

Lecture Time: Wednesdays, 2:35 a.m. to 5:25 p.m.

Location: St. Patrick's Building (SP) 303

Professor: Dr. Leighann Neilson

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Office hours: by appointment

Course Hashtag: #BUSI4229

Teaching Assistant: Dora Wang

TA's Email: YunWang3@cmail.carleton.ca

TA's office: TBA

Course Prerequisites

Third-year standing and BUSI 2204 or BUSI 2208 with a grade of C or higher.

The Sprott School of Business enforces all prerequisites.

Calendar Description

Advanced study of marketing within the arts and culture sectors. Facilitates sophisticated understanding of the knowledge and skills required for marketing managers to respond to changing market environments in order to bring arts and culture offerings to their target audiences.

Course Objectives

This course strives for a balance between theoretical discussions related to the role or place of the arts and culture sector in society and managerial practices of marketing as they relate to arts and culture. Upon successful completion of the course, students should be able to:

1. Apply basic marketing principles and theories which have been adapted for use in the arts and culture sectors.
2. Assess marketing issues and problems faced by arts and culture organizations using research tools, available resources and acquired knowledge to develop marketing recommendations.
3. Compare marketing initiatives undertaken by arts and culture institutions in Canada with those of similar organizations in other countries.
4. Generate and utilize critical and creative thinking skills, individually and within teams, in order to identify and assess marketing issues in arts and culture institutions and develop creative solutions.
5. Effectively communicate theories and recommendations related to marketing arts and culture through oral and written media.

Approach to Teaching & Learning

This course is structured as a seminar, which means that I won't be lecturing. Instead, we will discuss the articles together. This means that you need to have read and thought about the articles prior to coming to class. A list of readings and/or videos is provided for each session. These

materials include fundamental articles and articles discussing recent developments related to the session topic for the week.

Course Textbook

You are not required to purchase a formal textbook for this course. Two books have been placed on reserve so that you may consult them for your assignments:

- O'Reilly, Daragh and Finola Kerrigan (Eds.) (2010) *Marketing the Arts: a fresh approach*. Oxford and New York: Routledge.
- Kotler, Philip and Joanne Scheff (1997) *Standing room only: strategies for marketing the performing arts*. Boston: Harvard Business School Press.

You will be required to purchase at least two case studies available directly from the publisher. As part of the course discussions, we will be reading: Kupp, Martin, Joerg Reckhenrich and Jamie Anderson (2011) *Damien Hirst and the contemporary art market*. ESMT Case Study, No: ESMT-310-0105-1. You can purchase this reading directly from Ivey Publishing (<https://www.iveycases.com>). You will also need to purchase a case study as the foundation for your Marketing Plan assignment (see assignment description on cuLearn).

Other Required Readings

Class discussions are based on a variety of government, industry and academic sources. To determine which readings you should complete for each class, refer to the 'List of Required Readings' posted on cuLearn (in the same section as the Course Outline). Some of the required readings can be accessed from the university library – click on "View Course in Ares" under the "Library Reserves" box in the left hand column on cuLearn. Other readings can be downloaded from or viewed on the source's website (see links on required readings list). Additional readings may be added as the semester progresses and will be announced in class. If you have trouble locating the readings, read 'How to Find the Weekly Readings' posted on cuLearn.

Additional Materials on Reserve at MacOdrum Library

This course operates under the assumption that you have a good grasp of basic marketing theory. If you find that you need to refresh your knowledge, you can consult any basic Introduction to Marketing textbook. For your convenience, a copy of the Kotler, Armstrong, Cunningham and Trifts textbook has been placed on reserve. In addition, a copy of *Consumer Behaviour: Buying, Having, Being* by Solomon, White and Dahl has been placed on reserve in case you need to refresh your understanding of consumer behaviour theory.

Learning Management System

The course website runs under the cuLearn learning management system and contains all the pertinent course information. This site will be the primary source for course announcements and distribution of materials including assignments, supplemental readings, etc. All in-term grades will be posted as soon as they become available. In line with Sprott policy, it is your responsibility to check your grades by clicking on 'Grades.' In case of class cancellation due to inclement weather, an announcement will be posted on cuLearn as soon as possible.

Email Policy

In keeping with Carleton University policy, your @email accounts must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). Please be aware that I respond to email between the hours of 8:30 a.m. and 5 p.m., Monday to Friday. I will endeavor to answer your emails within 48 hours; you should not expect an

immediate response. I will not answer by email questions that have already been asked and answered in class.

