

Term Information

Effective Term Autumn 2022

General Information

Course Bulletin Listing/Subject Area Art Education
Fiscal Unit/Academic Org Arts Admin, Education & Policy - D0225
College/Academic Group Arts and Sciences
Level/Career Graduate, Undergraduate
Course Number/Catalog 5688
Course Title Marketing, Communications, & Social Media in Nonprofit Arts Institutions
Transcript Abbreviation SMM NPO Arts Inst
Course Description This class focuses on strategies for identifying and developing relationships between audiences/visitors and nonprofit arts institutions through the use of digital technology, specifically social media
Semester Credit Hours/Units Fixed: 3

Offering Information

Length Of Course 14 Week, 12 Week, 8 Week, 7 Week, 6 Week
Flexibly Scheduled Course Never
Does any section of this course have a distance education component? No
Grading Basis Letter Grade
Repeatable No
Course Components Seminar
Grade Roster Component Seminar
Credit Available by Exam No
Admission Condition Course No
Off Campus Never
Campus of Offering Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites
Exclusions
Electronically Enforced No

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code 13.1302
Subsidy Level Doctoral Course
Intended Rank Junior, Senior, Masters, Doctoral

Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors

The course is an elective (for this or other units) or is a service course for other units

Course Details

Course goals or learning objectives/outcomes

- Learn to identify, target, and communicate with local, national, and international constituencies.
- Understand internal and external organizational environments and the parts they play in marketing and communications
- Create a marketing/press plan for an event from conception to execution.
- Integrate marketing and public relations strategies that are then deployed through social media platforms.
- Know and understand the elements of branding.
- Develop a robust knowledge of popular social media apps, including identifying appropriate apps for particular situations, content creation and branding, and analyzing metrics.

Content Topic List

- Social media
 - Marketing
 - Communications/public relations
 - Image and brand development
 - Stakeholders and programming
- No

Sought Concurrence

Attachments

- Arts Management Curriculum Map 2022.pdf: Curriculum Map
(Other Supporting Documentation. Owner: Pace, Lauren Kate)
- 5688 concurrence.pdf: Communications concurrence
(Concurrence. Owner: Pace, Lauren Kate)
- 5688 Concurrence Marketing & Logistics.pdf: Marketing concurrence
(Concurrence. Owner: Pace, Lauren Kate)
- ArtEduc5688 Social Media Full Syllabus.pdf
(Syllabus. Owner: Pace, Lauren Kate)

Comments

- Please see Panel feedback e-mail sent 03/09/22. *(by Cody, Emily Kathryn on 03/09/2022 07:15 AM)*
- See email about concurrence & curriculum map. *(by Vankeerbergen, Bernadette Chantal on 01/31/2022 12:56 PM)*

COURSE REQUEST
5688 - Status: PENDING

Last Updated: Vankeerbergen, Bernadette
Chantal
03/20/2022

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Pace, Lauren Kate	01/31/2022 10:35 AM	Submitted for Approval
Approved	Savage, Shari L	01/31/2022 11:33 AM	Unit Approval
Revision Requested	Vankeerbergen, Bernadette Chantal	01/31/2022 12:56 PM	College Approval
Submitted	Pace, Lauren Kate	02/11/2022 02:07 PM	Submitted for Approval
Approved	Savage, Shari L	02/11/2022 02:27 PM	Unit Approval
Approved	Vankeerbergen, Bernadette Chantal	02/17/2022 04:23 PM	College Approval
Revision Requested	Cody, Emily Kathryn	03/09/2022 07:15 AM	ASCCAO Approval
Submitted	Pace, Lauren Kate	03/10/2022 12:02 PM	Submitted for Approval
Approved	Savage, Shari L	03/10/2022 12:31 PM	Unit Approval
Approved	Vankeerbergen, Bernadette Chantal	03/20/2022 11:24 AM	College Approval
Pending Approval	Cody, Emily Kathryn Jenkins, Mary Ellen Bigler Hanlin, Deborah Kay Hilty, Michael Vankeerbergen, Bernadette Chantal Steele, Rachel Lea	03/20/2022 11:24 AM	ASCCAO Approval

ARTEDU 5688 Marketing, Communications, & Social Media in Nonprofit Arts Institutions

Spring 2022 |3-credits

Wednesday 1:00 to 3:45 p.m. | 251 Sullivant Hall-Computer Lab



CONTACT INFORMATION

Dana Carlisle Kletchka, Ph.D.

