

Performing Arts Management

Syllabus

Fall 2020

Course No.: PERF 423-001
Call No.: 29989
Credit Hours: 3
Phone: (910)523-2938

Instructor: Carrie Barnette
Office: virtual/cyberspace
Office Hours: by appointment
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Course Description:

A basic study of the principles of management applied to the fields of theatre operation, production preparation and performance that will affect the direction and growth of theatre.

Course Objectives:

- Develop an overview of history, theory, principles, and practices of arts management in the United States.
- Establish the management process within the arts environment.
- Provide specific training in arts-related operations in various areas of focus.
- Teach how to successfully market oneself to establish an arts management career.

Required Text:

Byrnes, William J. *Management and the Arts*, 5th ed. (USA; Focal Press Inc., 2015).

Additional Texts (Choose One - See Project 3):

Available at WKU Library

- Roche, Nancy & Whitehead, Jaan Wlather. *The Art of Governance: Boards in the Performing Arts*. 2005.
- Shagan, Rena. *Booking and Tour Management for the Performing Arts*. 2001.
- Volz, Jim. *How to Run a Theatre: A Witty, Practical and Fun Guide to Arts Management*. 2004.
- Webb, Duncan. *Running Theaters: Best Practices for Leaders and Managers*. 2004.

Available at on-line Book Retailer

- Brindle, Meg, et.al. *The Arts Management Handbook*. 2011.
- Wolf, Thomas. *Managing a Nonprofit Organization*. 2012.
- Conte, David & Langley, Stephen. *Theatre Management and Production in America*. 2007.
- Chong, Derrick. *Arts Management*. 2010.
- Herman, Robert D. and Associates. *The Jossey-Bass Handbook of Nonprofit Leadership and Management*. 2005.

- Rosewall, Ellen. *Arts Management: Uniting Arts and Audiences in the 21st Century*. 2013.
- Kaiser, Michael M. and Egan, Brett E. *The Cycle: A Practical Approach to Managing Arts Organizations*. 2013.
- Kaiser, Michael. *The Art of the Turnaround: Creating and Maintaining Healthy Arts Organizations*. 2008.
- Borwick, David. *Building Communities, Not Audiences: The Future of the Arts in the United States*. 2012.
- Stein, Tobie and Bathurst, Jessica. *Performing Arts Management: A Handbook of Professional Practices*. 2008.
- Brindle, Leg and DeVereaux, Constance. *The Arts Management Handbook: New Directions for Students and Practitioners*. 2011.
- Borwick, David. *Engage Now!: A Guide to Making the Arts Indispensable*. 2015.

Attendance/Absences/Tardiness: As this is an on-line course, no attendance records are kept.

Grading:

Your grade is calculated based on the following point system:

Projects (5 total)	80 points each	400 points
Chapter Review questions	10 points each	300 points
Tests	100 points each	<u>300 points</u>
	TOTAL	1000 points

Final grades are awarded based on a point breakdown equivalent to the university grading scale.

A =	895 points and above
B =	795 to 894 points
C =	695 to 794 points
D =	595 to 694 points
F =	594 points and below

Make-Up/Late Work:

For each day an assignment is late, one letter grade will be deducted from the given grade. The instructor reserves the right to request make-ups to be done or refuse to accept make-up work based on the circumstances surrounding the tardiness.

Academic Dishonesty:

Students who commit any act of academic dishonesty, including but not limited to plagiarism and cheating, may receive a failing grade in that portion of the coursework in which the act is detected or a failing grade in the course without possibility of withdraw. The case may also be presented to the Office of Student life for further disciplinary sanctions. A student who believes the situation of academic dishonesty has been dealt with inappropriately may seek relief through the Student Complaint Procedure.

Students with Disabilities:

In compliance with university policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact Student Accessibility Resource Center in the Downing Student Union (DSU), A-200. The phone number is 270-745-5004. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Student Accessibility Resource Center.

Other Important Information to Know:

- All issues and concerns relating to the syllabus need to be addressed on a one-on-one basis beyond course meeting times.
- As I do not live in Bowling Green, all correspondence must be done via email, phone, or video conference such as Skype, iPhone FaceTime, or Google+.
- The syllabus can be changed at any time in order to tailor the course to the needs expressed during the course meetings. All significant changes will be given in writing however, reading assignments and schedule changes may only be provided verbally during class time. **You** are responsible for assuring that you are up-to-date on the reading assignment schedule and projects and test dates.