B8568 sec. 1: Branding in the Arts
NYC Immersion Seminar

Spring 2017 B
Friday, 10:00am - 3:00pm
TBC campus room / various locations

Professor Bernd Schmitt
bhs1@columbia.edu
Office: Uris 510
Office hours: by appointment only

TA: TBC

METHOD OF EVALUATION

Attendance and Individual Participation 40%
Group Presentations 30%
Final Individual Paper 30%

*This course will run over 4 of the following 6 Fridays. Students should plan to be free for the following dates: March 24, March 31, April 7, April 14, April 21, April 28. The 4 dates will be updated when confirmed.

READINGS


OPTIONAL READINGS

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 experience?
- 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?

COURSE ORGANIZATION

This course is one of a series of New York City Immersion Seminars. The course, like all other Immersion Courses, takes place over four Fridays.

All sessions will be held at the Columbia campus from 10am to 11:30am and will be followed by a site visit from 12:30pm to 3:00pm. The classes will include lectures from Prof. Schmitt and appearances by other guest speakers.

Students will be divided into groups that will present on the challenges experienced by the arts organization and its specific industry.

Readings will be provided on Canvas. Students are expected to research the companies prior to each visit and bring questions to class to ask management.
CONNECTION TO THE CORE

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

<table>
<thead>
<tr>
<th>Core Course</th>
<th>Connection with Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>1. Innovation</td>
</tr>
<tr>
<td></td>
<td>2. Integrated marketing communications</td>
</tr>
<tr>
<td></td>
<td>3. Customer Analysis</td>
</tr>
<tr>
<td></td>
<td>4. Competitive Analysis</td>
</tr>
<tr>
<td></td>
<td>5. Branding</td>
</tr>
<tr>
<td></td>
<td>6. Market Penetration &amp; Marketing Strategy</td>
</tr>
</tbody>
</table>

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: attend class and participate in class discussions (40%), group presentations (30%) and submit an individual final paper a week after class ends (30%).

Group Presentations – During the first class students will break into groups of 4-6 members to select an organization that will be visited as part of the course. Each group will take the perspective of an art consultant and present their insights into the industry and organization, recommending a course of action to address the organization’s challenges. Recommendations should be based on information collected as a part of the site visit, management presentations, and additional background research. The group presentations will take place at the beginning of the following class (that is, the class after the site visit). The presentations should last about 10 minutes, followed by 5 minutes of Q&A.

Final Individual Paper – In the final individual project for the course students will analyze the challenges studied during class and choose another organization. Students should analyze the challenges posed by the brand, for example, by the growing number of touch points and the more complex online/offline world, and present an initiative the organization could implement to meet these challenges and a basic launch strategy for the new initiative. The paper should be between 4 to 6 pages (1500-3000 words) you may include some figures and tables.

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

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic</th>
<th>Lecture/Guest</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1</td>
<td>TBC</td>
<td>Classical music</td>
<td>Brands in the Arts</td>
<td>TBC (2016: Lincoln Center)</td>
</tr>
<tr>
<td>Session 2</td>
<td>TBC</td>
<td>Visual arts</td>
<td>Brand Experience</td>
<td>City Museum of New York / LaPlaca Cohen (2016: The MET)</td>
</tr>
<tr>
<td>Session 3</td>
<td>TBC</td>
<td>Culinary arts</td>
<td>Luxury Brands</td>
<td>TBC (2016: Plated)</td>
</tr>
<tr>
<td>Session 4</td>
<td>TBC</td>
<td>Theater</td>
<td>Lifestyle Branding</td>
<td>TBC (2016: Rodgers and Hammerstein)</td>
</tr>
<tr>
<td>TBC</td>
<td></td>
<td></td>
<td></td>
<td>Final paper due</td>
</tr>
</tbody>
</table>

READING SCHEDULE

Session 1: Classical music
- Customer Experience Management, Chapters 1-2
- New Audiences for Classical Music

Session 2: Visual arts
- Customer Experience Management, Chapters 3,4,5
- Arts Branding Sucks
- Emotion and Inspiration at the Van Gogh Museum

Session 3: Culinary arts
- Customer Experience Management, Chapters 6,7,8
- Pima Air and Space Museum
Session 4: Theater
- Customer Experience Management, Chapter 9
- The Future of Marketing is Art