Assistant Professor of Art Museum Education

Department of Arts Administration, Education and Policy

245E Sullivant Hall

(614) 688.4412 | kletchka.1@osu.edu

Office hours: Tuesdays from 10:00 a.m. to 11:00 a.m. or by appointment.

DESCRIPTION & OBJECTIVES

Non-profit arts institutions are, more than ever before, driven to be visitor centered and responsive to the communities they serve. This class focuses on strategies for identifying and developing relationships between audiences/ visitors and nonprofit arts institutions through the applied use of digital technology, specifically social media and other digital platforms. It is divided into three areas of study:

1. **Marketing**, including market research, forecasting, product development, price, promotion, and distribution for non-profit arts institutions.
2. **Communications/Public Relations**, including media & government relations, public information, internal communications, audience development, external stakeholder relations, and issue management for non-profit arts institutions.
3. **Social Media Concepts** such as computer-mediated communication (CMC), mobile communication, the media cloverleaf, apps, social engagement, crowd sourcing, storytelling, digital platforms, social networking site (SNS) tools, sentiment analysis, gate keeping, and social media strategic plans and tactics for non-profits.

While the class is a theoretical investigation into marketing, communication, and social media concepts, we will also be applying these understandings practically by engaging in several social media platforms as a group, including FaceBook, Twitter, Instagram, and Snapchat, and utilizing the computer lab to learn about and implement various digital technology platforms.

Goals for the class include the following:

- Learn to identify, target, and communicate with local, national, and international non-profit arts constituencies.
- Understand internal and external non-profit institutional environments and the parts they play in marketing and communications.
- Create a marketing/press plan for a non-profit arts institutions from conception to execution.
- Integrate marketing and public relations strategies specific to non-profit arts institutions that are then deployed through social media platforms.
- Know and understand the elements of branding non-profit arts institutions.
- Develop a robust knowledge of popular social media apps and digital technology platforms, including identifying appropriate apps and platforms for particular situations, content creation and branding, and analyzing metrics.

COURSE TEXTS

Required

1. French, Y. & Runyard, S. (2011). *Marketing and public relations for museums, galleries, cultural and heritage attractions*. New York and London: Routledge.
2. Lipschultz, J. H. (2018). *Social media communication: Concepts, practices, data, law, and ethics*. New York and London: Routledge.
3. Scott, D. M. (2017). *The new rules of marketing & PR: How to use social media, online video, mobile applications, blogs, news releases, & viral marketing to reach buyers directly*. Hoboken, NJ: John Wiley & Sons, Inc.

ATTENDANCE

It is my sincere hope that you will be present for all of the class meetings this semester; however, I understand that sometimes situations arise that make it difficult to attend. If you are unable to attend class for any reason, contact me *in advance* at kletchka.1@osu.edu. If you miss a class session, you are responsible for picking up any missed handouts/information *before* the next class

meeting. Please do not come to me at the beginning of class asking for last week's handouts. You may be absent **two times** with *no* negative affect on your grade. More than two unexcused absences (excused absences are only for a medical issue with a doctor's note or a close family member's funeral) will result in the lowering of your grade by one letter.

EXPECTATIONS

Readings provide the framework of the course and serve as preparation for topics examined in class. You are expected to read each chapter/article/source carefully and be prepared to participate in class discussion and projects. Bring a paper or digital version of each reading to class so that you may refer to specific passages.

