

TM191 - Planning and Marketing Cultural Projects (Current Academic Year)

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51 items

Lecture 1 (4 items)

To be read before the first week of class.

Project management leadership: building creative teams, by Rory Burke; Steve Barron, 2014

[Book](#) | **Essential** | Please read Chapter 1

The definitive guide to project management: the fast track to getting the job done on time and on budget, by Sebastian Nokes; Sean Kelly, 2007

[Book](#) | **Essential** | Please read Chapter 1 & 5

Note: the library lists this as a 'book' but it is actually an 'e-book'

What is Project Management? Training Video, 30/4/2012

[Audio-visual document](#) | **Recommended**

Guide to Group Work | UNSW Current Students

[Webpage](#) | **Essential** | Please review these for seminar 1

Lecture 2 (4 items)

To be read before the second week of class.

The definitive guide to project management: the fast track to getting the job done on time and on budget, by Sebastian Nokes; Sean Kelly, 2007

[Book](#) | **Essential** | Please read Chapter 2 & 3

Note: the library lists this as a 'book' but it is actually an 'e-book'

Project management leadership: building creative teams, by Rory Burke; Steve Barron, 2014

[Book](#) | **Essential** | Please read Chapter 11

Pert and Plays: Project Management in the Theatre Arts - in Educational Theatre Journal, by Howard Kittleson; Michael McCarthy, 1973-03

[Article](#) | **Recommended**

Performing arts and the art of performing - On co-construction of project work and professional identities in theatres - in International Journal of Project Management, by Monica Lindgren and Johann Packendorff, 2007

[Article](#) | **Essential** | Module: TM191 (Scanned Extract)

Lecture 3 (4 items)

To be read before the third week of class.

Project management leadership: building creative teams, by Rory Burke; Steve Barron, 2014

Book | **Essential** | Please read Chapter 7

The definitive guide to project management: the fast track to getting the job done on time and on budget, by Sebastian Nokes; Sean Kelly, 2007

Book | **Essential** | Please read Chapter 6 and Appendix 'A'

Note: the library lists this as a 'book' but it is actually an 'e-book'

Get to grips with budgets: how to take the stress out of working with numbers, 2005

Book | **Essential** | Please read Chapters 1 - 4, 6, 8 and 9 by the end of Seminar 5.

This is a short book, however, and it would be useful for you to have read as much of it in its entirety if possible.

Addressing the Dynamic: Project Manager/Artist Relationship

Document | **Recommended**

Lecture 4 (4 items)

To be read before the fourth week of class.

The definitive guide to project management: the fast track to getting the job done on time and on budget, by Sebastian Nokes; Sean Kelly, 2007

Book | **Essential** | Please read Chapter 7

Note: the library lists this as a 'book' but it is actually an 'e-book'

Project management leadership: building creative teams, by Rory Burke; Steve Barron, 2014

Book | **Essential** | Please read Chapter 10

The Failure of Participation

Website | **Recommended** | Note: you can also access an edited version of this text here: artnodes - UOC

<https://artnodes.uoc.edu/articles/10.7238/a.v0i21.3129/galley/3429/download/>

Project Management in the Age of Complexity and Change - in Project Management Journal, by Ali Jaafari, 2003-12

Article | **Recommended**

Lecture 5 (4 items)

To be read before the fifth week of class.

The definitive guide to project management: the fast track to getting the job done on time and on budget, by Sebastian Nokes; Sean Kelly, 2007

Book | **Essential** | Please read Chapter 11

Get to grips with budgets: how to take the stress out of working with numbers, 2005

[Book](#) | **Essential** | You should have completed this book by this week

**Project Management For Artists – Part I | Art Marketing and Business by Neil McKenzie
Creatives and Business LLC**

[Webpage](#) | **Recommended**

Introduction: programming film festivals - in Coming soon to a festival near you:
programming film festivals, by Ruoff, J., 2012

[Chapter](#) | **Background** | Module: TM191 (Scanned Extract)

Lecture 6 (7 items)

Please read before the sixth class.

