

Cultural Management IV (Marketing)

Code: 100664
ECTS Credits: 6

Degree	Type	Year	Semester
2500240 Musicology	OT	3	0
2500240 Musicology	OT	4	0

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

There are no prerequisites for this subject.

Objectives and Contextualisation

"CULTURAL MANAGEMENT IV: MARKETING" is a subject of six credits that is part of the subject of Cultural Ma

At the end of the course, students will learn how contemporary theories of marketing are applied to the commerc

They will also have developed the necessary skills to perform a commercial analysis and to make the commerci

The students will develop oral competences, when defending their hypothesis in public, simulating in the most re

The marketing and commercial plan will be used as an integrating model and as a didactic guide for the parties t

- (1) analyze the behavior of consumers of cultural products and their com
- (2) identify the positioning of our product with respect to the competition :
- (3) define the commercial strategy,
- (4) decide which commercial instruments will be used as well as their fina
- (5) organize and control commercial activity,
- (6) measure the impacts achieved and review the commercial strategy.

Competences

Musicology

- Apply management strategies related to the programming, production and dissemination of musical events.
- Developing critical thinking and reasoning and communicating them effectively both in your own and other languages.
- Identify and compare the different channels of reception and consumption of music in society and in culture in each period.
- Producing innovative and competitive proposals in research and professional activity.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.

Learning Outcomes

1. Acquire skills for the organisation of working groups with adequate planning, division of tasks and methodological flexibility.
2. Carry out all phases of an events management project.
3. Carry out knowledge transfer projects planned and scientifically based on the area of musical management.
4. Carrying out a planning for the development of a subject-related work.
5. Design and monitor musical events.
6. Detect possible fields of innovation and improvement for proposals of cultural and leisure management.
7. Develop habits for transfer to the ambit of musical dissemination and information the musical training acquired.
8. Develop organisational skills for transfer to the area of cultural and leisure management in musicology.
9. Evaluate and develop musical events.
10. Evaluate the consumption of music in contemporary society.
11. Integrate knowledge of the role of music in the market society in musical praxis.
12. Integrate musical creation and praxis in the programming and marketing of musical activity.
13. Interpret the rules localized information on the websites of regulatory bodies on the Internet.
14. Personally and critically transfer knowledge acquired in the field of musicology to the pertinent professional and work environments.
15. Relate the role of music with other activities involved in the management of musical events.
16. Solving problems autonomously.
17. Write critical papers on musicology that are planned and organised efficiently.

Content

Marketing and culture

1. The marketing and marketing of symbols that express culture.
2. The theory of 'Marketing Mix': traditional marketing and digital marketing.
3. Behavior of the consumer and of the market of the art and the culture.

The choice of value

4. The business strategy: Mission and Vision.
5. Positioning and Value Proposal (Unique Selling Point).
6. Target audience and market segmentation.

The creation of value

7. The cultural product.
8. Price and financing.

The delivery of the value

9. Distribution systems or accessibility to the cultural product.

The communication of value

10. The construction of a story of the cultural product: objective, strategic.
11. Promotion of cultural production companies: advertising and publicity.

Organizational and strategic aspects

12. The business plan in companies oriented to the market of cultural products.
13. Analysis of the impacts of the commercial strategy and refocusing.

Methodology

The subject is face-to-face.

In the classroom you will work as follows:

- 1) The contents of the subject will be presented and students will discuss.
- 2) Mini cases will be analyzed in order to know both the particularities of the market.
- 3) Innovative learning dynamics will be proposed, based on the presentation of the subject.

Personal work:

- 1) Commented resolution of minicases or assigned assignments, of which 50% will be done through the virtual campus.
- 2) The course work will be done throughout the semester and will be evaluated at the end of the course.

Personal Tutoring:

- 1) During the tutorial hours and through the virtual campus you can resolve doubts and receive advice.
- 2) The hours of face-to-face tutorials will be compulsory, establishing a schedule of 1 hour per week.

Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Attendance and participation in the discussion in class and in individual tutorials.	6	0.24	10, 8, 7, 6, 5, 2, 15, 14
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Individual tutorials and in group: Realization and oral presentation of a professional work done in a team.	9	0.36	1, 3, 6, 5, 2, 4, 11, 12, 13, 17, 16, 14
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Working with large groups: Learning based on the exposition of the problem and theoretical approaches, cooperative work and the resolution of cases.	36	1.44	1, 10, 9, 8, 7, 3, 6, 5, 2, 4, 11, 12, 13, 17, 15, 16, 14
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Type: Supervised

Tutorials and seminars in small groups: problem solving, development of competences to argue and exchange information in an orderly manner.	19	0.76	1, 10, 8, 7, 11, 12, 13, 17, 15
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Type: Autonomous

Bibliographic research: Develop the skills to identify and locate the information necessary to solve a problem.	18	0.72	10, 9, 6, 11, 12, 13, 15
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Group work: Develop professional competencies and group work.	20	0.8	1, 8, 7, 3, 5, 2, 4, 17, 15, 16, 14
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Lectures and study: Development of the skills and abilities necessary to interpret the theoretical frameworks and apply them in the resolution of unstructured problems.	42	1.68	1, 10, 9, 8, 7, 6, 5, 2, 4, 11, 12, 13, 17, 15, 16
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Assessment

Continuous assessment:

- 1) *Evaluation of at least two mini-jobs or short jobs. This must be submitted within the deadline, after the deadline*
- 2) *Attendance and participation in the class discussion and individual tutorials*
- 3) *Preparation and presentation of the course work. The work must be submitted*

Re-evaluation:

- 1) Global exam (100%)

Not evaluable:

- 1) The student who has not submitted at least two mini-studies or short a

Review of the works:

- 1) Short work: one week after submitting the work, the evaluated work will be returned
- 2) Long work: after presenting the work orally, the student will have a week to revise it

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation in the discussion in class and in individual tutorials.	20%	0	0	10, 9, 7, 6, 11, 15, 14
Evaluation of a minimum of two cases or short works carried out during the course. The works must be submitted within the established period; Out-of-term work will not be accepted. The average of all evaluation work will be calculated.	40%	0	0	10, 9, 11, 12, 13, 15, 16, 14
Preparation and presentation of the course work. The work must be presented 2 weeks before the end of the course.	40%	0	0	1, 9, 8, 3, 6, 5, 2, 4, 11, 12, 13, 17, 15, 16, 14

Bibliography

Basic bibliography:

Leal Jiménez, Antonio y M.J. Quero Gervilla (2011) *Manual de marketing y comunicación cultural*. Servicio de Publicaciones, Universidad de Cadiz.

Kotler, P. i J. Scheff, J. López, C. Martín, L. Piñeiro (2005), *Marketing de las artes escénicas*. Madrid: Fundación autor/SGAE.

Extended bibliography:

Generalitat de Catalunya (2002), *El llibre blanc de les indústries culturals*. Barcelona.

Martínez Polo, J.M., Martínez Sánchez, J. i Parra, Concepción M. (2015). *Marketing digital. Guía básica para digitalizar tu empresa*. Barcelona: UOC.

Kotler, Philip (2018). *Marketing 4.0: transforma tu estrategia para atraer al consumidor digital*. Madrid: LID Editorial Empresarial, SL.

Vogel, H. L. (1986), *La industria de la cultura y el ocio*. Madrid: SGAE-Fundación Autor.