

Fall 2015

# AADM 6503

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**UNO Graduate Program in Arts Administration  
Marketing the Arts: AADM 6503 – Fall 2015**

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**COURSE DESCRIPTION AND GOALS**

Marketing is an essential topic to arts administrators. An overall understanding is critical even to those who are not directly responsible for marketing, as it impacts on event attendance, institutional memberships, fundraising, retail sales and the overall image and relationship of the institution to its stakeholders and the public.

Our course will examine the cyclical process of describing and promoting our “product” and identifying our target market(s). We will learn to shape our message in alignment with the mission of our organization, will explore the various channels by which we can convey our messages, and will learn to listen to market feedback and consider revisions to our message and/or product accordingly. With a broad understanding of these elements, we will examine what goes into a Marketing Plan and related goal setting.

At the end of the semester, you should be able to:

- Define and discuss key marketing terms, including brand, publicity, the “competition,” and demographics.
- Understand the basics of market research.
- Be current in usage of Internet-based communications channels in cultural marketing.
- Understand the processes involved in identifying your product and approaching potential audiences.
- Evaluate the marketing efforts of various arts organizations and construct an effective marketing plan of your own that incorporates both publicity and advertising.
- Create a simple Marketing Plan.

**CLASS TEXTS**

- Required: **MARKETING CULTURE AND THE ARTS (Fourth Edition) by Francois Colbert.**
- Strongly recommended: **THE TIPPING POINT by Malcomb Gladwell**

**CLASS PROJECTS**

- Mid-term Project: Study all available channels of marketing being employed by a cultural organization with shows or exhibitions being offered to the public, without making contact with the organization’s management (though visit if possible), and report on findings and assess effectiveness.
- Final Project: Affiliate with a NOLA area cultural organization to study its work in marketing and prepare a Marketing Plan for it.

## EXAMS

Unless otherwise notified the Midterm and Final exams will be in class, though answers may be prepared on laptops and emailed directly from the classroom. There may be one or two short in-class quizzes.

## MAJOR PROJECTS

### <sup>1</sup>**Mid-Term Project** (1500 word minimum – **due by CLASS 7/OCT 12**)

Using a minimum of three separate promotional items (e.g. brochures, ads, websites, etc.) and taking special note of use of social media channels:

#1) Provide an objective analysis of a New Orleans-based arts organization of your choice, including reference to its Mission (usually available on websites), paying particular attention to its image, its marketing efforts, and its market position. To what audience demographic do you sense these pieces are intended to speak? What is the brand they're offering? Who is the organization's "competition" and how does it differentiate itself from others with similar offerings?

#2) Applying concepts discussed in class, provide your own analysis of effectiveness of the institution's efforts and share your reasoned opinions: Do you find the organization's marketing strategy effective? Do you believe its marketing efforts will attract the desired audience (or an unintended audience)? Does the strategy and public message flow or diverge from the organization's Mission (normally found on the websites of non-profit organizations)?

This project does not require you to interact with the organization itself and it is preferred that it not be an organization with which you have prior contact or relationship; your analysis may rely solely on the marketing materials available to you as an inquiring member of the general public, including the website, Facebook page, paid advertising, printed brochures, etc. NOTE: this is not intended to be a direct critique of graphic or web design. First and foremost, it is about its branding and positioning efforts.

### <sup>2</sup>**Final Project** (3000 word minimum, exclusive of appendices and collateral – **due Class 13/Nov 23**)

Choose a NOLA cultural institution that interests you that is not the same as you focused on for your Mid-Term Project, and after receiving approval of the choice by the instructor, make contact with the appropriate person(s) at the institution and request a meeting to learn as much about their marketing plan and objectives as they will share, including but not limited to their marketing plan, relationship of marketing to Mission, marketing budget and percentage marketing represents of the total organizational budget, marketing expense to resulting income (where appropriate), market research, historic and current attendance and patterns (i.e. return members or subscribers, first time visitors, local versus out of town visitors, etc.), staff and consultant structure related to promotion, the relationship of Marketing to Programming and to Fundraising within the organization, and what they feel is working and not working.

While studying the institution's current practices, your assignment is to develop a Marketing Plan for the institution that parallels its current efforts though may differ in some or all areas, but is consistent with its overall budget, mission and available resources. As with the Mid-Term Project, clearly separate out

#1) an analysis of its operations, and #2) your own Marketing Plan with notations explaining your reasoning in areas in which your plan differs from theirs.

Creative solutions to marketing problems are not only encouraged; given the limited resources of most arts organizations they are absolutely necessary. This is a practical exercise, so after your presentation to the class, you must submit a document suitable for presentation to the organization. Plan ahead!

### **FORM OF REPORT AND PROJECT SUBMISSIONS**

All work must be submitted electronically via email attachment, either in Microsoft Word or Excel format, or as PDF's, as well as in printed form.

