

**MARKETING CULTURE AND THE ARTS**

Paris, 9-13 July 2018

Dr. Benjamin Boeuf

Contact hours: 16h – 2 ECTS

**OBJECTIVES**

The primary objective of this course is to understand the specificities of the marketing of the cultural sector (defined as arts, culture and entertainment). By the end of this course, students will be able to identify the key influences that shape consumer behavior in cultural activities and know how to adapt marketing variables and tools to market cultural products.

**CONTENTS**

During the class, students will have the opportunity to learn the main aspects of marketing the arts, culture and entertainment and propose actions and implementation to improve current marketing activities in the cultural sector. Class sessions will consist of a presentation and discussion of concepts and examples of marketing activities in the cultural sector. Students must therefore actively participate to the discussions of theoretical concepts and examples. Class discussion is a crucial element in both the learning and enjoyment of the class.

Students will be graded based on the final exam, multiple-choice questions and their active participation in class (see table below). Specifically, they will have to get involved in analyzing and discussing the case studies based on requested readings. Assessments are designed to test the capacity to conceive, propose and enhance marketing activities in the cultural sector.

Participation	25%
MCQ	15%
Final Exam	60%
TOTAL	100%

Prior knowledge of marketing is not mandatory.

Recommended reading: Colbert, F. (ed.), (2012), *Marketing Culture and the Arts*, 4<sup>th</sup> edition, HEC Montreal.

The requested readings will be sent by email a few weeks prior to class.

## SCHEDULE

Date	Topic
Monday	<p><b>Session 1: Defining a Specific Marketing Model for the Cultural Sector</b></p> <p>Part I: General Introduction</p> <ul style="list-style-type: none"> <li>• Marketing vs. Arts or Marketing the Arts?</li> <li>• The 4 markets open to cultural organizations</li> </ul> <p>Part II: The Cultural Product</p> <ul style="list-style-type: none"> <li>• How to define a cultural product</li> <li>• The main components of a cultural product</li> <li>• Is it possible and desirable to apply traditional marketing concepts to cultural products?</li> </ul>
Tuesday	<p><b>Session 2: Understanding Consumer Behavior, Targeting and Positioning</b></p> <p>Part I: Consumer Behavior</p> <ul style="list-style-type: none"> <li>• Background influences and consumption activities</li> <li>• The omnivorous consumers</li> </ul> <p>Part II: Segmentation and Positioning</p> <ul style="list-style-type: none"> <li>• How to segment a market</li> <li>• Formulating a competitive positioning</li> </ul>
Thursday	<p><b>Session 3: The (Residual) Marketing Mix Applied to the Cultural Sector</b></p> <p>Part I: Price</p> <p>Part II: Place</p> <p>Part III: Communication</p>
Friday	<p><b>Session 4: The Marketing Strategy</b></p> <p>Part I: Marketing Information Systems</p> <ul style="list-style-type: none"> <li>• Collecting data: for what purposes?</li> <li>• How to create customer loyalty in the cultural sector</li> </ul> <p>Part II: Planning and Controlling the Marketing Strategy</p> <ul style="list-style-type: none"> <li>• Choosing a corporate strategy</li> <li>• Implementing a marketing strategy in the cultural sector</li> </ul>