

Arts Marketing Fundamentals
Indiana University, Bloomington
SPEA A354 Section 16624
Spring 2017

Tuesdays & Thursdays 2:30 – 3:45pm, PV 278
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Teaching Assistant Information:

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REQUIRED READING:

- Colbert, Francois, *MARKETING CULTURE AND THE ARTS* (4th Edition) / ISBN: 9782980860256
 - *The textbook is available at the University Bookstore.*
 - *New: \$71.25/ Used: \$57.00/ Rent New: \$57.00/ Rent Used: \$32.05*
- Godin, Seth, *ALL MARKETERS ARE LIARS* / ISBN: 9781591845331
 - *The textbook is available at the University Bookstore.*
 - *Buy New: \$14.25/ Buy Used: \$11.40/ Buy eBook: \$13.00/ Rent New: \$11.40/ Rent Used: \$2.85*
 - *This book is also available on Amazon and Kindle*
- Bernstein, Joanne, *ARTS MARKETING INSIGHTS* / ISBN: 9780787978440
 - *The textbook is available at the University Bookstore.*
 - *Buy New: \$31.30/ Buy Used: \$25.05/ Buy eBook: \$32.95/ Rent New: \$25.05/ Rent Used: \$6.25*
 - *This book is also available on Amazon and Kindle*
- Case Study / The Harvard Business Review
- Additional materials, readings and handouts will be provided by the instructor digitally in PDF format and will be made available on the class *Canvas* website.
 - You will need Acrobat Adobe Reader to open most online readings.
 - A free version is available at <http://get.adobe.com/reader/>

****PLEASE NOTE-** *Access to a computer is vital to success in this course.*

RECOMMENDED AND REFERENCED READING:

- Salzman, Jason, *MAKING THE NEWS: A GUIDE FOR ACTIVISTS AND NONPROFITS* / ISBN: 9780813340951
 - *The textbook is available at the University Bookstore.*
 - *Buy New: \$16.10/ Buy Used: \$12.90/ Rent New: \$12.90/ Rent Used \$7.25*
 - *This book is also available on Amazon and Kindle*

COURSE WEBSITE

This section of A354 uses Indiana University's Canvas Collaboration and Learning portal for its website. Course announcements, assignments, and other course-related materials will be posted there. It is expected that each student will check the A354 Canvas website on a regular basis.

COURSE DESCRIPTION

A354 - *Arts Marketing Fundamentals* is offered to undergraduate students in the Arts Administration program in the School of Public and Environmental Affairs. This course introduces students to the essentials of arts marketing: how nonprofit organizations and consumers behave and what strategies arts marketers can use to successfully operate in today's environment. The course will examine such topics as the marketing process for product-centered cultural enterprises, collection and use of marketing information, and target marketing and position.

COURSE OBJECTIVES

This course is designed to provide you with an introduction to and overview of marketing management and its application to non-profit arts organizations. By the end of this course, students should be able to achieve the following objectives:

- Develop the ability to describe and apply basic marketing terminology, concepts and techniques.
- Compare and analyze marketing initiatives employed by arts organizations today.
- Identify and assess marketing challenges faced by arts organizations and arts marketing managers.
- Identify and explore marketing opportunities and systematic approaches to solving challenges faced by arts organizations.
- Create an arts marketing portfolio that can inform future arts marketing work and be shared with potential employers.

COURSE REQUIREMENTS

- Attend class. Devote full focus to class discussions and lectures, and constructively participate in all discussions.
- Come to class having read the assigned readings and demonstrate an understanding of material covered in the course as measured by examination, as well as practical application and writing assignments.
- Complete all assignments by the due dates.
- Actively participate in all class exercises, assignments, projects and group collaborations.

COURSE EVALUATION BREAKDOWN

Quizzes & Exercises 15%

Quizzes/Exercises (10 x 15pts) 150

Projects 40%

Case Study Marketing Analysis (Team) 115

Media Kit (Team) 120

Pitch (Individual) 50

Crisis Communications Plan (Team) 115

Final Team Project 25%

Written Marketing Plan 100

In Class Team Presentation 100

In Class Presentation Feedback 50

Class Participation 20%

Posts & Responses (12 x 4pts) 48

In Class Participation & Exercises 152

Total Points Possible: 1000 points

GRADING SCALE

A+	97-100	B+	87-89.9	C+	77-79.9	D+	67-69.9	F	0-59.9
A	93-96.9	B	83-86.9	C	73-76.9	D	63-66.9		
A-	90-92.9	B-	80-82.9	C-	70-72.9	D-	60-62.9		

WEEKLY POSTINGS & RESPONSES

The posts and responses class participation component of your grade involves submitting two posts per week on the course canvas discussion board. One weekly post should be an idea or observation that you put forth: a **comment**. The other post should be a supplemental idea or observation you share directly in response or reaction to something one of your classmates posted: a **response**. Each comment and response will be worth up to 2 points, for a total 4 points per week. This will be measured for 12 weeks, for a total of up to 48 points.

