

Module code	SEL501	Level	5
Module title	Understanding the Global Art Market	Credit value	10
Common/Core/Elective	Elective	ECTS Credits	5
		Notional learning hours	100
Courses on which the module is taught	All	Teaching Period	Autumn/ Spring

1. Module description

Develop your critical engagement with drivers of the global art market by examining the changing role of the artist, collector, influencer and seller. You will become more creative, entrepreneurial, critical, reflective and well-informed about the field and future career paths, as well as skilled and fluent to work across disciplines.

The module explores contemporary global forms of patronage, and the crossovers between art and luxury goods, between museums / commercial galleries and fashion brands. You will discuss the ethical complexities around sponsorship and address the urgency of sustainability. Finally, you will enhance your appreciation of other cultures by exploring the ways in which works of art are marketed and consumed.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Decision-making (MLO 04)

Investigate and contrast different ideas, including your own, to inform decision making on collaborations in the global art market.

Communication (MLO 05)

Communicate your arguments and reasoning in writing relating to global art market collaborations.

Interdisciplinary Perspectives (MLO 09)

Identify and contrast perspectives from different disciplines as employed in the global art market.

3. Learning and teaching methods

You will learn via first hand engagement with key texts as well as through visits to relevant global art and fashion spaces. Required readings from a wide range of sources are introduced to you and discussed in class to support development of your analytical and critical techniques. You will enhance your ability to conduct independent research. Tasks will support you with the assessments.

Learning hours	
Directed learning	36 hours
Workshops/classes	36
Guided/Self-guided learning	64 hours
Total	100

4. Assessment, formative feedback and relative weightings

Assessment: Report

Weight (%): 100

Word Count or Equivalent: 2,000 words

You will choose a recent case study to highlight a global art market collaboration. In the report, you will propose how forward-looking brands, seeking to communicate and reinforce their aesthetic, social cause and symbolic values, use decision-making to collaborate with the global art market.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Assessment tasks	MLO4	MLO5	MLO9		
Report	x	x	x		

5. Indicative resources

Adam, Georgina (2014), *Big Bucks: The Explosion of the Art Market in the 21st Century* (London: Lund Humphries); e-book

Berghaus, Benjamin, Günter Müller-Stewens and Sven Reinecke (eds) (2014), *The Management of Luxury, A Practitioner's Handbook* (London: Kogan Page)

Codignola, Federica (2016) 'The Blending of Luxury Fashion Brands and Contemporary Art: A Global Strategy for Value Creation', in A. Vecchi and C. Buckley (eds.) *Handbook of Research on Global Fashion Management and Merchandising*. Pennsylvania: Business Science Reference. 10.4018/978-1-5225-0110-7.ch003.

Jelinek, Julia-Sophie (2018), 'Art as strategic branding tool for luxury fashion brands', *Journal of Product & Brand Management*, 27 (3) 294-307.

Joy, Annamma et al. (2014), 'M(Art)Worlds: Consumer Perceptions of How Luxury Brand Stores Become Art Institutions', *Journal of Retailing*, 90 (3) 347–364.

Velthuis, Olav and Stefano Baia Curioni (eds) (2015), *Cosmopolitan Canvases: The Globalisation of Markets for Contemporary Art* (Oxford: Oxford University Press)

Links to videos, journal articles, websites and other up to date resources are provided when relevant during the module.