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THE 512 01W CRN#: 85063

THE 512 02W CRN#: 85199

THEATRE MANAGEMENT

COURSE SYLLABUS: FALL 2020

INSTRUCTOR INFORMATION

Instructor: Joe Reynolds
Office Location: Online
Office Hours: M - TH 3:30 - 4: 30 pm
Office Phone: 323-314-9566
Office Fax: n/a
University Email Address: joe.reynolds@tamuc.edu
Preferred Form of Communication: **email**
Communication Response Time: 24 hours or less

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required:

***Theatre Management: Arts Leadership for the 21st Century, 2018 Edition*
by Anthony Rhine**

Optional Texts and/or Materials

Building Communities, not Audiences, Doug Borwick, 2012.
Good to Great: the Social Sector Monograph to Good to Great, Jim Collins, 2001.
Building the successful theatre company, Lisa Mulchay, 2011.
Articles, power points and excerpts placed on the eCollege website

Course Description

This course examines the principles of performing arts management as it relates to profit and non-profit entities. Emphasis will be placed on the practical and

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contemporary aspects of the field, including facility management, budgeting, programming, audience development, fundraising, marketing, staffing, and leadership.

Student Learning Outcomes

1. Demonstrate how to execute the functions of theatre management
2. Explain what goes into a theatre's business plan
3. Analyze how theatre seasons can be selected
4. Define how nonprofit organizations are structured
5. Demonstrate how to build a theatre budget
6. Describe the work of a house management staff
7. Be able to demonstrate how to devise a marketing plan for a theater
8. Explain the different types of funding sources available for a theater
9. Explain the roles of executives and board members
10. Explain community engagement and describe its value
11. Demonstrate how to develop an education plan

COURSE REQUIREMENTS

Minimal Technical Skills Needed

reliable internet access

Instructional Methods

lectures, readings, learning activities, quizzes, project, final exam

Student Responsibilities or Tips for Success in the Course

note due dates, turn work in on time, don't get behind

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Total points corresponding to the final letter grades

A = 900- 1000 Points

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B = 800- 899 Points
C = 700- 799 Points
D = 600 - 699 Points
F = 599 or less Points

Weights of the assessments in the calculation of the final letter grade.

Example:

Learning Activities	40%
Quizzes	40%
Project	10%
Final Exam	10%
TOTAL	100%

Assessments

4 LEARNING ACTIVITIES
4 QUIZZES
1 PROJECT
1 FINAL EXAM

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

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Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

Communication is key to your success in this course. I am here to help you succeed. Contact me with any questions or concerns by email and I will get back to you within 24 hours.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

The course is divided into 5 units. Each unit has a due date for the assessments — the learning activities and a quiz. Please note the due dates for each unit.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

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<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- 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 162

Phone (903) 886-5150 or (903) 886-5835

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Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

[http://www.tamuc.edu/campusLife/campusServices/
studentDisabilityResourcesAndServices/](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url: [http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/
rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf](http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf)

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Department or Accrediting Agency Required Content

COURSE OUTLINE / CALENDAR

UNIT ONE – August 24 – Sept 13

LEARNING OBJECTIVES

CHAPTER ONE

explain what financial supports exist for theaters
describe the functions of theatre management
distinguish between different types of managers
demonstrate how you execute the functions of management

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CHAPTER TWO

be able to apply mission, vision and values statements to an organization
explain what goes into a theatre's business plan
analyze the difference between organizational and artistic values
summarize the function of a strategic plan

CHAPTER THREE

Describe the difference between management and leadership
illustrate the contents of a swot analysis
analyze how theatre seasons can be selected
evaluate the effects of discretionary spending habits on theaters

READING — Chapter 1 - 3.

LEARNING ACTIVITIES — see module for instructions— due on or before Sept 13th.

QUIZ — due on or before Sept 13th.

UNIT TWO — Sept 14 — October 4th

CHAPTER FOUR

Describe the different types of business structures available to theaters
explain how commercial theatre productions are governed
define how nonprofit organizations are structured
evaluate the value of nonprofit executive salaries
demonstrate the construction of by-laws

CHAPTER FIVE

Describe ways in which organizations are structured
Design a simple organizational chart for a theatre
explain party of authority and and responsibility
discuss the phases of organizational growth
describe risk assessment

CHAPTER SIX

Be able to discuss unions associated with theatre
discuss how safety is governed in theaters
debate the issues regarding ownership of communications
demonstrate how to do a job analysis and write a job description

CHAPTER SEVEN

discuss the difference between cash and accrual accounting
describe the three financial statements
explain how leasing a facility works
debate the pros and cons of using subscription money in advance of a production
demonstrate how to build a theatre budget

READING — Chapter 4 - 7

LEARNING ACTIVITIES — see module for instructions— due on or before October 4th

QUIZ — due on or before October 4th

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UNIT THREE — Oct 5 — Oct 25

CHAPTER EIGHT

be able to evaluate the value of the ticket office labor force
explain the functions of ticketing systems
describe the work of a house management staff
recognize the skills required for providing excellent customer service
discuss theatre programs, concessions, bars, rentals
evaluate the interactions between a theatre and its community
devise a box office ticketing plan

CHAPTER NINE

Be able to demonstrate how to devise a marketing plan for a theater
describe the elements of the marketing mix
define the distinctions between marketing and public relations
explain consumer perceptions and how they relate to marketing

CHAPTER TEN

be able to explain best practices for creating promotional material in theatre
discuss the difference between well-written and poorly written promotional copy
explain the uses of fonts and colors in promotion
demonstrate how to create an effective press kit

CHAPTER ELEVEN

Be able to demonstrate how to draft a fundraising plan and a letter of inquiry
explain the different types of funding sources available
describe a gift range chart
differentiate some of the terms used in fundraising

READING — Chapter 8 - 11

LEARNING ACTIVITIES — see module for instructions— due on or before October 25th

QUIZ — due on or before October 25th

UNIT FOUR — Oct 26 - Nov 15

CHAPTER TWELVE

be able to describe the difference between management and leadership
explain which roles in theatre exert more leadership
evaluate the importance of risk in the business of theatre
describe the different personality styles and explore how they interact
discuss your own leadership style
explain the relationship between leadership and innovation

CHAPTER THIRTEEN

Be able to explain how a governing board should operate
describe ways to put together a board
explain the roles of executives and board members
debate the challenges regarding difficult board members
explain the importance of volunteers in theatre
demonstrate how to write a leadership descriptions

CHAPTER FOURTEEN

Describe the different types of advocacy
Explain the value of advocacy

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identify important parts of an advocacy plan
evaluate the value of hiring a professional advocate
explain community engagement and describe its value
demonstrate how to write advocacy and engagement statements for a theatre

CHAPTER FIFTEEN

be able to discuss the different terms used regarding education and theatre
briefly describe the history of theatre in the classroom
explain different educational theater programs that theatre companies provide
argue the issue of relevance in theater education
demonstrate how to develop an education plan

READING — Chapter 12 - 15

LEARNING ACTIVITIES — see module for instructions— due on or before Nov 15th

QUIZ — due on or before Nov 15th

UNIT FIVE — Nov 16 - Dec 11th

Project — Due on or before Dec 6th

Final Exam — Due on or before Dec 11th

ASSESSMENTS

4 LEARNING ACTIVITIES — see modules

4 QUIZES

1 PROJECT

1 FINAL EXAM