

Please note: dates of guest speakers and readings beyond what is required for week one might be adjusted slightly. The final version of this syllabus will be delivered in class on Wednesday, January 25. In the mean time please use this syllabus as a guide of what can be expected this semester and please *do the readings required for the first day of class.*

AMGT 604 SECTION 002: PUBLIC RELATIONS AND MARKETING STRATEGIES FOR THE ARTS I

SPRING TERM 2017

Wed 1:30-4:10pm

George Mason University, Arlington Campus
Founders Hall, Room 478

PROFESSOR

Alli Houseworth

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Office Hours: Phone by appointment or immediately prior to class

COURSE DESCRIPTION

This course teaches strategic way of thinking about audience, community, and markets. Students learn about external and internal environments, discuss marketing and communications strategies pertaining to arts audiences and media, and are introduced to integrated marketing and strategic planning fundamentals. These concepts are applied in a term-long practicum as students develop a full marketing plan for a show, exhibition, or cultural event.

COURSE OBJECTIVES

In this course, students can expect to gain an understanding of how integrated marketing and publicity strategies have developed and how they must adapt to the unique and constantly changing needs of nonprofit and commercial institutions, their financial and demographic considerations, and a specific show, exhibition, or cultural event. Upon completion of the course, students should know how to identify a target audience, create a strategic plan to reach that audience, and evaluate the results of that campaign.

REQUIRED TEXTS

Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century (2011) by Gene Carr and Michelle Paul, ISBN-10: 0972914161

Standing Room Only (Second edition, 2014) by J. Bernstein, ISBN-10: 1137282932

The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases and Viral Marketing to Reach Buyers Directly (2015, Fifth Edition) by David Meerman Scott, ISBN-10: 1119070481

STUDENT EXPECTATIONS

1. Arrive and be ready at the scheduled start time.
2. Be present and engaged in class. Participate in discussions and ask questions.
3. Be prepared to discuss assigned readings.
4. Hand in assignments on time and be receptive to constructive feedback.
5. Be supportive and respectful of fellow students, the professor, and guest lecturers.

EVALUATION & GRADING SCALE

100 points	In-class participation and engagement
20 points	Competitive research and SWOT analysis
20 points	Positioning statement and show/event copy
20 points	Target audience profiles
20 points	Announcement press release and talking points
20 points	Competitive pricing analysis
20 points	Print collateral, media mix, recommendations, and timeline
20 points	Social media strategy and platforms
20 points	Sample promotions and partnerships
40 points	PechaKucha presentation
100 points	Final marketing plan

400 total points

372-400	A
360-371	A-
352-359	B+
332-351	B
320-331	B-
312-319	C+
280-311	C
0-279	F

Please see “Class Policies” below for more information on grading.

CLASS SCHEDULE (subject to change)

In advance of the first class, please read:

- *Breaking the Fifth Wall*, Chapters 1 & 2
- *Standing Room Only*, Introduction, Chapters 1 – 3
- *The New Rules*, Chapters 1 – 3

WEEK 1 – WEDNESDAY, JANUARY 25

- Introduction to the course and student expectations
- Understanding the customer mindset, expectations, and purchase process
- What is integrated marketing and where does it fit within an organization?
- Discuss marketing plan project (ongoing throughout term)
- Reading for next class:
 - *Standing Room Only*, Chapters 4

WEEK 2 – WEDNESDAY, FEBRUARY 1

- Understanding the marketplace
- Competitive analysis
- Creating and communicating value
- Select events for marketing plan project
- Reading for next class:
 - *Standing Room Only*, Chapter 8 & 12
 - *The New Rules...*, Chapter 13
- Assignment: competitive research and SWOT analysis (due 2/8)

WEEK 3 – WEDNESDAY, FEBRUARY 8 – *hold for guest speaker*

- What is the event?
- Positioning and messaging
- Copy and communications
- Reading for next class:
 - *Standing Room Only*, Chapter 6
 - *The New Rules...*, Chapter 3 pages 45-48, Chapter 10 pages 161-176
- Assignment: positioning statement and show/event copy (due 2/15)

