

**FEDERAL STATE BUDGET EDUCATIONAL
INSTITUTION OF HIGHER EDUCATION
“LOMONOSOV MOSCOW STATE UNIVERSITY”**

FACULTY OF ECONOMICS

«APPROVED»

Dean of the Faculty of Economics, MSU

professor _____ A.A.Auzan

«__» _____ 2021

COURSE SYLLABUS

Course title:

« CULTURE MARKETING (in English)»

Level of higher education:

MASTER STUDIES

Field of study:

38.04.02. MANAGEMENT

Mode of study:

FULL-TIME

Moscow 2021

The course syllabus is developed in accordance with the self-established MSU educational standard (ES MSU) for implemented main professional educational programs of higher education for Master's degree in the field of study 38.04.02. Management

ES MSU is approved by the decision of MSU Academic Council dated December 28, 2020, minutes №7

Year (years) of enrollment: 2021 and forthcoming

1. Place and status of the course in the structure of the Master program

Course status: *elective*

Trimester: 4

2. Course Prerequisites

This discipline is based on the knowledge and skills acquired as a result of studying following courses:

- Brand management
- Category management
- Business and Marketing Strategies (in English)

3. Intended learning outcomes (ILO) of the course associated to the required competencies of the graduates

Competencies of graduates (codes)	Indicators of achievement of competencies	Intended learning outcomes of the course (module) associated to the required competencies of the graduates
SPC-1. Capable of analyzing the state of markets, marketing activities of commercial and non-profit organizations, making proposals for optimizing the business processes of a customer-focused company, developing systems of evaluation indicators of marketing effectiveness	SPC-1.I-1. Identifies market opportunities and options to optimize marketing processes of a customer-focused company based on a comprehensive analysis of external and internal factors	SPC-1.I-1.K-1. Knows methods, tools and models of strategic market analysis and marketing activities of companies
		SPC-1.I-1.A-1. Able to develop recommendations for optimizing marketing processes based on the analysis of external and internal factors
	MPK-1.I-2. Evaluates the results of a company's marketing activity based on analytical indicators to improve customer focus	SPC-1.I-2.K-1. Knows scorecards for evaluating marketing activities and customer service metrics
		SPC-1.I-2.A-1. Able to evaluate the results of a company's marketing activity based on a comprehensive system of indicators

SPC-2. Capable of developing and implementing a marketing strategy and marketing programs at the level of individual organizations, network structures, regions	SPC-2.I-1. Formulates a marketing strategy for various levels	SPC-2.I-1.K-1. Knows concepts, terminology, theoretical aspects and modern management approaches in the field of strategic marketing
		SPC-2.I-1.A-1. Able to develop a strategy and its separate elements for implementation of marketing activities considering the specifics of the organization or the level of management
	SPC-2.I-2. Makes necessary managerial decisions on implementation of a marketing strategy and program	SPC-2.I-2.A-1. Able to make managerial decisions aimed at implementing a marketing strategy and program
		SPC-2.I-2.A-2. Able to assess the compliance of managerial decisions with strategic marketing goals

4. Workload of the course by types of activity

The workload of the discipline is 3 ECTS: 108 academic hours, including 52 academic hours of contact work with a professor, 54 academic hours of self-directed studies.

5. **Learning format** 'ON.ECON' electronic information environment of the Faculty of Economics of Moscow State University is used.

6. **Content of the course structured by topics (sections) indicating the number of academic hours allocated to them and types of training**

Title and brief content of sections and topics of the course (module), Form of assessment for the course (module)	Total (hours)	Including	
		Contact work (work in contact with a professor) <i>Types of contact work, hours</i>	Student self-directed studies <i>Types of self-directed studies, hours</i>

		Seminars	Group consultations	Individual consultations	Total				Total
Topic 1. Cultural projects today	14	2		4	6	8			
Topic 2. Marketing in culture	16	4		4	8	8			
Topic 3. PR in cultural projects	14	2		4	6	8			
Topic 4. Culture in the digital	16	4		4	8	8			
Topic 5. Cooperation with cultural projects	16	4		4	8	8			
Topic 6. Commerce versus culture	16	4		4	8	8			
Current certification: discussions and mini-presentations	16	4		4	8	8			
The final work:testing	4	4		-		-			
Total	108	52				56			

Brief content of the course topics

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?

