

# COURSE DETAIL

## MARKETING THE ARTS AND LEISURE SERVICES

**Country**

Singapore

**Host Institution**

National University of Singapore

**Program(s)**

National University of Singapore

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Dramatic Arts

**UCEAP Course Number**

42

**UCEAP Course Suffix****UCEAP Official Title**

MARKETING THE ARTS AND LEISURE SERVICES

**UCEAP Transcript Title**

MARKTNG ARTS&LEISUR

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This practical introduction to the comprehensive range of concepts, principles and practices in marketing focuses on arts and culture-related products, services and industries. Besides drawing attention to vital distinctions in the marketing of for-profit versus not-for-profit organizations, the latter of which characterizes the majority of arts agencies in Singapore, the political, sociological and economic factors which influence those working in the arts will also be examined. This course covers arts administration and skills in the managerial aspects of the arts.

## Language(s) of Instruction

English

## Host Institution Course Number

TS2235

## Host Institution Course Title

MARKETING THE ARTS AND LEISURE SERVICES

## Host Institution Course Details

<https://nusmods.com/modules/TS2235/marketing-the-arts-and-leisure-services>

## Host Institution Campus

## Host Institution Faculty

Arts and Social Science

## Host Institution Degree

## Host Institution Department

English, Linguistics, and Theatre Studies

## Course Last Reviewed

2022-2023

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