You will be required to register for social networking sites, including but not limited to FaceBook, Twitter, & Instagram, as part of this class. You may create new, professional accounts or use accounts that you have already created, but please be aware that the content will have to be publicly available in order to engage with other class members and various social media platforms. Our class hashtag across all apps and platforms will be **#MCSM5688**

Much of this course is hands-on engagement with social media and digital platforms used in the non-profit arts sector. Therefore, we meet in 251 Sullivant, AAEP's own smart classroom and computer lab. Please respect other members of your learning cohort by using your messaging and texting functions before or after class—not during. If you get an emergency call, please silently slip out of the classroom and return as quickly as possible.

I expect that as a learner and a future professional, you will respect other individuals in the class, even if you do not share his/her/their views. Our course provides a space to listen, debate, consider, and form the philosophical underpinnings of your future practice. Take advantage of this opportunity to refine your listening and communication skills as you endeavor to work with non-profit arts organizations staff, board members, politicians, and the public.

ACCESS STATEMENT

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, or chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

SLDS contact information:

098 Baker Hall
113 W. 12th Avenue

614-292-3307
slds@osu.edu

As a student, you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating, and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling [614-292-5766](tel:614-292-5766). CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on call counselor when CCS is closed at [614-292-5766](tel:614-292-5766) and 24 hour emergency help is also available through the 24/7 National Suicide Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org

ACADEMIC INTEGRITY

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. The academic community regards academic dishonesty as an extremely serious matter, with serious consequences that range from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting, or collaboration, consult me directly.

The Ohio State University Statement on Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5- 487). For additional information, see the Code of Student Conduct. Academic misconduct, including plagiarism, is not tolerated. See the Code of Student Conduct at OSU at http://studentaffairs.osu.edu/resource_csc.asp.

Plagiarism is the representation of another's works or ideas as one's own: It includes the unacknowledged word for word use and/or paraphrasing of another person's work, and/or the inappropriate unacknowledged use of another person's ideas. All cases of suspected plagiarism, in accordance with university rules, will be reported to the Committee on Academic Misconduct.

The use of any device to **record** class content, lectures, or discussions is strictly prohibited without the advance written permission of the professor and the agreement of other students in the class.

ASSIGNMENTS

Participation & Lab work	30 points
Social Media Posts (2x week)	40 points
Non-profit Arts Organizational Profile	40 points
In-class presentation on a featured SM platform	20 points
Press Release & Elevator speech	30 points
Final Project: Press Plan	40 points
TOTAL	200 points

RESOURCES

Center for Nonprofit Excellence—Marketing & Communications resources:
<https://www.centerfornonprofitexcellence.org/resources/communications-marketing>

Kivi's Nonprofit Communications Blog:
<https://www.nonprofitmarketingguide.com/blog/>

MuseumNext: A major conference series on the future of museums.
<https://www.museumnext.com/>

MCN: Advancing digital transformation in museums: <http://mcn.edu/>

NonProfit Quarterly: Innovative thinking for the nonprofit sector:
<https://nonprofitquarterly.org>

PRSA: Public Relations Society of America ANP (association/nonprofit section): Made up of more than 800 communicators in nonprofits, associations, and other mission-driven organizations who are responsible for many communication roles not often found in the corporate world such as fundraising, advocacy and member recruitment, and retention.
<https://www.prsa.org/association-nonprofit-section/>

READINGS & CLASS SCHEDULE

***Note: Readings will be discussed in class on the day they are listed in the syllabus. Please read them BEFORE class.**

INTRODUCTION & OVERVIEW

Week 1: January 9

Non-Profit Marketing, Communications, & Social Media

Introductions, overview of class assignments, expectations, and policies.

Develop a class definition of marketing, communications, social media, and non-profit institutions.

Week 2: January 16

Introduction to Principles of Non-profit Marketing

Create/update registrations for Facebook, Instagram, Twitter, Snapchat.

Your Bookmarkable Guide to Social Media Image Sizes: <https://blog.hubspot.com/marketing/ultimate-guide-social-media-image-dimensions-infographic>

“Marketing in a New Dimension,” p. 3–14 in *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*.

