ROYAL WELSH COLLEGE
OF MUSIC & DRAMA
COLEG BRENHINOL
CERDD A DRAMA CYMRU

Audience Development and Communications

- The module gives students a comprehensive overview of marketing the arts at campaign level
- Students study the theory of marketing principles, learning how to set objectives, identify markets, and monitor and evaluate marketing campaigns
- Students apply learned skills to the production of a marketing campaign for a specific event

Assessment

A marketing portfolio made up of a variety of elements to market an event, typically including examples of key aspects of the campaign – direct marketing, media release, copywriting for web or print, external agency brief for web, app, or print.

On completion of the module the student should be able to:

- Demonstrate a critical awareness and application of relevant knowledge and research to identify target markets, producing a multi-channel marketing mix
- Produce on and off-line marketing materials for a specific arts event to a professional standard
- Demonstrate strategic marketing campaign planning at organisational level