

ACCF GDMK 490 ELEMENTS OF MARKETING

Program	Three-year course in Design, Graphic Design
Course	Elements of marketing
Credits	3
Professor	Alessandra Cavallari

Course Description	This course aims to provide all the necessary knowledge and skills related to Cultural Marketing. The course focuses in the first phase on issues related to communication, general marketing and corporate management, as essential starting points, and then moves on to the second phase to specifically examine all aspects related to Cultural Marketing, with its gender specificity and strategic setting, identifying the specific dynamics of the culture sector, up to the organization of a cultural event, as a recurring marketing tool and current object of dissemination in the culture and design field. Students will be involved in group practices with the aim of developing a practical methodology related to the course topic. Case studies in the sector will be proposed in the class in order to facilitate understanding of the dynamics linked to it and the professionals involved.
Student Assessment	During the lessons, students will be involved in exercises and practice phases. The final exam consists of an oral interview in which the student will have to present a Final Project based on a brief provided by the teacher. The final exam will be preceded by one intermediate written test in class (mid-term) relating to the theoretical part, on topics contained in the textbook and covered in the lessons.
Bibliography, Webography, Filmography	Studying materials will be provided during the lessons.

Weekly Program

Week 1	Introduction to the course and teaching methodology - Cultural Marketing
Week 2	Introduction to General Marketing and Corporate Management. Marketing Strategy: Building and enhancing successful brands. Define the positioning and the Marketing Plan.
Week 3	Group class exercise (Practice phase).

Week 4	The concept of Brand Extension. Definition of Price and Distribution in a Marketing strategy. Communication for a correct Marketing strategy.
Week 5	Group class exercise (Practice phase)
Week 6	Group class exercise (Practice phase)
Week 7	Cultural Marketing: Segmentation and Mapping. PRO'S Marketing Cultural Plan. Intro to Fundraising for Culture. Fundraising for culture: Types of Donors.
Week 8	Individual written test in class (mid-term test).
Week 9	Public Relations for culture: ART PR & Media Plan. Cultural events as a communication and marketing tool. Types and characteristics. Cultural Events Management: location, budget, structure.
Week 10	SWOT Analysis for cultural Fundraising and Implementation of Marketing Plan of Cultural Event.
Week 11	Group class exercise related to hypothetical Cultural Event (Practice phase)
Week 12	<u>Case History – Practice.</u>
Week 13	Group class exercise (Practice phase).
Week 14	Explanation of Brief for Final Project Work.
Week 15	Presentation of Final Project Work.