

5^e édition

MARKETING DES ARTS ET DE LA CULTURE

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Marketing The Arts

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Marketing The Arts:

Marketing the Arts Anthony Rhine, 2020-05-13 With limited budgets and resources arts ventures are struggling to employ modern marketing methods to promote their events *Marketing the Arts* introduces students young professionals and even seasoned veterans to new and refined marketing approaches by drawing on marketing theory as it is used by huge multi nationals exploring such theories in the context of creative ventures generally and the fine and performing arts specifically The book is designed for classroom use but also appeals to practitioners looking to strengthen their understanding of marketing as well as for individuals interested in selling their creations The book addresses market research marketing strategy value creation branding customer acquisition market distribution pricing strategies sustaining customers and value Features include Discussion questions and classroom activities Case studies of real life situations Commentary by current professional practitioners Companion website

Marketing the Arts Michael P. Mokwa, William M. Dawson, E. Arthur Prieve, 1980

Marketing the Arts : an Introduction and Practical Guide K.C. Diggle, 1976

Arts Marketing Finola Kerrigan, Peter Fraser, Mustafa Ozbilgin, 2007-03-30 Arts Marketing focuses on a variety of sectors within the arts and addresses the way in which marketing principles are applied within these outlining both the similarities and the differences that occur Relating policy to practice this contributed text demonstrates the most effective means of marketing in specific areas of the arts with each chapter having been written by a specialist in the field Although primarily focusing on the UK market the subject has global relevance and appeal and policy is evaluated on national European and supranational levels Specialist topics dealt with range from the marketing of the theatre opera and museums through to the film industry and popular music

Marketing the Arts Daragh O'Reilly, Finola Kerrigan, 2010 Offers new and exciting ways to study and practice arts marketing moving away from traditional managerial marketing to embrace other areas of marketing theory including branding and consumer culture theory

Creative Arts Marketing Elizabeth Hill, Terry O'Sullivan, Catherine O'Sullivan, 2012-06-25 As a comprehensive overview of all aspects of marketing in the sector *Creative Arts Marketing* remains unrivalled and in addition this edition gives new coverage of Current knowledge and best practice about marketing and advertising through new media The impact of Relationship Marketing techniques A wholly revised and enhanced set of cases Entirely revised and updated data on the arts industry *Creative Arts Marketing* reflects the diversity of the arts world in its wide ranging analysis of how different marketing techniques have worked for a diverse range of arts organizations As such it is an invaluable text for both students and arts managers

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Marketing the Arts Finola Kerrigan,Chloe Preece,2022-12-20 With contributions from international scholars of marketing and consumer studies this renowned text engages directly with a range of contemporary themes including The importance of arts consumption and its socio political dimensions The importance of the aesthetic experience itself and how to research it Arts policy development The art versus commerce debate The role of the arts marketer as market maker The artist as brand or entrepreneur This fully updated new edition covers digital trends in the arts and emerging technologies including virtual reality streaming services and branded entertainment It also broadens the scope of investigation beyond the West looking to film in emerging markets such as India and China music in Sub Saharan Africa and indigenous art in Australia Alongside in depth theoretical analysis this edition of *Marketing the Arts* has an enhanced focus on practical application with updated case studies and tools throughout *Marketing the Arts Breaking Boundaries* is core reading for advanced undergraduate and postgraduate students studying arts marketing and management Online resources include chapter by chapter PowerPoint slides and a test bank

Marketing the Arts and Entertainment Ronald C. Harding,2013-05-29 This workbook is designed to help newcomers to the world of performance and exhibition become successful The secret is marketing know how and this guide is designed to take you step by step through the business of finding funding getting an affordable location working out a budget a game plan and then attracting an audience who will ensure success Whether you are a small art gallery dance company little theater group comedy club local museum start up opera company or dance theater this book is for you It has already proven successful with all these groups as well as being successfully used by a landmark movie theater threatened with demolition unless it paid its bills a local PBS station faced with falling viewership and pledges and even a zoo in one of America s best loved cities Simply said whatever you have to offer can be marketed successfully [Creative Arts Marketing](#)

