

## COURSE SPECIFICATION DOCUMENT

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| <b>Academic School / Department:</b> | Communications & The Arts                             |
| <b>Programme:</b>                    | MA in Visual Arts Management and Curating             |
| <b>FHEQ Level:</b>                   | 7   |
| <b>Course Title:</b>                 | The International Art Market                          |
| <b>Course Code:</b>                  | VAM 7106  |
| <b>Student Engagement Hours:</b>     | 200 (standard 4 credit MA course)                     |
| Lectures:                            | 39  |
| Seminar / Tutorials:                 | 6   |
| Independent / Guided Learning:       | 155   |
| <b>Semester:</b>                     | Spring  |
| <b>Credits:</b>                      | 20 UK CATS credits<br>10 ECTS credits<br>4 US credits |

### **Course Description:**

Provides students with an overview of the international art market, including its history and current dynamics. Specific attention will be paid to emerging markets in China, Russia, India and the Middle East. The course analyses the structure, theory and practice of the constituent components of the 'for-profit' arts sector, including commercial galleries, auction houses, art fairs and consultancy organisations. Qualitative and quantitative research methods for art business and investment will be discussed.

### **Prerequisites:**

MA Visual Arts Management and Curating; MA Advertising and PR; and MA Public Relations and Journalism students only

### **Aims and Objectives:**

- To introduce students to the international art market
- To explore the history of the art market, and its current dynamics
- To examine emerging markets around the world
- To analyse the constituent components of the art market, including commercial galleries, auction houses, art fairs and consultancy organisations
- To become familiar with art market research databases and tools
- To consider art as an investment and business asset
- To develop students' writing skills, including logical and structured narratives and arguments
- To develop students' professional presentation skills, communicated clearly to specialist and non-specialist audiences

**Programme Outcomes:**

By the end of this course, the students will have achieved the following programme outcomes: A6, B4, B5, B7

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

- Demonstrate a comprehensive and systematic knowledge of the international art market
- Show excellent writing skills including logical and structured narratives and arguments supported by relevant primary and secondary evidence
- Demonstrate professional presentation skills including verbal visual analysis, communicated clearly to specialist and non-specialist audiences
- Critically evaluate different funding and cultural policies, as well as operational methodologies

**Indicative Content:**

- Commercial galleries
- Auction houses
- Art fairs
- The dynamics of the art market
- Art as investment
- Art market research (tools and databases)
- Critical engagement with texts

**Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies>.

**Teaching Methodology:*****SEMINARS***

The course will consist of weekly postgraduate seminars, which will follow the structure set out within the course syllabus and will serve a number of functions: seminars provide a framework for the course; address critically the relevant literature in specific areas, examine concepts, theories and case studies, and enable students to engage in group discussion and dialogue, and autonomous learning. Seminars rely upon active student participation, mediated by the course instructor. By examining and discussing issues and problems in a seminar setting, students as junior research colleagues will be able to learn from each other and resolve questions that arise in the course of the lectures and readings. Seminars will only be useful to the extent that they are prepared for and participation in discussions and debates is an essential aspect of this. All students will be required to participate. Tutorial opportunities will also be available for research supervision and other academic support.

**Indicative Text(s):**

- Bellini, A. *Everything You Always Wanted to Ask Gallerists But Were Afraid to Ask*. (London: JRP Ringer, 2009).
- Buck, L. and J. Greer. *Owning Art: The Contemporary Art Collector's Handbook*. (London: Cultureshock Media, 2006).
- Robertson, I. *Understanding International Art Markets and Management*. (London: Routledge, 2005).
- Robertson, I. and D. Chong. *The Art Business*. (London: Routledge, 2008).
- Robertson, I. *A New Art from Emerging Markets*. (London: Lund Humphries, 2011).

See syllabus for complete reading list

**Change Log for this CSD:**

| Nature of Change | Date Approved & Approval Body (School or AB) | Change Actioned by Registry Services |
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