September 15, 2004

George Mason University
College of Visual and Performing Arts
Department of Art and Visual Technology

Tentative Syllabus:  Course 74375

AVT-399-009:  Marketing Your Art  3 Credit Hours
Instructor:  Mr. Wayne Hill (whill@gmu.edu)  Fall Semester  1:30 – 4:10 pm
Prerequisites:  none  Fine Arts Bldg:  Room B112

Course description:

It is satisfying to create visual art; it is far more satisfying to locate consistent buyers of your art. This combined lecture and studio course explores the importance of understanding the mindset of corporate art prospects. Emphasis will be placed on selecting the right corporate markets, learning about the expectations in those markets, and preparing versatile presentations of art work to help prospects make buying decisions in your favor.

The psychology of the sales journey will be explored, demonstrated and practiced. The art of the elevator talk will be developed. Presentation techniques will be learned and practiced, including written proposals, PowerPoint presentations, and realistic role-play sessions to prepare for prospective corporate clients.

Objectives:

To build student understanding of the steps necessary in successfully marketing visual art to corporate clients. To develop confidence with written, oral and electronic presentations of art. To explore attitudes of corporate managers regarding art, and to learn successful techniques in focusing on the benefits – that will allow the corporate prospect to embrace the value of buying your art.

Requirements and Evaluation:

At the beginning of each class meeting, students should be prepared to discuss the topic assignments and the assigned readings. Students will be expected to participate actively during class discussions, and complete assignments in a professional manner. In addition, students should be prepared to participate in role-playing sessions relating to selling techniques. Creativity and initiative are expected.

At mid-term, each student is required to submit and present a research paper exploring assigned aspects of the corporate art market. This research paper will include independent contact with at least two organizations with experience in visual art relevant to the assigned topic. During the course, students learn how to present professional proposals for sale of visual art – orally, in writing, and electronically. A major take-away from the course will be creating a personal Marketing Plan, allowing each student to combine the elements introduced in the course into a useful, realistic goal-oriented plan. The psychology of sales skills will be introduced and practiced – this will be useful and fun!
Course Outline and Class Schedule (Thursdays 1:30 – 4:10 pm):

Week #1  Sep 2  Overview: Separate “Struggling” from “Artist”
The Corporate Art Market

Week #2  Sep 9  Why Have Art in the Workplace?  How Slow is Your Elevator?
Team Assignments – Research Market Sectors

Week #3  Sep 16  Selling is Not a Dirty Word. Discovering WIFM for the Corporate Buyer
Switch sides – Elevator role-play sessions. Discuss Surfing assignment.

Week #4  Sep 23  Instructor out of town

Week #5  Sep 30  Presenting Your Art in Writing
Team Market Sector Presentations

Week #6  Oct 7  Presenting Your Art Orally. Discuss Factory Workers assignment.
What does Professionalism Mean?

Week #7  Oct 14  Instructor out of town

Week #8  Oct 21  The Power of Great Questions. Discuss Expose Yourself assignment.
Oral Art Presentations

Week #9  Oct 28  Presenting Your Art Electronically
Persuasive PowerPoints & Awesome Sites

Week #10  Nov 4  Student Power in Power Points
There’s More to Art than Your Art

Week #11  Nov 11  Who or What is Your Competition?
Relationship Marketing. Is the Gatekeeper Your Friend?

Week #12  Nov 18  What does Networking have to do with it?
Secrets to Power Networking. Helpful Resources for Personal Growth

Nov 25  Happy Thanksgiving!

Week #13  Dec 2  Final Presentations. Your personal Art Marketing Plan

Week #14  Dec 9  Final Presentations. Where Do You Go from Here?
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**Required Texts/Materials:**

Smith, Constance – *Art Marketing 101*,

Grant, Daniel – *The Business of Being an Artist*

Michels, Caroll - *How to Survive and Prosper as an Artist*

**Suggested Additional Resources:**

Bayles, David & Orland, Ted - *Art & Fear*
published by Image Continuum ISBN 0-9614547-3-3

Lang, Cay - *Taking the Leap*

**Grading will be based on:**

Showing up & on-time submissions (8%)
Periodic in-class quiz scores (12%)
Scores on homework asnmnts #1,2,4,5 (18%)
Written presentation of your art #3 (9%)
Personal presentation of your art #7 (10%)
Electronic presentation of your art #6 (8%)
Presentation of your Marketing Plan #8 (15%)
Participation in classroom discussions (20%)

Late submission of any assignment: lose 50%

To earn a grade of “A”, you must achieve a minimum average grade of 90% on the course work requirements. *Choose excellence.*

To earn a grade of “B”, you must achieve a minimum average grade of 85% on the course work requirements.

To earn a grade of “C”, you must achieve a minimum average grade of 80% on the course work requirements.

To earn a grade of “D”, you must achieve a minimum average grade of 70% on the course work requirements.

To earn a grade of “F”, you must achieve a minimum average grade below 70% on the course work requirements. *Don’t choose failure.*