Overview of Marketing Resources:

Guidestar www.guidestar.org

MuseumStat [http://museumstat.org/ - /](http://museumstat.org/)

National Arts Marketing Project: <https://namp.americansforthearts.org/>

Week 3: January 23

Non-profit Marketing Review and Plan

“You are What You Publish: Building your Marketing and PR Plan,” p. 159–190 in *The New Rules of Marketing & PR*.

“Stage 1: The Internal Audit,” p. 29–39 in *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*.

DUE: Organizational Profile

Week 4: January 30
Marketing & PR Strategies for Non-profit Arts Institutions

19 of the Best Email Marketing Campaign Examples We've Ever Seen
<https://blog.hubspot.com/marketing/email-marketing-examples-list>

“Stage 2: The External Audit,” p. 41–54 in *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*.

“How to Write for Your Buyers,” p. 231–239 in *The New Rules of Marketing & PR*.

Featured Platform(s): MailChimp/Constant Contact/Email Marketing

Week 5: February 6
Case study: Branding for Non-profit Arts Institutions

Young Alumna Lands Dream Job as Cincinnati Zoo. <https://artsandsciences.osu.edu/news/alumna-team-fiona>

Facebook page for Cincinnati Zoo & Botanical Garden:
https://www.facebook.com/cincinnati-zoo/?tn-str=k*F

“Everything you wanted to know about brands and branding,” p. 71–85 in *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*.

Case study: The Metropolitan Museum of Art

“The Story Behind Our Brand Identity” by Emile Molin and Daniel Koppich (12/1/16).
Retrieved from: <https://www.metmuseum.org/blogs/now-at-the-met/2016/brand-identity>

“The Met and a New Logo” by Robin Pogrebin in *The New York Times* 2/18/2016.
Retrieved from: <https://www.nytimes.com/2016/02/19/arts/the-met-and-a-new-logo.html>

“Making the Mummies Dense.” Review of *Brand New: New Logo and Identity for the Met* by Wolff Olins.
by Mark Kingsley (2/22/16). Retrieved from:
https://www.underconsideration.com/brandnew/archives/new_logo_and_identity_for_the_met_by_wolff_olins.php

Featured Platform: Facebook

Week 6: February 13
Introduction to Communications & PR for Non-profit Arts Institutions

Vajiajia Instagram: <https://www.instagram.com/vajiajia/>

“Public Relations is more than PR,” p. 15–28 in *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*.

“Social Media in Public Relations,” p. 97–129 in *Social Media Communication: Concepts, Practices, Data, Law, and Ethics*.

Featured Platform: Instagram

<p style="text-align: center;">Week 7: February 20 Public Relations & Issue Management for Non-profit Arts Institutions</p>

You Need to Add this Art Museum on Snapchat Right Now:

<https://www.buzzfeed.com/jessicaprobus/this-museum-is-better-at-snapchat-than-you>

Lucy Redoglia, Social Media Manager, LACMA: <https://www.webbyawards.com/news/lucy-redoglia-social-media-manager-lacma/> (currently a freelancer)

“A Public Relations Strategy for Every Occasion,” p. 55–70 in *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*.

“Marketing and PR in Real Time,” p. 133–155 in *The New Rules of Marketing & PR*.

Featured Platform: Snapchat

<p style="text-align: center;">Week 8: February 27 Case Study: Stakeholders & Programming for Non-profit Arts Institutions</p>
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Live Streaming Your Broke Self for Rent Money: <https://www.nytimes.com/2018/12/08/style/jovan-hill-live-stream-social-media-money.html?smid=fb-nytimes&smtyp=cur>

“Social Media and Your Targeted Audience” p. 61–73 in *The New Rules of Marketing & PR*.

“Events as Part of Public Relations,” p. 175–188 in *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*.

