Learning Goals for Media, Marketing & Communications II

I would like to dive deeper into the marketing portion of this class since it will most likely align with part of my larger research question for the AAD program. I would like to investigate multiple marketing strategies and the particular uses for each in the arts marketing spectrum.

I want to expand my knowledge of digital media and the application of the material for the arts and culture sector. I want to investigate ways in which multi-media technologies cannot only impact arts marketing, but also the arts in the broader sense. (i.e. programming, curriculum development, audience engagement)

In creating my marketing plan for an arts organization, I want to deepen my engagement in the assignment so as to have a many resources for marketing that might be used as I move to practical application after this particular assignment is finished.

Understand relationships between personal learning environments and the information exchange. I want to understand where things are currently, but also in what ways things might evolve in the future.