

Master of Arts in Arts Management
AMGT 608 SYLLABUS:
EXECUTIVE MANAGEMENT OF ARTS COMMUNICATIONS
(Subject to change due to the needs of the students)

INSTRUCTOR

Karalee Dawn

Spring Semester 2012

George Mason University – Arlington Campus

ARL Founders Hall - Wednesdays (7:20-10:00pm)

Email: Kdawn@gmu.edu

Office Hours: Fridays from 2-4PM and by appointment

COURSE DESCRIPTION & OBJECTIVES:

Building from the foundation provided in AMGT 604: *Marketing & Public Relations Strategies for the Arts*, the course explores the various aspects of a communications platform through the in-depth study of four modules: Strategic Communications/Brand Management, Public Relations Management, Advertising Management and New Technologies in Marketing. Case studies, guest speakers and comprehensive projects in each module round out lectures and classroom discussions to provide a higher-level approach to the challenges of serving as arts communications professionals.

READINGS TO BE CHOSEN FROM THE FOLLOWING:

***The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly*, 3rd Edition, (David Meerman Scott)**

***Brand Aid: An Easy Reference Guide to Solving Your Toughest Branding Problems and Strengthening Your Market Position* (VanAuken)**

***Branded Nation: Marketing of Megachurch, College Inc. & Museumworld* (Twitchell, Schuster)**
***Publicity for Nonprofits* (Beckwith)**

***Generating Buzz: Strategic Communications for Nonprofit Boards* (Patterson)**

***The Secrets of Word-of-Mouth Marketing* (Silverman)**

***Made to Stick: Why Some Ideas Survive and Others Die* (Heath, Heath)**

...and Articles and Case Studies as Assigned...

“One person with passion is better than forty people merely interested.”

--E. M. Forster

CLASS SCHEDULE

WEEK 1 - JAN 25

NO CLASS

(Please begin the readings for this class)

COURSE INTRODUCTION

WEEK 2 – FEB 1

Introduction to the Class/Overview of Course Assignments

Assignment for next week:

Reading: *Branded Nation* by James B. Twitchell

MODULE ONE: BRAND MANAGEMENT

WEEK 3 – FEB 8

Brand Design & Building the Brand

Discuss Branded Nation

Assignment for next week:

Reading: *Brand Aid* by Brad VanAuken

WEEK 4 – FEB 15

Leveraging the Brand

Discuss Brand Aid

WEEK 5 – FEB 22

Branding Campaigns

Discussion about Branding and the Arts Market Place

Assignment for next week: Brand Analysis Assignment

(PLEASE NOTE: A handout will be provided detailing the assignments, expectations and grading rubric.)

MODULE TWO: PUBLIC RELATIONS MANAGEMENT

WEEK 6 – FEB 29

Overview and PR Planning

Assignment for next week:

Reading: *New Rules of PR & Marketing*

DUE IN CLASS: Brand Analysis

WEEK 7 – MARCH 7

Media Relations

Discuss *New Rules of PR & Marketing*

Assignment for next week:

Reading: *Publicity for Nonprofits* by Sandra L. Beckwith & *Made to Stick*

WEEK 8 – MARCH 14

NO CLASS – SPRING BREAK

WEEK 9 – MARCH 21

Messaging & Pitching

Discuss *Publicity for Non-Profits & Made to Stick*

Assignment for next week:

Reading: *The Secrets of Word-of-Mouth Marketing*

WEEK 10 – MARCH 28

PR & Word-of-Mouth Campaigns

Discuss *The Secrets of Word-of-Mouth Marketing*

Assignment for next week: PR & Marketing Analysis

MODULE THREE: ADVERTISING MANAGEMENT

WEEK 11 – APRIL 4

The Advertising Campaign /Using Images and Video

DUE IN CLASS: PR & Marketing Analysis

WEEK 12 – APRIL 11

Advertising Design & Solutions

Assignment for next week: Advertising Analysis

MODULE FOUR: NEW TECHNOLOGIES IN MARKETING

WEEK 13 – APRIL 18

Viral Marketing and the Arts

DUE IN CLASS: Advertising Analysis

WEEK 14 – APRIL 25

Viral Marketing and the Arts (Continued)

