

COURSE DETAIL

ART AND CULTURE MARKETING

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Art History

UCEAP Course Number

120

UCEAP Course Suffix**UCEAP Official Title**

ART AND CULTURE MARKETING

UCEAP Transcript Title

ART&CULTR MARKETING

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course focuses on not-for-profit arts organizations and related bodies in cultural creative industries. Topics covered include the evolution of the field, economic impact, value creation, the intrinsic and effectual structure, marketing, fundraising, and others. Students are introduced to a wide range of arts organizations and its projects, working as arts managers through lectures, readings and project research. In addition to understanding the organizational structures and functions of an arts organization, students have begun to develop a philosophy of management in the arts, a theoretical model for general management, and practical tools of its practice.

Language(s) of Instruction

English

Host Institution Course Number

CDM3008

Host Institution Course Title

ART AND CULTURE MARKETING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Culture and Design Management

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