fail?

Resit In	Terminal Exam
Spring	No

## Assessment feedback

Feedback Strategy/Strategies

\* Feedback individually to students, post-assessment  
\* Group/class feedback, post-assessment

How will my Feedback be Delivered?

Throughout the module, each student is engaged with individually regarding their understanding of the module content, and expectations relating to the assessable elements of the module. Students are continuously provided with feedback and assistance. Both lecturers on the programme are available by e-mail, telephone and if needed, in-person to address any student queries, or concerns arising from examination results.

## Reading List

## Associated Staff

Name	Role
Dr Annette Clancy	Lecturer / Co-Lecturer
Dr Victoria Durrer	Lecturer / Co-Lecturer
Ms Jacqueline Ryan	Lecturer / Co-Lecturer

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<h1 class="printOnly"> UCD Course Search

Marketing in the Arts (CULP40100) </h1><h3 class="printOnly">Academic Year 2019/2020</h3><p class="printOnly"><em>The information contained in this document is, to the best of our knowledge, true and accurate at the time of publication, and is solely for informational purposes. University College Dublin accepts no liability for any loss or damage howsoever arising as a result of use or reliance on this information.</em></p>

<h4 class="noPrint">Marketing in the Arts (CULP40100)</h4>

<dt>Subject:</dt><dd>Cultural Policy</dd><dt>College:</dt><dd>Arts & Humanities</dd><dt>School:</dt><dd>Art History & Cultural Policy</dd><dt>Level:</dt><dd>4 (Masters)</dd><dt>Credits:</dt><dd>5.0</dd><dt>Trimester:</dt><dd>Autumn</dd><dt>Module Coordinator:</dt><dd>Mr Pat Cooke</dd><dt>Mode of Delivery:</dt><dd>Face-to-Face</dd><dt>Internship Module:</dt><dd>No</dd><dt>How will I be graded?</dt><dd>Letter grades </dd></div></div>

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