**Marketing of Culture**

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The first part of the course aims to introduce the key elements of marketing. Therefore, it will explain the meaning and the role played by marketing in the management of business activities. Furthermore, the course will analyse marketing management as a tool to combine the analytical, strategic, and operational dimension of the enterprise-market relationship.

The second part of the course, instead, will focus on the most relevant operational marketing levers in the current artistic and cultural market. In particular, it will analyse cultural events, considered as one of its most significant importance.

Finally, the course aims to provide students with the analytical, strategic, and operational tools they need to understand and analyse the cultural market.

At the end of the course, students *will be able to*:

1. understand the potential of a market-oriented approach, and implement it in a business environment of the artistic-cultural field;
2. identify and develop the different phases of marketing management for a cultural organisation;
3. carry out a SWOT analysis of the marketing environment in order to support decision-making processes;
4. explain the features and use the key tools of marketing research (semi-structured interviews, focus groups, and surveys);
5. implement marketing strategies and policies, also in the light of the impact of digital transformation;
6. use marketing tools to manage cultural events;
7. identify the key marketing elements to be used in the artistic-cultural environment;
8. identify the elements of a marketing plan for a cultural organisation;

***COURSE CONTENT***

The course will be structured as follows:

MODULE 1 – Prof. Tzannis

* *Understand marketing processes*:

Building a value relationship with the customer. Designing the strategy and relationship with the customer. Creating a competitive advantage.

* Analyse consumers and markets:

Analysing the company's marketing environment. Marketing research. Analysing the B-to-C and B-to-B markets.

MODULE 2 – Prof. Piancatelli

* *The concept of marketing applied to the artistic and cultural market*. Cultural organisations: features and classification. The concept of marketing applied to cultural products: marketing mix and cultural brand.
* *The definition of event concept.* The key factors in the delivery of a service for the creation of a cultural event.
* *Engagement marketing.* The role played by emotions, and the main elements composing an experience of artistic and cultural consumption.
* *The logics and the tools of communication supporting the cultural organisation-market relationship.* The event management process and the management of cultural events.

***READING LIST***

MODULE 1 – Prof. Tzannis

*For all students (regardless of class attendance)*

Kotler P. Armstrong G., Ancarani F., Costabile M., *Principi di Marketing*, 17° edizione, Pearson, Milano, 2019

Chapters 1 to 6 inclusive

Further material (e.g. readings and PowerPoint presentations) will be made available on Blackboard.

MODULE 2 – Prof. Piancatelli

*For all students (regardless of class attendance)*

S. Cherubini, *Marketing culturale. Prodotti servizi eventi*, Franco Angeli, Milan, 2019. (From chapter 5 to 9)

Further material (e.g. readings and PowerPoint presentations) will be made available on Blackboard.

***TEACHING METHOD***

Frontal lectures in class, discussion of case studies, meetings with subject matter experts, individual and group activities and further exercises.

***ASSESSMENT METHOD AND CRITERIA***

*For attending students*:

The examination will consist of two partial tests relating to each module.

In addition to these written tests, the assessment will consist of a group-work. Therefore, for attending students, the final mark will result from the combination of:

* the mark obtained in the written exam on module 1 (30%)
* the mark obtained in the written exam on module 2 (30%).
* the mark obtained in the project work (40%).

The written exam will be split into two different tests: the first one, based on the first part of the course, will take place during the official exam session dedicated to interim tests; the second one, based on the second part of the course, will take place on the first date of the official exam session in June. If students fail or refuse one of the two tests, they will have to repeat the whole exam, following the same rules as non-attending students.

The project work, instead, will be presented and discussed in class. Further information will be made available in class and on Blackboard.

*For non-attending students*

Written exam, consisting in closed-ended and open-ended questions, and practical exercises on both modules. Students will be assessed on their knowledge and understanding of the models proposed in class, and their ability to apply marketing principles in a cultural environment.

Therefore, for non-attending students, the final mark will result from the combination of:

* the mark obtained in the written exam on module 1 (50%)
* the mark obtained in the written exam on module 2 (50%)

Students will have to take both written tests on the same day, during the official exam sessions (starting from June) They will not have the possibility to split the two parts of the exam, nor take an additional oral exam to increase their final mark. If they fail the exam, they will have the possibility to repeat it during the following session.

***NOTES AND PREREQUISITES***

All the additional teaching material (e.g. course packs, slides, etc.) will be made available on *Blackboard*. Therefore, students are invited to register on the platform (regardless of class attendance).

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.