Posts made without class-related content will earn 0 points. Posts made that reference an idea or concept from the textbook, reading or class discussion, but don't offer significant ideas or content on that idea, will earn 1 point. Posts that make an effort to say something of significance and/or bring in additional links or examples to illustrate or elaborate on an idea or concept, will earn 2 points. Weekly postings are due by each Sunday at 11:59pm. Weekly comment and response submissions should be posted to the discussion thread for the corresponding week (ex: week 2 posts should be posted in the week 2 discussion thread). *Postings will begin during the second week of the semester.*

QUIZZES & EXERCISES

There will be 10 quizzes/exercises delivered during the term. Each quiz/exercise will be worth up to 15 points. If additional quizzes/exercises are delivered, students will be graded on their 10 highest scores; although there is no guarantee that additional

quizzes/exercises will be delivered. Quizzes/exercises will cover assigned reading materials and class discussion topics.

PROJECTS

Throughout the semester students will complete a number of individual and team projects including a Case Study Marketing Proposal, Media Kit, Pitch and Crisis Communications Plan. Guidelines and rubrics for these assignments will be discussed in class as they arise.

FINAL TEAM PROJECT

For the final project in this course students will be divided into teams to create a marketing plan for an arts organization of their choice. By the end of the semester, each team will generate a written marketing plan that will help their client organization address a marketing issue or challenge that they face. In addition, every team will make one formal in-class presentation in which they present their marketing plan for their arts organization. Each team will have 15 minutes to present their plan, followed by a short in-class Q&A. During these presentations, students will provide brief written evaluations on each team's presentation, offering constructive feedback and performance assessment.

ATTENDANCE

You are expected to be at every class on time, and to arrive with the reading assignments completed, prepared to participate in class discussion and team exercises. Marketing is a collaborative and active medium; missing class means missing information that you will not be able to make up elsewhere. ***Only two (2) unexcused absences from class will be allowed. Each subsequent unexcused absence will lower your final grade by 3%. For example, a final grade of 95% (A) with 3 unexcused absences will lower to a 92% (A-), 4 absences will lower it again to 89% (B+), etc.*** To classify an absence as excused (either for medical, religious, or University reasons), you must submit proper documentation. If you miss a class, you are responsible for obtaining notes and other information. Inclement weather is not an excused absence unless classes have been canceled. Regardless of class attendance, all assignments will be due on or before the deadline.

ACCOMMODATIONS FOR RELIGIOUS OBSERVANCES

Indiana University respects the right of all students to observe their religious holidays and will make reasonable accommodation, upon request, for such observances. If a conflict with a religious observance exists, the student must make a request to the instructor for a reasonable accommodation for the observance by the end of the second week of the course. Students seeking accommodations for religious observations should visit <http://vpfaa.indiana.edu/forms/index.shtml> to fill out the necessary form.

PUNCTUALITY

Two (2) late arrivals/early departures will constitute one (1) absence. If you are not present for the entire class, you cannot fully contribute. Beginning at five minutes after

the published start time you will be considered absent. If you arrive late, assume you have been marked absent. It is your responsibility to approach me immediately after class to discuss the situation and be marked as present. Telling me the next class is not acceptable.

MISSED ASSIGNMENTS/PROJECTS

Assignments and projects are due on the official due date, whether you attend class or not. Missed assignments and projects may not be made up. If you do not submit an assignment by the due date, you will receive a zero for that assignment. If you find you will be absent, you must arrange for someone to submit your assignment. **All assignments are due at the beginning of the class period.** Five minutes after class has begun, assignments will be considered late, and the grade of that item will be deducted 25% provided it is submitted by 5:00pm on that same day. Items submitted after that time will not be accepted, and you will receive a zero for the assignment. Assignments missed for excused medical reasons must be made up at the next attended class. Assignments missed for excused religious or University reasons are due on the original due date.

CIVILITY

Civility is important in an academic community to ensure that all parties – students, staff, and faculty – are working in an environment that fosters achievement of the individual's and the community's goals and objectives. Civility requires all parties to demonstrate personal integrity and conduct themselves in a manner that shows respect, courtesy and tolerance to others. Maintaining and fostering civility inside and outside the classroom is especially important to SPEA, any disruptive or discourteous behaviors will be addressed as they arise.