WEEK 4 – WEDNESDAY, FEBRUARY 15

- Identifying the target audience
- Audience research
- Reading for next class:
 - *Standing Room Only*, Chapter 11
 - *Breaking the Fifth Wall: Chapters 7 & 8*
- Assignment: target audience profile and creative brief (due 3/1)

WEEK 5 – WEDNESDAY, FEBRUARY 22 – *hold for guest speaker*

- Strategic planning
- Institutional marketing and PR
- Creating and reinforcing a brand
- Reading for next class:
 - *Standing Room Only*, Chapters 9 & 10
 - *Breaking the Fifth Wall*, Chapters 9, 12, 13 & 14

WEEK 6 – WEDNESDAY, MARCH 1 – *hold for guest speaker*

- Subscriptions and memberships
- Pricing, scaling, and dynamic pricing
- Budgeting and forecasting
- Reading for next class:
 - *Standing Room Only*, Chapter 13
- Assignment: competitive pricing analysis (due 3/8)

WEEK 7 – WEDNESDAY, MARCH 8 – *hold for guest speaker*

- Traditional and Digital advertising
- Establishing a campaign timeline
- Reading for next class:
 - *The New Rules...*, Chapters 5, 16 & 19 – 22
- Assignment: print collateral, advertising (media) mix, timeline, and recommendations (due 10/22)

WEEK 8 – WEDNESDAY, MARCH 15 – NO CLASS, SPRING BREAK

WEEK 10 – WEDNESDAY, MARCH 22 – *hold for guest speaker*

Press strategies and campaign development

- Crisis communication
- Internal storytelling
- Reading for next class:
 - *The New Rules of Marketing & PR* (recommended)

- Assignment: announcement press release and talking points (due 3/29)
- Reading for next class:
 - *Breaking the Fifth Wall*: Section IV
 - *Standing Room Only*, Chapter 14
 - *The New Rules...*, Chapter 15 & 17; Chapter 4 pages 53-61 & 74-77
 - Optional: Chapters 18 & 14

WEEK 10 – WEDNESDAY, MARCH 29

- Social media
- Reading for next class:
 - TBD
- Assignment: social media strategy and programs (due 4/5)

WEEK 10 – WEDNESDAY, APRIL 5– *hold for guest speaker*

Assignment: sample promotions and partnerships (due 4/12)

WEEK 11 – WEDNESDAY, APRIL 12 – *hold for guest speaker/tour*

- Reading for next class:
 - *Standing Room Only*, Chapters 15 & 16

WEEK 12 – WEDNESDAY, APRIL 19 – *hold for guest speaker*

- Audience development
- Community engagement
- Customer service
- Reading for next class:
 - *Breaking the Fifth Wall*, Chapter 15 & 16
 - *Standing Room Only*, Chapter 7 & 17
 - *The New Rules...*, Chapter 10 pages 183 - 186
- Assignment: PechaKucha presentations (due 4/26)

WEEK 13 – WEDNESDAY, APRIL 26

- Data tracking and analysis
- Reporting and implementing change
- PechaKucha presentations, part 1
- Assignment: final marketing plan (due 5/3)

