

Art-based lesson on Marketing

Group lesson guide for
Adult Educators

Learning objectives and outcomes of this lesson:

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 acquire necessary skills 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 of selection.	Learners will be 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 lesson:



Short intros to the topic and the artworks;



Observation;



Self-reflection and self-learning;



Guided discussions.

Group Lesson Plan:

Duration: 5 hours

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
- Other items to support activities such as Ice-breaking

DIGITAL SUPPORT (optional)

- For the brainstorming guided discussion: **Miro**
- For the involvement of the learners in the final evaluation phase: **Mentimeter**

Group lesson structure and materials

*Selected topic :
Marketing*

STRUCTURE

1. Ice-breaking activities related to lead to the “marketing” topic
2. Introduction to marketing: what is this skill about and how do we acquire and use it?
3. Introduction to the selected piece of art/literature and analysis of the related information materials.
4. 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
5. Conclusions
6. Marketing skill recap

MATERIALS

1. Group 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 lesson

N.	Activities	Dedicate time
1	Ice-breaking activities related to lead to the “marketing” topic	90 minutes
2	Introduction to marketing: what is this skill about and how do we acquire and use it?	30 minutes
3	Introduction to the selected piece of art/literature and analysis of the related information materials.	45 minutes
4	Guided discussion: <ul 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 	1.45 minutes
5	Conclusions	30 minutes
6	Marketing skills recap	30 minutes
	COMPLETE LESSON PLAN	5 hours

1. Ice-breaking activity

The ice-breaking activity will serve to lead the conversation towards the “marketing” topic. You should ask questions to share their point of view, their experience and knowledge about the topic:

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

The ice-breaking activity can be led through the use of games to make learners feel free to share their thoughts and brainstorm. Dixit cards game, here presented, is an effective tool for this activity, but educators can freely creatively use other tools they feel comfortable with.

Dixit cards

Spread the cards with the images facing upwards on the table. Let everyone in the group choose one card that fits how they currently feel or what their expectations are for the rest of the training. Give them some time and when each person has a card sit around the table or in a circle. Go around, let everyone present themselves and let them explain why they took this card, what kind of feelings or emotion that image has evoked. It’s an easy way to get people talking as they have an image that supports their story. The game creates an atmosphere where people listen to each other and talk about personal feelings in a safe environment.

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 CHOSEN FOR A TECHNICAL/SPECIFIC APPROACH

ARTWORK 1: Installation

TITLE: The Bright Beneath

ARTIST: Shih Chieh Huang, 2011

DESCRIPTION:

Artist Shih Chieh Huang created this installation inspired by bioluminescence in marine animals.

He carried out scientific research along with scientists, studying and documenting specimens that produce light in order to survive.

The result was not a faithful biological reproduction of the animals studied, only the emotions are reproduced in the installations: astonishment, creativity and imagination. The artist achieved his purpose using lights, plastic tubes appendages and computer parts.



3.1 Brief introduction to the artwork and observation

ARTWORK CHOSEN FOR A METAPHORICAL APPROACH

ARTWORK 2: Painting

TITLE: The last kiss of Romeo and Juliet

ARTIST: Francesco Hayez, 1823

DESCRIPTION:

Hayez's painting is taken from William Shakespeare's tragedy and depicts the farewell between the two lovers. The painting was an extraordinary success thanks to the novelty of the subject and the pictorial language, but it also caused a stir in the society of the time, as the scene was considered to be of strong eroticism.



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

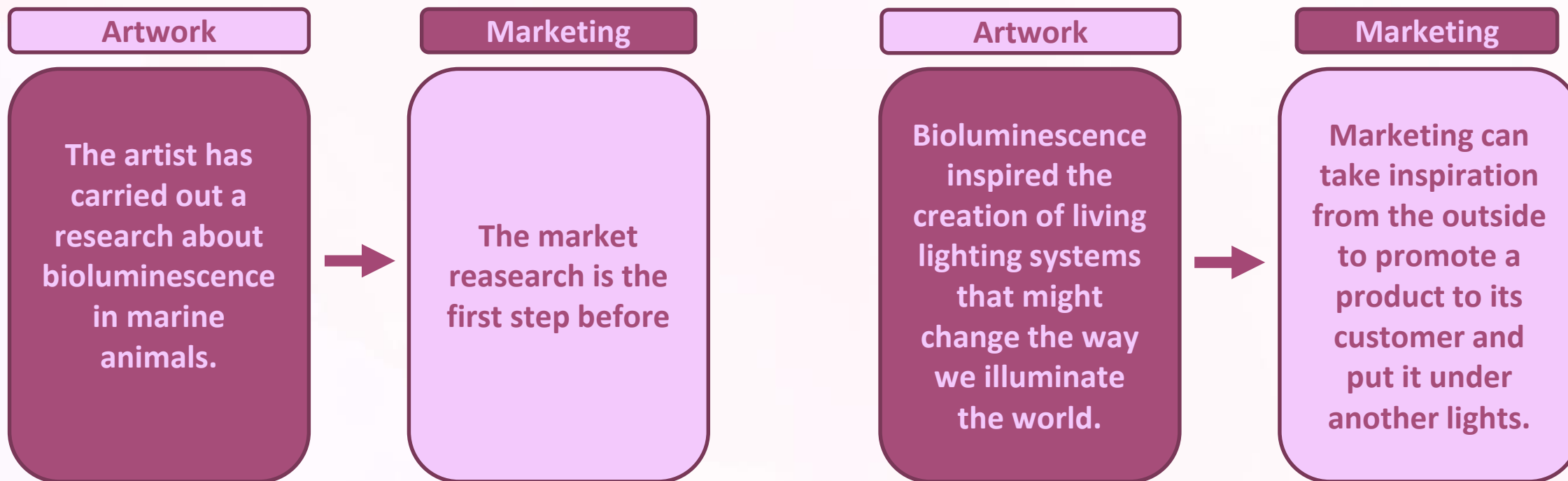
Questions cards about the pieces of art/literature