Marketing the arts: a fresh approach, by Daragh O'Reilly; Finola Kerrigan, 2010

[Book](#) | **Recommended**

Strategic management in the arts, by Lidia Varbanova, 2013

[Book](#) | **Essential** | Please read: Chapter 7

Marketing strategy for the creative and cultural industries, by Bonita M. Kolb, 2016

[Book](#) | **Essential** | Please read: Chapter 1

Marketing management for nonprofit organizations, by Adrian Sargeant, 2009

[Book](#) | **Recommended** | Please read: Chapter 2

Marketing the arts, by Daragh O'Reilly, 2010

[Book](#) | **Essential** | Please read: Chapter 5

Before method: axiomatic review of arts marketing - in International Journal of Culture,
Tourism and Hospitality Research, by Bradshaw, Alan, 2010

[Article](#) | **Recommended**

A Brief History of Arts Marketing Thought in North America - in The Journal of Arts
Management, Law, and Society, by François Colbert, 2017-05-27

[Article](#) | **Recommended**

Lecture 7 (5 items)

Please read before the seventh class.

Marketing strategy for the creative and cultural industries, by Bonita M. Kolb, 2016

[Book](#) | **Essential** | Please read: Chapters 5 and 12

Marketing management for nonprofit organizations, by Adrian Sargeant, 2009

[Book](#) | **Recommended** | Please read: Chapter 3

Strategic marketing for nonprofit organizations, by Alan R. Andreasen; Philip Kotler, c2008

[Book](#) | **Recommended** | Chapters 3 and 18

Leap into Live Music! Building relationships with audiences from disadvantaged groups - Liverpool Philharmonic, Culture Hive Case Study[Document](#) | Essential

Plenty Productions Engaging Black and Minority Ethnic (BME) audiences, Culture Hive Case Study[Document](#) | Essential

Lecture 8 (5 items)Please read before the eighth class.

Marketing strategy for the creative and cultural industries, by Bonita M. Kolb, 2016[Book](#) | Essential | Please read: Chapters 3, 6 and 9

Marketing management for nonprofit organizations, by Adrian Sargeant, 2009[Book](#) | Recommended | Please read: Chapter 4 and 10

Marketing communications: an integrated approach, by P. R. Smith; Jonathan Taylor, 2004[Book](#) | Recommended | Please read: Chapter 5

Strategic marketing for nonprofit organizations, by Alan R. Andreasen; Philip Kotler, c2008[Book](#) | Essential | Please read: Chapter 19

Film Hub Scotland | Resources[Webpage](#) | Essential

Lecture 9 (6 items)Please read before the ninth class.

Marketing strategy for the creative and cultural industries, by Bonita M. Kolb, 2016[Book](#) | Essential | Please read Chapter 7 and 8

Marketing culture and the arts, by François Colbert; Carmelle and Rémi Marcoux Chair in Arts Management, c2012[Book](#) | Recommended | Please read: Chapter 7

Strategic marketing for nonprofit organizations, by Alan R. Andreasen; Philip Kotler, c2008[Book](#) | Essential | Please read: Section III

Marketing management for nonprofit organizations, by Adrian Sargeant, 2009[Book](#) | Recommended | Please read: Chapter 7

Converting Family into Fans: how The Contemporary Jewish Museum expanded its reach[Document](#) | Recommended

Ballet Austin - Expanding audiences for unfamiliar works, 2017. Culture Hive Case Study.[Document](#) | Essential

Lecture 10 (8 items)

Please read before the tenth class.

Marketing strategy for the creative and cultural industries, by Bonita M. Kolb, 2016

[Book](#) | Recommended | Please read: Chapter 2 and 10

Digital Engagement in Culture, Heritage and the Arts Digital audiences: Engagement with arts and culture online

[Document](#) | Essential

[Interview] How Did Innocent Drinks Drive A 35% Engagement Rate On Their Twitter Ads?

[Webpage](#) | Recommended

Key issues in the arts and entertainment industry, by Ben Walmsley, c2011

[Book](#) | Essential | Please read: Chapter 1

Co-creating theatre: authentic engagement or inter-legitimation? - in Cultural Trends, by Ben Walmsley, 2013-06

[Article](#) | Recommended

AUDIENCE DEVELOPMENT AND SOCIAL INCLUSION IN BRITAIN - in International Journal of Cultural Policy, by Nobuko Kawashima, 2006-03

[Article](#) | Essential

Extending reach with technology - Seattle Opera. Culture Hive Case Study

[Document](#) | Recommended

Website impact - Increasing sales with a mobile-first approach, The MAC, Belfast. Culture Hive Case Study

[Document](#) | Recommended