

MANAGEMENT IN CULTURAL AND CREATIVE INDUSTRIES

COURSE MANUAL



ITESO, Universidad
Jesuita de Guadalajara

Before you start! Here some recommendations from previous classmates:

This course is the perfect opportunity to analyze, understand and go deeper into your interests and passions. The cultural and creative industries are a complex and interesting field and all the tools provided by Valeria will be proper useful!

It's also a great opportunity to improve your English skills, both in spoken and written language, and take advantage of ITESO's efforts of internationalization

Sandra, Spring 2021

You'll really enjoy this class. It is very complete, we see many points of the cultural and creative industries! I think that the thing you have to know is that you don't have to be shy, it is a really safe place, and you will gain a lot by exchange with your classmates! The atmosphere of the class is reaaaally cool, but you will have to work, but I can assure you it is worth it, because you'll learn so much! So, enjoy, and have a great semester!

Marie, Spring 2021

You are going to enjoy this class, I can assure you that. Try not to miss the debates, you can learn so much and expand your mind with the comments from the teacher and the classmates. The readings are so important, try to read them all. Don't be afraid to speak in English, we are all Mexicans speaking other language. Have a great course!

Daniela, Spring 2021

OMG! This class is awesome, you will enjoy it very much because Valeria is such a great teacher. I recommend you invest yourself in all the material that she shares because it will be very helpful for your learning 😊. Also, if you have some trouble expressing yourself in English, don't worry, by practicing you will get better and you are in a safe space, and if you speak perfectly, just be kind and patient please. Good luck!

Monserrat, Spring 2021

Welcome!

I think of Cultural and Creative Industries (CCI) as the tools that give us different windows to understand reality. Like having additional filters on Instagram, having access to artistic manifestations and art in general, give us the possibilities to see things and life with an extensive spectrum.

Have you ever read a book that made you process your days differently? Or watched an amazing movie that blew your mind? Maybe a song that suddenly made you remember or felt something that changed your mood. Perhaps watching a live performance makes you question some decisions you have made, and so on.

Because books, albums, movies, series, plays, podcasts, and other cultural and artistic products are conceived within an industrialized logic, a lot of people have access to consume those goods giving them more filters to understand and process reality, allowing us to connect with our human self even in these times of alienation, workaholism, and hyper connection to the Web.

So, in this course, we will explore the CCI origins, characteristics, foundations, scope, process, and social impact. I'm excited to begin this journey with you. I hope I accomplish to share my fascination with this subject alongside the contents of this course.

I can't wait to see where this learning process takes you. Let's get started!

This Course Manual is our map of what we will do during the semester, this way we both know what to expect. Please don't feel overwhelmed, this Course Manual is everything you will find on Canvas, but available offline.

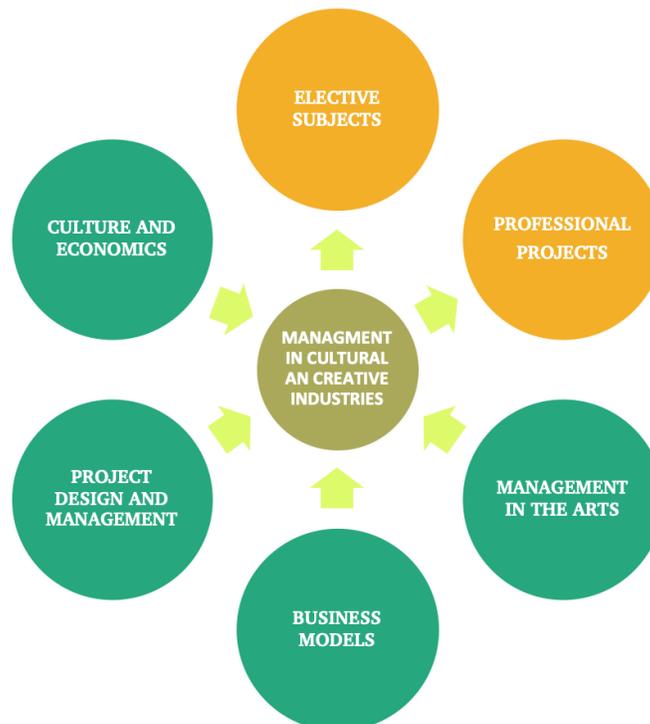


Introduction

About This Course

Cultural and creative industries, particularly those based on digital, online, performative media, and their possible combinations, are embedded in industrial processes of massive and international scale for value creation. For cultural management, the development of this industries has significant challenges in its various phases: conception, creation, production, training, dissemination, consumption, and conservation; related to different conceptual axes: artistic > expressive, scientific > technological, political > legislative and financial > administrative, to name just a few. These aspects, according to specific creative labor, result in purposes either artistic, commercial, and social.

The challenges being faced by those who want to make a living out the creative and cultural industries are pretty much the same from those faced by other more traditional artistic expressions such as performing arts, music, literature, or visual arts. In this framework, it is essential to analyze, understand and redirect on the problems, needs, potentials, tendencies, and agents of these fields, as well as to recognize the management models that have guided them in Mexico and other countries.



General Information

Duration 16 weeks

Time commitment 6 to 8 hours weekly

Modality blended (synchronous and asynchronous sessions)

Course language English

Difficulty Intermediate

Course Platform Canvas

Credits 8 credits

Topics management, art, culture, creative economy.

Overall Objective

Analyze the management strategies of goods and services produced within the cultural and creative industries, to understand its context, and improve the decision-making process to intervene in sociocultural contexts.

Specific Objectives

At the end of the course you will be able to:

1. Describe cultural and creative industries' foundations and their characteristics
2. Construct a model of analysis for the cultural and creative industries.
3. Identify opportunities for intervention and innovation within the cultural and creative industries.

Topics

Module 1 Describe cultural and creative industries' foundations and their characteristics

1. Key concepts
2. Origin and history of the creative industries
3. What are the cultural and creative industries nowadays
4. Cultural code and the market of symbolic goods (consumers)
5. Creativity and cultural products (process)
6. The creative economy (supply-demand)
7. Intellectual property

Module 2 Construct a model of analysis for the cultural and creative industries.

1. Analyzing the creative product: social & market perspective
2. Analyzing the organizational structure of the cultural and creative industries
3. Analyzing the financial structure of the cultural and creative industries

4. Analyzing the marketing strategy of the cultural and creative industries

Module 3 Identify opportunities for intervention and innovation within the cultural and creative industries.

Develop a proposal based on a creative product (yours or someone else's) that includes:

- Product definition and context
- Target and social capitals
- Organizational proposal
- Financial model proposal
- Marketing strategy proposal

What's your learning goal here?

In blended modalities is as important to know the general structure of the course, as to define personal learning goals. So, after reading this manual, take a few days to think about what you want to accomplish within these weeks together. What would you like to do with the information you review here?

We are in the XXI century and taking a class just because is no longer useful. We need to take advantage of every second we invest in our education to prepare for the changing and challenging future that awaits us. So, I invite you to ask yourself how you will seize your learning process in this course.

If you know your goals, we both will enjoy the journey knowing where we are going. So, where do you want us to go?