Case Study: The Wexner Center for the Arts

<https://wexarts.org/press/wexner-center-names-chief-marketing-and-brand-leaders>

Wexner Center for the Arts press releases: <https://wexarts.org/press>

Wexner Center for the Arts Instagram: <https://www.instagram.com/wexarts/?hl=en>

Wexner Center for the Arts FaceBook: <https://www.facebook.com/WexArts/>

Guest Speakers: **Melissa Starker**, Creative Content and PR Manager and **Sylke Krell**, Assistant Director of Marketing & Communications @ the Wex.

Week 9: March 6
Social Media Concepts, Theories, and Practices for Non-profits

Cleveland Museum of Art—*ArtLens* App: <http://www.clevelandart.org/artlens-gallery/artlens-app>

“Introduction to Social Media Concepts” in *Social Media Communication: Concepts, Practices, Data, Law, and Ethics*.

“CMC, Diffusion, and Social Theories,” p. 39–65 in *Social Media Communication: Concepts, Practices, Data, Law, and Ethics*.

“The Old Rules of Marketing and PR are Ineffective in an Online World,” p. 15–26 in *The New Rules of Marketing & PR*.

Featured Platform: Location-Aware Technologies and Geo-tagging

Week 10
SPRING BREAK

Week 11: March 20
Social Media Targeting for Non-profit Art Institutions

“Social Media and Your Targeted Audience,” p. 61–76 in *The New Rules of Marketing & PR*.

“Social Networking as Marketing,” p. 240–273 in *The New Rules of Marketing & PR*.

Overview of social media tools:

Brandwatch: <https://www.brandwatch.com/>

Hootsuite: <https://hootsuite.com/>

If This, Then That: <https://ifttt.com/>

Planoly: <https://www.planoly.com/>

Sharablee: <https://www.shareablee.com/>

Proofpoint: <https://www.proofpoint.com/us>

Week 12: March 27
Considering Ethics and Social Media for Non-profit Arts Institutions

“Social Media Ethics,” p. 297–316 in *Social Media Communication: Concepts, Practices, Data, Law, and Ethics*.

“Big Data and Privacy,” p. 207–232 in *Social Media Communication: Concepts, Practices, Data, Law, and Ethics*.

“Communicating in a Crisis,” *Marketing and Public Relations for Museums, Galleries, Cultural and Heritage Attractions*.

Week 13: April 3
Using Social Media Tools for Non-profit Art Institutions

Elevator Speeches in class.

DUE: News Releases

Week 14: April 10
Data Analytics for Non-profit Arts Institutions

“Social Media Metrics and Analytics,” p. 157–182 in *Social Media Communication: Concepts, Practices, Data, Law, and Ethics*.

“Going Viral: The Web Helps Audiences Catch the Fever,” p. 108–122 in *The New Rules of Marketing & PR*.

Guest Speaker: Alicia Ritchey, Program Manager for the National Center for the Middle Market/ODEE Marketing and Communication at OSU.

Week 15: April 17
Social Media: Theory into Practice

“Best Practices in Social Media,” p. 297–318 in *Social Media Communication: Concepts, Practices, Data, Law, and Ethics*.

Pacquette, J. & Nelson, R. (2017). Behind Closed Doors: The Uses of Social Media in Museum Transformation and Development Projects. In Y. Jung & Love, A.R., (Eds.), *Systems Thinking in Museums: Theory and Practice*. Lanham, MD: Rowman & Littlefield.

Wong, A. (2012). Social Media Towards Social Change: Potential and Challenges for Museums. In R. Sandall, & E. Nightingale, (Eds.), *Museums, Equality, and Social Justice*, p. 281–293. London & New York: Routledge.

Final Projects DUE by 3:00 on Wednesday, April 24. Please hand in a paper version that is STAPLED on the top left corner. I will be in my office or you can put it in my mailbox in the AAEP office.