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

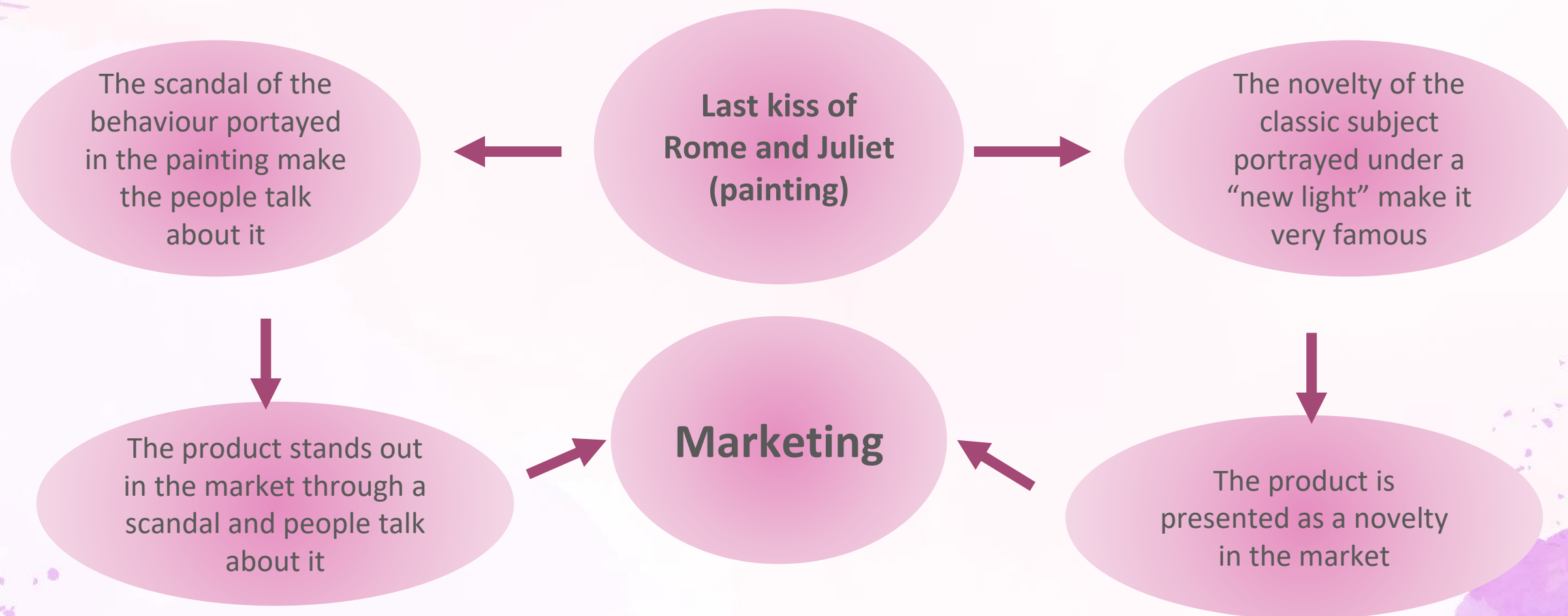
Practical exercise to draw/write their own version of artwork on the topic of the activity.

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

Quiz cards reference (Artwork 1)



Mind map reference (Artwork 2)



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 this installation:

The element to focus on is bioluminescence. It is not only inspirational for arts: as a biological, sustainable source it inspired the creation of living lighting systems that might change the way we illuminate the world. A French startup, Glowee, was born in 2014 on the basis of this purpose.

This topic could be useful to introduce participants to biomimicry: the emulation of the models, systems, and elements of nature for the purpose of solving complex human problems.

Innovation can be inspired by nature, as a product promotional campaign can be inspired by something «outside the box».

5. 2 Conclusions (Artwork 2)

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).

The painting was an extraordinary success thanks to the novelty of the subject and the pictorial language, but it also caused a stir in the society of the time, as the scene was considered to be of strong eroticism.

The novelty and the scandal of the time make the painting somehow comparable to modern guerrilla marketing.

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?