



ACCF IDMK 490 ELEMENTS OF MARKETING

Program	Three-year course in Design, Graphic Design
Course title	Elements of cultural marketing
Credits	3
Professor	Filomena Roselli

Course Description	<p>This course aims to provide the necessary knowledge and skills related to Cultural Marketing. In the first phase it focuses on issues related to communication, general marketing and corporate management, as essential starting points. In the second phase it specifically examines aspects relating 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 fields.</p> <p>Students will work on group activities with the aim of developing a practical methodology related to the course topic. Case studies will be used in class to facilitate understanding of the dynamics of the sector and the professionals involved.</p>
Student Assessment	<p>Throughout the course, students will work in groups and independently during class time. The final exam will consist of an oral interview in which the student will have to present a final marketing project initiated from a brief provided by the teacher.</p> <p>The final exam will be preceded by one intermediate written test in class (mid-term) relating to the theoretical part of the course.</p> <p>Class participation: 5 Individual test and in-class practice: 10 Final Project - Exam: 15</p>
Assignments	<p>Mid-term Test and Practice in class Final Project work - Exam</p>
Bibliography, Webography, Filmography	<p>Study materials will be provided during the lessons.</p>

Weekly program (the program may change according to the progression of the year, festivities or external projects):

Week 1	Introduction to the course and teaching methodology
Week 2	Introduction to general Marketing and Corporate Management. Marketing Strategy: Building and Enhancing successful brands. Define positioning and the Marketing Plan.
Week 3	Group class exercise (<i>Practice phase</i>).
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 (<i>Practice phase</i>).
Week 6	Group class exercise (<i>Practice phase</i>).
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 tools. 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 (<i>Practice phase</i>)
Week 12	Case History – Practice
Week 13	Group class exercise (<i>Practice phase</i>).
Week 14	Explanation of Brief for Final Project Work

Week 15

Presentation of Final Project Work