

# TTHA M50: PERFORMING ARTS MANAGEMENT

**Originator**

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**College**

Moorpark College

**Discipline (CB01A)**

TTHA - Technical Theatre

**Course Number (CB01B)**

M50

**Course Title (CB02)**

Performing Arts Management

**Banner/Short Title**

Performing Arts Management

**Credit Type**

Credit

**Start Term**

Fall 2023

**Formerly**

THA M50 - Performing Arts Management

**Catalog Course Description**

Introduces marketing, promotion, and sales of theatrical, music, dance and all other performance events through social media and traditional practices. Studies the theories and practices of selecting a subscription season, creating marketing materials, operating the box office and interfacing with the public in the "front of the house." Requires participation in various management and services activities throughout an entertainment venue.

**Taxonomy of Programs (TOP) Code (CB03)**

1006.00 - \*Technical Theater

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

**Course Transfer Status (CB05) (select one only)**

B (Transferable to CSU only)

**Course Basic Skills Status (CB08)**

N - The Course is Not a Basic Skills Course

**SAM Priority Code (CB09)**

C - Clearly Occupational

**Course Cooperative Work Experience Education Status (CB10)**

N - Is Not Part of a Cooperative Work Experience Education Program

**Course Classification Status (CB11)**

Y - Credit Course

**Educational Assistance Class Instruction (Approved Special Class) (CB13)**

N - The Course is Not an Approved Special Class

**Course Prior to Transfer Level (CB21)**

Y - Not Applicable

**Course Noncredit Category (CB22)**

Y - Credit Course

**Funding Agency Category (CB23)**

Y - Not Applicable (Funding Not Used)

**Course Program Status (CB24)**

1 - Program Applicable

**General Education Status (CB25)**

Y - Not Applicable

**Support Course Status (CB26)**

N - Course is not a support course

**Field trips**

Will not be required

**Grading method**

(L) Letter Graded

**Alternate grading methods**

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

**Does this course require an instructional materials fee?**

No

**Repeatable for Credit**

No

**Is this course part of a family?**

No

**Units and Hours**

**Carnegie Unit Override**

No

**In-Class**

**Lecture**

**Minimum Contact/In-Class Lecture Hours**

35

**Maximum Contact/In-Class Lecture Hours**

35

**Activity**

**Laboratory**

**Minimum Contact/In-Class Laboratory Hours**

52.5

**Maximum Contact/In-Class Laboratory Hours**

52.5

**Total in-Class**

**Total in-Class**

**Total Minimum Contact/In-Class Hours**

87.5

**Total Maximum Contact/In-Class Hours**

87.5

**Outside-of-Class**

**Internship/Cooperative Work Experience**

**Paid**

**Unpaid**

**Total Outside-of-Class**

**Total Outside-of-Class**

**Minimum Outside-of-Class Hours**

70

**Maximum Outside-of-Class Hours**

70

**Total Student Learning**

**Total Student Learning**

**Total Minimum Student Learning Hours**

157.5

**Total Maximum Student Learning Hours**

157.5

**Minimum Units (CB07)**

3

**Maximum Units (CB06)**

3

**Student Learning Outcomes (CSLOs)**

**Upon satisfactory completion of the course, students will be able to:**

- |   |   |
|---|---|
| 1 | demonstrate the ability to interface with management, staff, and the public while executing services in the box office and/or front of the house. |
| 2 | utilize planning theories and practices to research, develop, and plan a program of performances and/or events.                                   |
| 3 | demonstrate an understanding of the roles and responsibilities for marketing, development, advertising, and box office personnel.                 |

**Course Objectives**

**Upon satisfactory completion of the course, students will be able to:**

- |   |  |
|---|--|
| 1 | define the specific roles of theatre management positions in the box office, house and marketing departments of a working performing arts venue. |
|---|--|

- 2 demonstrate a basic knowledge of development (fundraising, grant writing), event planning, and marketing through social media, written and practical assignments.
- 3 demonstrate understanding of all aspects of house management through lab experiences in box office operations, new software and technologies, management of volunteer staff, ushering, and customer service.
- 4 analyze subscription season structure, marketing and promotional materials from other organizations to determine effectiveness in the marketplace.
- 5 design a fully-realized marketing plan for a specific theatrical event and/or subscription season; components include social media rollout, press releases, advertising, signage, flyers, postcards and internet and web-based interface.
- 6 demonstrate an understanding of the financial and budgetary responsibilities of the box office, house and marketing departments.
- 7 define, analyze and create professional contracts that may be utilized in various capacities of theatre management.
- 8 define the types of leadership roles in performing arts management and practice these roles in the lab portion of the course.
- 9 analyze the aspects of a well-rounded and marketable subscription season of programming and design a season based on a specific audience and/or diverse community.