WEEK 14 – WEDNESDAY, MAY 3

- PechaKucha presentations, part 2
- Course wrap-up

*** PLEASE NOTE THAT THE SYLLABUS IS SUBJECT TO CHANGE. ***

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CLASS POLICIES

- Please turn your cell phone ringer off and mute your laptop/tablet at the beginning of class. As a matter of courtesy to your professor and classmates, cell phones, text, and email should only be used during formal breaks in the class session. You may use your laptop in class to research the material we are discussing but please remain present.
- You may take notes on an electronic device. However, your attention should be focused on the class discussion at all times. Students discovered surfing the internet, emailing, or conducting business unrelated to the course will be given one warning. Any subsequent violation will result in the student being considered as absent for that entire class session.
- Please note the policies on the use of electronic devices may change when we have guest speakers or if the ability to use devices in class becomes disruptive to others.
- No portion of any class presentation, discussion, or lecture may be recorded. Any reproduction or distribution of class PowerPoints, lectures, or discussion materials will be acted upon as a violation of the honor code.
- Attendance and class participation are essential in this course. There are no wrong answers, opinions, or silly questions. We are all here to learn from each other. Please share your thoughts and previous experiences with us.
- 100 points are awarded for in-class participation and engagement, which requires students to be present from the start to finish of each class. *Please inform the professor in advance of any absence.* It is the student's responsibility to get any missed notes or assignments from fellow students.
- Assignments must be submitted, either in-person or via email, by the beginning of class (1 PM EST) on the day they are due. Assignments submitted via email should not be considered received until confirmation is sent by the professor. Ten percent off the highest possible grade will be deducted for every assignment that is submitted 24 hours late (or portion thereof). For example, if an assignment is due at 1pm on a Wednesday but Suzie submits it at 10am Thursday, the highest grade Suzie can expect to receive is a 90%.

UNIVERSITY POLICIES

- The integrity of the University community is affected by the individual choices made by each of us. Mason has an Honor Code with clear guidelines regarding academic integrity. Three fundamental and rather simple principles to follow at all times are that: (1) all work submitted be your own; (2) when using the work or ideas of others, including fellow students, give full credit through accurate citations; and (3) if you are uncertain about the ground rules on a particular assignment, ask for clarification. No grade is important enough to justify academic misconduct. Plagiarism means using the exact words, opinions, or factual information from another person without giving the person credit. Writers give credit through accepted documentation styles, such as parenthetical citation, footnotes, or endnotes. Paraphrased material must also be cited, using MLA or APA format. A simple listing of books or articles is not sufficient. Plagiarism is the equivalent of intellectual robbery and cannot be tolerated in the academic setting. If you have any doubts about what constitutes plagiarism, please see me.
- As in many classes, a number of projects in this class are designed to be completed within your study group. With collaborative work, names of all the participants should appear on the work. Collaborative projects may be divided up so that individual group members complete portions of the whole, provided that group members take sufficient steps to ensure that the pieces conceptually fit together in the end product. Other

projects are designed to be undertaken independently. In the latter case, you may discuss your ideas with others and conference with peers on drafts of the work; however, it is not appropriate to give your paper to someone else to revise. You are responsible for making certain that there is no question that the work you hand in is your own. If only your name appears on an assignment, your professor has the right to expect that you have done the work yourself, fully and independently.

- Mason is an Honor Code university; please see the Office for Academic Integrity for a full description of the code and the honor committee process. The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else's work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.
- If you have a documented learning disability or other condition that may affect academic performance you should: 1) make sure this documentation is on file with Disability Services (SUB I, Rm. 4205; 993-2474; <http://ods.gmu.edu>) to determine the accommodations you need; and 2) talk with me to discuss your accommodation needs.
- If you are a student with a disability and you need academic accommodations, please see me and contact Disability Services at 993-2474, <http://ods.gmu.edu>. All academic accommodations must be arranged through Disability Services.
- If you have a learning or physical difference that may affect your academic work, you will need to furnish appropriate documentation to Disability Services. If you qualify for accommodation, the staff will give you a form detailing appropriate accommodations for your instructor. In addition to providing your professors with the appropriate form, please take the initiative to discuss accommodation with them at the beginning of the semester and as needed during the term. Because of the range of learning differences, faculty members need to learn from you the most effective ways to assist you. If you have contacted Disability Services and are waiting to hear from a counselor, please tell your instructor.
- Students must use their MasonLive email account to receive important University information, including communications related to this class. The instructor will not respond to messages sent from or send messages to a non-Mason email address.
- I am a George Mason University "responsible employee." A responsible employee is required to report to the university's Title IX Coordinator all relevant details (obtained directly or indirectly) about an incident of prohibited conduct that involves any student as a complainant, respondent, and/or witness, including dates, times, locations, and names of parties and witnesses.
- Inclement weather: If class is cancelled per the University's regulations, Alli will email the students by noon on Wednesday to let them know which of the following two options will take place:
 - Class will be held on schedule online.
 - Course content will be posted on Blackboard by 10pm Thursday of the same week.