DESCRIPTION:
This course will provide participants with an introduction to arts and culture; after a definition of terms, the Austrian, European “Cultural Setting” will be presented versus the US cultural system. Consequently, business segments in the arts will be discussed: eg. Cultural Tourism. Special attendance will be given to the management of Non-Profit arts institutions on the local, regional and national level as well as Arts funding and grant writing. The international scope of Arts and Culture will be examined (UNESCO, EXPOS, etc.)

Consequently, examples of the Performing Arts (opera, musical, theatre: the products, its management and marketing), and Visual Arts (government and private collections, museums, collecting, exhibiting, insuring), the role of arts festivals will be presented. As arts-and cultural events have become more and more important the legal side and the business of events will be elaborated and discussed in class; Marketing/PR, Media, Sponsorship; Audience Development are important management tools that will be given special attendance. In the second part of the semester an introduction to commercial entertainment trends will open the eyes of students to unknown business- and employment fields in the area of arts and entertainment: theme parks, urban entertainment centers, retail entertainment, entertainment, and “shoppertainment”.

Excursions to major Arts, Media and Entertainment institutions in Vienna will be included via course-related trips to Schönbrunn Palace, Vienna State Opera, Auction House Dorotheum, National Museums Belvedere and Leopold, the Vienna Prater a.o.

EDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

METHOD OF PRESENTATION:
- Lectures with discussions
- Guest lectures: Managers of the Vienna State Opera, Schönbrunn Palace, National Museums, Auction House Dorotheum, Amusement Park Prater, Ferries Wheel etc.
- Power Point presentations
- Group Work on cases
- Student presentations on literature
- Summary and reflections on prior lesson
- Course-related field trips

REQUIRED WORK AND FORM OF ASSESSMENT:
- Course participation – 10%
- Midterm Exam – 25%
- Final Exam – 25%
- Group Event - 20%
- Presentations - 20%

Course Participation
Summaries and reflections of prior lessons; group activities

Midterm Exam
Written: Part 1. 10 general questions on lectures/ topics/course related field trips; Part 2. Marketing case
Final Exam
Written: Part 1. 10 questions on lectures/topics/course related field trips; Part 2. SWOT analysis or an event creation

Group Event
Students form teams and create, prepare and manage a unique art event presented in the Viennese art space “Salon Schräg”

Presentation
Students select one book of the required reading list and form teams of 2-3. They determine and choose the most important chapters and present the major content as a group. Grading is based on a) choice of chapters, content; b) clarity of presentation: Power Point/oral presentation

LEARNING OUTCOMES:
By the end of the course students will be able to:
- have a general understanding of Austrian, European art and cultural settings
- differentiate between the US and the European cultural systems and structures
- write grants and pitches for art funding and events
- create individual budgets and funding options
- develop marketing and communication strategies for arts and cultural events
- understand general principles of nonprofit versus commercial arts management
- identify the most important fields of international arts institutions, their missions and goals

ATTENDANCE POLICY:
IES Vienna requires attendance at all class sessions, including field study excursions, internship meetings, scheduled rehearsals, and all tests and exams. Attendance will be taken for every class. If a student misses more than two class without an excuse, the final grade will be reduced by one-third of a letter grade (for example, A- to B+) for every additional unexcused absence.

Excused absences are permitted only when:
1) a student is ill (health issues),
2) when class is held on a recognized religious holiday traditionally observed by the particular student, or
3) in the case of a grave incident affecting family members;
4) Exceptions may be made for conflicting academic commitments, but only in writing and only well in advance of missed class time.

Please refer to IES Vienna Attendance Policy for details on how to get your absences excused.

CONTENT:
Content within the cell can include ordered or bulleted lists. Bulleted lists are preferred for readings.