WEEK 15 – MAY 2

Final Project Presentations

WEEK 16 – MAY 9

Final Project Presentations

*****PLEASE NOTE THAT THE SYLLABUS IS SUBJECT TO CHANGE DUE TO THE NEEDS OF THE STUDENTS*****

STRUCTURE OF CLASSES

1. News of the Day
2. Lightning Round
3. Discussion of Readings
4. Discussion of Relevant Case Studies
5. Occasional Guest Speakers

STUDENT EXPECTATIONS:

1. Students will arrive at class on time and be ready to participate
2. Take part in all aspects of the class
3. Be prepared to discuss assigned readings
4. Be supportive and respectful of fellow students, the professor and guest lecturers
5. Hand in all assignments on time

EVALUATION

50 Points	Brand Analysis Assignment
50 Points	PR & Marketing Analysis Assignment
50 Points	Advertising Analysis
50 Points	Final projects and presentations
100 Points	Attendance/classroom discussion/participation

GRADING SCALE

- A+ 301 +
A 300 -295
A- 294-290
- B+ 289-286
B 285-283
B- 282-280

CLASS POLICIES

Attendance and class participation is essential in this class. This is a discussion-based class so it is expected that all students will arrive on time and be ready to take part in all class discussions.

There are no wrong answers or questions! We are all here to learn from each other. We all have different professional experiences and educational backgrounds that will allow for various viewpoints. Please, please, please share your thoughts and previous experiences!

If you must miss a class, please contact me as soon as this develops. Since we only meet once a week a large amount of material will be covered in each lecture. It is the responsibility of the student to get notes from their classmates. **Please note that missing TWO or more classes will dramatically affect your grade.**

Late papers drop by 1/3 grade per day late (i.e. an A becomes an A-; a B a B-, etc.) If a situation arises that will not allow you to complete your assignments on time, please see me as soon as the problem arises. I will do everything in my power to help you be able to complete your work. A solution can always be found if I am made aware of the issue ASAP.

WRITTEN ASSIGNMENT POLICIES

All written assignments are due at the beginning of the class period.

All written assignments:

- **Must be typed in 12 point Times New Roman font, double-spaced, with 1” inch margins.**
- Must have your name **typed** on the first page.
- **MUST BE STAPLED**
- Must contain proper citations according to Turabian’s *A Manual for Writer’s...*
- Make sure you spell-check and proofread.
- **Plagiarism will not be tolerated.** You are expected to be familiar with and follow the University’s policy of academic integrity. Please credit all sources and people that have been involved in your work.

UNIVERSITY POLICIES

**ALL GMU ACADEMIC POLICIES CAN BE FOUND AT:
WWW.GMU.EDU/RESEARCH/OSP/POLICIES.HTML**

Once final grades have been recorded faculty are not to accept any work to change a grade. Grade changes can only be approved when they are due to a calculation or recording error on the part of the faculty.

An incomplete grade (IN) should be used only if the student requests it in writing. An IN counts as a failing grade until completed, and it automatically turns into an F if a grade is not turned in by the deadline in the Schedule of Classes. Some students may prefer a C to an IN, and faculty shouldn’t assume that the student wants an IN rather than a grade or that it is in the student’s best interest to get an IN.

In addition, faculty may assign an IN only if the student has a very limited amount of work to complete and there is a non academic reason they can't do so within the semester and if, in their best judgment, the student actually stands a good chance of passing the course by finishing the work satisfactorily. Typical situations for giving incompletes involve a final exam (missed due to illness) or a final paper (not completed because of a family emergency). Faculty are not to assign incompletes if the student has missed a substantial portion of the work of the semester and wants extra time to do it; Faculty are not to assign incompletes to give a student time to improve on work already completed.

