



COURSE DATA

Data Subject

Code	43411
Name	Marketing applied to the arts and culture
Cycle	Master's degree
ECTS Credits	3.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
2155 - Master's degree in Cultural Management	Faculty of Social Sciences	1	First term

Subject-matter

Degree	Subject-matter	Character
2155 - Master's degree in Cultural Management	7 - Marketing applied to the arts and culture	Obligatory

Coordination

Name	Department
CUADRADO GARCIA, MANUEL	43 - Marketing and Market Research
MIQUEL ROMERO, MARIA JOSE	43 - Marketing and Market Research
PEREZ CABAÑERO, CARMEN	43 - Marketing and Market Research

SUMMARY

The subject Taller de Marketing Aplicado is a compulsory subject taught in the first quarter of the master in Gestión Cultural. The lectures count for three credits ECTS. With this subject we want the student to get familiar with the fundamentals of marketing management in the specific field of arts and culture. This knowledge and skills will enable the student to make marketing decisions in the field of both arts and cultural industries, based on market data analysis.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Not needed

2155 - Master's degree in Cultural Management

- Saber detectar las necesidades de mercado en lo referente al sector de servicios culturales.
- Saber diseñar y dirigir campañas de marketing y comunicación aplicables a la actividad de la gestión cultural.
- Saber organizar áreas y servicios en el seno de organizaciones relacionadas con la cultura.
- Conocer el manejo de las tecnologías de la información y la comunicación aplicadas al ámbito de la gestión cultural.
- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Saber gestionar el conocimiento en instituciones y organizaciones del sector cultural.
- Poseer las habilidades necesarias para idear proyectos integrales de gestión cultural.
- Poseer las habilidades necesarias para planificar proyectos integrales de gestión cultural.
- Saber estructurar un plan estratégico para una organización o institución cultural.
- Saber dirigir campañas de marketing y comunicación aplicables a la actividad de la gestión cultural.
- Saber difundir eventos en diversos campos de la gestión cultural.

This subject / course pursues as a fundamental objective training of basic marketing principles for its use within organizations of cultural nature, both public and private. Specifically it is intended that students:



- Know the composition of the cultural industry from a management perspective and its uniqueness, specificity and increasing importance.
- Acquire an overview of the application of marketing management content in the unique area's of cultural sector entities, identifying the object and study contents, building relationships between different concepts and knowing the terminology of the subject.
- Internalize the need to carry out processes of collecting and analyzing information in order to improve the decision making in cultural management.

In short, the aim is that to enable the students to understand the role of this discipline in society and in the context of culture and also to link it to other related subjects.

DESCRIPTION OF CONTENTS

1. Introduction to Arts and Culture Marketing

This topic addresses the concept of marketing in general, as a philosophy and as a technique. It is explained its application to the field of arts and culture, and the features of this application are also discussed.

2. Consumer Research

This topic covers the basics of consumer research from the perspective of marketing and its application to the consumer of cultural products

3. Satisfaction. Consumer Behavior.

This topic provides an overview of the study of consumer behavior, with special emphasis on the concept of satisfaction as an antecedent of consumer loyalty.

4. Segmentation and positioning.

This topic explains the process of market segmentation and the concept of market positioning as perceived by consumers

5. Promotion. New technologies.

This topic provides an overview of business communication tools available to the company to spread its offerings, especially those related to digital media and new information technologies. Its application to the arts and cultural enterprises is also explained

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	10,00	100
Seminars	6,00	100
Classroom practices	6,00	100
Tutorials	4,00	100
Study and independent work	20,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	9,00	0
TOTAL	75,00	

TEACHING METHODOLOGY

The sessions will be developed through the teacher's explanations which contain various examples and case studies relating to the cultural context thus motivating the participation of students. In turn, for a proper understanding and assimilation of the concepts and content, students must read the basic literature recommended. In addition, there will be several practical activities as cases and discussion of readings, always under the direction of the teachers of the subject. For the proper conducting of cases, students should consult various literature sources, websites and the virtual classroom, where most of the teaching materials of the course will be uploaded.

EVALUATION

- 30% Participation in classroom activities
- 70% Final Exam

To pass the course you must obtain a minimum of three points in the final examination and obtain at least five in the total count.

REFERENCES



Basic

- Cuadrado, M. (ed.). 2010. Mercados culturales. Doce estudios de marketing. Editorial UOC. Barcelona.
- Colbert, F, y Cuadrado, M. 2010. Marketing de las artes y la cultura. 4ª impresión. Editorial Ariel. Barcelona.

Additional

- Camarero, C. y Garrido, M.J. (2004). Marketing del patrimonio cultural. Pirámide-ESIC. Madrid.
- Chaffey, D. y Ellis-Chadwick, F. (2019). Digital Marketing. Strategy, Implementation and Practice. Pearson U.K.
- Cuadrado, M. y Berenguer, G. 2001. El consumo de servicios culturales. Madrid: ESIC.
- Cuadrado, M. y A. Mollá. 2000. «La Relación Consumidor-Artes: un Equilibrio entre Satisfacción de Necesidades y Libertad Creativa». Estudios sobre Consumo, nº 53, p. 23-32.
- Kotler, N. y Kotler, P. (2001). Estrategias y marketing de museos. Ariel Patrimonio Histórico. Barcelona.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

1. 1. CONTENTS

Contents of the original teaching guide will be maintained and distributed according to the different types of sessions (face-to-face or synchronous videoconferencing).

1. 2. VOLUME OF WORK AND TEMPORARY PLANNING OF TEACHING

The activities and volume of work of the original teaching guide will be maintained. The planning of sessions will be specified at the beginning of the season.



1. 3. TEACHING METHODOLOGY

FOR ALL STUDENTS

- *Practical activities and collective tutorials in face to face sessions.*
- *If sanitary situation imposes that all classes must be on-line, all sessions will be substituted for (select): materials in virtual Classroom, synchronous videoconferencing or registered presentations. Practical activities will guarantee the interaction with students by videoconference, forum or chat in virtual classroom. Teachers will communicate these adaptations through virtual classroom.*

FOR VULNERABLE OR AFFECTED STUDENTS

Methodology will be adapted to the following activities no face-to-face:

- *Individual works*
- *Tutorials through videoconference*
- *Individual projects*
- *Others*

1. 4. EVALUATION

The criteria of the teaching guide will be maintained regarding the estimation of each type of activity. For vulnerable or affected students, group activities qualification will be considered in individual activities.

In case that the sanitary situation impose that the final proof should be developed on-line, an evaluation by the following modality will be done:

- *Individual written exercise by opened development exam in a virtual classroom synchronous task.*



1. 5. BIBLIOGRAPHY

The bibliography of the guide will be maintained. If the sanitary situation imposes shutdown of libraries, teachers will facilitate materials of support in virtual classroom.