

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