SYLLABUS
93.821 Spring 2015
Marketing and Public Relations for the Arts
Tuesdays, Thursdays 4:30 – 5:50; HbH 1002

Contact Information
Instructor: Dr. Brett A Crawford
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Office Hours: HBH 3017, Tues 10 – 12, Wed 2 – 4, by appointment. Tweet or facebook message anytime.

Course Materials:
REQUIRED BOOKS:

• OPTIONAL TEXTS

• Interesting frameworks for messaging and brand
  o Malcolm Gladwell, The Tipping Point.
  o Chip and Dan Heath, Made to Stick.

BLOGS TO FOLLOW:
• Beth Kantor: http://www.bethkanter.org/
• Media Post: http://www.mediampost.com/publications/#axzz2NpJubZRi
• The Direct Marketing Association: http://www.the-dma.org
• National Arts Marketing Project http://www.artsmarketing.org
• Scott Stratten, http://www.unmarketing.com

Handouts, suggested readings, and resource links provided via blackboard, blog and email

Course Description
This course will examine the strategies and challenges of marketing the arts in the United States. The success of arts and cultural institutions in the 21st century and beyond will depend upon creative, unconventional and coordinated long-range approaches to marketing. Marketing is a core activity of any creative enterprise. Marketing within a nonprofit arts organization, however, is significantly unique as
compared to a for-profit entertainment venture. Today’s marketing professionals are crucial to their arts organizations; they maintain existing audiences, secure new audiences, create future donors, and create a public image for the institution. They interact with all aspects of the organization, from personnel to fundraising. This course will provide each student with marketing principles and theories as well as opportunities to actualize theories with assignments utilizing current technologies.

The class assumes a successful completion of a Principles of Marketing graduate level course then takes the student through the fundamentals of arts marketing into an innovative, 21st century framework. The course requires active, practical engagement and intellectual rigor.

Course Objectives:

- To examine and understand the basic principles and theories of strategic marketing and public relations for the arts, including:
  - Strategic Communication Matrices aka media plans
  - The ‘hailing’ effect in target marketing and how to segment then target across multiple channels
  - Loyalty programs (memberships, subscriptions, flex plans, etc)
  - Branding vs Image vs Position (organization and its products)
  - Pricing & Discounting approaches to reach audiences
  - Public Relations: Working with press agents and the press
  - Paid Advertising Options
  - Web 2.0 (from the actual web site to strategically implementing social media campaigns across determined channels and email)
  - Direct mail & other printed items: how to work with a graphic designer, negotiate with a print house, and select logos and images.
- To spark creativity and experimentation in developing and analyzing marketing materials and activities.
- To gain skills in marketing as necessary to succeed in the field and your individual career.

By the conclusion of the course, students will be able to:

- Create a strategic marketing matrix that effectively breaks down goals to market segments, targets, and communication channels.
- Understand the arts audience from a national and local perspective
- Segment an audience and created a targeted message tied to marketing goals
- Understand the value and create an a/b email test plan
- Articulate a social media plan and its evaluation metrics
- Evaluate a social media campaign
- Articulate a direct mail plan and its evaluation metrics
- Create a successful press plan, pitch and release
- Recognize effective marketing – from print to website design to social media engagement

Course Requirements

**Classroom and Online Engagement**

At the graduate level, attendance is assumed, except in extraordinary circumstances. Should such circumstances arise (hospitalization, earthquake, etc.), please make every effort to let me know by phone or email before class begins.
Active class participation is expected. The class will offer opportunities to learn in an active and synergistic manner. Class time will include discussion of assigned readings, work in a “flipped” environment to engage with in-class projects, oral presentations and sharing of thoughts and ideas. Twitter will be used as a “backroom” for questions during class with #cmuartsmktg. Key lecture points will also be shared through that channel.