## Course Content

### Lecture/Course Content

- 15% - Define leadership roles, staff positions and company organization structures in all box office and "front of the house" operations
- 10% - Research the performing arts administration job market and write a performing arts administration resume.
- 10% - Plan a performance event addressing the elements of timeline, organizational plan, social media rollout, and budget
- 15% - Analyze company management structures and create contracts that apply to marketing, promotion, and creative rights acquisitions
- 5% - Create an application form for a grant or a donation campaign
- Create a form for program advertising sales
- 5% - Research grant and fundraising opportunities as they apply to the performing arts
- 5% - Create a budget for the marketing and promotion of a specific performance, season, or event
- 20% - Create a marketing plan for a specific performance, season or event to include social media
- 10% - Define the functions and interface for personnel in the box office, "front of house" and technical operations
- 5% - Create an organizational chart of all operations

### Laboratory or Activity Content

- 15% - Participate in box office operations
- 20% - Plan activities and manage volunteers in all capacities of customer service
- 15% - Design and construct a model for a successful subscription season
- 25% - Create marketing materials, including programs, posters, postcards, press releases, social media graphics and text content, event/season brochures, advertising, and web-based promotions
- 10% - Participate in the relationship between "front of the house" operations and back stage technical staff
- 15% - Participate in house management, ushering and audience/public service roles

## Methods of Evaluation

**Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):**

- Written expression
- Skills demonstrations

**Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):**

- Film/video productions
- Group projects
- Individual projects
- Journals
- Laboratory activities
- Laboratory practical examinations
- Laboratory reports
- Objective exams
- Oral analysis/critiques

Oral presentations  
 Performances  
 Portfolios  
 Problem-solving exams  
 Recitals  
 Reports/papers  
 Research papers  
 Role playing  
 Simulations  
 Skills demonstrations  
 Skills tests or practical examinations  
 Written compositions  
 Written homework  
 Classroom Discussion  
 Projects  
 Participation  
 Reports/Papers/Journals

## **Instructional Methodology**

### **Specify the methods of instruction that may be employed in this course**

Class activities  
 Class discussions  
 Collaborative group work  
 Distance Education  
 Group discussions  
 Instructor-guided use of technology  
 Lecture

### **Describe specific examples of the methods the instructor will use:**

demonstrate how to make a performance schedule.  
 demonstrate how to work with an audience for a live performance.

## **Representative Course Assignments**

### **Writing Assignments**

develop and write a marketing plan for a specific performance or event.  
 write a paper that includes an organizational chart and outlines the specific duties of each job title in the performing arts management arena.  
 write a press release for a specific performance or event.

### **Critical Thinking Assignments**

create a video and/or text-based content specifically designed for social media.  
 work as an usher or house manager to ensure the safety and well-being of patrons as they enter and exit the venue.  
 work in the box office, collecting money and interfacing with patrons.

### **Reading Assignments**

read diverse plays for productions.  
 read manuals and textbooks on theatre management.

### **Skills Demonstrations**

create marketing materials, including programs, posters, postcards, press releases, social media graphics and text content, event/season brochures, advertising, and web-based promotions.  
 participate in house management, ushering and audience/public service roles.

### **Problem-Solving and Other Assignments (if applicable)**

work with a diverse group of people and teams.  
 participate in the relationship between "front of the house" operations and back stage technical staff.

## Outside Assignments

### Representative Outside Assignments

attend events, concerts and/or performances.

tour professional venues, such as theatres and concert halls; discuss infrastructure with the staff.

obtain marketing materials from other local and professional organizations for comparison and analysis.

