

**COURSE DATA****DATA SUBJECT**

Code: 46829
Name: Marketing Applied to the Arts and Culture
Cycle: Master's Degree
ECTS Credits: 3
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2270 - Master's Degree in Cultural Management	Facultat de Ciències Socials	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2270 - Master's Degree in Cultural Management	Marketing aplicado a las artes y a la cultura	COMPULSORY

COORDINATION

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SUMMARY

The subject Marketing applied to arts and culture is a core subject taught in the first four-month period of the Master's in Cultural Management. The course load is 3 ECTS credits. The aim of this theoretical-practical subject is for the student to become familiar with the basic foundations of marketing management in the specific field of arts and culture. This knowledge and skills will enable the student to make marketing decisions, both in the arts sector and in the cultural industry, always based on processes of information collection and analysis.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS



COMPETENCES / LEARNING OUTCOMES

2270 - Master's Degree in Cultural Management

Acquire a global view of the application of marketing management contents in the specific field of cultural entities.

Be able to formulate the budget for a cultural project, as well as the management indicators and funding sources.

Collaborate effectively in work teams, assuming responsibilities and leadership roles and contributing to collective improvement and development.

Contribute to designing, developing and implementing solutions that address social demands, taking the Sustainable Development Goals as a reference.

Demonstrate critical and self-critical reasoning within the field of study, considering aspects such as professional ethics, moral values and the social implications of the different activities carried out.

Have knowledge of different techniques of social research and of access to information sources to carry out research and/or professional projects in the field of cultural management.

Have the necessary skills to plan comprehensive cultural management projects.

Know how to apply market and environmental information in the field of culture and its implication in strategic management and decision-making as an information system.

Know how to design a professional cultural management project or a research project applied to the cultural management sector.

Know how to design marketing and communication campaigns applicable to cultural management activities.

Know how to detect market needs in the cultural services sector.

Perform audience analyses and propose development strategies for the target audience.

DESCRIPTION OF CONTENTS

1. Introduction to Marketing of Arts and Culture

The concept of marketing is addressed in general, as a philosophy and as a technique, its application to the field of arts and culture is explained, and the particularities of this application are studied.



2. Consumer Research

This topic addresses the fundamentals of consumer research from a marketing perspective and its application to the consumer of cultural products.

3. Satisfaction. Consumer behavior

This topic provides an overview of the study of consumer behavior, placing special emphasis on the concept of satisfaction as an antecedent of consumer loyalty.

4. Segmentation and positioning

This topic explains the process of market segmentation and the concept of market positioning according to consumer perception.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	4,00
Theory	10,00
Seminar	6,00
Classroom practices	6,00
Total hours	26,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	0,00
Preparation of lessons	45,00
Preparation for assessment activities	4,00
Resolution of case studies	0,00
Total hours	49,00

TEACHING METHODOLOGY

The sessions will be developed through the professor's explanations that will contain examples and various case studies related to the cultural context, thus motivating the participation of the students. In turn, for an adequate understanding and assimilation of the concepts and content, the student must read the recommended basic bibliography. In addition, various practical activities will be carried out such as cases and discussion of readings, always under the direction of the subject teachers.



To correctly complete the cases, students must consult various bibliographic sources, web pages and the virtual classroom, where the teaching material for the subject will be found.

EVALUATION

The evaluation of the theoretical and practical knowledge acquired as well as the control of learning will be distributed as follows:

30% Participation in the activities carried out in the classroom, which may be completed with work outside the classroom

70% Final exam (theoretical and theoretical-practical questions)

REFERENCES

- Cuadrado, M. (ed.). 2010. Mercados culturales. Doce estudios de marketing. Editorial UOC. Barcelona. -Colbert, F, y Cuadrado, M. 2010. Marketing de las artes y la cultura. 4ª impresión. Editorial Ariel. Barcelona.
- Camarero, C. y Garrido, M.J. (2004). Marketing del patrimonio cultural. Pirámide-ESIC. Madrid. - Chaffey, D. y Ellis-Chadwick, F. (2019). Digital Marketing. Strategy, Implementation and Practice. Pearson U.K. -Cuadrado, M. y Berenguer, G. 2001. El consumo de servicios culturales. Madrid: ESIC. -Cuadrado, M. y A. Mollá. 2000. «La Relación Consumidor-Artes: un Equilibrio entre Satisfacción de Necesidades y Libertad Creativa». Estudios sobre Consumo, nº 53, p. 23-32. - Kotler, N. y Kotler, P. (2001). Estrategias y marketing de museos. Ariel Patrimonio Histórico. Barcelona