Due to the depth of the content and the limited in-class time together, this course utilizes the online teaching system, Blackboard, and online engagement through two social media channels: Facebook and Twitter (#cmuartsmktg). Blackboard will provide a venue for easy course announcements, a portal to box.com for weekly online reading materials, a location to submit assignments and grade tracking. Facebook will allow for out-of-classroom participation and engagement with materials. Twitter as a secondary means to share posts and ask questions before, during, and after class.

Assignments: (due dates are in class calendar, full descriptions with rubrics distributed separately)

**WEEKLY: Facebook posts**
You are expected to engage in the course Facebook group. A leader for each day will post and moderate a question, related article, or stimulating observation about the readings due for that day. A portion of the class will be commenting on posts that week and will engage in discussion as so moved. You will be responsible for creating one post over the course of the term and engaging with the posts for 3 of the other weeks. You can participate 2 additional weeks for extra credit (1% / week).

**HOW-TO PRESENTATIONS (groups of 3):**
A 2 minute take-away pitch to match an online “how-to” document or video presentation on a selected topic will be shared in class with supporting “how-to” documentation uploaded to Facebook. Goal: everyone in the class will leave the course with a mini-guide of how to accomplish various advertising & marketing tasks within a professional setting. Topics will include: How to boost a post on Facebook, Place a print advertisement in the Washington Post, advertise on a bus or bus stop in Pittsburgh PA, etc.

**Homework projects around a targeted organization and product** (provided for you in the 2nd week)
- A distribution plan for a show/exhibition postcard
- An A/B email test plan
- A 30 second Pitch AND Press Release
- An evaluation of social media campaign implementation

**Final Take Home Exam:**
*Project Portion* (frameworks will be distributed in week 4): Strategic Communication Plan on the targeted organization used for homeworks.
*Blackboard Exam* (uploaded the last day of classes) : 3 Short answer

**Grading**
Classroom engagement including #cmuartsmktg 16%
Facebook Participation 12%
How To Report 10%
Final Exam Project 15%
Take Home Exam: 15%
Homeworks (8% each) 32%

Grading Scale
A+ 98-100%
A 94-97%
A- 90-93%
B+ 88-89.9
B 84-87%
B- 80-83%
C+ 78-79.9%
C 74-77%
C- 70-73%
R 69.9% and below

Course & Classroom Policies and Expectations

Recording Class Sessions. You may record class sessions, but please ask permission first. Recordings are for personal study use only; no distribution of recordings is permitted. Distribution to others may violate the privacy of your fellow classmates.

Laptops. Laptops, ipads, etc are allowed in the classroom for lectures/notetaking but to be put away during discussion unless related research is underway for the group or discussion.

Food/Drink. You are permitted to eat and drink in class as long as you do not disrupt others in the class and, of course, clean up and dispose of any trash after class.

Cell Phones. Turn off or, at least, mute your cell phone during class sessions and keep them in your bag. If you must take it out of your bag, leave the room to check texts or receive calls.

Intellectual and Professional Integrity
This course is an integral part of your graduate education, an education that is designed to provide you with the tools for a successful, professional career. Assumed within is a high standard of ethics and integrity. You are expected to have read and understood the Student Handbook. Plagiarism and other forms of academic misrepresentation are viewed as extremely serious matters. Misrepresentation of another’s work as one’s own is widely recognized as among the most serious violations. Cases of cheating and plagiarism will receive a grade of zero and, per requirements, be submitted to and reviewed by the Dean’s Office where more severe penalties may be imposed, up to and including expulsion from the Heinz School.

In addition to the guidelines concerning work materials, you are expected to behave in a supportive and professional manner towards your colleagues/classmates; this includes sharing resources for mutual benefit protecting information told in confidence, and helping to create a general classroom climate of honesty and respect.

Special Needs and Interests
My goal is to provide the most effective educational atmosphere for all students. Please let me know, in confidence, early in the semester if you have any special needs (broadly defined). Also note that the university provides significant support should you find yourself struggling with writing (the ICC and the Global Communications Centers are both available to you) or with work/life balance.