

## MARKETING AND TRADE OF ARTWORKS

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### ANNOTATION

The subject provides a general view on the marketing and the art market with an emphasis on the sphere of art and marketing and management of artists, then deals with the specifics of marketing in this sphere. Attention is also paid to the marketing of the main art styles and the cultural heritage.

### SYLLABUS 3

- **Marketing communication** in the art markets, communication mix, plan of propagation, plan of an advertisement
- Marketing communication via art, creative methods, commercial exhibitions, sponsoring, art work on the demand of a customer
- PR and critics
- Art marketing in the international environment
- advertisement as a means of communication, ethic, regulation
- Advertising strategy and the psychology of advertising
- Creative method in creation of advertising messages
- Planning of advertising
- Budget for advertising and other ways of propagations
- Testing of advertising campaigns
- Selection of media, the strategy, evaluation of their use
- Fairs and commercial exhibition
- Preparation and realization of advertising campaigns, production and creative part
- Public relation, the importance of PR, public, possibilities to influence PR, the rules for successful communication, problem solution, PR methods, work with media
- Sponsoring, search for a sponsor and work with art sponsors
- Support of the sales directed at the buyers in the art market
- Direct gallery marketing, PR, critics
- Event marketing
- Guerilla marketing
- On-line marketing communication
- Viral marketing
- Marketing communication of companies through art, the position of art in the corporate image
- Art work on a customer demand
- Advertising plan and own creative plan

### REQUIREMENTS:

10% active participation (discussion, work on continuous tasks)

20% team **term work** (Propagation or advertising plan) Handling during the presentation- the team, who does not want to present the project, hands the project in during the exam. For late submission minus 5 points.

20% own proposal of **advertising** (individual or a team work)

10% presentation and defence of the advertising proposal (10 points for every member of the team, who try to present it)

40% **test** (two comprehensive questions including applications on the art and culture market, 10 points are for theoretical knowledge, 10 for the application itself). In the first date, students have a choice of 3 questions and select two of them. In the next term there is not this choice.

Test and advertising proposals are the compulsory part.

Approximate scale for scoring of 20 points items: 20 points excellent, 15 very good, 10 good, 5 for effort, 0 for not submitted or did not address the question of the test.

**Overall Assessment**

0-59	failed
60-74	well done
75-89	very well done
90-100	excellent