## Articulation

### Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Ohlone College	TD 159	Theatre Management	3
Modesto Junior College	THETR 196	Stage Management	3
Fullerton College	THEA 265 F	Theatre Management	2
Santa Rosa Junior College	THAR 29	Introduction to Theatre Managemetrn	3

## District General Education

### A. Natural Sciences

### B. Social and Behavioral Sciences

### C. Humanities

### D. Language and Rationality

### E. Health and Physical Education/Kinesiology

### F. Ethnic Studies/Gender Studies

### Course is CSU transferable

Yes

### CSU Baccalaureate List effective term:

F2015

**CSU GE-Breadth****Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

**Description**Byrnes, William James. *Management and the Arts*. 6th ed., Routledge, 2022.**Resource Type**

Textbook

**Description**Volz, Jim. *How to Run a Theater: Creating, Leading, and Managing Professional Theater*. 2nd ed., Methuen Drama, 2011.**Resource Type**

Textbook

**Description**Rhine, Anthony (2018). *Theatre Management: Arts Leadership for the 21st Century*. Red Globe. 978-13520017**Library Resources****Assignments requiring library resources**

Research using the library's print and online resources.

**Sufficient Library Resources exist**

Yes

### Example of Assignments Requiring Library Resources

Using the Library's print and online resources research the historic records of the specific diverse plays and/or event in order to complete the marketing plan assignment.

## Distance Education Addendum

### Definitions

#### Distance Education Modalities

Hybrid (1%–50% online)  
Hybrid (51%–99% online)  
100% online

### Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

### Regular Effective/Substantive Contact

#### Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Welcome! Who Are You Discussion Theatre of the People Discussion Discovering Theatre Around You Discussion Play Discussion Theatre History Project Discussion Final Project Discussion
E-mail	Email, class announcements and tools such as "Message Students Who" and "Assignment Comments" in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.
Other DE (e.g., recorded lectures)	Faculty will use a variety of tools and media integrated within the LMS to help students reach SLO such as: * Recorded Lectures, Narrated Slides, Screencasts * Instructor created content * MC Online Library Resources * Canvas Student Groups (Assignments, Discussions) * Websites and Blogs * Multimedia (YouTube, Films on Demand, 3CMedia, Khan Academy, etc.)
Synchronous Dialog (e.g., online chat)	Online office hours & Online group discussions
Video Conferencing	Video tools such as ConferZoom can be used to provide live synchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.



**Hybrid (51%–99% online) Modality:**

<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Asynchronous Dialog (e.g., discussion board)	Welcome! Who Are You Discussion Theatre of the People Discussion Discovering Theatre Around You Discussion Play Discussion Theatre History Project Discussion Final Project Discussion
E-mail	Email, class announcements and tools such as “Message Students Who” and “Assignment Comments” in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.
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**100% online Modality:**

<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Asynchronous Dialog (e.g., discussion board)	Welcome! Who Are You Discussion Theatre of the People Discussion Discovering Theatre Around You Discussion Play Discussion Theatre History Project Discussion Final Project Discussion
E-mail	Email, class announcements and tools such as “Message Students Who” and “Assignment Comments” in Canvas will be used to regularly communicate with all students to clarify class content, remind of upcoming assignments, and provide immediate feedback to students on coursework to facilitate student learning outcomes. Students will be given multiple ways to email instructor through Canvas inbox and faculty provided email account through their own canvas email and school email.
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Video tools such as ConferZoom can be used to provide live synchronous sessions with students. ADA compliance will be upheld with Closed Captioning during the session or of the recorded session. Video Conferences will be used to facilitate SLOs and student-to-student group meetings will also be encouraged.

**Examinations****Hybrid (1%–50% online) Modality**

On campus  
Online

**Hybrid (51%–99% online) Modality**

On campus  
Online

**Primary Minimum Qualification**

STAGECRAFT

**Additional Minimum Qualifications****Minimum Qualifications**

Drama/Theater Arts

**Review and Approval Dates****Department Chair**

11/10/2023

**Dean**

11/11/2023

**Technical Review**

01/19/2023

**Curriculum Committee**

2/7/2023

**DTRW-I**

MM/DD/YYYY

**Curriculum Committee**

MM/DD/YYYY

**Board**

MM/DD/YYYY

**CCCCO**

MM/DD/YYYY

**Control Number**

CCC000572317

**DOE/accreditation approval date**

MM/DD/YYYY