

**CULS5320A Special Topics in Cultural Management I -  
Art Producing and Marketing**

MA in Cultural Management Programme  
The Chinese University of Hong Kong

Lecturers: Heidi Lee and Meggy Cheng  
Saturdays, 10.30am to 1.15pm

**Note: This is a draft outline.  
A full outline will be made available nearer to the start of the semester.**

Course Description

This co-taught course has two main components. The first component is Art Producing, of which students will learn about the necessary processes and practices in producing art projects (in particular, live performances), from financing, to budgeting and beyond. The second component focuses on Art Marketing, where students will be exposed to various strategies in marketing, branding, public relations and social media, presented with practical cases relevant in both performing arts and visual arts. Collectively, both components prepare Cultural Management students for the growing needs of producers and marketers in the creative industries.

Schedule

<b>Date</b>	<b>Topic</b>	<b>Instructor</b>
9 Sep	Introduction of Art Producing and Art Marketing	Heidi and Meggy
16 Sep	The Role of a Producer	Heidi
23 Sep	Budgeting for Different Art Forms	
30 Sep	Public Holiday	
7 Oct	Scheduling for Productions & Events	
14 Oct	Performing Company Management	
21 Oct	Cultural Entrepreneurship	
28 Oct	Cultural Exchange and Tour	
4 Nov	Marketing and Branding Strategies	
11 Nov	Performing Arts and Visual Arts Marketing	
18 Nov	Partnership and Ecology	
25 Nov	Cultural Tourism and Destination Marketing	
2 Dec	Technology and Innovation	
9 Dec	Final Presentation	Heidi and Meggy