Creative Arts Marketing Liz Hill,Catherine O'Sullivan,Terry O'Sullivan,Brian Whitehead,2017-10-10 *Creative Arts Marketing* third edition is a long awaited update of a classic and influential text A ground breaking book when first published it covers the core concepts of marketing and management as they apply to the arts and heritage industries with a depth that is still unrivalled With an emphasis on global case studies practical examples and discussion questions and an author team that draws from rich and varied experiences in the arts management sector the book serves as a text for students as much as it is a practitioner s guide to industry best practice Extensively revised to reflect the dramatic changes to this industry this edition integrates organizational and management subject matter reflecting the marketing function s deeper involvement in broad organizational issues This fully updated and revised third edition features Audience diversity and audience development The

impact of digital technologies on the industry An exploration of the increasingly complex relationship between public and private funding for the arts Ethics and sustainability issues for arts marketers Cultural policy changes in the industry Including a brand new companion website complete with materials for tutors and students for the first time the return of this important text will be welcomed by students tutors and professionals in the arts **Consumer Behaviour and the Arts** François Colbert,Alain d'Astous,2021-09-30 Although the literature on marketing of the arts is abundant very few if any full length works have examined the other side of the coin and closely studied the people who consume the products of the cultural industry This book offers a summary of the knowledge garnered in recent decades by researchers exploring consumer behaviour in arts and culture Each chapter explores a different aspect of consumer behaviour in the arts by answering the following questions What do we know about this aspect of consumer behaviour in general What do we know about this aspect as it relates to the consumption of art works or cultural experiences What are the practical implications of this knowledge for managers working in the arts What are the implications for researchers in this field This book fills the need for scientific and practical knowledge about the people who consume arts and culture and will therefore be of particular interest to managers of cultural venues and institutions to students or teachers in arts management training programs to researchers in the field to public policymakers in arts and culture and to anyone directly or indirectly involved in creating promoting and distributing artistic and cultural products *This Way Up* Caroline Griffin,2007 Arts Marketing Insights Joanne Scheff Bernstein,2011-01-19 Audience behavior began to shift dramatically in the mid 1990s Since then people have become more spontaneous in purchasing tickets and increasingly prefer selecting specific programs to attend rather than buying a subscription series Arts attenders also expect more responsive customer service than ever before Because of these and other factors many audience development strategies that sustained nonprofit arts organizations in the past are no longer dependable and performing arts marketers face many new challenges in their efforts to build and retain their audiences Arts organizations must learn how to be relevant to the changing lifestyles needs interests and preferences of their current and potential audiences Arts Marketing Insights offers managers board members professors and students of arts management the ideas and information they need to market effectively and efficiently to customers today and into the future In this book Joanne Scheff Bernstein helps readers to understand performing arts audiences conduct research and provide excellent customer service She demonstrates that arts organizations can benefit by expanding the meaning of valuable customer to include single ticket buyers She offers guidance on long range marketing planning and helps readers understand how to leverage the Internet and e mail as powerful marketing channels Bernstein presents vivid case studies and examples that illustrate her strategic principles in action from organizations large and small in the United States Great Britain Australia and other countries *The Routledge Companion to Arts Marketing* Daragh O'Reilly,Ruth Rentschler,Theresa A. Kirchner,2013-12-17 The relationship between the arts and marketing has been growing ever more complex as the

proliferation of new technologies and social media has opened up new forms of communication This book covers the broad and involved relationship between the arts and marketing It frames arts marketing in the context of wider related issues such as the creative and cultural industries cultural policy and arts funding developments in the different art forms and the impact of environmental forces on arts business models and markets The Routledge Companion to Arts Marketing provides a comprehensive up to date reference guide that incorporates current analyses of arts marketing topics by leaders of academic research in the field As such it will be a key resource for the next generation of arts marketing scholars and teachers and will constitute the single most authoritative guide on the subject internationally Marketing the Arts Finola