Cellular Phone Usage

Please make sure that your phone is turned off during class. If your phone rings during class, you will be asked to leave the class and not return that day. If you text during class, you will be asked to leave and not return that day. If an emergency situation requires you to keep your cell phone turned on, please discuss this with me prior to the class. **Under no circumstances may you use your phone to record lectures or lecture slides. You must have prior written consent to take photos/video during the class.**

Intellectual Property Rights

Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s). **I claim my intellectual property rights over all materials I have prepared for this course. I do not grant permission to anyone to share these materials in digital or hard copy via course note sharing websites or in person.**

Overview of Formal Assignments

To accomplish the course objectives several learning methods are utilized. You are strongly encouraged to participate in class discussions which are the best way to practice expressing your ideas in front of others and allow others to benefit from them. Videos and/or other exercises may be integrated into the course discussions to illustrate the main points of the course and help you comprehend their practical application. A group marketing plan project will allow you to gain experience working in a group setting while researching marketing initiatives in the arts and culture sector. As part of the group project you will make a presentation to your colleagues. Assignments will be handled as follows:

Individual Assignment: Comparative Consumption Experience

This assignment challenges you to compare your personal consumption experience across two modes of consumption: mediated and in-person. You may choose any art or cultural form: visual art, film, music, dance, theatre, etc. Full details will be available in the assignment description to be posted to cuLearn.

Individual Assignment: Class Participation

Since this course employs a seminar-style discussion format, we must all be prepared and participate in a meaningful manner. Thus, class participation will be graded. To count towards this grade, your participation may consist of questions asked or answered in class, commenting on materials in class, posting links to materials of interest on cuLearn, tweeting comments or links to materials of interest to the class (using the class hashtag) and/or contributing to the discussion in a constructive manner.

Individual Assignment: Arts & Culture Newsbytes

Starting in Week 2 and running through Week 10, students will be required to find a recent article or story (less than 3 months old) about arts and culture marketing in a newspaper, business magazine/website, or arts magazine/website/blog and produce a full (no more than) one-page typewritten summary (equivalent to Times New Roman 12 pt. font, single spaced) that illustrates a topic of interest in the course. While you are required to complete three newsbytes, you will only present one to the class. The number of students who present each week will depend on the number of students enrolled in the class, but typically at least five or six students

will present each class. Students will sign up for dates to present their newsbyte during the first class.

Newsbyte summaries should be formatted as executive briefings, with a focus on the essential elements of the story and your position. The summary should contain the following (please use as headers):

- Headline
- Date and Source (include link/URL where applicable)
- Companies or Organizations Involved
- Arts and Culture Marketing Issue
- Environmental Pressures (internal and/or external)
- Action (how did they deal with the marketing issues, or how are they planning to deal with it?)
- Conclusions (why it is interesting and in your opinion related to Arts Marketing concepts)

Newsbytes are intended to stimulate class participation, thus you should share your newsbytes prior to class via cuLearn. To facilitate grading, please email a copy of your newsbyte to our TA. They will be graded on the following basis: 0 (failed to complete the assignment), 3 (completed most parts of the assignment but not all) and 5 (completed the assignment fully with connections to the course readings/discussions).

Individual Assignment: Film/Concert/Performance/Exhibition Review

Part of becoming adept at marketing in arts and culture organizations is learning to assess the quality of the product. For this assignment you must choose an art form that is different from what you wrote about in your Comparative Consumption Experience assignment and write a review. So, if you compared a live musical performance with a recording by the same performer(s), then you need to choose a film, or a museum/gallery exhibition, or a theatrical or ballet performance for this assignment. If you have questions about this aspect of the assignment, be sure to discuss this with me in advance (and follow-up in writing, cc'ing the TA!) There are lots of guidelines for how to write a review online; links to some of them have been posted on the cuLearn site.

Group Assignment: Marketing Plan

Working as part of a group, you will have the opportunity to develop a marketing plan based on the description of a marketing 'problem' in a case study. Please see the assignment description posted on cuLearn for more details. Your group will present your work-in-progress to the class for feedback. You will then have one to two weeks (depending on which week you present) to revise your final report before submitting it for grading. A grading rubric for this assignment will be posted on cuLearn. You should note that marks will be allocated for making connections between the course readings and the marketing plan report.

Summary of Evaluation Components

Formal Evaluation Component	Proportion of Total Grade	
Comparative Consumption Experience	15%	
Class Participation & Engagement	15%	
Newsbytes (3 @ 5 marks each)	15%	
Film/Concert/Exhibition Review	10%	
Total Individual Marks		55%
Group Project		
Class Presentation	10%	
Final Report	35%	
Total Group Marks		45%
Total Marks		100%

Information on Group Assignments

The intent of group assignments is to provide an opportunity for students to practice managerial skills as well as learn from each other in a more intimate setting than the classroom provides. Group work should NOT consist of dividing the assignment up into parts to be completed by individuals and then be thrown together into one document the night before the assignment is due. The report should flow as one piece of writing, not a collection of individual styles. Since you are considered to be working on the entire assignment together, you are all jointly and individually responsible for any infractions of academic integrity. This means that if one of you plagiarizes or fails to cite sources properly, all of you will receive the same penalty. You do not have recourse to the excuse that you personally did not complete that portion of the assignment.

Further, since you are preparing for careers as managers, I expect you to be able to manage your group process in a professional manner. You are responsible for the hiring (and possible firing) decisions that you and your group make. When you write your group contract you should take these matters into account. Group resources prepared by the Sprott School of Business have been posted to the course CuLearn site. I expect you to make use of these resources.

