

Marketing for cultural organizations

1. What does the term marketing mean?
 - Define marketing by yourself.
 - Find at least two definitions by other authors.
 - **Discuss:** Why do we speak about marketing in consequence with cultural organizations?
2. What is SWOT analysis?
 - Try to made general SWOT analysis for traditional cultural organization as theatres, museums etc.
 - **Discuss:** What are the strengths of traditional cultural organizations?
 - **Discuss:** What are the weaknesses of traditional cultural organizations?
 - **Discuss:** What are the opportunities for traditional cultural organizations?
 - **Discuss:** What are the threats for traditional cultural organizations?
3. What instruments of marketing do you know?
 - Describe marketing instruments which you know.
 - **Discuss:** What has all instruments common?
 - Find examples of cultural organization which is good example in using marketing instruments.
4. What does marketing plan mean?
 - What are the basic steps of marketing plan?
5. What does marketing mix mean?
 - Describe 4 Ps marketing mix.
 - Describe 7 Ps marketing mix.
6. **Discuss:** What specification has customer of cultural organizations?
 - Define following groups of customers: Ready to buy customer, Loyal/Repeat customer, Impulse buying customer, Sale or discount customer, Potential customer
 - **Discuss:** How to attract each of customers group?
7. **Discuss** and find customers motivation to buy cultural products?