<table>
<thead>
<tr>
<th>Week</th>
<th>Content</th>
<th>Assignments</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td><strong>Introduction to course and topics, syllabus</strong></td>
<td>Interviewing classmates in order to know each other.</td>
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<td>1. Personal introduction of students, backgrounds, interests.</td>
<td>PPT presentation</td>
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<td></td>
<td>2. Arts and Culture by definitions, Support of Arts</td>
<td>Interactive Online group work</td>
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<td>3. Funding systems and structures on the European National, regional and municipal level</td>
<td>PPT presentation and discussion</td>
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<td>4. Introduction to arts and cultural markets</td>
<td>SWOT-Analysis handout</td>
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<td>5. Culture tourism, the multiplier effect</td>
<td>Group work – Analysis of SmartguideVienna</td>
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<td>Week 2</td>
<td>Nonprofit Arts Management</td>
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<tr>
<td>1.</td>
<td>Subsidies, nonprofit versus for profit, mission and visions, budgets, fundraising principles</td>
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<td>2.</td>
<td>Arts and Cultural Events, authorities and the legal side, safety, organizational issues, content creation</td>
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<td>3.</td>
<td>Course related trip to Salon Schräg</td>
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<td>4.</td>
<td>The planning of a student talent show</td>
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<td>5.</td>
<td>Course related field trip Schönbrunn Palace</td>
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<td>Team building, reading and presentation requirements</td>
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<th>Week 3</th>
<th>Principles of Cultural Marketing</th>
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<td>1.</td>
<td>The case Cirque du Soleil; tour planning, pre-production, production, marketing and media, The importance of 4 Ps, research and selection of mix</td>
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<tr>
<td>2.</td>
<td>Sponsorship Seminar: an essential marketing and communication tool, forms of sponsorship, benefits, pitch and measurement of results</td>
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<td>3.</td>
<td>Course related trip to Vienna State Opera</td>
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<td>4.</td>
<td>Planning, Booking, Contracts, Production management</td>
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<td>PPT presentation offer promotional video materials</td>
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<th>Week 4</th>
<th>Student Presentations in Groups</th>
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<td>Preparations and Management of Student Event</td>
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<td>PPT presentations in teams, discussion</td>
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<td>Reflection, Evaluation on Event</td>
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<th>Week 5</th>
<th>Midterms</th>
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<td></td>
<td>Written Exam</td>
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### Week 6
1. Specialization Visual Arts
2. The arts market, International developments
3. Course related field trip to Dorotheum, the oldest auction house in the world

- Guest lecture and backstage Tour by Raphael Schwarz, Auctioneer and marketing specialist of Dorotheum

### Week 7
1. Introduction to Commercial Arts and Culture, Festivals, Arts destinations
2. Theme ParksCourse related field trip to Museumsquartier
3. Course related field trip to the Prater, the World’s oldest Amusement Park

- PPT Presentation
- PPT Presentation, Video Material

### Week 8
1. Creative Industries and innovations in the field of arts and culture; Course related field trip to Swarowski Austria
2. Guest lecture by Dr. Lonnie Johnson, director of the Austrian Fulbright Commission

- Guided Tour by Flagship Store Manager

### Week 9
Interactive workshop on Careers in the Arts
PPT presentation, discussion

### Week 10
**Optional Tours:**
- Guided Tour, guest lectures by Peter Petrisch, CEO of the Vienna Ferries Wheel, and Dkm Carl Kolarik, CEO of Schweitzer Haus;
- OR
- Ottrakringer Brauerei

### Week 11
Final Exam

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**COURSE-RELATED TRIPS:**
- Smartguide- tour of the UNESCO World Cultural Heritage Vienna Inner City
- Schönbrunn Palace and Park
- Vienna State Opera
- Dorotheum, Oldest Auction House
- Museumsquartier and Leopold Museum
• National Museum Belvedere
• Prater, the World’s oldest Amusement Park
• Creative Industries: Swarowski Flagship store, Vienna Silver Manufacturing, Urban Speed Fashion

REQUIRED READINGS:
• Beyard M: Developing Urban Entertainment Centers, Urban Land Institute, 1998
• Schwarz Martin: Art and Cultural Sponsoring, Wirtschaft für Kunst
• Clave’Anton, The Global Theme Park Industry, cabi UK, 2007
• Colbert Francois: Marketing Culture and the Arts, 2012 by Gaetan Morin Éditeur Itée, Boucherville, Canada
• Kotler Ph., Scheff J.: Standing room only, strategies for marketing the performing arts 2006
• Kotler & Kotler, Museum Strategy and Marketing, Joey & Bass, UK 2006
• Stein, Bathurst, Performing Arts Management, Allworth Press, 2008
• Latest books to be handed out for class sessions;

Filmography:
• CdS promotional Videos
• History Channel, Walt Disney World

RECOMMENDED READINGS:
• Newspapers, Magazines, Hand Outs