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# **B8568 sec. 1: Branding in the Arts**

# Spring 2022 B Professor Bernd Schmitt

**Thursdays 3:50-7:05pm** [bhs1@columbia.edu](mailto:bhs1@columbia.edu)

**METHOD OF EVALUATION**

Class preparation, Attendance and Participation 40%

Group Presentations 30%

Final Individual Paper 30%

**READINGS**

* Bernd Schmitt, Customer Experience Management. New York: Wiley, 2003.
* Melissa Dobson, *New Audiences for Classical Music*, Journal of New Music Research, Vol. 39, 2010.
* Brian Millar, *Arts Branding Sucks,* Fast Co.Design, 2012.
* Laurine van de Wiel and Saskia Brocx, *Emotion and Inspiration at the Van Gogh Museum*, ESOMAR Congress, Istanbul, 2013.
* Matt Hermann, *Pima Air and Space Museum*, Warc Prize for Social Strategy, 2014.
* Paul Marsden, *The Future of Marketing is art*, Warc Market Leader, 2015.

## **OPTIONAL READINGS**

* Joanne Scheff Bernstein, *Standing Room Only: Marketing Insights for Engaging Performing Arts Audiences,* 2014.
* Bernd Schmitt, *Experience Marketing: Concepts, Frameworks and Consumer Insights*. Foundations and Trends in Marketing. Vol. 5, No. 2 (2010) 55–112.
* Glenn B. Voss et al. Aligning Innovation with Market Characteristics in the Nonprofit Professional Theater Industry, *Journal of Marketing*, Vol. 43, 2006, pp. 296-302

## **COURSE OVERVIEW**

The Branding in the Arts immersion course will give students the opportunity to learn about how companies in the arts industries (music, visual arts, theater, and culinary arts) are addressing new challenges and opportunities while maintaining centuries-old traditions.

Major themes for site visits, speakers, discussion, group and individual assignments will focus on current practices of branding in the arts and its future:

* What are the biggest branding challenges for major cultural institutions and their brands?
* How can an audience be captivated with the right arts project?
* What tools do arts organizations use now (and will use in the next few years) to build and maintain relationships and loyalty with patrons and the public?
* How can arts organizations embrace an omni-channel strategy to better communicate with their constituents?
* What major influences will change customer experiences in the arts in the next decade?
* How does technology affect the arts?

**CONNECTION TO THE CORE**

The learning in this course will utilize, build on, and extend concepts covered in the following core courses:

|  |  |
| --- | --- |
| **Core Course** | **Connection with Core** |
| Marketing | 1. Innovation 2. Integrated marketing communications 3. Customer Analysis 4. Competitive Analysis 5. Branding 6. Market Penetration & Marketing Strategy |

Students will be expected to have mastered these concepts and be able to apply them in the course.

**ASSIGNMENTS AND GRADING**

Requirements for the course are: prepare for, attend class and participate in class discussions (40%), group presentation 1 (30%) and final group project (30%).

***Group Presentations –***During the first class students will break into groups of 4-6 members. In the projects, each group will take the perspective of an art consultant and present insights and recommending a course of action to address the challenges.

**This course adheres to Columbia core culture. Students are expected to be:**

**Present:**

* On time and present for every session
* Attendance tracked

**Prepared:**

* Complete pre-work needed, expect cold calling
* Bring nameplates and clickers

**Participating:**

* Constructive participation expected and part of grade
* No electronic devices unless explicitly called for by the instructor

**COURSE OUTLINE (PRELIMINARY – ORGANIZATION. MAY CHANGE)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Session** | **Topic** | **Lecture/Guest** | **Guest organization in class** |
| Session 1 | Classical music | Brands in the Arts | NY Public Radio / WQXR |
| Session 2 | Visual arts | Brand Experience | Museum of the City of New York |
| Session 3 | Theater | Lifestyle Branding | Rodgers and Hammerstein |
| Session 4 | Video | Technology in the Arts | HBO |
| Session 5 | Culinary Arts | Luxury Branding | Union Square Hospitality |
| Session 6 | Project Presentations |  |  |