Course 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

Course 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

Course 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

Course 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

Course literature:

1. "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

Course literature:

1. "The art of running a Museum" Gerald Matt

7. Assessment tools to assess the course learning outcomes

7.1. Sample assessment tools:

Learning outcomes of the course	Types of assessment tools
SPC-1.I-1.K-1. Knows methods, tools and models of strategic market analysis and marketing activities of companies	Participation in discussions
SPC-1.I-1.A-1. Able to develop recommendations for optimizing marketing processes based on the analysis of external and internal factors	Preparation of mini-presentations
SPC-1.I-2.K-1. Knows scorecards for evaluating marketing activities and customer service metrics	Written task (advertising brief, press release)
SPC-1.I-2.A-1. Able to evaluate the results of a company's marketing activity based on a comprehensive system of indicators	Project-presentation
SPC-2.I-1.K-1. Knows concepts, terminology, theoretical aspects and modern management approaches in the field of strategic marketing	Final work: testing
SPC-2.I-1.A-1. Able to develop a strategy and its separate elements for implementation of marketing activities considering the specifics of the organization or the level of management	Preparation of mini-presentations
SPC-2.I-2.A-1. Able to make managerial decisions aimed at implementing a marketing strategy and program	Written task (advertising brief, press release)
SPC-2.I-2.A-2. Able to assess the compliance of managerial decisions with strategic marketing goals	Project-presentation

7.2. Course assessment criteria (scores):



Types of assessment tools	Score
Participation in discussions	24
Preparation of mini-presentations	36
Written task (advertising brief, press release)	20
Project-presentation	40
Final work: testing	30
Total	

7.3. Grade for the course is determined based on the following criteria:

Grade	Minimum score	Maximum score
<i>Excellent</i>	127,5	150,0
<i>Good</i>	97,5	127,0
<i>Satisfactory</i>	60,0	97,0
<i>Failed</i>	0,0	59,5

Note: in case a student's score obtained during the trimester is 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 she/he receives for the midterm assessment, including all the course material, no less than 85% of the score allocated to this assessment'.

7.4. Typical tasks and other materials necessary to assess the learning outcomes:

List of projects and methodological recommendations for their preparation:

- Festival "Art Ravine" in Voksa
- Exhibition of Japanese Impressionism at the Museum of Russian Impressionism
- Series of concerts SoundUp in St. Petersburg
- New season at the Gallery in Solyanka
- Chekhov Theatre Festival

It is recommended that you prepare a presentation that includes the following sections of the course:

- *Competitive project analysis (scope, duration, products)*
- *Меццадж your project - having shown as you go on a ladder of advantages: properties of the project, advantage of the project, advantage to the consumer.*
- *Non-standard event promoting your project for media coverage!*
- *Didzhital strategy*
- *Text for radio advertising in 40 words promoting your project*
- *Cross-promo campaign with any organization, describe the idea and mechanics*
- *List of targets for targeted and contextual advertising according to the following criteria:*
 - geo*
 - Interests of audience*
 - Sociodemographic signs*
 - Similar products*
 - Competitors*
 - Archetype of your brand*
- *Key brand attributes (5-7) of the project*
- *A study of one sponsor where you need to chart what you can give a sponsor based on the values and goals of his brand, taking into account the capabilities of your project*

7.5. Methodological guidelines and assignment requirements:

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'.

8. Resources

8.1. List of main and additional literature

Main literature:

1. "Contextual advertising that works. The bible of Google AdWords" Perry Marshall, Bryan Todd. "Effective advertising in Yandex.Direct" Konstantin Ivankov
2. "Event marketing. All about the organization and promotion of events" Dmitry Rumyantsev "Big Data. All technology in one book" Andreas Weigend

3. "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
4. "Museum. Designing the future" Irina Korobina "There is no taboo for museums" Mikhail Piotrovsky
5. "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
6. "Point of contact. Simple ideas to improve your marketing", Igor Mann, Dmitry Turusin
7. "Selling emails. Increase sales using email marketing" Jan Brodil
8. "Social media marketing" Damir Khalilov
9. "Sports marketing" John beach (issues of sponsorship activations)
10. "Texts, that sell. Model to build. Copywriting for all" Dimitri the cat
11. "The art of running a Museum" Gerald Matt
12. "Write, cut. How to create a strong text" Maxim Eliahou, Lyudmyla Sarycheva

8.2. List of licensed software

Package of Software 'Microsoft Office'

8.3. List of professional databases and information referral systems

Institutional subscription resources of the Faculty of Economics, MSU;

8.4. List of Internet resources (if necessary)

- www.sostav.ru – advertising and marketing news
- www.vc.ru – articles and reviews on marketing
- www.theartnewspaper.ru – art news
- events.yandex.ru/lib/talks/ - latest Yandex news
- <https://slavinsky.livejournal.com> blog of marketer Sergey Slavinskiy

8.5. Description of material and technical support

For the appropriate organization of classes the following equipment is needed: microphone, projector, flip chart, markers, Internet access, etc.

9. Language of instruction: English

10. Professor (professors): Dmitry Barsenkov

11. Syllabus authors: Dmitry Barsenkov