

COURSE DETAIL

THE ART MARKET IN PRACTICE

Country

United Kingdom - England

Host Institution

Sotheby's Institute of Art

Program(s)

Sotheby's Institute of Art, London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Art History

UCEAP Course Number

136

UCEAP Course Suffix**UCEAP Official Title**

THE ART MARKET IN PRACTICE

UCEAP Transcript Title

ART MARKET PRACTICE

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course introduces contemporary management models for commercial and non-commercial practices through theory, case study, and practical work. As with Foundations of The Global Art Market, there are two strong teaching and learning strands that provide students with art marketing and branding knowledge, and with in-depth knowledge relative to key established art markets sectors, including photography, Old Masters, impressionist, and 19th century works. Further, the course examines essential art market professional roles, such as the curator, gallerist, collector, journalist, and art fund manager, and innovative new art business models such as online art operators.

Language(s) of Instruction

English

Host Institution Course Number

AB01

Host Institution Course Title

THE ART MARKET IN PRACTICE

Host Institution Campus

Sotheby's Institute of Art

Host Institution Faculty

Host Institution Degree

Host Institution Department

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