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

Spring 2017 B
Friday, 10:00am - 3:00pm
March 24, March 31, April 21, and April 28, 2017
Uris Hall 331

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

TA: Kelsey Crawford kcrawford17@gsb.columbia.edu

METHOD OF EVALUATION

Class preparation, Attendance and Participation 40%
Group Presentations 30%
Final Individual Paper 30%

*This course will run over the following four Fridays: March 24, March 31, April 21, and April 28.

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 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?

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 roughly 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 two projects regarding challenges in the arts industry.

Readings will be provided on Canvas. Students are expected to research the companies that we will visit 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>
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<tbody>
<tr>
<td>Marketing</td>
<td>1. Innovation</td>
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<td></td>
<td>2. Integrated marketing communications</td>
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<td>3. Customer Analysis</td>
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<td>4. Competitive Analysis</td>
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<td>5. Branding</td>
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<td>6. Market Penetration &amp; Marketing Strategy</td>
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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. The group presentations will take place at the beginning of the classes on April 21 and April 28. The presentations should last about 6-8 minutes, followed by 2-4 minutes of Q&A.

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>
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</thead>
<tbody>
<tr>
<td>Session 1</td>
<td>March 24</td>
<td>Classical music</td>
<td>Brands in the Arts</td>
<td>NY Public Radio / WQXR</td>
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<td>Session 2</td>
<td>March 31</td>
<td>Visual arts</td>
<td>Brand Experience</td>
<td>Museum of the City of New York</td>
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<td>Session 3</td>
<td>April 21</td>
<td>Theater</td>
<td>Lifestyle Branding</td>
<td>Rodgers and Hammerstein</td>
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<td>Session 4</td>
<td>April 28</td>
<td>Culinary arts</td>
<td>Luxury Brands</td>
<td>Plated</td>
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# 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: Theater**
- Customer Experience Management, Chapter 9
- The Future of Marketing is Art

**Session 4: Culinary arts**
- Customer Experience Management, Chapters 6,7,8
- Pima Air and Space Museum