CULTURE MARKETING

Credit Value: 3 credits[1]
Lecturer: Dmitry Barsenkov

Course outline

Topic 1. Cultural projects today - What projects do we call cultural? - What are the trends in cultural projects and their marketing? - Governmental promotion of cultural projects - How do brands cooperate with cultural projects? - What trends will we see in culture in the nearest future? **Literature:** 1. "Museum. Designing the future" Irina Korobina "There is no taboo for museums" Mikhail Piotrovsky 2. "How to go to a Museum. Tips on how to make a visit truly memorable" Eden Johan "Remote Moscow: How to make money on impressions." Fyodor Yelyutin
Topic 2. Marketing in culture - How to begin work in the cultural marketing? - What research is in demand in culture? - Basics of creating a marketing strategy - Stages of marketing campaign - ATL&BTL promotion tools - Cost-effective communication - Customer retention. Loyalty program **Literature:** 1. "Point of contact. Simple ideas to improve your marketing", Igor Mann, Dmitry Turusin 2. "Event marketing. All about the organization and promotion of events" Dmitry Rumyantsev "Big Data. All technology in one book" Andreas Weigend 3. "On the hook. How to create products that form habits" Nir Eyal, Ryan Hoover "Sincere loyalty. The key to winning customers for life" Fred Reicheld, Rob Brand
Topic 3. PR in cultural projects - Communication strategy - PR channels that work in culture in the best way - Storytelling in the communication campaign - Information partnerships - Cooperation with influencers - Efficiency evaluation

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[1] 1 credit point is equal to 36 hours of total workload including in-class activities, self-study and exam writing

Literature:
1. "Write, cut. How to create a strong text" Maxim Eliahou, Lyudmyla Sarycheva
2. "Texts, that sell. Model to build. Copywriting for all" Dimitri the cat

Topic 4. Culture in digital (15 hours)
- SMM of museums, theaters, etc.
- Conducting YouTube channel in cultural institution
- Development and support of the website and application
- Is the landing page a correct tool for promoting a cultural project?
- Communication via direct mail
- Efficiency evaluation

Literature:
1. "Contextual advertising that works. The bible of Google AdWords" Perry Marshall, Bryan Todd. "Effective advertising in Yandex.Direct Konstantin Ivankov
2. "Social media marketing" Damir Khalilov
3. "Selling emails. Increase sales using email marketing" Jan Brodil

Topic 5. Cooperation with cultural projects (15 hours)
- How cultural project can help commercial companies?
- How companies can help the cultural institution and the project?
- Which companies are interested in such cooperation?
- Necessary points of effective cooperation of assets
- Cooperation indicators

Literature:
"Sports marketing" John beach (issues of sponsorship activations)

Topic 6. Commerce against culture (10 hours)
- What commercial objectives can have a cultural project or institution?
- The creation of a sustainable system of income in the framework of the project
- Sources of income from A to Z
- Control panel creation
- Relationship management

Literature:
"The art of running a Museum" Gerald Matt

Assessment details

Types of assessment tools	Scores
Participation in discussions	75
Project	45
Final work: presentation	30

The final assessment on discipline is done on the basis of the following criteria:

Final grade	Minimum score	Maximum score
Excellent	127,5	150
Good	97,5	127,4
Satisfactory	60	97,4
Failed	30	59,9

Comment: in case student's scores obtained during the trimester are less than 20% of the maximum score of the discipline the following rule of passing the course should be applied at the midterm assessment (and further re-examination): 'a student can obtain only a satisfactory mark and only in case he/she receives for the midterm assessment, including all the course material, not less than 85% of the score allocated to this assessment'.