

# PRINCIPLES OF THEATRE MANAGEMENT --THE 344

Fall, 2009

## Class Assignments/Responsibilities

1. Main Project: You will create your dream non-profit performing 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)
  - 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)
  - Facility Layout, showing theatre and support spaces
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 text in advance and be prepared. Part of this grade will be determined by indications that you have read the text prior to the class when we discuss that topic. Textbook is Theatre Management by David M. Conte and Stephen Langley. (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 involvement in some hands-on arts management experience. Examples include, but are not limited to:
    - Shadowing in the Center for the Performing Arts (box office or house management)
    - Assisting School of Theatre or Music marketing activities
    - Working with an outside organization (like Heartland Theatre)
    - Managing and marketing a Freestage production or similar eventYou must get your management experience approved in advance, and complete it with a one-page paper discussing how the experience connected to your class work. Additionally, you will create a one-page program for theatre patrons using Microsoft Word and instructor-supplied text. (10% of your grade)

Instructor: Peter Guither

Phone: 438-5134 (office)

Office: CVA 116A

email: [pguithe@ilstu.edu](mailto:pguithe@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/pguithe/THE344>

## Theatre Management 344 Class Schedule (Subject to Change)

Class meets in CE 08 Tuesdays and Thursdays, 11:00 - 12:15

18-Aug	Topic: What is Theatre Management?
20-Aug	Topic: The Mission of the Theatre [read Chapter 1]
25-Aug	Discussion: Talk about your theatre in class
27-Aug	Topic: Non-Profit Theatres [read Chapter 5]
1-Sep	Topic: Community/College Theatre [read Chapter 6, 7]
3-Sep	Mission Statement Due. Discuss in Class
8-Sep	Topic: Commercial Theatre [read Chapter 4]
10-Sep	Topic: Stock Theatre/Presenting [read Chapter 8, 9, Appendix J, K, L, M]
15-Sep	Topic: Board of Directors
17-Sep	Topic: Organizational Structure [read Chapter 3]
22-Sep	Topic: TBA
24-Sep	Topic: Marketing [turn in Organizational Chart]
29-Sep	Topic: Marketing [read Chapter 14]
1-Oct	Topic: Marketing [read Chapter 15, 16, Appendix R, S, T]
6-Oct	Topic: Marketing
8-Oct	Topic: Box Office [read Chapter 12, Appendix F, O, P, Q]
13-Oct	Topic: Box Office [Turn in Marketing Materials]
15-Oct	Topic: Fundraising [read Chapter 13]
20-Oct	Topic: Fundraising
22-Oct	Topic: Fundraising
27-Oct	Topic Budgeting [read Chapter 10,11]
29-Oct	Topic: Computers and Management [turn in Fundraising Materials]
3-Nov	Topic: Computers and Management
5-Nov	Topic: Creating a program in Microsoft Word
10-Nov	Topic: Facilities [read Chapter 2, Appendix C, D, E; Program due]
12-Nov	Topic: House Management [read chapter 17]
17-Nov	Topic: TBA [Facility Drawing due]
19-Nov	Review for Final Exam
24-Nov	No Class
26-Nov	No Class
1-Dec	Final Presentations
3-Dec	Final Presentations
10-Dec	Final Exam (10 am)