

Art-based lesson on Marketing

Coaching session guide for
Adult Educators

Learning objectives and outcomes of this session:

| OBJECTIVES | OUTCOMES |
|--|---|
| To train on how to develop a marketing plan by choosing marketing techniques and tools to promote a product in a creative way through and inspired by the observation and analysis of a piece of art/literature. | Learners will be more able to build and implement a marketing plan identifying marketing strategies and tools. |
| To train on the marketing process: market research and analysis, identification of the characteristics of the product's target market, strategy planning and methods selection. | Learners will be more able to build a marketing plan following the right process, through effective actions by developing creative solutions for the product stand out of the market. |
| To provide learners with the marketing skills: identifying, anticipating and satisfying customers' needs and wants in a creative way. | Learners will have understood how to use a "think out of the box" strategy in order to analyse the target market and promote the product as the answer to the target buyers' needs and wants. |

Methods used during the session:



Short intros to the topic and the artworks;



Observation;



Self-reflection and self-learning;



Guided discussions.

Coaching Session Plan:

Duration: 1 hour

Necessary equipment and materials:

- A laptop and a projector
- Paper handouts with the works of art and literature to be examined
- Sheets of paper, pens and coloured pencils

Coaching session structure and materials

*Selected topic :
Marketing*

STRUCTURE

1. Brainstorming introduction to the discussion on the topic.
2. Introduction to marketing: what is this skill about and how do we acquire and use it?
 1. Introduction to the selected piece of art/literature and analysis of the related information materials.
 2. Guided discussion:
 1. Interpretation of the piece of art/literature
 2. Analysis of the piece of art/literature's elements
 3. The topic through the lens of the piece of art/literature
3. Conclusions
4. Marketing skills recap

MATERIALS

1. Coaching lesson guide
2. Database of pieces of art/literature
3. Links to sources and additional information materials about the piece of art/literature
4. Methodology how to apply arts and literature for education, creativity and innovativeness

Suggested timetable for the session

| N. | Activities | Dedicate time |
|----|--|---------------|
| 1 | Brainstorming introduction to the discussion on the topic. | 5 minutes |
| 2 | Introduction to marketing: what is this skill about and how do we acquire and use it? | 10 minutes |
| 3 | Introduction to the selected piece of art/literature and analysis of the related information materials. | 5 minutes |
| 4 | Guided discussion: <ol style="list-style-type: none"> 1. Interpretation of the piece of art/literature 2. Analysis of the piece of art/literature's elements 3. The topic through the lens of the piece of art/literature | 20 minutes |
| 5 | Conclusions | 15 minutes |
| 6 | Marketing skills recap | 5 minutes |
| | COMPLETE SESSION PLAN | 1 hour |

1. Brainstorming introduction to the discussion on the topic

The educator will lead the conversation towards the “marketing” topic. The learners will be asked questions to share their point of view, their experience and knowledge about the topic:

1. If you have to sell a product how do you promote to your customers? Do you know about “marketing”?
2. Have you had experience of apply a “marketing strategy” to promote a product?

2. Introduction to the topic

MARKETING

You should introduce the topic to the learners:

Marketing refers to activities a company undertakes to promote the buying or selling of a product, service, or good. At a fundamental level, marketing is the process of understanding customers, and building and maintaining relationships with them.

It is one of the primary components of business management and commerce. Marketers can direct their product to other businesses (B2B marketing) or directly to consumers (B2C marketing). Regardless of who is being marketed to, several factors apply, including the perspective the marketers will use. Known as market orientations, they determine how marketers will approach the planning stage of marketing.

The term marketing, what is commonly known as attracting customers, incorporates knowledge gained by studying the management of exchange relationships and is the business process of identifying, anticipating and satisfying customers' needs and wants.

What is the process of marketing plan?

1. Market research
2. Target market identification
3. Target market analysis
4. Definition of a marketing strategy
5. Selection of the marketing methods and tools
6. Marketing campaign planning
5. Marketing campaign launch

