

2016 AAD Curricular Mapping Worksheet

Course Title: AAD 617 - Arts Marketing, Media, and Communication II

Instructor: Eric Schiff

Course Context

This class is the second part of a required two-course sequence in AAD introducing students to practical and theoretical issues shaping relationships between marketing, media, and communication in arts and culture sector work. While emphasizing current concerns with digital culture and emergent technologies, we will explore the historical arc of practices and strategies constituting marketing, design, and the deployment of myriad technologies for arts and culture marketing.

Essential Questions

- How do arts organizations effectively design, develop, and implement a comprehensive and robust marketing communications plan.
- What are key components for arts and culture organizations to address in assessing and evaluating effective brand strategies and tactics for marketing communications necessary for sustained growth, promotion, events, and building donor bases.
- What are current trends in employing evolving technologies, including social media, for establishing the means for arts and culture organizations to achieve this.

Learning Outcomes (grounded in core content, concepts, and skills)

- Build upon basic skills in using accepted software application standards for organization branding; Adobe CC programs for ID/Branding design and production, idea mapping, work flow and project management – Trello, MS Word, etc.
- Further base knowledge development for SWOC analysis (for selected organization from Fall term)
- Understand “traditional” channels for marketing as well as web-based opportunities and emergent social channels
- Preparation for working effectively and efficiently with media in the arts and culture sector
- Gain arts marketing experience through case study, sustainability analysis, and marketing plan design and application.

Learning Outcomes (from your syllabus)

- Explore relationships between graphic/visual design and marketing approaches in the arts and culture sector
- Examine ways that current and emergent digital multi-media technologies impact arts marketing
- Understand relationships between individual media use/environments and the broader ecology of information exchange
- Learn to create a full marketing plan for an arts organization

Core content/themes/topics

- SWOC analysis – case study of local, regional and nationally recognized arts organizations
- Marketing tactics and strategies for the arts; CRM tools and strategies for promotion
- Marketing trends with emerging technologies, tools and social media
- Multi-media design and application for arts marketing

- Marketing communication plan design and implementation

Key concepts and skills

- Information Design and Presentation core tenets for Arts Organizations
- Knowledge of key marketing communication components, strategies and tactics for arts and culture organizations – includes multi-media tools and delivery channels.
- Framework for arts organization marketing communications assessment, plan design, and implementation strategies.

Key Activities and Assessments

- **Lexicon creation** - Using comments on the course site, students collaboratively generate a lexicon for media, marketing, and communication in arts/culture administration. Essay and presentation.
- **Media mapping** - Defining media types and channels for effective marketing strategies
- **Emerging technologies** - Web 2.0, CRM, and Social media apps centric to MARCOM strategies for the arts and arts organizations; planning, lists for SWOC inclusion
- **Case study comprehensive SWOC analysis** - based on selected arts and/or cultural organization, brand identity from Fall term - critically assess, evaluate, and prescribe marketing strategies (SWOC = strengths, weaknesses, opportunities, challenges).
- **Marketing Plan** - represents a culmination of students' comprehensive case study for creating and presenting a robust marketing plan.
- **ePortfolios** – All work is posted to student UO blog eportfolios.

Primary Resources (readings, support materials):

Robin Williams Design Workshop. Williams, Robin; Pearson, 2007 *The Non-Designer's Design and Type Book*. Williams, Robin; Pearson, 2008

PDFs will reside on a password-protected page of the course site, and we will give out the password at the beginning of the term.

Resources stored in *Diigo* are tagged according to the week students should review them; these are key to completing many of the graphics/design assignments, and should be considered "required" reading.

You've Cott Mail, a regularly published listserve focused on arts management issues. Go here for more info: <http://www.youvecottmail.com/>.