Marketing, Communications, & Social Media in Nonprofit Arts Institutions

ASSIGNMENTS

ARTEDU 5688 | Spring 2022

Wednesday 1:00 to 3:45 p.m. | 251 Sullivant
Hall



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ASSIGNMENT	PERCENTAGE	POINTS
Participation & Lab work	30	30
Social Media Posts	40	40
Organizational Profile	40	40
In-Class Presentation	20	20
Press Release & Elevator Speech	30	30
Final Proposal: Press Plan	40	30
TOTAL	200	200

PARTICIPATION

30 pts

Participation includes:

- Reviewing and understanding Ohio State’s policies on academic integrity.
- Attending class for the entire course period without arriving late or leaving early.
- Reading assigned texts thoroughly and coming to class prepared to discuss them. Bring the book, a printed copy of your reading, or a laptop/ handheld device with the reading already downloaded. Active and engaged lab work (alone and in groups).
- Engaging in thoughtful, informed, and civil dialogue with other students, professors, and class presenters.
- Preparing at least two questions for each class and asking them during our meeting time.
- Finishing and handing in assignments on time. If you are submitting a paper, please *print it out* and ensure it is stapled on the top left corner, pages are numbered, and the font is readable. Font should be 12-point and double spaced. Feel free to leave it in my mailbox in AAEP.
- Communicating with Dr. Kletchka about any issues, concerns, problems, or situations that may negatively affect your performance or participation in this class.

SOCIAL MEDIA POSTS

40 pts

Twice per week, post an arts-related factoid, meme, news item of interest, promotional material, image, or other Social Media-worthy item on either Facebook, Twitter, or Instagram.

- **TAG YOUR POSTS** with the hashtag **#MCSM5688** or they will not count toward your assignment.
- Post on weeks 2–15 with the exception of Spring Break week. These are worth one point apiece with a bonus point if you earn all 39 points.

ORGANIZATIONAL PROFILE

40 pts

Select a non-profit institution to research using the Web, MuseumStat, and Guidestar.

Introduce and provide an overview of the organization as an institution from internal and external perspectives (see criteria in the rubric) and

1. Show and explain demographic and financial information culled from your Museum Stat/Guidestar queries. Use that information to form a narrative about your organization that informs the SWOT.
2. Explain how your organization is utilizing social media to communicate with audiences and analyze their choices.

This paper should be 10–15 pages, double spaced, printed, and stapled.

Due Wednesday, January 23 at 1:00 p.m.

Student:	Points
<p>Internal Audit: When, who, & how, visitor numbers, income, visitor profile, visitor experience, location, marketing activities, audience development</p> <p>External Audit: Population & demographics, cultural participation, leisure and tourism environment, competitors, politics and funding, economic environment, social factors, technology.</p> <p>(20 points)</p>	
<p>Screenshots from your MuseumStat & Guidestar queries.</p> <p>(5 points)</p>	
<p>SWOT analysis (graphic AND written)</p> <p>(10 points)</p>	
<p>Elements of Style Introduction and conclusion Grammar Spelling Italicize titles of exhibitions</p> <p>(5 points)</p>	
TOTAL	

IN-CLASS PRESENTATION: SOCIAL MEDIA PLATFORM **20 pts**

In groups of 4–5, prepare and present an overview of an assigned social media platform to present to the rest of the class. Groups are assigned randomly via Carmen.

Student:	Points
<p>Overview History Description Function (what does it do?) Benefits Drawbacks</p>	

<p>(10 Points) *This should be a group PowerPoint*</p> <p>Upload this file to your Carmen Group when your presentation is complete.</p>	
<p>Examples of Use Successful & unsuccessful examples (individuals, non-profits, or companies)</p> <p>(10 points) *This can be live or screenshots*</p>	
TOTAL	

NEWS RELEASE and ELEVATOR PITCH 30 pts

Select an event or exhibition from the organization that you featured in your organizational profile to publicize. Write a news release and elevator pitch based on that exhibition or event.

The News Release should be 2 pages, double spaced, printed, and stapled.

Elevator pitches are scheduled in class and may not exceed 4 minutes.

No graphics/Powerpoints for elevator speeches.

Due Wednesday, April 3 at 1:00 p.m.

