INAM60002 Indigenous Arts Industry and Marketing

Credit Points:	12.50
Level:	6 (Graduate/Postgraduate)
Dates & Locations:	2011, Southbank This subject commences in the following study period/s: September, Southbank - Taught on campus.
Time Commitment:	Contact Hours: 10 hours per week. Total Time Commitment: 40 hours
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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: http://www.services.unimelb.edu.au/disability/
Contact:	Faculty of the VCA and Music Student Centre Email: vcam-info@unimelb.edu.au Tel: +61 3 9685 9419 Fax: +61 3 9685 9358 Web: www.vcam.unimelb.edu.au
Subject Overview:	This subject will concentrate on exploration of the Australia Arts Industry with specific focus on the Indigenous Arts industry. Students who complete this subject will have a sound knowledge of arts organisations, corporate and independent companies, festivals and events, and community cultural development programs and projects. The subject will also focus student discussion on art disciplines and cross discipline collaboration by engaging in seminars through the Centre for Ideas. This subject will also concentrate on the study and role of marketing, including areas of market research, public relations, promotion, and networking. This subject will also reference ethical and legal frameworks.
Objectives:	# to understand how to market Indigenous arts and be able to apply knowledge across arts disciplines; # to understand career marketing for Indigenous arts workers; # to develop stretagies for identifying opportunities for the promotion and development of Indigenous arts; # to understand and practice appropriate communication strategies for the promotion of Indigenous arts.
Assessment:	Students will be assessed upon the quality of their class participation (15%); Group seminar presentation of research paper 1,800 words (each student) (35%); Individual marketing project equivalent to 3,000 words (50%)
Prescribed Texts:	None
Recommended Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	On completion of this subject students should:

	# 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; # have acquired awareness of the requirements of ethical practice in relation to research engaging cross-cultural collaboration and intellectual property issues; # be able to participate in team work through involvement in group work; # have gained experience of methods of critical inquiry and argument leading to improved analytical skills; # comprehend complex concepts and be able to use this knowledge to problem solve; # be able to communicate knowledge ideologically and economically through project writing and tutorial discussion.
Related Course(s):	Graduate Certificate in Indigenous Arts Management