

SYLLABUS

1. Course title:

Marketing in Art Course: Marketing and production.

2. Code:

MA

3. Cycle of study:

1

4. ECTS credits:

4

5. Type of course: Mandatory Elective**6. Prerequisites:**

Completed pre-requisites. Seminars. Colloquia. Semester review of work of MA

7. Class restrictions:

Only students of the study program - Department of Production.

8. Duration / semester:

1

5

9. Weekly contact hours:

9.1. Lectures:

4

9.2. Seminars:

0

9.3. Laboratory/Practice classes:

10. Faculty:

Academy of Dramatic Arts

11. Department/study program:

Production

12. Lecturer:**13. Lecturer's e-mail:**

14. Web site:

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15. Course aims:

- Marketing and production.
- The basics of marketing. Cultural and Art Conservations.
- Communication as a marketing campaign in the field of culture and art.
- Marketing in art.

16. Learning outcomes:

Achieving the discovery, evaluation and analysis of consumer relations between user, consumer and consumer, producer in artistic activities from the aspect of communication, economics, commercial and legal-protocol relations.

17. Course content:

Module 1: Basics of Marketing. Cultural and Art Conservations

Marketing - Theory and Practice. The basic elements of marketing.

2. Specificity of marketing in the field of culture and art. Marketing plan.

3. Strategic and tactical planning. Marketing mission in culture and art

4. Artistic audience profile. The needs of the public in culture and art

5. Audience and theater. Promotion of an art work.

6. Relations with the media. Advertising campaign

Art and Market. Economics in Art. The art of politics and the market.

Final Review of Work I

Seminars + Oral Exam

Module 2: Communication as a marketing campaign in the field of culture and art

8. Sponsorship in Art. Marketing Intelligence System.

9. The value of the work of art. IMAGE in the sphere of culture and art.

10. Psychology of Negotiation. Tactics and Negotiation Techniques in Realization of Artistic Projects

Semester Overview II

Seminars + Colloquium

Module 3: Marketing in Art

11. Marketing at the theater. Brandisation and Artistic Products

12. Marketing on the Film. Marketing radio. Marketing of commercial TV

13. Marketing of books. Marketing in Music Art.

14. Marketing and Visual Arts. Marketing and Video.

15. Alternative Marketing Modes

Final exam

Seminars + Oral Exam

18. Learning methods:

Teaching methods:

- lectures
- exercises
- seminars
- consultations

19. Assessment methods:

Semester review of work I

- semester final exam
- semester correction exams I and II

20. Assessment components:

Semester review of work I

- semester final exam
- semester correction exams I and II

21. Required reading list:

Professional literature:

- Filip Kotler, Uvodjenje u marketing, Zagreb, 1988.
- Momčilo Milisavljević: Marketing, Beograd, 1993.
- Zbornik «Marketing u umetnosti», Beograd, 1993.

22. Web sources:

23. Applicable starting from the academic year:

2013/14

24. Adopted in the Faculty/Academy session:

19.06.2013.
