

ARTS ADMINISTRATION

Course Call Number: [Click here to enter text.](#)

Course Title: **Viral Marketing & social Media for the Arts**

Term & Year: [Click here to enter text.](#)

Instructor: [Click here to enter text.](#)

Office Location: [Click here to enter text.](#)

University Email Address: [Click here to enter text.](#)

Phone Number: [Click here to enter text.](#)

Office Hours: [Click here to enter text.](#)

COURSE INFORMATION

Course Location and Time

[Click here to enter text.](#)

Description and Prerequisites

This course examines the use of the Internet as a vital marketing tool between the arts organization and its audience. This course will focus on various Internet and social media marketing opportunities and strategies, online implementation of the marketing plan across multiple platforms, and the integration between the arts organization's online and offline marketing strategies. This course will be broken into three components that focus on (1) Word of Mouth and Buzz marketing strategies; (2) Website and Blog online content and layout; and (3) Social Media as part of the viral marketing plan. Through in class lectures, guest lectures and the discussion of relevant case studies, this course will explore how arts organization can develop and implement a viral marketing strategy that is cost effective and instills a unique branding element that allows for deeper connections and interaction between the organization, its audience and its various stakeholders.

Textbooks and Required Materials

The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, 3rd Edition By David Meerman Scott

Technology Requirements

COURSE OUTCOME & OBJECTIVES

Program Outcomes	Course Objectives
Demonstrate advanced knowledge of the history, structure and institutional behavior of arts organizations in the nonprofit, public and private sectors in the U.S. and, in a global context, including international cultural policy.	<ul style="list-style-type: none"> • Students will develop an understanding of how to create and implement an effective viral marketing plan that is integrated with their offline marketing strategies • Students will learn how to implement a creative and unique Social Media marketing campaign • Students will learn how to research and implement a viral marketing plan that allows the organization to explore specific target and niche markets • Students will research and analyze viral marketing case studies
Demonstrate proficiency with a sophisticated skill set emphasizing best practices with regard to: fundraising and financial management; setting goals in a mission driven (as well as a revenue driven) organization; understanding the important legal issues inherent in managing (either) performing or visual arts organizations; marketing within arts organizations; and engaging communities with the arts.	
Demonstrate competence sufficient to successfully obtain a position in the field of arts administration and/or nonprofit management.	

CLASS SCHEDULE

Week	Date	Topics and Assignments	Assessments and Assignments
1		Course Introduction Social Media Observation & Usage Analysis	<u>Reading for next class: <i>The New Rules of Marketing & PR...</i> By David Meerman Scott</u>
2		Exploring Website Content and Layout <ul style="list-style-type: none"> • WHAT IS THE CONTENT AND MESSAGE? • What is Viral Marketing & Social Media • Online News Releases and Email Delivery • Discuss <i>The New Rules...</i> 	
3		Website critique and analysis: <ul style="list-style-type: none"> • Students will critique and analyze various websites and will explore layouts and formatting that is effective and supports the overall marketing plan for the arts organization • Continue discussion of <i>The New Rules...</i> 	<u>Assignment Due in Class: Oral Presentation of Website Analysis</u>
4		Social Media: What is it? <ul style="list-style-type: none"> • Students will explore the various Social Media 	

		<p>outlets (Facebook, Twitter, LinkedIn, Pinterest, Foursquare, SmartPhone Apps, Groupon, Blogs, among others) and how they can be incorporated as a vital tool in a PR and Marketing plan</p> <ul style="list-style-type: none"> • Each student will choose one type of a Social Media platform and complete a detailed study of that application and how it can be used as part of a Social Media campaign that they will share with their colleagues (To Be Presented on February 25th) • Search Engine Optimization 	
5		Social Media as Part of the Organization's Marketing Strategy	Assignment due in class: Oral presentations of Social Media Analysis
6		<p>Social Media Marketing Plan Implementation</p> <ul style="list-style-type: none"> • Students will explore ways to create and implement a Social Media marketing plan • Cost effectiveness and advertisement placement on Social Media sites • Time Effectiveness Exercise (in class) • Social Media budgeting (in class) 	
7		Final project research exploration	
8		<p>Video and PR & Marketing</p> <ul style="list-style-type: none"> • Students will explore various uses for video as a marketing tool on YouTube, Vimeo, website streaming, and others 	
9		<p>Latest trends in Social Media</p> <p>Guest lecturer</p>	
10		Open Discussion	
11		International Social Media Campaigns	
12		Open discussion	
13		Final project presentations	
14		Final project presentations	
15		Final Exam	Final Exam

ASSIGNMENT & ASSESSMENTS

Assessment	Weight
Class attendance, participation, and discussion	50
Oral presentation of website analysis	10
Oral presentation of social media analysis	10
Final project	30
Total	100 points

INSTRUCTOR POLICIES

Class Participation

(Sample text)

I expect you to attend every class. You are responsible for completing all of the required assignments. I expect all students to participate in class discussions, contributing ideas and perspectives on topics or art. All your work should incorporate aspects or issues addressed in class in relation to your personal or professional interests.