Late Assignment Policy

Hard copies of assignments are to be handed in during class on the date stated in the course outline. Soft copies should be mailed to the professor and/or TA before midnight on the due date. If your assignment is late, you must make arrangements to deliver the hard copy of the assignment at a time that is mutually convenient; I will not make a trip to campus just to pick up your assignment and neither will the TA. **Late assignments will be penalized at the rate of 5% per day.** Do NOT slide your assignment under the professor's office door. There is a 100% penalty for assignments found on my office floor.

Attendance

Attendance will be taken during each class to help me track participation, but you will not be given a grade based solely on attending the class. On days when group presentations are being made, failure to attend class or leaving early without prior permission will result in a **2% penalty** to your final grade. If you are not able to attend class during a presentation week due to illness, please ensure that you submit the appropriate medical certificate at the next class. Since the presentation represents part of the group's grade, your group contract should include how the group has decided to deal with members who cannot be present during the presentation. If you are a member of a team representing Carleton or Sprott, and are not able to attend the presentations due to a team commitment, your coach can provide documentation via email to my

address indicated above. Note that this person cannot be another student. **I do not consider attending practice sessions for case competitions or make-up classes for other courses to be sufficient reason to miss class in this course.**

Tentative Class Schedule

Date	Discussion Topic	Deliverables
Week 1 Jan 11	Course Introduction Topic: What is Arts & Culture Marketing?	-Note: See List of Required Readings posted on cuLearn for the weekly readings -Sign-up for Newsbyte presentation dates
Week 2 Jan 18	Topic: Who is the Artist?	
Week 3 Jan 25	Topic: Who is the Consumer?	Selection of Group Project Topics
Week 4 Feb 1	Topic: The Artist as Brand	
Week 5 Feb 8	Topic: Production Systems	
Week 6 Feb 15	Topic: Cultural Intermediaries	Consumption Experience Exercise Due
Week 7 Feb 22	Winter Reading Week – No Classes!	
Week 8 Mar 1	Topic: the Consumption Experience	
Week 9 Mar 8	Topic: Managing the Consumption Experience	
Week 10 Mar 15	Topic: (the rest of) the Marketing Mix	
Week 11 Mar 22	Group Project Presentations	
Week 12 Mar 29	Group Project Presentations	Final Date to submit Event Reviews and Newsbytes
Week 13 Apr 5	Topic: the Tricky but Really Interesting Stuff Video: Art and Craft. What's it Take to Catch a Fake?	Group Project Final Report Due

While every attempt will be made to keep to the schedule listed above, unforeseen circumstances may necessitate modifications throughout the semester.

ADDITIONAL INFORMATION

Course Sharing Websites

Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one. Resources for group work are included on the course CuLearn site.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Plagiarism, Etc.

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodations

For Students with Disabilities:

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*).

Requests made within two weeks will be reviewed on a case-by-case basis. After requesting

accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodation for the formally-scheduled exam (*if applicable*).

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors can confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include: a grade of Failure in the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, among others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <http://carleton.ca/studentaffairs/academic-integrity>

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you're having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed!

<http://sprott.carleton.ca/students/undergraduate/learning-support/>

Be in the know with what's happening at Sprott: Follow @SprottStudents and find us on Facebook: Undergraduate Students at the Sprott School of Business.

Important Information:

- Students must always retain a hard copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, it would be easier to respond to your inquiries if you would send all email from your Carleton account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/its/all-services/email/carleton-student-email/>
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**Important Dates and Deadlines – Winter 2017
Graduate, Undergraduate and Special Students**

January 2 University reopens

January 5 Winter term classes begin.

January 18 Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter term courses.

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Winter 2017 and must register for the Winter 2017 term.

January 20-22, 27-29 Fall-term deferred examinations will be held.

January 31 Last day for a fee adjustment when withdrawing from Winter term courses or the Winter portion of two-term courses (financial withdrawal). Withdrawals after this date will create no financial change to Winter term fees.

February 17 April examination schedule available online.

February 20 Statutory holiday, University closed.

February 20-24 Winter Break. Classes are suspended.

March 1 Last day for UHIP refund applications for International Students who will be graduating this academic year.

Last day for receipt of applications from potential spring (June) graduates.

Last day for receipt of applications for admission to an undergraduate program for the summer term.

March 10 Last day to request formal exam accommodations for December examinations to the Paul Menton Centre for Students with Disabilities. Late requests will be considered on case-by-case basis.

TBA Last day to pay any remaining balance on your Student Account to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents. An account balance may delay Summer 2017 course selection.

March 24 Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).

April 7 Winter term ends.

Last day of fall/winter and winter-term classes.

Last day for academic withdrawal from fall/winter and winter term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.

April 10-25 Final examinations in winter term and fall/winter courses may be held.

Examinations are normally held all 7 days of the week.

April 14 Statutory holiday, University closed.

April 25 All take home examinations are due on this day.