



**THE 512 01W CRN#: 25372  
THEATRE MANAGEMENT  
COURSE SYLLABUS: SPRING 2022  
INSTRUCTOR INFORMATION**

Instructor: Joe Reynolds

Office Location: Online

Office Hours: M - TH 3:30 - 4: 30 pm

Office Phone: 323-314-9566

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University Email Address: joe.reynolds@tamuc.edu Preferred Form of Communication:  
**email** Communication Response Time: 24 hours or less

**COURSE INFORMATION**

Textbook(s) Required: ***Theatre Management: Arts Leadership for the 21st Century* by Anthony Rhine, 2018. Available on Amazon, used or new.**

**Optional Texts and/or Materials**

*Building Communities, not Audiences*, Doug Borwick, 2012.

*Building the successful theatre company*, Lisa Mulchay, 2011.

**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 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

### **Assessments**

4 LEARNING ACTIVITIES 40%

4 QUIZZES 40 %

1 PROJECT 10%

1 FINAL EXAM 10%

## **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](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](mailto:helpdesk@tamuc.edu).

*The syllabus/schedule are subject to change.*

**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](#).

<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](http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx) webpage and [Procedure 13.99.99.R0.01](http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx). <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)

<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)

<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

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto: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>

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**

##### **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

##### **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—

QUIZ —

## **UNIT TWO**

### **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 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 —

## **UNIT THREE**

### **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—

QUIZ —

## UNIT FOUR

### 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

*The syllabus/schedule are subject to change.*

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.

QUIZ

## **UNIT FIVE**

**Project**

**Final Exam**

## **ASSESSMENTS**

4 LEARNING ACTIVITIES

4 QUIZES

1 PROJECT

1 FINAL EXAM