

Marketing for cultural organizations

1. What does the term marketing mean?
 - Find at least two definitions by other authors.
 - What are the differences between term marketing and fundraising?
 - Why do we speak about marketing in consequence with cultural organizations?
2. What are the most significant differences in marketing in culture?
3. What factors influence the segmentation of market with culture products?
 - How does this segmentation relate to pricing policy?
4. What are the most common ways of marketing communication?
5. How does competition in the market affect the marketing activities of culture organizations?
6. What basic types of visitors of cultural events do we have (based on motivation to visit culture event)?
7. What does marketing plan mean?
 - What are the basic steps of marketing plan?
8. What does marketing mix mean?
 - Describe 4 Ps marketing mix.
 - Describe 7 Ps marketing mix.