STUDENT:	POINTS
<p>News Release</p> <ul style="list-style-type: none"> • Assemble information about the event/exhibition • Description of the event/exhibition • Assume your audience is a general audience <p>(See ch. 8 in <i>Marketing & PR for Museums, Galleries, and Cultural and Heritage Attractions</i>.)</p> <p>(15 points)</p>	
<p>Elevator Pitch (4-minute presentation)</p> <ul style="list-style-type: none"> • Your goal (what do you want to tell the press/potential participants?) • Your organization: what does your organization do? How does it serve people? • What is unique about your exhibition or event? 	

<ul style="list-style-type: none"> Engage with a yes/no question. Summarize Practice and TIME YOURSELF. (10 points)	
Elements of Style Grammar Spelling Punctuation Italicize titles of exhibitions (5 points)	
POINTS	

PRESS PLAN/TACTICAL MARKETING 40 pts

Create a press plan for a major event or exhibition using pps. 161–162 of *Marketing & PR for Museums, Galleries, and Cultural and Heritage Attractions* as a guide.

This paper should be approximately 10 pages, double spaced, printed, and stapled.

Due on 3:00 p.m. on Wednesday, April 24th.

STUDENT:	POINTS
Market Analysis Using your organizational profile, develop a list of existing target audiences and potential markets. (5 points)	
Environment Analysis (see p. 114 in <i>Marketing & PR for Museums, Galleries, and Cultural and Heritage Attractions</i> .) (10 points)	
Media Mix Elaborate on what forms of media you will use to publicize event and what percentages each form will comprise. (5 points)	
Timetable Two years ahead One year ahead Six months ahead Six weeks ahead	

<p>Three weeks ahead Day before event Press Day After Opening</p> <p>(15 points)</p>	
<p>Partnerships List other nonprofit and other non-profit organizations with whom your org might partner and describe how/why.</p> <p>(5 points)</p>	
<p>TOTAL POINTS:</p>	

ARTS MANAGEMENT CURRICULUM MAP

ARTS MANAGEMENT	Program Learning Goals			
	Goal #1	Goal #2	Goal #3	Goal #4
Required Courses (offered by the unit)	Students identify the issues, problems and policy interventions impacting contemporary arts and cultural sector	Students analyze the purpose, function, and professional decision making in the arts and cultural organizations	Students understand the professional role and responsibilities of the artist and the cultural worker in society	Students practice the principles of entrepreneurship as applied to the arts
Required CORE Courses (offered inside of the unit)				
2100 Intro to AM	Beginning			
3680 or 3681		Intermediate		
5683 Capstone				Advanced
Applied Learning/ Research 4191/4998				Intermediate/Advanced
ADVANCED LEVEL (Select 18 credits)				
5670: Public Policy and the Arts	Advanced			
5671: Organizational Leadership in the Nonprofit Arts		Advanced		
5672: Managing Cultural Policy Change	Advanced			
5674: The Creative Sector and Creative Cities			Advanced	
5675: International Cultural Relations	Advanced			
5682: Nonprofit Arts Institution Governance and Board Leadership		Advanced		
5683: Developing Arts Careers: Positioning Passion				Advanced
5684: Arts Participation, Cultural Literacy, and Audience Development		Advanced		
5685: Arts/Cultural Organizations: Resource Management & Revenue Streams		Advanced		

ARTS MANAGEMENT CURRICULUM MAP

5686: Cultural Program Design, Implementation, and Evaluation**			Advanced	
5687: The Social World of the Arts**			Advanced	
5688: Marketing, Communications & Social Media in Non-profits**				Advanced
Categories of Courses (may be offered inside or outside of unit)				
3690: Arts Entrepreneurship			Intermediate	
5470.01 Contemporary Art Learning		Intermediate		
5795: 21 st Century Museum Issues*			Advanced	
5795: Occupations*			Advanced	
5795: Grantsmanship*				Advanced
Pre-Req-Business (12 credits)				
ECON 2001		Beginning		
BUSMHR 2500		Beginning		
MATH 1130 (or higher)	Beginning			
CS&E 1111	Beginning			
BUSINESS CORE COURSES (9 credits)				
ACCTMIS 2000		Intermediate		
BUSFIN 3120		Intermediate		
BUSMHR 3510			Intermediate	
General Education courses				
*special topics courses				
** embedded literacies				

From: [Goodman, Joe](#)
To: [Savage, Shari](#); [Pace, Lauren K.](#); [Vankeerbergen, Bernadette](#)
Subject: RE: Concurrence
Date: Thursday, March 10, 2022 11:20:51 AM
Attachments: [image001.png](#)

Hi Shari, thanks for reaching out.

