

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 Campus

Host Institution Faculty

Arts and Social Science

Host Institution Degree

Host Institution Department

English, Linguistics, and Theatre Studies

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