

**ARTS MANAGEMENT Summer 2017 Course Offerings**

**FA \*365.001 Social Media Arts Marketing (3 crs) \*\* Online course fee: \$100**

<u>CRN</u>	<u>Section</u>	<u>Days</u>	<u>Times</u>	<u>Location</u>	<u>Instructor</u>	<u>Email</u>
24981	001		Online		Paul Rhien	paulrhien@unm.edu

**Course Description:** The purpose of this course is to facilitate students toward developing a social media presence for arts marketing and promotion. Real world projects and case discussions will assist in understanding social media marketing practices and strategies. Social Media has become much more than a means for person-to-person communication and content sharing. Brands, both personal and corporate, have had to adapt to find their place in the conversation. This course will integrate today's best practices with tools and strategies to move at the pace of the "new" social media content world. Arts managers and arts entrepreneurs have to find their place in the online conversation without becoming added noise. Meaning, standing out, and engaging your audience is more important than ever. We will explore several social media channels and how they're used, identifying which may and may not work and why. FA365 may be taken for graduate credit.