

COURSE CODE: IFA 2104 COURSE NAME: MARKETING 1 Course Description

This course gives an introduction to the basic principles of marketing; the marketing environment, identification of target markets and development of marketing mix programs. An introduction to principles of market research and their application, methods of marketing research, and information systems, consumer behaviour and relationship of marketing management to specialized marketing areas. It examines the functions, institutions and methods of marketing goods and services in relation to the total economic structure and the importance of a consumer. This course is meant to enhance not only the studio practice courses but is closely linked to Business Administration offered in year one and art exhibition and portfolio assembling in year three. In a nutshell, it is about learning the practicalities of getting art to audiences.

Prerequisite: 1104 2cr. hrs

Course Aims/objectives:

This course in Marketing, designed specifically for artists, aims to introduce students to the arts industry and the unique nature of the market within which they will operate outside of the art school. It will equip artists with tools to take control of their careers, market their work, and acquire a wide range of investigative tools and approaches with which to study the arts industry, its purpose and effects on the wider society. It will also introduce various discourses surrounding art marketing in order to develop a sound and questioning mind in students to enable their critical participation in the arts.

Course Outline Week 1: Marketing

- Definitions; arts and marketing- creating and keeping customers
- Concepts in marketing
- Reading: *Kyeyune, George, 2002: "Uganda's Visual environment: Development and Change"; Action and Vision: Painting and Sculpture in Ethiopia, Kenya and Uganda from 1980;* London: The Triangle Arts Trust

Week 2: The arts industry in Uganda: the market and general environment

- Internal and external environment and how artists respond to these environments
- Self presentation tools: Self profiling - artist's resume, artist's statement, business card

Week 3: Seminar with Visiting Artist

Week 4: The arts industry in Uganda in relation to international art markets

- Venue, economics and service-scapes:
- Galleries, museums, auction houses
- Assessment task 1: -Test, objective questions (10 marks)

Week 5: Audience / the market

- Definitions
- Influences on arts audiences: social, personal, psychological
- Consumer markets: from artist to the final user

Week 6: Group course work project.

Week 7: Segmenting arts audiences

- Identification of target markets and development of marketing mix programs
- Audience development
- Industrial markets: art business to intermediary business
- Gallery and agent relations
- Market segmentation, targets and product positioning
- Return marked and graded test, task 1

Week 8: Marketing information systems

- Researching and measuring arts audiences
- Audience records gathering: profiling
- Internal record system
- Market intelligence
- Assessment task 2: - Submission of individual presentation pack (10 marks) *Week 9: Marketing Mixing, branding and communicating*

- **Study Visit to The Uganda Museum** Week 10: Promotional communications
- Producing an integrated marketing communications campaign
- Designing presentation packages including postcards, brochure, video tape, CD-ROM, website.
- Assessment task 3: Group Project Proposal

Week 11: Research analysis, and response

- Presentation packages contn'd... **Week 12:**
- Submission and public presentation of group project proposal - 20 marks
- Take home reading -Sidney Littlefield Kasfir, 1996: 'African Art In A Suitcase: How value travels': Transition issue 69

Week 13: Arts Marketing in relation to Uganda's economic structure

- **Emphasis on the importance of audiences as consumers** Week 14: Discussion based on Sydney Littlefield Kasfir's article
- Lecturer and student evaluation of the course
- return marked group project proposal task
- Course work marks displayed 40%

Week 15 - 17: Examinations Learning Outcomes

By the end of this course students will be able to describe the arts industry, evaluate its market environment, construct marketing information systems, interpret research data, and create responses.

Teaching Strategies

Teaching and learning will be conducted through lectures, visiting artists' talks, film and video screenings, exhibition space tours, online communication and out of class consultations. Students are expected to attend lectures and seminars, participate in group work and discussions; do course work, tests and exams; and lastly read and research independently. Students should be able to use Microsoft Word, as assignments will need to be typed. Knowledge of Photoshop and Access programs will be an added advantage for independent and group project work.

Reading / References Materials

1. Elizabeth Hill, Catherine O'Sullivan & Terry O'Sullivan: 1995: Creative Arts Marketing, Butterworth-Heinemann; *available in art school library*
2. Ed. John Picton, Robert Loder & Elsbeth Court: 2002: Action and Vision: Painting and sculpture in Ethiopia, Kenya and Uganda from 1980: London, The Triangle Arts Trust (exhibition catalogue) *available in art school library*
3. Kyeyune, George, 2002: "Uganda's Visual environment: Development and Change"; *Action and Vision: Painting and Sculpture in Ethiopia, Kenya and Uganda from 1980*; London: The Triangle Arts Trust
4. Sidney Littlefield Kasfir, 1996: 'African Art In A Suitcase: How value travels': Transition issue 69
5. Transition: An International Review, issue 69, V6 N1, Spring 1996 (ed. Wole Soyinka, Chairman of the Editorial Board)
6. Students are required to use the Internet and the Main Library as much as possible. Where finances allow, they are encouraged to buy personal books.