

TOPICS

1. BUSINESS MODELS IN THE CULTURAL AND CREATIVE SECTOR

The aim of this module is to provide students with a shared terminology and conceptual tools to make sense of the economic and organizational aspects of activities within the creative industries. Several approaches to value creation and capturing will be reviewed, paying attention at the internal consistency of each solution in terms of the relationships between product/service offered and customers; activities and competences needed; cost incurred and revenue generated. The topics of the first module will then be explored further in sections 2-5 of the course.

2. MARKETING AND COMMUNICATION STRATEGIES

The second module deepens the issue of ad hoc approaches to markets, potential segments of users, and their specific needs. Then the focus will be on how to communicate and deliver the value embedded in a product or service to customers. The module will introduce generic and cultural sector-specific marketing concepts and tools, including customer behavior analysis, service quality, customer satisfaction tools, and communication strategies.

3. COMMUNITY INVOLVEMENT IN CREATIVE AND CULTURAL SECTOR.

This module delves into the different roles that a community can have in the development of a creative and cultural initiative. The module will explore the aims, strengths, and challenges associated to different participatory approaches. Potential conflicts between various groups of stakeholders will be discussed.

4. BUDGETING AND FUNDRAISING

Forecasting and measuring the different kinds of costs and finding ways to cover the financial needs is pivotal in developing a business idea. A crucial step relates to understanding issues regarding the setting up phase (establishing a new entity, opening a new organization, etc.) and running current operations. The module will comprise basics in cost analysis and budgeting and elements of fundraising strategies for art and culture, including crowdfunding and community support for heritage rehabilitation and restoration.

5. BUSINESS VENTURING: APPROACHES AND FIRST STEPS

The module discusses finance and financing for a new company, how to set the team, the role of startup incubators, how to manage entrepreneurial growth, and business pitching and business planning.