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# Changes in the approach to marketing and in the scope of its application in cultural institutions in Poland

## ABSTRACT

The approach to culture is undergoing changes that are related to the implementation of modern management concepts in that area. Marketing that develops as a multi-paradigmatic category is also being applied. The purpose of the paper is to show the scope of marketing used by entities that develop a cultural offer in Poland together with an indication of the direction in which it is developing. The paper has been based on studies of literature and an analysis of the selected qualitative and quantitative results of research carried out in the years 2011-2014 within the framework of a research project entitled "Conditions and prospects for developing market orientation in cultural entities". Empirical research makes it possible to conclude that the implementation of marketing rules and marketing activities, which indicate the market-oriented institution of culture, is accompanied by a trend to increase the scope of the applications of marketing in the managing entities that develop the cultural offer in Poland.

## KEY WORDS

Market for culture, cultural institutions, marketing concept, marketing activities

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Magdalena Sobocińska, PhD – author and co-author of over 160 publications in the form of a monograph (*Conditions and prospects for developing market orientation in cultural entities* and *Behaviour of Buyers on the Market of Culture Goods and Services*), has contributed to monographs and papers. The author specialises in issues relating to operations of the market for culture, new media, marketing research, consumer behaviour and marketing communication.

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