



MK/IB 315 ARTS, ENTERTAINMENT & CULTURAL MANAGEMENT
IES Abroad Vienna

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, Ferris 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 classes 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.

Week	Content	Assignments
Week 1	Introduction to course and topics, syllabus <ol style="list-style-type: none"> 1. Personal introduction of students, backgrounds, interests. 2. Arts and Culture by definitions, Support of Arts 3. Funding systems and structures on the European National, regional and municipal level 4. Introduction to arts and cultural markets 5. Culture tourism, the multiplier effect 	Interviewing classmates in order to know each other. PPT presentation Interactive Online group work PPT presentation and discussion SWOT-Analysis handout Group work – Analysis of SmartguideVienna

	<ol style="list-style-type: none"> 6. Course related field trip “Smartguide”, UNESCO World Cultural heritage Vienna’s Inner City 7. Literature Session; book handout 	<p>Team building, reading and presentation requirements</p>
Week 2	<p>Nonprofit Arts Management</p> <ol style="list-style-type: none"> 1. Subsidies, nonprofit versus for profit, mission and visions, budgets, fundraising principles 2. Arts and Cultural Events, authorities and the legal side, safety, organizational issues, content creation 3. Course related trip to Salon Schräg 4. The planning of a student talent show 5. Course related field trip Schönbrunn Palace 	<p>PPT presentation</p> <p>PPT Presentation</p> <p>Group Work</p> <p>Backstage Tour and guest lecture “Managing a Heritage destination” by Maria Mayr-Munoz, Schloss Schönbrunn Marketing and Special Events Manager</p>
Week 3	<p>Principles of Cultural Marketing</p> <ol style="list-style-type: none"> 1. The case Cirque du Soleil; tour planning, pre-production, production, marketing and media, The importance of 4 Ps, research and selection of mix 2. Sponsorship Seminar: an essential marketing and communication tool, forms of sponsorship, benefits, pitch and measurement of results 3. Course related trip to Vienna State Opera 4. Planning, Booking, Contracts, Production management 	<p>PPT Presentation</p> <p>Presentation of promotional video materials</p> <p>PPT presentation and group work</p> <p>Backstage Tour and Guest lecture by Stefanie Wippel, director of booking and administration, Staatsoper Wien</p>
Week 4	<p>Student Presentations in Groups</p> <p>Preparations and Management of Student Event</p>	<p>PPT presentations in teams, discussion</p> <p>Reflection, Evaluation on Event</p>
Week 5	<p>Midterms</p>	<p>Written Exam</p>

Week 6	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Introduction to Commercial Arts and Culture, Festivals, Arts destinations 2. Theme Parks Course related field trip to Museumsquartier 3. Course related field trip to the Prater, the World's oldest Amusement Park 	<p>PPT Presentation</p> <p>PPT Presentation, Video Material</p>
Week 8	<ol style="list-style-type: none"> 1. Creative Industries and innovations in the field of arts and culture; Course related field trip to Swarovski Austria 2. Guest lecture by Dr. Lonnie Johnson, director of the Austrian Fulbright Commission 	Guided Tour by Flagship Store Manager
Week 9	<p>Interactive workshop on Careers in the Arts</p> <p>PPT presentation, discussion</p>	
Week 10	<p>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</p>	
Week 11	Final Exam	

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: Swarovski 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 E´diteur Iteé, Boucherville, Cadada
- Kotler Ph., Scheff J.: Standing room only, strategies for marketing the performing arts 2006
- Kotler & Kotler, Museum Strategy and Marketing,Joey & Bass, UK 2006
- Gilmore, Pine: The Experience Economy, Harvard Business Press, 1999 – revised edition 2016
- 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