Year 12 into Year 13 – Summer Transition Assignment

Unit 106 – Marketing for the Performing Arts

The aim of this assignment is to develop a knowledge of the types of marketing strategies used by performing arts organisations and to apply this learning to the marketing of your Performance Workshop piece.

**Introduction**

Knowledge of marketing and promotional techniques is essential for an understanding of the performing arts business. This assignment will help you understand the importance of marketing to a performing arts organisation’s business, growth, profitability and long-term survival. Like any other area of business, performing arts organisations need to employ good marketing and promotional techniques to ensure the sale of tickets for events and performances. Any business wishing to sell a product or service needs to identify potential customers to ensure products and services are what the customer wants and are at a price the customer is willing to pay. A marketing team also needs to have a firm understanding of the product itself. You will have to investigate marketing practices employed by a range of performing arts organisations and consider how these organisations market and promote their products in order to attract audiences to events and performances. You will also develop the skills required to develop publicity materials such as posters, flyers, press releases and/or broadcast materials. You will then apply what they have discovered to the marketing of your Performance Workshop piece. Consider the product and the target audience and develop an appropriate marketing strategy, then develop and design publicity materials and running the campaign. Finally, you will analyse the potential success of your marketing campaign, taking into account feedback from the target audience at the Performance Workshop.

**Learning outcomes**

1. Know marketing techniques used by performing arts businesses
2. Be able to produce a marketing strategy for a performing arts event
3. Be able to contribute to a marketing campaign for a performing arts event
4. Understand the success of a marketing campaign.

**Task 1 - Investigation**

**Student Response:**

Complete primary and secondary research into the marketing techniques used by two contrasting organisations.

Collate these findings and make some conclusions on the marketing techniques you have seen. Present these findings in a written report.

**Grading Criteria:**

|  |  |
| --- | --- |
| **P1**  |  describe marketing techniques used by performing arts businesses |
| **M1**  |  explain marketing techniques used by performing arts businesses |
| **D1**  |  analyse marketing techniques used by performing arts businesses |

**Task 2 - Developing a marketing strategy**

Consider techniques that could be used to develop a marketing strategy for your project.

Complete the following to help you:

Analysis of event, identification of selling points, identification of target audience, type of publicity materials that could be used, placement/distribution/broadcast of publicity materials.

Create a presentation of your strategy to pitch to your group.

**Grading Criteria:**

|  |  |
| --- | --- |
| **P2**  |  produce a marketing strategy for a performing arts event that identifies the selling points of the event and the target audience  |
| **M2**  |  produce a marketing strategy for a performing arts event that describes the selling points of the event and the target audience |
| **D2**  |  produce a marketing strategy for a performing arts event that analyses the selling points of the event and the target audience |

**Task 3 – Marketing campaign**

Design and produce items of publicity that you outlined in your strategy.

Collect responses from your potential target audience.

Review the potential success of the campaign.

**Grading Criteria:**

|  |  |
| --- | --- |
| **P3**  |  design an item of publicity for a performing arts event that is fit for purpose [CT] |
| **M3**  |  design an item of publicity for a performing arts event that creates a positive impact  |
| **D3**  |  design an imaginative item of publicity for a performing arts event  |
| **P4**  |  contribute to the running of a marketing campaign [TW, SM] |
| **M4**  |  make a competent contribution to the running of a marketing campaign  |
| **D4**  |  make an efficient contribution to the running of a marketing campaign |
| **P5**  |  review the success of a marketing campaign identifying successes and areas for improvement. [RL] |
| **M5**  |  review the success of a marketing campaign describing successes and areas for improvement. |
| **D5**  |  review the success of a marketing campaign analysing successes and areas for improvement |

Please hand this in to Miss Walker in your first lesson back.