Overview

Advertising surrounds us. It is an integral part of our modern, media-based society. From a business and organizational perspective, it is also a critical aspect of the Marketing Mix (product, place, price and promotion). This course specifically focuses on the promotional aspects of marketing. In this course, students will be asked to shift their focus from a recipient of advertising messages to a creator and evaluator of communications strategies. Specifically focusing on the marketing messages of arts, entertainment and cultural activities, this course will examine key elements of promotion including target marketing, consumer preferences and biases, product branding, promotion strategies and cultural considerations.

Learning Outcomes

After completing this course, students should be able to:

- Differentiate between marketing and advertising
- Assess and analyze marketing strategies;
- Develop strategies for addressing demographic changes;
- Create a promotions plan that incorporates marketing research and marketing principles to promote an arts product;
- Compose effective marketing messages through advertising, public relations, direct marketing, and sales promotions;
- Describe the consumer decision-making process; and
- Demonstrate skills in research and writing.

Materials

In preparation for the course, please have the following materials with you when you arrive in Paris:

- **Camera.** Throughout the course, you will be keeping an arts marketing journal. In order to complete the journal you will be required to photo-document images in arts marketing. Thus, you must bring with you a camera – it can be any camera (e.g. on your smartphone or tablet, digital camera, etc.). However, you will need to be able to download your

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**Inspiration**

“*It’s not what you say that stirs people. It’s the way you say it.*”
- Bill Berbach

“*Doing business without advertising is like winking at a girl in the dark. You know what you’re doing, but nobody else does.*”
- Stuart H. Britt

“*Advertising is the greatest art form of the twentieth century.*”
- Marshall McLuhan
photographs and create a digital or print journal with them and your
text-based entries. Please be sure to bring your laptop and any cables or
other items you may need to create a completed journal project.

- **Jump Drive.** Internet access cannot be guaranteed and may be
troublesome at time. Please bring a jump drive with you in order to
share assignments with your classmates and the professor.

- **Readings.** Please print out all online reading assignments and bring your
required readings with you to Paris.

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### Readings

- O’Barr, William M. “The Interpretation of Advertisements.” *Advertising and Society Review.* Advertising Educational
Foundation. 2006.

### Course Calendar

*(Subject to Change)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Due</th>
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| **Week One:** June 1-4 | Class 1: Marketing and Advertising
- Defining Marketing
- Examining the Marketing Mix
- Advertising in Action

Class 2: The Four “Ps”
- Product
- Place
- Price
- Promotion

Excursion: Walking Tour of Paris Arts Organizations | Pre-departure Assignment Due:
- American Arts Marketing Images Journal

Readings:
- Section I: Relationship – Customer, customer, customer!
- O’Barr, William M. “The Interpretation of Advertisements.” *Advertising and Society Review.* Advertising Educational
Foundation. 2006.

Continuous Assignments:
- Arts Marketing Images Journal

Assignment Due:
- Arts Organization Research

| **Week Two:** June 8-11 | Class 3: Promotion
- Advertising
- Direct Marketing
- Social Media and eCommunications
- Special Promotions

Class 4: Branding and Campaigns
- Brand Elements, Identity and Essence
- Branding Positioning
- Cultural Considerations

Excursion: Musee de la Publicite | Continuous Assignments:
- Arts Marketing Images Journal

Readings:
- Section II: Sensorial Experiences – The Uncharted Territory of Branding.
### Week Three: June 15-18

**Class 5: Market Segmentation and Target Marketing**
- Marketing Research
- Methods of Segmentation

**Class 6: Audience Development and Consumer Loyalty**
- Market Potential and Market Demand
- Consumer Analysis
- Value Creation

**Excursion: Consumer Observation Lab**

### Assignments

Complete instructions for each assignment will be provided separately.

- American Arts Marketing Images Journal: 10%
- Arts Marketing Images Journal: 20%
- Arts Organization Research: 10%
- Target Market Research: 10%
- Brand Audit and Analysis: 10%
- Marketing Campaign Pitches: 40%

**TOTAL**: 100%

### Grade Explanations

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Characterization</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Excellent</td>
<td>Student demonstrates a full understanding of the subject matter, exemplary critical and creative thinking, strong comprehension of concepts presented in literature and previous work in the subject area, and highly developed communication and presentation skills. The work is of outstanding quality according to the criteria established for evaluation.</td>
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<tr>
<td>B</td>
<td>Good</td>
<td></td>
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**Range**: 90 to 100 percent
<table>
<thead>
<tr>
<th>Explanation:</th>
<th>Student demonstrates above average comprehension of the subject matter, above average critical and creative thinking, familiarity with concepts presented in literature and previous work in the subject area, and above average communication and presentation skills. The work is of above average quality according to evaluation criteria.</th>
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<tbody>
<tr>
<td>Range:</td>
<td>80 to 89 percent</td>
</tr>
<tr>
<td><strong>Letter Grade:</strong></td>
<td>C</td>
</tr>
<tr>
<td><strong>Characterization:</strong></td>
<td>Average</td>
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<tr>
<th>Explanation:</th>
<th>Student demonstrates average comprehension of the subject matter, average critical and creative thinking, familiarity with basic concepts found in literature and previous work in the subject area, and average communication and presentation skills. The work is of satisfactory or adequate quality according to evaluation criteria.</th>
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<tr>
<td>Range:</td>
<td>70 to 79 percent</td>
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<tr>
<td><strong>Letter Grade:</strong></td>
<td>D</td>
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<tr>
<td><strong>Characterization:</strong></td>
<td>Poor</td>
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<tr>
<th>Explanation:</th>
<th>Student demonstrates minimal understanding of the subject matter, poorly developed communication skills, inability to apply subject matter understanding in other contexts, and little evidence of critical or creative thinking. The work is of unsatisfactory but passable quality according to evaluation criteria.</th>
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<tr>
<td>Range:</td>
<td>60 to 69 percent</td>
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<td><strong>Letter Grade:</strong></td>
<td>E</td>
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<tr>
<td><strong>Characterization:</strong></td>
<td>Failing</td>
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<tr>
<th>Explanation:</th>
<th>The student shows inadequate understanding of subject matter, fails to complete course requirements, shows no demonstration of critical or creative thinking, and has very poor communication skills. The work is clearly of unacceptable quality according to the evaluation criteria.</th>
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<td>Range:</td>
<td>0 to 59 percent</td>
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Course Policies

Attendance
Attendance and promptness for the course is mandatory. Absences will impact a student’s final grade in the course. Arriving to class on time and being prepared to begin on time is expected. Two or more unexcused absences may result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons or special academic activities approved in advance by the course professor.

Student Conduct
All students must adhere to Western Kentucky University’s code of conduct as stipulated in the Student Handbook.