



## MARKETING, STRATEGIES, AND SOCIAL MEDIA IN THE ART WORLD

Summer 2018

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Evening Course | Wine Reception: 6pm; Lectures: 6.30-7.45pm | Fee: £395 (£375 if booked by 3 April 2018)

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In a digital age, the role of marketing has become integral to business success. This course provides participants with an enhanced understanding of a dynamic and a rapidly changing field through the analysis of case studies and scenarios, as well as promoting the skills necessary for art market navigation. The course is designed for those who wish to understand more about aspects of marketing such as strategic planning and methods of shaping effective communication with their target audiences.

1 May	<i>Marketing in the Arts: Traditional versus Online</i> Dr Vera Hoelscher, Lecturer, MA in Art Business Sotheby's Institute of Art
8 May	<i>Creating a Marketing Strategy vs a Marketing Plan</i> Dr Vera Hoelscher
15 May	<i>Articulating the PR Message: Texts, Catalogues and Press Releases</i> Dr Vera Hoelscher
22 May	<i>From Website to Social Media: Best and Worst Practices</i> Dr Vera Hoelscher
	TERM BREAK
5 June	<i>Brand Management for Audience Growth</i> Dr Vera Hoelscher
12 June	<i>The Future of Marketing and its Unique Value Proposition</i> Dr Vera Hoelscher

*This timetable may be subject to change.*

**For more information:**

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