



UNIVERSITI TEKNOLOGI MARA

CTM335: ARTS PRODUCT MANAGEMENT AND MARKETING

<b>Course Name (English)</b>	ARTS PRODUCT MANAGEMENT AND MARKETING <b>APPROVED</b>
<b>Course Code</b>	CTM335
<b>MQF Credit</b>	3
<b>Course Description</b>	This course will introduce the students to basic principles of marketing and the application of the principles towards marketing of the arts. Discussions will focus on appropriate strategies, practices and marketing plans in enhancing the marketability of art products. Students are encouraged to compare and evaluate marketing practices by arts activists and organisations.
<b>Transferable Skills</b>	Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Presentation
<b>CLO</b>	CLO1 Apply the principles of marketing for the art product of his/her choice CLO2 Display basic marketing skills for the arts CLO3 Select appropriate strategies to enhance the marketability of art products
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introductions</b> 1.1) The definition and concept of marketing	
<b>2. Overview of Marketing</b> 2.1) Development of marketing concepts 2.2) Marketing processes	
<b>3. Strategic Planning</b> 3.1) Developing strategic marketing plan. 3.2) Managing marketing activities.	
<b>4. Consumer Behaviour</b> 4.1) Buying behaviours 4.2) Buying decision-making processes	
<b>5. Managing Market Information</b> 5.1) Understanding information systems 5.2) Marketing research	
<b>6. Communication and Promotion</b> 6.1) Formulating communication strategies 6.2) Developing effective promotion	
<b>7. Product and Pricing</b> 7.1) Understanding products 7.2) Pricing decisions and strategies	
<b>8. Place and People</b> 8.1) Delivery network & marketing channels 8.2) Market segmentation 8.3) Market targeting and positionings	
<b>9. Library Research</b> 9.1) Students are required to go to the library to research on the topic in regards of their responsibilities based on the position they hold in showcase production	

<p><b>10. Understanding the Arts Market</b>  10.1) Understanding arts audiences  10.2) Market sizes and desires</p>
<p><b>11. Developing Strategies</b>  11.1) Defining and positioning products  11.2) Building audience frequency and loyalty</p>
<p><b>12. Managing the organisation</b>  12.1) Market effective characteristics  12.2) Budgets, implementation, control</p>
<p><b>13. DIPLOMA SHOWCASE</b>  13.1) Student's final evaluation on the approved production.</p>
<p><b>14. DIPLOMA SHOWCASE SEMINARS</b>  14.1) Students are required to present their final report on their findings after the Diploma Showcase to all the supervisors of the approved production.</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Diploma Showcase- From the earlier half of the semester, students are required to work in groups. Each group is to study the management set-up of any organization of its choice. The group will then write a report and present their findings in class in the form of a seminar (15-minute duration). For this presentation students are encouraged to use audio-visual materials together with some form of informative briefs or handouts.	60%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Joanne Scheff Bernstein 2007, <i>Arts Marketing Insights: The Dynamics of Building and Retaining Performing Arts Audiences</i> Jossey-Bass San Francisco</li> </ul>	<ul style="list-style-type: none"> <li>• Nor Khalidah Abu and Yusniza Kamarulzaman 2009, <i>Principles of Marketing</i>, Oxford University Press</li> <li>• Stein, Tobie S. and Jessica Bathurst 2008, <i>Performing Arts Management: A Handbook of Professional Practice</i>, Allworth Press New York</li> <li>• Philip Kotler and Joanne Scheff Bernstein 1997, <i>Standing Room Only: Strategies for Marketing the Performing Arts</i>, Harvard Business School Press</li> <li>• Joanne Scheff Bernstein 2014, <i>Standing Room Only: Marketing Insights for Engaging Performing Arts Audiences</i>, Palgrave MacMillan New York</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources