

SCC2021_3A_ELE01

ART AND CULTURAL INSTITUTIONS

Number of ECTS credits: 3

Course language: English

Course Leader: BURLAT CLAIRE

Speakers: MOREL CATHERINE

COURSE DESCRIPTION

The aim of this module is to introduce and question the notion of cultural agency, i.e. all the individual and collective initiatives that make the arts and culture an instrument of social change. It will enable us to explore the diversity of contemporary cultural practices that defend, organise and develop alternative relationships with the world and attempt to move away from a French approach to culture that is very (too?) centered on the State and its institutions.

Taking the example of Nantes, we will explore how, at a local level, these new alternative practices and spaces fit (or don't) the strategies of creative cities that now put art at the service of territorial development, citizen participation, or economic and social integration. What are the opportunities (but also the limits) for cultural entrepreneurs who wish to escape from state and market control and not allow themselves to be locked into the strategies of legitimate institutions?

COURSE OBJECTIVES

- Revise the principles of French cultural policy and understand its limits.
- Understand the Creative City concept and its stakeholders
- Understand the challenges of cultural agency at the level of a city
- To critically analyse the role and motivations of individual (artists, patrons, mediators, cultural entrepreneurs) and collective (State, local authorities, companies, associations) players and their contribution to cultural agency.

EVALUATION METHODS

40% : continuous assessment

60% : final exam

BIBLIOGRAPHY

Books :

Pariot (Y), Les outils du marketing stratégique et opérationnel, Eyrolles, 2010

Peelen (E), Jallat (F), Stevens €, Volle (P), Gestion de la relation client, 3ème édition, Pearson Education), 2009

Keller (K), Manceau (D), Dubois (B), Marketing Management, Pearson E-text, 2010, 13ème édition

Smith (PR), Zook (Ze), Marketing Communications: Integrating Offline and Online with Social Media, Kogan Page, 2011, 5th edition

Crawford, (Liz), The Shopper Economy - the new way to achieve marketplace success by turning behaviors into currency, McGraw-Hill

Professional, 2012

Newspapers

. Décision Marketing

. Revue française du marketing (RFM)

. Stratégies

. CBnews- Msrketing (UK)

SESSIONS

1

Context analysis and strategic activation framework

BRIEFING : 06h00

Course + case study (6/6)

2

Brand and Communication's platform (the brand)

BRIEFING : 06h00

Course + case study (7/6)

3

Identification of touchpoint and touchpoint planning (activation planning) and KPI'S

BRIEFING : 06h00

Course + case study (8/6)

4

Project presentation + evaluation (quizz).

BRIEFING : 06h00

Course + case study (9/6)