

Syllabus arts and cultural marketing

Culture, Heritage, and Cultural Products: Characteristics and Typologies

Exploring the unique attributes of cultural products, their role in society, and the different typologies that define them. Understanding how heritage and culture shape consumer perceptions and artistic value.

Cultural Products vs. Mass Consumer Goods

Analyzing the key differences between cultural products and mainstream consumer goods. Examining their distinct value propositions, market dynamics, and the role of authenticity and exclusivity in cultural consumption.

Definition of Cultural Marketing

Introducing the fundamental principles of cultural marketing and its role in promoting arts, heritage, and creative industries. Understanding how marketing strategies adapt to the unique demands of cultural products.

Definition of Creative and Cultural Industries

Exploring the scope of creative and cultural industries, their economic impact, and their significance in contemporary markets. Identifying key sectors such as film, music, publishing, and digital arts.

Typology of Creative and Cultural Industries

Categorizing the different branches within the creative and cultural industries. Examining how various sectors operate, their business models, and their influence on global and local markets.

Macro-Environmental Analysis of Culture: PESTL Tool

Applying the PESTL framework (Political, Economic, Social, Technological, Legal, and Environmental) to analyze external factors influencing cultural industries. Identifying trends, risks, and opportunities for cultural organizations.

Micro-Environmental Analysis of Culture: SWOT Tool

Using the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to assess internal and external factors affecting cultural organizations. Developing strategic insights to enhance competitiveness.

Developing a Cultural Marketing Strategy

Understanding the key components of a successful cultural marketing strategy. Exploring how organizations craft campaigns that align with their mission, audience, and industry trends.

Segmentation, Targeting, and Positioning in Cultural Marketing

Examining how cultural organizations identify and segment their audiences. Developing targeted marketing approaches and positioning strategies to enhance engagement and cultural consumption.

The Cultural Marketing Mix

Exploring the adaptation of the traditional marketing mix (Product, Price, Place, Promotion) to cultural and creative industries. Analyzing best practices for effectively promoting cultural products and experiences.