

Department of Art

Faculty:	Education of Art / Fine Art
Level:	Bachelor's / 'Licentiate'
Module:	The Marketing of Art
Module Code:	03.9-WA-EASP-MASZ
Module Type:	Core module
Introductory requirements:	None
Language of Delivery:	Polish
Principal lecturer:	Wojciech Kozłowski, MA
Mode of Delivery:	Seminars
Number of Hours:	105
Number of Hours per week:	2, 2, 2, 1
Term:	3, 4, 5, 6
Assessment requirements:	A pass grade
Points ECTS:	6

Module Aims:

The main aim of the classes is to familiarise the students with the knowledge on the ways the world and market of art function. Considerable differences between the functioning of the above aspect in Poland and the countries of Western Europe and the USA should be taken into consideration. In order to get a clear picture of this situation with regard to aesthetics, the students are familiarised with the institutional theory of art by George Dickie and the notion of "the world of art" by Arthur Danto. These may serve as possible theoretical bases when considering a work of art as a subject of marketing activity. The students are also familiarised with the basic notions concerning the marketing in culture and the organisation of cultural activity in Poland and in the world. The students also get to know the policy of copyrights in Poland. The students are familiarised with the activity of the outstanding individuals (artists, curators, critics, gallery owners, museum directors) as well as the institutions (galleries, museums, big exhibitions, art fair), which all contribute to the formation of the world of art.

Module outcome:

The students should know the main conceptions and facts concerning the "world of art". They should be familiar with its structure. They should also know the legal status concerning the cultural activity as well as the basic policy of copyrights.

Assessment requirements:

A pass and familiarity with the reading list.

Basic literature:

Maria Gołaszewska - Estetyka współczesności, Kraków 2001
Janusz Bogucki - „Sztuka Polski Ludowej”, Warszawa 1983
Adrian Sargeant - Marketing w instytucjach non-profit, Kraków 2004
Arthur C. Danto - Świat sztuki, Kraków 2006
Michał Iwaszkiewicz - Marketing a rynek sztuki współczesnej, Poznań 1998
Anda Rottenberg - Sztuka w Polsce 1945-2005, Warszawa 2005
Maria Korzeniowska-Marciniak - Międzynarodowy rynek dzieł sztuki, Kraków 2001
www.artfacts.net
www.obieg.pl

Supplementary literature:

Adam Lindemann - Collecting Contemporary, Koeln, 2006
Carol Michels - How to survive&prosper as an artist, New York 2001
Tad Crawford - Legal Guide for the Visual Artist, New York 2001
Gerald Matt - Muzeum jako przedsiębiorstwo, Warszawa 2006