AIM Course Agenda

Class 1 Topics

I. Welcome / Introductions  
II. What is Marketing – Overview  
III. Target Marketing vs. Mass Marketing  
IV. An Introduction to Minimum Viable Product  
V. Niche Marketing and Building your Brand  
VI. Understanding the Marketing Mix – Four P’s of Marketing  
VII. Understanding Your Brand and values as an artist  
VIII. Homework – Four P’s Worksheet; Crafting Your Story; MVP Idea generation

Class 2 Topics

I. Review Homework  
II. Social Media as a marketing tool  
III. Platforms and defining their purpose  
IV. Content Marketing  
V. Developing Goals & Objectives  
VI. Messaging and content  
VII. Homework: Create a social media strategy

Class 3 Topics

I. Written and Verbal Communication Tools  
II. Artist Statements  
III. Artist Bios/Organizational Histories  
IV. Proposals  
V. Elevator Pitch  
VI. Homework: Write a bio or organizational history; Come Up with an elevator pitch

Class 4 Topics

I. Homework review  
II. Time management  
III. Putting together the marketing plan – template in class  
IV. Workshop feedback – artists share their marketing strategies