TECHNOLOGY IN THE CLASSROOM

The use of laptops and tablets is permitted in class for note taking and work on in-class activities. There will be times when this is more appropriate than others however, I reserve the right to ask that these items be put away, namely if they become a distraction or are being used for activities unrelated to the course. **USE OF CELL PHONES IS NOT PERMITTED AT ANY TIME, AND MUST REMAIN OFF OR ON SILENT.**

ELECTRONIC COMMUNICATION

University policy specifies that students are responsible for all official correspondences sent to their Indiana University e-mail address (@indiana.edu or @iu.edu). Faculty and students should use this account for correspondences (IU Code of Student Rights, Responsibilities, and Conduct, Part II: Student Responsibilities, Section F).

ACCOMMODATIONS FOR DISABILITIES

Indiana University is committed to creating a learning environment and academic community that promotes educational opportunities for all individuals, including those with disabilities. If any student is seeking assistance or academic accommodations for a

disability, please meet privately with the course instructor after class, during office hours, or by individual appointment. You must have established your eligibility for disability support services through the Office of Disability Services for Students located in Wells Library W302. Please visit <https://studentaffairs.indiana.edu/disability-services-students/> or call 812.855.7578 for more information.

ACADEMIC HONESTY

All Indiana University students and all students taking classes offered by IU have, in essence, agreed to the IU's Code of Student Rights, Responsibilities, and Conduct: "To uphold and maintain academic and professional honesty and integrity." Policies of academic misconduct apply to all course-, department-, school-, and university-related activities. *Academic misconduct is defined as any activity that tends to undermine the academic integrity of the institution, and includes but is not limited to cheating, fabrication, plagiarism, interference, violation of course rules and facilitating academic dishonesty.* Any student committing academic misconduct will be reported to the dean of students, or appropriate University Official. For more information on IU's academic misconduct policies and student responsibilities visit

<http://www.iu.edu/~code/code/responsibilities/academic/index.shtml>.

COURSE WITHDRAWAL DEADLINES

Students who stop attending class without properly withdrawing may receive a grade of F. It is important to withdraw from a course within specified timeframes (see deadlines below). For more information about withdrawal procedures and policies visit <http://enrollmentbulletin.indiana.edu/pages/dropaddproc.php?Term=1>

1/15 – 100% refund deadline, no grade assigned

**After 1/15 advisor signature is required*

1/22 – 75% refund deadline, grade of W begins with all drops

1/29 – 50% refund deadline

2/5 – 25% refund deadline

3/12 – Deadline for withdrawal with an automatic W

**After 3/12 online processing is not available. Drop forms should be obtained from the student's school. Completed forms must be submitted for processing at Student Central on Union.*

4/20 – Last day for approval of a dropped course

4/28 – Last day for complete withdrawal from all classes

INCOMPLETES

A grade of incomplete (I) indicates that the student as of the end of the semester has satisfactorily but not entirely completed a 'substantial portion' of the work in a course. The incomplete can be given to a student facing a hardship such that it would be unjust to hold the student to the established time limits for completing the work. **Poor performance in a course is not grounds for an incomplete.** Campus guidelines for incompletes can be found at the Office of the Registrar's website at

<http://registrar.indiana.edu/grades/grade-values/grade-of-incomplete.shtml>.

FINAL EXAM SCHEDULE

The final exam for period for this course is scheduled for Tuesday, May 2nd from 2:45 – 4:45pm.

UNDERSTANDING SEXUAL HARASSMENT

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the IU community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the IU Sexual Misconduct Policy for assistance, definitions, and the full University policy <http://policies.iu.edu/policies/categories/administration-operations/equal-opportunity/sexual-misconduct.shtml>.

EMERGENCY PREPAREDNESS

As part of its IU-Notify project, Indiana University has launched a new, self-service tool that enables IU faculty, staff and students on all campuses to enter, update and store contact information in order to receive automated notification of campus emergencies. IU urges students to update their contact information in order to receive these notifications in the event of an emergency. For more information on IU Emergency Procedures and the IU-Notify System, please visit <http://newsinfo.iu.edu/news/page/normal/6767.html> or the IU Office of Risk Management's website (<https://protect.iu.edu/index.html>).

THIS SYLLABUS IS SUBJECT TO CHANGE

I reserve the right to make any changes necessary to accommodate the needs of the class, or to implement what I feel will further enrich the class. I reserve the right to make adjustments to the grading structure. It is your responsibility to check assignments and readings. Throughout the semester, schedules might have to be adjusted due to teaching needs or guest schedules. Any changes will be communicated via class announcements and will override the original syllabus.