Looks like a great class. I don't see any issues with concurrence, and you have our approval.

A few thoughts:

1. I might suggest that you encourage students to take BUSML 3150 (Intro to Marketing, for non-majors) before taking the course, but I don't think it would need to be a requirement by any means. Just a suggestion.
2. Next fall and spring we will again offer BUSML 2223 Intro to Professional Selling (formerly Sales Readiness). It's a non-business major course, 1.5 credits, and gives students a background in the sales process and they actually get to practice some of those skills in the class as well. Some of your students might be interested.
3. If you're ever interested in a major or grad degree or dual degree on Marketing of the Arts, please reach out. We're always looking to collaborate!

Best of luck!

joe

Joseph K. Goodman | Associate Professor of Marketing
Chair, Dept of Marketing & Logistics
[The Ohio State University](#) | Fisher College of Business
500C Fisher Hall, 2100 Neil Ave. | Columbus, OH 43210
www.josephkgoodman.com | goodman.425@osu.edu

From: Savage, Shari <savage.12@osu.edu>
Sent: Thursday, March 10, 2022 11:08 AM
To: Goodman, Joe <goodman.425@osu.edu>; Pace, Lauren K. <pace.162@osu.edu>;
Vankeerbergen, Bernadette <vankeerbergen.1@osu.edu>
Subject: Concurrence

Hi Joseph,

We were asked by the ASC curriculum panel to share this new course with you for concurrence.

This will be our digital technologies embedded literacies selection for our Arts Management majors, primarily, as an upper level major course.

Let me know if you have any questions.

Best,
Shari



Shari L. Savage

Associate Professor | Interim Department Chair

Arts Administration, Education & Policy

231 E Sullivant Hall

1813 North High Street

Columbus, OH 43210

Savage.12@osu.edu

From: [Savage, Shari](#)
To: [Pace, Lauren K.](#)
Subject: FW: Suggested edits
Date: Friday, February 11, 2022 8:14:59 AM
Attachments: [ArtEduc5688 Social Media Full Syllabus.pdf](#)
[image001.png](#)
[image002.png](#)

Concurrence and newly updated syllabus (see below)



Shari L. Savage

Associate Professor | Interim Department Chair

Arts Administration, Education & Policy

231 E Sullivant Hall

1813 North High Street

Columbus, OH 43210

Savage.12@osu.edu

From: Kline, Susan <kline.48@osu.edu>

Date: Friday, February 11, 2022 at 8:12 AM

To: Savage, Shari <savage.12@osu.edu>, Garrett, Kelly <garrett.258@osu.edu>

Subject: Re: Suggested edits

Hi Shari,

Thanks so much for this revision of ArtEduc5688! I think your changes reduce the overlap with the School of Communication's courses and should proceed in the university's course approval process.

Best,

Susan Kline

From: Savage, Shari <savage.12@osu.edu>

Sent: Thursday, February 10, 2022 9:32 AM

To: Kline, Susan <kline.48@osu.edu>; Garrett, Kelly <garrett.258@osu.edu>

Subject: Suggested edits

Hi Susan,

I've attached the professor's latest attempt to make topics connected to non-profit arts institutions more visible in the weekly schedule headings.

Hope this provides further clarity.

Best,
Shari



Shari L. Savage

Associate Professor | Interim Department Chair

Arts Administration, Education & Policy

231 E Sullivant Hall

1813 North High Street

Columbus, OH 43210

Savage.12@osu.edu