



## Marketing, Strategies, and Social Media in the Art World Winter 2019

Evening Course (Tue) | Wine Reception: 6pm; Lectures: 6.30-7.45pm | Fee: £425 (£400 if booked by 25 Dec 2018)

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.

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

*This timetable may be subject to change.*

### For more information:

Contact Jessica Foyle, Public Programmes Coordinator  
+44 (0) 207 462 3239 or [j.foyle@sothebysinstitute.com](mailto:j.foyle@sothebysinstitute.com)

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