COURSE SCHEDULE

Date	Topic	Assignment*
WEEK 1		
T - 1/10	Introductions & Syllabus	
TH - 1/12	What is Marketing and why does it matter?	READING: <i>Marketing Culture and the Arts</i> : Chapter 1 p. 3-6, <i>All Marketers are Liars</i> : p. 1-37, Blog Post: <i>What is Marketing and Why does it Matter?</i>
WEEK 2		
T - 1/17	Marketing the Arts: What makes the Arts different?	READING: <i>Marketing Culture and the Arts</i> : Chapter 1 p. 6-26, <i>Arts Marketing Insights</i> : Chapter 1
TH - 1/19	Non-Profit v For-Profit The Product	READING: <i>Marketing Culture and the Arts</i> : Chapter 2 p. 31-42, <i>The Metropolitan Opera Case Study</i>
WEEK 3		
T - 1/24	The Product	READING: <i>Marketing Culture and the Arts</i> : Chapter 2 p. 42-62, <i>All Marketers are Liars</i> p. 75-94, Blog Post: <i>Innovation by integration...</i>
TH - 1/26	The Product	
WEEK 4		
T - 1/31	The Market: The Arts Marketing Environment	READING: <i>Marketing Culture and the Arts</i> : Chapter 3 p. 68-84
TH - 2/2	The Market: The Arts Marketing Environment	READING: <i>Marketing Culture and the Arts</i> : Chapter 3 p. 84-94, <i>Arts Marketing Insights</i> : Chapters 2 Case Study Marketing Analysis Due
WEEK 5		
T - 2/7	Topic TBD	
TH - 2/9	Topic TBD	
WEEK 6		
T - 2/14	The Private Sector	READING: <i>Marketing Culture and the Arts</i> : Chapter 5
TH - 2/16	Consumer Behaviors: Understanding Arts Audiences	READING: <i>Marketing Culture and the Arts</i> : Chapter 4, <i>Arts Marketing Insights</i> : Chapter 3
WEEK 7		
T - 2/21	Consumer Behaviors: Understanding Arts Audiences	READING: Blog Post: <i>You Know That Audience We Rarely Reach. It Really Wants to Talk</i>
TH- 2/23	Segmentation & Positioning	READING: <i>Marketing Culture and the Arts</i> : Chapter 6
WEEK 8		
T - 2/28	The Communication Variable	READING: <i>Marketing Culture and the Arts</i> : Chapter 9 p. 227-238, <i>Arts Marketing Insights</i> : Chapters 5
TH - 3/2	The Communication Variable	READING: <i>Marketing Culture and the Arts</i> : Chapter 9 p. 238-250, <i>Arts Marketing Insights</i> : Chapters 8 Media Kit Due

Date	Topic	Assignment*
WEEK 9		
T - 3/7	Guerilla, Buzz & Viral Marketing	READING: <i>Guerrilla v Viral Marketing</i> Excerpt from <i>Guerrilla Marketing for Dummies</i>
TH- 3/9	Guerilla, Buzz & Viral Marketing	READING: Blog Post: <i>How to Pitch to the Press, All Marketers Are Liars</i> p. 95-116 Pitch Due
<i>Spring Break – No Classes</i> <i>Sunday, March 12th – Sunday, March 19th</i>		
WEEK 10		
T - 3/21	The Price Variable	READING: <i>Marketing Culture and the Arts: Chapter 7</i> p. 167-187, <i>Arts Marketing Insights: Chapters 6</i>
TH - 3/23	The Price Variable	READING: <i>Marketing Culture and the Arts: Chapter 7</i> p. 187-197
WEEK 11		
T- 3/28	The Distribution Variable	READING: <i>Marketing Culture and the Arts: Chapter 8</i> p. 201-216
TH - 3/30	The Distribution Variable	Crisis Communications Plan Due
WEEK 12		
T - 4/4	Marketing Information Systems	READING: <i>Marketing Culture and the Arts: Chapter 10</i> p. 254-268, <i>Arts Marketing Insights Chapter 7</i> p. 143-153
TH - 4/6	Marketing Information Systems	READING: <i>Marketing Culture and the Arts: Chapter 10</i> p. 268-276, <i>Arts Marketing Insights Chapter 7</i> p. 153-161
WEEK 13		
T - 4/11	Planning & Controlling the Marketing Process	READING: <i>Marketing Culture and the Arts: Chapter 11, Arts Marketing Insights Chapter 4</i>
TH - 4/13	Topic TBD / In Class Work Day	READING: <i>All Marketers are Liars</i> p. 203-207
WEEK 14		
T - 4/18	Final Project Presentations	
TH- 4/20	Final Project Presentations	
WEEK 15		
<i>IU Free Week</i> <i>Monday, April 24th – Sunday, April 30th</i>		
T - 4/25	Final Project Presentations	
TH - 4/27	Course Wrap Up	Written Marketing Plan Due
WEEK 16		
<i>Final Exam Week</i> <i>Monday, May 1st – Friday, May 5th</i>		

**Assignments and readings are due on the calendar date they are listed. Unlisted/additional readings and exercises may also be assigned, and due dates will be discussed in class.*