

PRINCIPLES OF THEATRE MANAGEMENT -- THE 344

Fall, 2007

Class Assignments/Responsibilities

1. Main Project: You will create your dream non-profit arts organization, prepare a mission statement, staff your organization, develop marketing materials, etc. Individual portions of the project will be due throughout the semester and returned, so you can refine them before turning in the completed project. You may change the focus of your organization during the semester, but the later you do that, the more work involved in updating your materials. At the conclusion of the semester, you will present your project to "corporations" (anyone who attends the final presentation) for "funding." (The main project is 60% of your grade, which will be a combination of the individual graded elements, and the overall package.)

Specific Portions of Project:

- Mission Statement (Internal and External statements)
- Brand elements
- Organizational Chart (with list of staff by type - ie., full-time, seasonal, jobbed, part-time, volunteer, etc.)
- Marketing Materials (season brochure with order form, press release, two other marketing tools)
- Fundraising Materials (fact sheet and letter proposal, plus background of organization)
- Budget (including all shows/events for season, with fixed season costs, show costs, projected income, etc.) done on an Excel spreadsheet.

2. Discussion/Class Participation/Attendance. You are expected to participate in all classes. A number of class periods will involve discussion of a case study in Theatre Management. Read materials in advance and be prepared. Part of this grade will be determined by indications that you have read the appropriate materials prior to the class when we discuss that topic. (20% of your grade)

3. Final Exam. Covering all information, including class discussions (10% of your grade)

4. Hands-on Management Experience. You will need to have significant involvement in some hands-on arts management experience. Examples include, but are not limited to:

- Working in the CPA (box office or house management)
- Shadowing CPA management functions
- Assisting School of Theatre or Music marketing activities
- Working with an outside organization (like Heartland Theatre or the Goodluck Macbeth Project)
- Managing and marketing a Freestage production

You must get your management experience approved in advance, and complete it with a two-page paper examining how the experience connected to your class work (10% of your grade)

5. Reading Material. You will be responsible for reading a variety of materials that are assigned in conjunction with the topics. These may include web, newspaper, or library reserve materials.

Instructor: Peter Guither
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Office: CVA 116A

email: pguith@ilstu.edu (initial assignments may be turned in by email if you wish -- make sure your full name is on the assignment and it's helpful to put THE344 in the subject line) It is preferred that you use your ilstu.edu account to send emails to the instructor. Also be sure to check your ilstu.edu account. Any instructor emails will go to that address.

Class website: <http://www.cfa.ilstu.edu/pguith/THE344>

Theatre Management 344
Class Schedule (Subject to Change) UPDATED 9/6/07

Class meets in CW 301
Tuesdays and Thursdays, 1:00 - 2:15

- 8/21/06 Topic: What is Theatre Management?
- 8/23/06 Topic: History and functions of Arts Managers
- 8/28/06 Topic: The Mission of the Theatre
- 8/30/06 Discussion: Talk about your theatre in class
- 9/4/06 Topic: Types of Theatres
- 9/6/06 Topic: Types of Theatres
- 9/11/06 Mission Statement Due. Discuss in class.
- 9/13/06 Topic: Board of Directors
- 9/18/06 Topic Organizational Structure
- 9/20/06 Topic: TBA
- 9/25/06 Topic: Marketing. Turn in Org. Chart
- 9/27/06 Topic: Marketing.
- 10/2/06 Topic: Marketing.
- 10/4/06 Topic: Marketing.
- 10/9/06 Topic: Box Office (Brandon)
- 10/11/06 Topic: Box Office (Brandon). Turn in Marketing Materials
- 10/16/06 Topic: Fundraising
- 10/18/06 Topic: Fundraising.
- 10/23/06 Topic: Fundraising
- 10/25/06 Case Study: To be announced. Turn in Fundraising Proposal
- 10/30/06 Topic: Budgeting.
- 11/1/06 Topic: Budgeting.
- 11/6/06 Topic: Computers and Management
- 11/8/06 Topic: Computers and Management. Turn in Budget
- 11/13/06 Topic: Creating a program in Microsoft Word
- 11/15/06 Topic: Facilities/House Management. Turn in program
- 11/20/06 No Class
- 11/22/06 No Class
- 11/27/06 Case Study: Theatre of the Living Arts
- 11/29/06 Final Projects (may extend outside of class times)
- 12/5/06 Final Projects (may extend outside of class times)
- 12/7/06 Final Projects (may extend outside of class times)

Final Exam