Kerrigan,2010-04-27 In recent years there have been significant shifts in arts marketing both as a practice and an academic discipline The relationship between art and the market is increasingly complex and dynamic requiring a transformation in the way the arts are marketed Marketing the Arts argues that arts marketing is not about the simple application of mainstream managerial marketing to the arts With contributions from international scholars of marketing and consumer studies this book engages directly with a range of contemporary themes including The importance of arts consumption and its social dimensions The importance of the aesthetic experience itself and how to research it Arts policy development The art versus commerce debate The role of the arts marketer as market maker The artist as brand or entrepreneur This exciting new book covers topics as diverse as Damien Hirst s For the Love of God Liverpool s brand makeover Manga scanlation Gob Squad Surrealism Bluegrass music Miles Davis and Andy Warhol and is sure to enthuse students and enlighten practitioners

The Artist's Business and Marketing ToolBox Neil McKenzie,2012-03-07 Starting and running a successful art business is just like running and starting any other business To create a vibrant and sustainable art enterprise you need to have a basic understanding of how business works You don t need an MBA but you do need to know about business and marketing In art school they probably didn t teach you much about the business end of selling your work or what it takes to run a company Don t worry you don t need to enroll in business school to get a good grasp of the basics you will find them this book The Artist s Business and Marketing ToolBox gives you real life examples you can use as well as over 80 forms to help you develop your business and marketing plan Whether you just want to make a few extra dollars selling your art or you want to make art your full time profession you owe it to yourself to learn about running a business and the fundamentals of marketing The difference between many successful and not so successful artists may have a lot more to do with their grasp of business and marketing than the art they create In the Artist s Business and Marketing ToolBox you will learn the basics of Starting a new business Developing your brand How to take advantage of opportunities and capitalize on your strengths Understanding the business planning process and putting together your own plan Accounting and finance that you need Becoming more productive in creating your art Managing and organizing your company Developing and implementing effective marketing strategies for oPublic relations oAdvertising oSelling your art oPricing your work oEffective web sites

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Art Marketing 101 Constance Smith,1998-07-15 A guide to gaining a competitive edge in the art market that provides practical ideas and examples to help artists create a plan of action advertise their work set the right price handle legal aspects plan an exhibition put together a portfolio and publish and license their work *The Routledge Companion to Arts Marketing* Daragh O'Reilly,Ruth Rentschler,Theresa Kirchner,2013-12-17 The relationship between the arts and marketing has been growing ever more complex as the proliferation of new technologies and social media has opened up new forms of communication This book covers the broad and involved relationship between the arts and marketing It frames arts marketing in the context of wider related issues such as the creative and cultural industries cultural policy and arts funding developments in the different art forms and the impact of environmental forces on arts business models and markets The Routledge Companion to Arts Marketing provides a comprehensive up to date reference guide that incorporates current analyses of arts marketing topics by leaders of academic research in the field As such it will be a key resource for the next generation of arts marketing scholars and teachers and will constitute the single most authoritative guide on the subject internationally Marketing for Cultural Organizations Bonita M. Kolb,2013-07-18 Marketing for Cultural Organizations presents traditional marketing theory with a focus on the aspects most relevant to arts or cultural organizations The book explains how to overcome the division between the concepts of high art and popular culture by targeting the new tech savvy cultural consumer As arts patronage has declined and given new technological advances arts organizations have had to adapt to a new environment and compete for an audience This edition emphasizes visitor or audience participation as well as the use of social media in attracting and maintaining an audience Learning to harness social media and technology in order to encourage a dialogue with its audience is of primary importance for arts organizations This book covers Cost effective methods of researching the audience using technology Developing a consistent branded online message Using social media to increase audience engagement and involve them in the creative process With an approach that is jargon free and focused on practical application this book is designed for both undergraduate and graduate students of arts marketing and cultural management

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Marketing The Arts Introduction

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