

## INAM60002 Indigenous Arts Industry and Marketing

<b>Credit Points:</b>	12.5
<b>Level:</b>	6 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2015.
<b>Time Commitment:</b>	Contact Hours: 40 hours per week Total Time Commitment: 120 hours per semester
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Contact:</b>	Eugenia Flynn Student Programs Coordinator Wilin Centre for Indigenous Arts and Cultural Development Faculty of VCA and MCM The University of Melbourne Ground Floor, Hub Building 863 234 St Kilda Rd, Southbank Vic 3006 Australia T +61 3 9035 9382 F +61 3 9035 9085 E <a href="mailto:eugenia.flynn@unimelb.edu.au">eugenia.flynn@unimelb.edu.au</a> W <a href="http://vca-mcm.unimelb.edu.au/wilin">vca-mcm.unimelb.edu.au/wilin</a>
<b>Subject Overview:</b>	This subject explores the Australian Arts Industry with specific focus on the Indigenous Arts industry, so that you develop a sound knowledge of arts organisations, corporate and independent companies, festivals and events, and community cultural development programs and projects. This subject also investigates the role of marketing, including areas of market research, public relations, promotion, and networking with reference to ethical and legal frameworks.
<b>Learning Outcomes:</b>	<ul style="list-style-type: none"> <li># to understand how to market Indigenous arts and be able to apply knowledge across arts disciplines;</li> <li># to understand media and strategies for engaging within its various forms;</li> <li># to develop strategies for identifying opportunities for the promotion and development of Indigenous arts;</li> <li># to understand and practice appropriate communication strategies for the promotion of Indigenous arts.</li> </ul>
<b>Assessment:</b>	Students will be assessed upon the quality of their class participation (15%); Individual seminar presentation of research paper equivalent to 2,200 words (each student) (35%); Individual marketing project equivalent to 2,500 words (50%)
<b>Prescribed Texts:</b>	None
<b>Recommended Texts:</b>	None

<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	<p>On completion of this subject students should:</p> <ul style="list-style-type: none"><li># be able to research through competent use of various information sources, and be able to define the areas of inquiry and methods of research in the preparation of seminar presentations and marketing projects;</li><li># have acquired awareness of the requirements of ethical practice in relation to research engaging cross-cultural collaboration and intellectual property issues;</li><li># be able to participate in team work through involvement in group work;</li><li># have gained experience of methods of critical inquiry and argument leading to improved analytical skills;</li><li># comprehend complex concepts and be able to use this knowledge to problem solve;</li><li># be able to communicate knowledge ideologically and economically through project writing and tutorial discussion.</li></ul>
<b>Related Course(s):</b>	Graduate Certificate in Indigenous Arts Management