Faculty are not to agree to give incompletes unless they will be available to grade the work and submit a grade by the official due date. If the faculty will be going on leave or leaving George Mason, this might not be possible. Faculty may set an earlier due date for the unfinished work; it is best to have in writing a description of the work that is outstanding and the date by which it is due. Faculty are not ever obligated to give an IN. [for the purpose of this semester-I do not intend to be elsewhere and therefore will be able to follow through on any IN grade awarded.]

Federal law (a law known as FERPA) requires us to protect the privacy of student information. Faculty should not speak about a student's record with anyone other than the student. The record includes how a student is doing in a course, whether a student has attended class, information about performance or grades, whether a paper has been turned in, etc. This prohibition includes parents, siblings, spouses, anyone. If faculty have questions about whether to respond to an inquiry about a student, please refer them to Linda Miller, Associate Dean, Academic Affairs.

According to the University catalog, all students and faculty are to use their **GMU.EDU** email address. Some commercial email addresses may be filtered out of the **GMU.EDU** system. No official information can be sent to students unless on the Mason email system.

Disability: If you are a student with a disability and you need academic accommodations, please see me and contact the Office of Disability Resources at 703.993.2474. All academic accommodations must be arranged through that office. The need for accommodations should be identified at the beginning of the semester and that the specific accommodation has to be arranged through the Office of Disability Resources. Faculty are not to provide accommodations to students on their own (e.g. allowing a student extra time to complete an exam because the student reports having a disability).

The GMU Honor Code: <http://www.gmu.edu/catalog/apolicies/index.html#Anchor12>

Honor Code: To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code: Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.

GMU student information and resources: <http://www.gmu.edu/mlstudents/>

No grade is important enough to justify cheating, for which there are serious consequences that will follow you for the rest of your life. If you feel unusual pressure about your grade in this or any other course, please talk to me or to a member of the GMU Counseling Center staff.

Using someone else's words or ideas without giving them credit is *plagiarism*, a very serious Honor Code offense. It is very important to understand how to prevent committing

plagiarism when using material from a source. If you wish to quote verbatim, you must use the exact words and punctuation just as the passage appears in the original and must use quotation marks and page numbers in your citation. If you want to paraphrase or summarize ideas from a source, you must put the ideas into your own words, and you must cite the source, using the APA or MLA format. (For assistance with documentation, I recommend Diana Hacker, *A Writer's Reference*.) The exception to this rule is information termed *general knowledge*—information that is widely known and stated in a number of sources. Determining what is general knowledge can be complicated, so the wise course is, “When in doubt, cite.”

Be especially careful when using the Internet for research. Not all Internet sources are equally reliable; some are just plain wrong. Also, since you can download text, it becomes very easy to inadvertently plagiarize. If you use an Internet source, you must cite the exact URL in your paper and include with it the last date that you successfully accessed the site.

University and Departmental Policies: Each student is responsible for knowing Mason’s rules, regulations, requirements, and academic policies. This catalog is the normal repository of policy statements but corrections, changes, or interpretations can be promulgated by other means, including electronic publication. When the university or one of its academic units makes changes in course requirements, grading procedures, or the level of qualitative performance expected of its students for acceptance into particular programs, academic standing, or graduation, the changes apply to all students enrolled at the time of implementation of the change and thereafter.

Official Communication with Students Web: www.gmu.edu/email. Mason uses electronic mail to provide official information to students. Examples include notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and faculty feedback. Students are responsible for the content of university communication sent to their Mason e-mail account, and are required to activate that account and check it regularly.

Please sign up for the Mason Alert System by visiting the website <https://alert.gmu.edu>. An emergency poster exists in each classroom explaining what to do in the event of crises and further information about emergency procedures exists on <http://www.gmu.edu/service/cert> .

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