

무용공연의 효율적 기획을 위한 마케팅 전략

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Abstract

A Study on the Marketing Strategy for Effective Planning of Dance Performance

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This study was conducted with choreographers, planners and audience in order to find improvements and programs for effective planning and marketing of dance performance. The questionnaire was used as a method for the purpose of this study. The results of this study are summarized as follows;

First of all, it is more urgent to raise the level of recognition so that the scope of audience who are now mainly limited to people who are studying or studied dance will be expanded and therefore that all citizens can understand dance and accordingly take an interest in it. To do that, dance performance should take popularity into consideration to make audience understood before its artistic level is considered from the viewpoint of a planner or choreographer. In addition, more opportunities to easily enjoy dance performance in a performance hall or outside should be provided to citizens. If these opportunities will make citizens understand dance performance and visit performance halls to enjoy it, ticket sales of dance companies will increase, and therefore their financial problems will be solved to some extent. Furthermore, the quality of dance performance will be ungraded thought various studies focusing on audience since financial problems relating to choreographers will be solved.

This study also showed that customer management is a more important factor than the existing marketing variable factors. It is obvious that a better dance performance will be created because points to be made up for in a next dance performance can be found if after a dance performance ended it is evaluated not by those concerned with it but together with audience to listen to their various opinions.

keywords: Dance Performance(무용공연), Dance Spectator(무용관객), Marketing Strategy(마케팅전략), 4Ps(4Ps), 4PsCM(4PsCM)

#### ■참고문헌

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