3.1 Brief introduction to the artwork and observation

ARTWORK 1: Fairytale

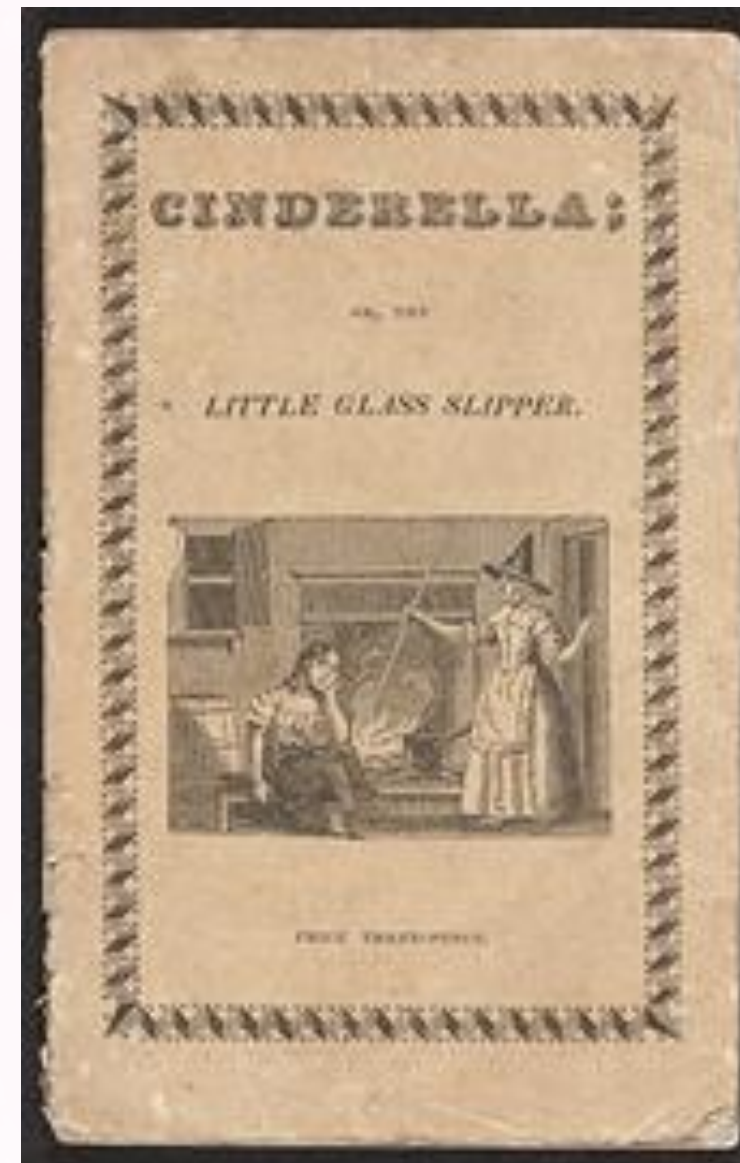
TITLE: Cinderella

ARTIST: Grimm brothers, 1822

DESCRIPTION:

The classic fairytale of Cinderella is about a beautiful girl who is an orphan and gets mistreated and abused by her step-mother and step-sisters.

She never gives up and eventually gets to marry the prince.



4.1 Guided discussion: Interpretation

How to interpret artworks

You should ask learners to describe what they see / feel / understand from the selected piece(s) of art/literature.

The focus of the discussion is on sharing personal views, feelings and thoughts of participants about the piece(s) of art/literature. The purpose is to encourage participants to share their opinion by pointing out that there are no wrong answers.

Possible questions to be chosen and developed according to the chosen of art/literature chosen:

- a. What does this piece of art makes you think and feel?
- b. What do you think the artwork wants to communicate?
- c. What in your opinion is the focus of the artist's attention?
- d. Which are the challenges you thin the artists faced in the realization of the piece of art/literature?

4.2 Guided discussion: Analysis

How to analyze artworks

You should guide the analysis of the elements that compose and/or are represented in the piece of art/literature. You should guide learners in a discussion leading to the entrepreneurial topic under discussion through the analysed elements.

Possible questions for *Guided discussion on the observed/introduced works*:

1. Is there something in this piece of art that makes you think of some of the characteristics of the marketing?
2. Are there elements in this piece of art which you can relate to the process of a marketing strategy? Which are they and how/where can you find them?
3. Would you be able to describe the marketing process through this piece of art?

Support tools

Optionally you could research and provide the learners with the support analysis tools chosen according to the topic and the piece of art/literature under observation.

Those will be combined with the additional information materials about the pieces of art/literature in the database.

ART and LITERATURE TOOLS

How to analyze a piece of art/literature?

Primarily

- Self reflection through a piece of art/literature
- Color and shapes symbolism related according to the context (in art)
- Plot structure or writing techniques (in literature)

Secondarily

- Historical and environmental context
- Art piece and/or artist history

BUSINESS TOPICS ANALYSIS TOOLS (theoretical framework)

How to analyze the topic?

Key points of business and marketing strategy entrepreneurial skill processes and practical examples.

4.3 Guided discussion: Marketing through the lens of the piece of art

You should guide learners in a discussion about the topic through the lenses of the art works.

Opening question: Where can we find marketing's characteristics or processes in this piece of art ?