### **CLASS PARTICIPATION**

This is a graduate-level class, and as a budding professional you are encouraged to participate in all class discussions and activities. Attendance records will be maintained. Absences are strongly discouraged and unexcused absences unacceptable. After the first occurrence, unexcused absences will adversely affect your grade. You must communicate with the instructor prior to class if an absence is anticipated and absolutely unavoidable. Reports, presentations, papers and projects must be turned in on time unless an exception is obtained before the due date. In the event you miss a class you are responsible for learning the material that was missed. Classes held in the classroom are generally videotaped and available for viewing.

### **ACADEMIC INTEGRITY**

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the UNO Judicial Code for further information.

### **GRADING**

Mid term project:	20% of grade
Final project:	20% of grade
Quizzes:	20% of grade
Mid term exam:	20% of grade
Final exam:	20% of grade

The University requires final class grades to be in letter grade form. Where you may receive numeric grads on projects or tests, your aggregate grade will be converted to 90-100 = A, 80-89 = B, 70-79 = C, 60-69 = D, F: Below 60 = Failing

### **COURSE SYLLABUS (Subject to adjustment)**

NOTE: In addition to the listed reading assignments, additional reading may be assigned from time to time.

Class 1 Aug 24	<b>INTRODUCTION AND OVERVIEW.</b> Defining marketing <u>Assignments for Class 2</u> <ul style="list-style-type: none"><li>• Read Colbert Chapter 1</li><li>• Identify org to study for midterm project</li></ul>
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Class 2 Aug 31	<p><b>PRINCIPLES OF MARKETING</b></p> <p><u>Assignments for Class 3</u></p> <ul style="list-style-type: none"> <li>• Read Colbert Chapter 2</li> <li>• Identify org for Final Project through <b>MOODLE</b> and submit to teacher for approval (email is good). On receipt of approval proceed to make contact</li> </ul>
SEPT 7 // LABOR DAY	<b>NO CLASS</b>
Class 3 Sept 14	<p><b>MARKETING PLAN BASICS</b></p> <p><u>Assignments for Class 4</u></p> <ul style="list-style-type: none"> <li>• Read Colbert Chapter 3</li> <li>• Draft a media alert and press release for a performance or exhibition. <b>Due 9/21</b></li> </ul>
Class 4 Sept 21	<p><b>DEFINING YOUR PRODUCT</b></p> <p><u>Assignments for Class 5:</u></p> <ul style="list-style-type: none"> <li>• Read Colbert Chapter 4</li> <li>• Find an ad campaign that interests you in which you can find messages through at least three channels, that you feel works or does not work and be prepared to present and discuss in class next week (<b>sept 28</b>) What is the message? Who is being targeted?</li> </ul>

Class 5 Sept 28	<p><b>DEFINING YOUR AUDIENCE</b></p> <p><u>Assignments for Class 6</u></p> <ul style="list-style-type: none"> <li>• Colbert Chapter 5</li> </ul>
Class 6 Oct 5	<p><b>SPONSORSHIP</b></p> <p>#1) AD CAMPAIGN ANALYSIS.</p> <p>#2) Institutional or “soft” advertising versus event or product marketing</p> <p>#3) Relationship of mission to marketing</p>

	<u>Assignment for Class 7</u> <ul style="list-style-type: none"> <li>• Choose one example of social media and be prepared to discuss its marketing effectiveness in class next week.</li> <li>• Colbert Chapter 6</li> </ul>
Class 7 Oct 12	<b>SOCIAL MEDIA</b>  <u>Assignment for Class 8</u> <ul style="list-style-type: none"> <li>• Mid-term projects due</li> </ul>
Class 8 Oct 19	<b>MID-TERM EXAM</b>  <u>Assignments for Class 9</u> Colbert Chapter 7
Class 9 Oct 26	<b>BUILDING A MARKETING PLAN</b>  <u>Assignments for Class 10</u> Colbert Chapter 8 & 9
Class 10 Nov. 2	<b>BUILDING A MARKETING PLAN: Continued.</b>  Case study/Examination of a NOLA organization (Tentative guest speaker)  <u>Assignments for Class 11</u> Colbert Chapter 10
Class 11 Nov. 9	<b>MARKET RESEARCH</b>  <u>Assignments for Class 12</u> Colbert Chapter 11
Class 12 Nov. 16	<b>MARKETING PLAN IN CONSTANT FLUX</b>  <u>Assignments</u> <ul style="list-style-type: none"> <li>• Prepare Final Project presentations</li> </ul>
Class 13 Nov. 23	<b>PRESENTATION OF CLASS FINAL PROJECT MARKETING PLANS</b>
Class 14 Nov. 30	<b>PRESENTATION OF FINAL PROJECT MARKETING PLANS (continued, if needed)</b> <b>WRAP UP</b>

Class 15 Dec. 7	<b>[FINAL EXAM] or Take Home</b>