

2016 AAD Curricular Mapping Worksheet

DUE June 10, 2016

- Please complete one for *each course you regularly teach*. The focus is on what *actually* occurs in your course. Please submit with the worksheet a copy of the most recent syllabus from the course.
- Aim to keep your work at no more than two (2) pages. Setting limits and using a uniform format will aid in future analysis and comparisons.
- Keep in mind that curricular mapping is a process and can support on-going course reflection and refinement. It is expected that at least some portions will remain fairly consistent over time, while others may change/be refined/updated frequently. (So don't stress too much—fill it in as best you can.)
- These will be used to inform our on-going program curricular development work, started last year by Julie's work with the 250 series instructors. Specifically, this detailed course information will lead to a mapping of program learning outcomes according to what is actually taught in our courses – a crucial step in assessment.

Course Title: AAD315 FUNDING THE ARTS

Instructor: Darrel Kau

Course Context: Briefly indicate how the course fits within the AAD program. Is it a requirement, elective? When offered/Frequency?; other instructors?; primary audiences?

This course is an elective option for undergraduate students in arts management and is open to students across campus. It is offered once a year (typically spring term) and introduces students to the marketing and fundraising management functions in arts organizations like museums, galleries, community arts centers, and performing arts organizations.

Essential Questions provide focus for the course, can push students to higher levels of thinking, and help to make connections across curricular areas. Consider, what types of questions might guide your teaching and engage students in uncovering the important ideas at the heart of each subject?

Number of essential questions usually range between 3 and 6. These can take time to develop.

- What are the management skills required to generate revenue to support arts products and experiences?
- How do the dimensions of an arts experience inform arts managers how to strategically engage audiences?
- How can arts managers use traditional marketing approaches and new social media strategies to promote the arts?
- What are the important elements of an annual fundraising campaign and what are the philanthropic trends in the US?

Learning Outcomes (grounded in core content, concepts, and skills): the "what" that is to be taught. (See Curricular Mapping Overview and AAD 430/530 YACM example for more details.)

Learning Outcomes (from your syllabus)

- Students will learn management skills for generating revenue to support arts products and experiences.
- Students will learn to understand the arts market, identify the dimensions of an arts experience, and how annual fundraising campaigns are managed.
- Students will create arts marketing strategies to promote the arts and engage diverse communities.
- Students will explore various fundraising and development activities that connect potential donors, volunteers, and corporate sponsors to the arts and culture sector.

Core content/themes/topics

Organizational Structure of Arts and Culture Organizations
Fundraising and Marketing Functions of Arts Organizations
The evolution and context of arts marketing
Understanding the environment within which arts organizations operate
Understanding and defining arts audiences
Identifying the layers and dimensions of an arts experience
Decision-making for enhancing audiences' experience with arts products
Strategies for revenue generation in the arts
The annual fundraising campaign
Cultivating foundation and government support for the arts
Fostering access to, inclusion in, and distribution of arts experiences
Using social media in promoting the arts
Integrated arts marketing and communications

Key concepts and skills

- Analyzing the layers and dimensions of an arts experience and how engagement strategies influence future decision making on attendance
- Understanding how the marketing mix (product, price, place, promotion) is relevant in the cultural sector and how arts manager can use market research to connect with potential customers
- Applying elements of philanthropic giving to the arts sector and exploring donor motivation
- Creating marketing strategies based on organizational situational analysis data
- Understanding the role of supply and demand in the market place and the unique challenges that need addressing when promoting and fundraising for the arts

Key Activities and Assessments (may also provide information about instructional strategies). The focus here is on *key* assessments (assignments). How will students show you what they know? These should relate back to the learning outcomes. Expect that the details of some/many of these will change/be refined over time.

Written Assignments (3) based on course readings in the Creative Arts Marketing text; the National Endowment for the Arts 2012 survey of public participation in the Arts; and Successful Fundraising Textbook. One assignment will be an analysis of the layers and dimensions of your own arts experience.

Promotional Plan: In this assignment, you will select an arts organization to analyze their marketing and promotional efforts. You will then propose and detail two marketing strategies that might increase the organization's effectiveness.

Midterm Exams (2) which will cover course content (Weeks 1-4, 5-9). Tests will be a combination of multiple-choice, True/False questions, fill in the blank, and short answer essay

Final "Exam" Take-Home: You will be presented with a series of scenarios that you will analyze and respond to. You will be asked to develop marketing messages; review an organizational SWOC analysis and select a target segment group to develop promotional strategies; and analyze the effectiveness of marketing materials.

Primary Resources (readings, support materials) Expect that some/many of these will be regularly up-dated.

Hill, L., O'Sullivan, C., & O'Sullivan, T. (2011). *Creative arts marketing*, 2nd ed. New York: Routledge.

Hopkins, K. B. & Friedman, C. S. (1997). *Successful fundraising for arts and cultural organizations*. Phoenix, AZ: The Oryx Press.