

Degree programme	Type	Course
Musicology	OP	3
Musicology	OP	4

Contact lecturer

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Prerequisites

Group languages

You can consult this information at the [end](#) of the document.

There are no prerequisites for this subject.

International exchange students are accepted, always paying attention to the understanding of the Catalan language.

Objectives

"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 competence,
- (2) identify the positioning of our product with respect to the competition as well as other variables that affect the
- (3) define the commercial strategy,
- (4) decide which commercial instruments will be used as well as their financial implications, and
- (5) organize and control commercial activity,
- (6) measure the impacts achieved and review the commercial strategy.

Learning outcomes

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

Contents

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, strategies, messages, channels and actions.

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 production.

13. Analysis of the impacts of the commercial strategy and refocusing.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Group work: Develop professional competencies and group work.	20	0.8	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Individual tutorials and in group: Realization and oral presentation of a professional work done in a team.	9	0.36	
Attendance and participation in the discussion in class and in individual tutorials.	6	0.24	1, 2, 3, 4, 5,

			6, 7, 8, 9, 10, 11, 12, 13, 14
Bibliographic research: Develop the skills to identify and locate the information necessary to solve a problem.	18	0.72	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Tutorials and seminars in small groups: problem solving, development of competences to argue and exchange information in an orderly manner.	19	0.76	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
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, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
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, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14

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
Personal work: 1) Commented resolution of minicases or assigned assignments, of which at least two will be part of
Personal Tutoring: 1) During the tutorial hours and through the virtual campus you can resolve questions about the

Annotation: within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
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	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 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, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Attendance and participation in the discussion in class and in individual tutorials.	20%	0	0	1, 2, 3, 4, 5, 6, 7, 8,

Continuous assessment: 1) Evaluation of at least two mini-jobs or short jobs. This must be submitted within the deadline, after the deadline works will not be accepted. (40%) 2) Attendance and participation in the class discussion and individual tutoring. (20%) 3) Preparation and presentation of the course work. The work must be submitted within the deadline. (40%) Re-evaluation: 1) Global exam (100%) Not evaluable: 1) The student who has not submitted at least two mini-studies or short assignments or has not prepared and exposed the course work will be considered non-evaluable. Review of the works: 1) Short work: one week after submitting the work, the evaluated work will be returned. During the following week the students will be able to review it during the tutoring hours. 2) Long work: after presenting the work orally, the student will have a week to discuss it with the teacher.

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction, or translations. Students must clearly identify which sections were generated with this technology, specify the tools used, and include a critical reflection on how they influenced the process and final results of this activity. Lack of transparency in the use of AI in an assessable activity will be considered a breach of academic honesty, which may result in a partial or total penalty in the activity grade, or greater sanctions.

Those who have not taken any of the two theoretical tests will be considered \"not assessed\".

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

Erasmus and exchange students who request to advance an exam must present a document from their home university justifying their request.

Marks revision in the professor bureau in the scheduled date.

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.

Software

Not specific programm is planned.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE