

MARKETING FOR ARTISTS

NEWSLETTER

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A SHORT INTRODUCTION TO THE PROJECT

Marketing for Artists (M4A) is a proposal to adapt the vocational education in the art field to the labour market needs.

The project aims to analyse the art school curricula in order to integrate some marketing teaching-units into the art subjects with the final goal of allowing art students to acquire the needed marketing skills. M4A is addressed to work on issues that undermine the attractiveness of VET and improve the quality assurance in vocational education and training by adapting its educational curricula to reduce the mismatch between formal education and labour market needs.

A detailed analysis made by the partners in their own countries revealed that only in two of them art students acquire some entrepreneurial concepts, but they are general and linked to business administration, and not supporting their need of marketing skills in the artistic sector. In the rest of the countries analysed, art students don't have any lessons that can teach them basic marketing skills. This approach doesn't support recently graduated students in Art in becoming successful entrepreneurs or appealing attractive employees.

M4A will design specific contents related to the marketing skills needed by art students to empower their professional career once they have finished the vocational education and training studies.



Visit the following links for more information and the latest updates about the project 

Website: <https://m4a.erasmus4artists.eu/>

Facebook: <https://www.facebook.com/M4Aeu>



MARKETING FOR ARTISTS ONLINE KICK-OFF MEETING

Marketing for Artists was launched on the 4th of February of 2022 in an online kick-off meeting. The project will last for two years (January 2022 until January 2024) and it is composed of six partners from six different countries:



*Countries represented within
the partnership*

- Solski center Srečka Kosovelca Sezana (Slovenia), coordinator of M4A
- Ammattiopisto Live (Finland)
- MateraHub Industrie Culturali e Creative (Italy)
- Liceul de Arte Vizuale Romulus Ladea (Romania)
- In Progress (Spain)
- EfVET (Belgium)

During the kick-off meeting, the project was presented, as well as the partnership and the organisations. Moreover, the different intellectual outputs foreseen throughout the course of the project were described:

- 1** M4A Transnational Report that will aim to identify the art teachers' needs for an adequate training in the Marketing for Artists sector.
- 2** M4A Training Contents and Evaluation System, based on the results of the previous project result.
- 3** Policy to adopt M4A: the objective of this output is to elaborate a Policy Recommendation to invite target groups to adopt the M4A methodology.



FIRST TRANSNATIONAL PROJECT MEETING IN HELSINKI, FINLAND

Between the 20th and the 22nd of June 2022, the first Marketing for Artists transnational meeting was organized in Finland, hosted by the Finnish project partner Live-säätiö.

Partners met in person for the first time during this meeting, and focused on the first intellectual output of the M4A project., the objectives of which are:

- To do desk research in order to find some best practices among the EU Member States regarding the introduction of marketing and entrepreneurial skills in the VET curricula of Arts.
- To prepare a survey regarding some specific questions about the importance of marketing skills to two focus groups.
- To write a report regarding the outcomes obtained in the previous task.

Before the discussion started, every partner presented its organisation, and the explanation of the outcomes of the tasks done. During the discussion, partners reached the conclusion that it was really tough to find some best practice regarding marketing skills in VET curricula. Therefore, partners found an undeveloped *niche* where action should be taken.

Furthermore, the outcomes from the survey were quite similar between all the partners, because the vast majority of the interviewers answered that the two indispensable skills artists should have are the ability of self-promotion and the use of social media. Last but not least, for the following meeting partners decided to start working in the second project result and writing the final report of the IO1.

