



# Art World Marketing, PR and Communications Summer Study New York 2018

4-week course | June 4 – June 28, 2018; Mon - Thurs 10:00 am - 12:30 pm | \$3750/4-week course

This introductory course surveys the strategies and tactics used to create integrated marketing and communications campaigns in the art world, from audience research, media planning, and creative development to social media, digital marketing and measurement, and brand identity. Students will study marketing and communications approaches across different sectors of the art world to learn how key concepts may be applied in different scenarios – whether in a museum, auction house, gallery or nonprofit space. Basic strategies of marketing and public relations will be explored along with methods for making the most of social media platforms to develop and deepen customer relationships and engagement. Visits to premier New York City arts organizations and businesses as well as conversations with communications and marketing experts complement the course. Students also have the opportunity to create an initial outline for a marketing communications blueprint applicable to their own experience.

**This course will explore the following topics and more through lectures, site visits and guest speakers.\***

- Art World Marketing Techniques
- Communication Skills in the Visual Arts Industry
- Integrated Marketing and Communications Campaigns for the Art World
- Audience Research
- Digital Marketing and Measurement
- Media Planning
- Advertising and Branding
- Publications and Online Tools
- Marketing Approaches across Different Sectors of the Art World
- Basic Public Relations Strategies
- Social Media

\*Specific course topics subject to change

*“The quality and value of  
knowledge are as good as  
the Institute you are  
attending and professionals  
you meet in it.*

*– Vitaly K., Canada  
Summer Study 2017*

**Instructor:** Kim Mitchell is the former Chief Communications Officer at The Museum of Modern Art, New York, where she led the marketing, communications and graphic design teams.

## For More Information

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