

**AMGT 604: PUBLIC RELATIONS AND MARKETING STRATEGIES FOR THE ARTS I  
SPRING TERM 2019**

Wed 7:20 pm – 10:00 pm  
George Mason University, Arlington Campus  
Van Metre Hall, Room 313

**PROFESSOR**

Khady Kamara  
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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 research and identify a target audience, create a strategic plan to reach that audience, recommend how to engage target communities and build related partnerships, and evaluate the results of that campaign. As a final project, each student is expected to draft a marketing plan that will also be presented orally.

**REQUIRED TEXTS**

- *Arts Marketing Insights* by Joanne Scheff Bernstein (ISBN-10: 0787978442)
- *Marketing and Public Relations for Museums, Galleries, Cultural & Heritage Attractions* (Edition 11) By Ylva French and Sue Runyard
- Other reading materials as assigned

**RECOMMENDED TEXTS**

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

**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 profile
20 points	Announcement press release and talking points
20 points	Campaign timeline and competitive pricing analysis
20 points	Media mix and recommendations
20 points	Social media strategy with a social design component
20 points	Sample promotions and partnerships
40 points	End of semester 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

### **CLASS SCHEDULE (subject to change)**

In advance of the first class, please read:

- *Arts Marketing Insights*, Prologue, Chapters 1 & 3
- *Marketing & PR for Museums...*, Chapters 1 & 3

#### **WEEK 1 – WEDNESDAY, AUGUST 28**

- Introduction to the course and student expectations
- What is integrated marketing and where does it fit within an organization?
- Understanding the customer mindset and expectations
  - Qualitative and quantitative research
- Discuss marketing plan project (ongoing throughout term)
- Reading for next class:
  - *Arts Marketing Insights*, Chapters 4,5 & 10
  - *Marketing & PR for Museums...*, Chapters 4 & 7

#### **WEEK 2 – WEDNESDAY, SEPTEMBER 4**

- Understanding the marketplace
- Competitive analysis
- Creating and communicating value
- Subscriptions and memberships
- Select events for marketing plan project
- Assignment: competitive research and SWOT analysis (due 9/11)

#### **WEEK 3 – WEDNESDAY, SEPTEMBER 11**

- Social design
- Positioning and messaging
- Copy and communications
- Reading for next class:

- *Arts Marketing Insights*, Chapters 2 & 7
- [http://www.artsmarketing.org/sites/default/files/documents/practical-lessons/lesson\\_3.pdf](http://www.artsmarketing.org/sites/default/files/documents/practical-lessons/lesson_3.pdf)  
(recommended reading)
- Assignment:
  - positioning statement and show/event copy (due 9/18)
  - Complete short survey: <https://isapps.acxiom.com/personicx/personicx.aspx>

#### **WEEK 4 – WEDNESDAY, SEPTEMBER 18**

- Identifying the target audience
- Audience research
- Reading for next class:
  - *Arts Marketing Insights*, Chapter 6
  - *Marketing & PR for Museums...*, Chapters 6, 13 & 14
- Assignment: target audience profile (due 9/25)

#### **WEEK 5 – WEDNESDAY, SEPTEMBER 25**

- Establishing a campaign timeline
- Pricing, scaling, and dynamic pricing
  - Guest speaker: Jennifer Sowinski, Pricing Institute
- Budgeting and forecasting
- Reading for next class:
  - *Arts Marketing Insights*, Chapter 11
  - *Marketing & PR for Museums...*, Chapter 10
- Assignment: campaign timeline and competitive pricing analysis (due 10/2)

#### **WEEK 6 – WEDNESDAY, OCTOBER 2**

- Traditional advertising
  - Guest speaker: Kristen Friesen from The Washington Post
  - Class will take place at The Washington Post Offices
- Reading for next class:
  - *Marketing & PR for Museums...*, Chapters 2, 5, 11, 12, & 16
  - *Arts Marketing Insight*, Chapter 9
- Assignment: media mix and recommendations (due 10/09)

#### **WEEK 7 – WEDNESDAY, OCTOBER 9**

- Season budgeting
- Institutional marketing and PR
- Creating and reinforcing a brand

#### **WEEK 8 – WEDNESDAY, OCTOBER 16**

- Guest speaker: Deb Fiscella, Owner Center Stage Marketing
  - Press strategies
  - Press campaign development and converged media
  - Crisis communication
- Reading for next class:
  - *Arts Marketing Insights*, Chapter 8
- Assignment: announcement press release and talking points (due 10/23)

#### **WEEK 9 – WEDNESDAY, OCTOBER 23**

- Digital advertising
- Social media
- Review end of semester presentations and final marketing plans
- Reading for next class:
  - *Marketing & PR for Museums...*, Chapters 9 & 15
- Assignment: social media strategy with a social design component (due 10/30)

#### **WEEK 10 – WEDNESDAY, OCTOBER 30**

- Consensus Organizing
  - Guest speaker: Seema Sueko, Deputy Artistic Director at Arena Stage
- Promotions and partnerships
- Reading for next class:
  - *Arts Marketing Insights*, Chapter 12
  - *Marketing & PR for Museums...*, Chapter 8
- Assignment: Partnerships (due 11/06)

#### **WEEK 11 – WEDNESDAY, NOVEMBER 6**

- Performance

#### **WEEK 12 – WEDNESDAY, NOVEMBER 13**

- Audience development
- Customer service
- Purchase process
- Reading for next class:
  - *Marketing & PR for Museums...*, Chapter 17
- Assignment: End of semester presentations and final marketing plans (due 12/04)

#### **WEEK 13 – WEDNESDAY, NOVEMBER 20**

- Review

#### **WEEK 14 – WEDNESDAY, NOVEMBER 27 – THANKSGIVING BREAK**

#### **WEEK 15 – WEDNESDAY, DECEMBER 4**

- End of semester presentations
- 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 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.
- 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 (4:30 PM ET) on the day they are due. Late submissions will be graded as a "0." Assignments submitted via email should not be considered received until confirmation is sent by the professor.
- The naming convention for each assignment should be "Lastname,first letter of first name\_Assignment#" (i.e. KamaraK\_Assignment1).

## **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.
- 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.