To guide this discussion you could use the support of one or more of the following activities selected by the educator:

Q&A sessions – about the topic and about the pieces of art/literature

Mind maps on the topic of the activity

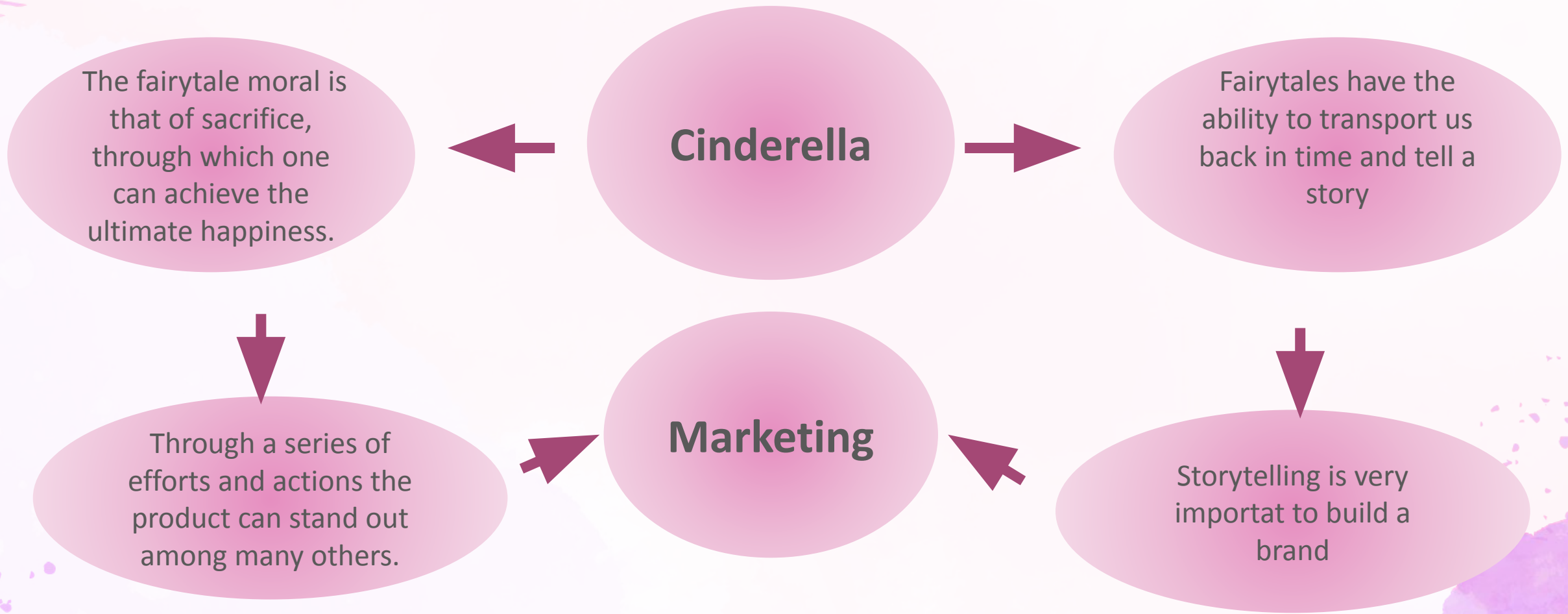
Questions cards about the pieces of art/literature

Quizzes on the topic of the activity and on the pieces of art/literature

Practical exercise to draw/write their own version of artwork on the topic of the activity.

You should collect answers from the learners and listen to their different analysis and elaborations.

Mind map reference



5. 1 Conclusions (Artwork

1) *At the end of the activity, you could start guiding the group into his/her interpretation of the artwork, explaining how he/she sees the topic through the lenses of the art/literature under observation.*

Why did we chose this piece of art? (The interpretation in the database is optional to use, and can be substituted by the educator's interpretation).

We can find marketing elements in the fairytale:

Cinderella is a great example of storytelling that can be applied to branding. Archetypal characters and stories are a great resource for marketers. The fairytale moral is that of sacrifice, through which one can achieve the ultimate happiness, once represented by the social status of a princess.

The individual can easily identify with the fairytale main character, because everyone has experienced some sort of distress or mistreatment sometimes in their life. The individual can somehow relate to Cinderella's feelings. The latter is key for branding, it is necessary to create a "brand story" towards which the consumer can empathize.

The element of nostalgia can make the process easier; as adults, fairytales have the ability to transport us back in time.

6. Marketing skill recap

Marketing is the business process of identifying, anticipating and satisfying customers' needs and wants. What is the of a marketing strategy plan?

1. Market research
2. Target market identification
3. Target market analysis
4. Definition of a marketing strategy
5. Selection of the marketing methods and tools
6. Marketing campaign planning
5. Marketing campaign launch

The key areas to identify in marketing creative strategy are:

Ideas: What content will you make, what will it say, how are you different?

Activations: What will you do that will encourage the consumer to respond, engage and converse?

Visual: What will everything look like, is there a visual theme or guideline?

Narrative: Refer back to the content strategy – what is the story we are trying to tell?