You are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that everyone has an opportunity to gain from time spent in class, unless otherwise approved by the instructor, you are prohibited from using cellular phones or beepers, checking your email or surfing the internet, updating your social networking sites, eating or drinking in class, making offensive remarks, reading newspapers or magazines, sleeping or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a request to leave class, which will be counted as an unexcused absence

Attendance Policy

(Sample text)

- After three absences your entire final grade will drop one letter grade per additional absence.
- If you miss more than six class meetings, you will fail the course.
- Two tardies, leaving early, excessive breaks will count as one absence.
Any student that misses more than 5 classes for either personal or medical reasons will be encouraged to drop the course.
- If you miss role call, it is your responsibility to see that the record is corrected from an absence to a tardy if you are late.
- If you miss a class please ask another classmate for information on the material we covered that day. If your absence is excused by the instructor (documented medical or documented emergency), please make an appointment to review missed material.
- Missing a critique day will lower your letter grade for the semester by one.

Late Work/Make-Up Work Policy

(Sample text)

Students may write a 2-page précis on the day's assigned readings in order to make up for discussions missed due to absences, but only for the first three absences. NO extra credit will be given to make up for excess absences.

Late work may be subject to a penalty of 10% deducted from the assignment's value per day the work is late, unless the student provides proof of an acceptable mitigating circumstance: serious illness, death of a family member, or other circumstance if approved by the instructor.

Grading

(Sample text)

A = Excellent (100-90%)

B = Above Average (89-80%)

C = Average (79-70%)

D = Inferior (69-60%) [passing but not necessarily satisfying degree requirements]

F = Failure (59% or below)

UNIVERSITY & DEPARTMENT POLICIES

Academic Integrity

Accommodations/Disabilities

Library Support

Course Content and Schedule Changes

Incomplete Grade Policy

STUDENT RESOURCES

Document Formatting

(Sample text)

All written materials and assignments must be typewritten or word-processed utilizing the following format. NO handwritten papers will be accepted.

- 1-inch margins
- Times New Roman, size 12
- Double spaced
- Heading: your full name, the date, and the assignment title at the top of the first page
- Correct use of citations, if applicable
- Included illustrations, if any, must be located at the end of the document (not in line with text), accompanied by correct citations, and DO NOT count towards total page length of the assignment.

Discussion Guidelines

(Sample text)

1. Comments should address the idea under discussion, not the person who proposed the idea.
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2. Whether discussing a work of art, idea, or other topic, every evaluative statement should be accompanied by a rationale.
“_____ [specific aspect] was _____ [good/bad/other value judgment] because _____ [rationale or criterion].”
 3. Use disciplinary-specific vocabulary whenever possible.
 4. If commenting on a fellow student’s paper or presentation, lead with a positive statement before offering a negative criticism. “I liked ___ because _____, but I don’t think that your _____ was as successful because _____.”

Discussion is among the most important activities in any class, so your attention should remain undivided. Absolutely, positively no cell phones or other electronic devices may be used during class. Electronics must be powered off, unless you have a unique personal reason for which you have received prior approval by the instructor.

Web Links

Web links and other content will be shared on the course website

Bibliography or Recommended Readings

Additional readings will be shared on the course website

Attachments-1

Written directions for assignments

Course Requirements:

1. Students will explore in depth one area of viral marketing and report their research to the class.
2. For their Final Project, students must choose a commercial or nonprofit arts organization and create a comprehensive viral marketing campaign
3. Students will “pitch” this Final Project campaign to a panel of their peers
4. Students will research and analyze an arts organization website and present their analysis to the class.

ALL ASSIGNMENTS WILL BE DISCUSSED IN DETAIL PRIOR TO EACH PROJECT DUE DATE.

Attachments-2

Grading Rubrics for Assignments

(Sample text)

Written Assignment Rubric

	5 excellent	4 good	3 satisfactory	2 unsatisfactory	1 very poor	0
Text adequately addresses assigned question or topic						
Use of additional resources						
Use of proper English/overall quality of writing						
Meets due date						
Correct format						
Length meets assignment specifications						

Total Points = ____ / 30