



**THE 512.001 – Theatre Management
COURSE SYLLABUS: Fall 2015**

Instructor: Michael G. Knight, Jr., Assoc. Professor of Theatre Design, Department Head

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COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings:

Textbook(s)/Materials Required:

TITLE:	Theatre Management: Producing and Managing the Performing Arts
AUTHORS:	David M. Conte and Stephen Langley
ISBN:	978-0-89676-256-5

Course Description:

Study of the practical problems of operating educational and community theatres. Problems of organization, business, and audience development are explored.

Student Learning Outcomes:

1. Students will be able to understand business management concepts/skills as they relate to arts organizations.
2. Students will be able to understand marketing and budgeting concepts/skills as they relate to arts organizations.
3. Students will be able to demonstrate theoretical knowledge of these skills by creating mission statements, budgets, staffing line charts, and marketing campaigns for fictional arts organizations.

COURSE REQUIREMENTS

Instructional / Methods / Activities Assessments:

Students will be graded on a series of reading selection, class projects, practical application of the knowledge that they have learned, as well as in class discussion and exams.

Grading:

Assignments:	10	10 pts.	100 pts.
Class Participation:	1	100 pts.	100 pts.
Theatre Project:	1	200 pts.	200 pts.
Mid-Term Exam:	1	100 pts.	100 pts.
Final Exam:	1	100 pts.	100 pts.
		TOTAL:	600 pts.

Points Breakdown:

600-550 pts. = A
549-500 pts. = B
499-450 pts. = C
449-400 pts. = D
399-000 pts. = F

TECHNOLOGY REQUIREMENTS

Technology requirements for this course include basic computer knowledge and a working e-mail address that is checked often. Students must have access to the internet.

ACCESS AND NAVIGATION

N/A

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement:

If at any time during this course you are in need of further explanation or should need to speak with me about the course or its outcomes, please see me after class and set up an appointment time.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures:

Students enrolled in this will follow all safety procedures and policies set in place by the local, federal, and university governments.

Attendance Policy:

Regular attendance is required. Attendance in one of my classes means physical as well as mental attendance to the course. If I find you sleeping, texting, reading material not directly related to class, or unwilling to participate in class activities, you will be asked to leave the class.

Plagiarism:

Plagiarism is the undocumented use of other people's intellectual property. Students caught plagiarizing will receive an "F" for the course and will also be directed to the Dean of Students to discuss the event. There are no exceptions to this rule.

University Specific Procedures:

ADA Statement:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library
Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu
Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
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Student Disability Resources & Services

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Student Conduct:

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook*).

COURSE OUTLINE / CALENDAR

Class Schedule: *schedule is subject to change*

WEEK 1	Introduction to course/syllabus TBA ASSIGNMENT #1
WEEK 2	CHAPTER 1 "Theatre Management and the Performing Arts" (ASSIGNMENT #1 DUE)
WEEK 3	CHAPTER 2 "Place of Performance" CHAPTER 17: "Facility and Audience Management" ASSIGNMENT #2
WEEK 4	CHAPTER 3: "Personnel for Theatre" (ASSIGNMENT #2 DUE)
WEEK 5	CHAPTER 4: "Commercial Theatre" ASSIGNMENT #3
WEEK 6	CHAPTER 5: "Not-for-Profit Professional Theatre" (ASSIGNMENT #3 DUE)
WEEK 7	CHAPTER 6: "Community Theatre"
WEEK 8	MID TERM EXAM (ASSIGNMENT #6 DUE)
WEEK 9	CHAPTER 7: "College Theatre" MID TERM EXAMS RETURNED ASSIGNMENT #7
WEEK 10	CHAPTER 8: "Stock and Dinner Theatre" (ASSIGNMENT #7 DUE) The Six Elements of Drama Presentations #1 Assignment #7 (Assignment #6 due)
WEEK 11	CHAPTER 9: "Presenters and Presenting Organizations" ASSIGNMENT #8 Plot

Presentations #2
Assignment #8
(Assignment #7 due)

WEEK 12 CHAPTER 10: "Budget Planning"
CHAPTER 11: "Cost Control Strategies"
(ASSIGNMENT #8 DUE) Character
Presentations #3
Assignment #9
(Assignment #8 due)

WEEK 13 CHAPTER 12: "Box Office, Ticketing Systems, and Other Earned Income"
CHAPTER 13: "Fundraising and Contributed Income"
ASSIGNMENT #9 Thought
Presentations #4
Assignment #10
(Assignment #9 due)

WEEK 14: CHAPTER 14: "Marketing"
(ASSIGNMENT #9 DUE) Diction
Presentations #5
(Assignment #10 due)

WEEK 15: Music
Spectacle
TBA—CHAPTER 15: "Publicity and Media Relations"
CHAPTER 16: "Advertising and the Sales Campaign"
ASSIGNMENT #10

WEEK 16: FINAL EXAM
(ASSIGNMENT #10 DUE) TBA

WEEK 17: Final Exam
Play Due