

# Performing Arts Management

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## *Syllabus*

*Fall 2021*

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  
E-mail:carrie.barnette@wku.edu

### ***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*, 5<sup>th</sup> 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 21<sup>st</sup> 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 withdrawal. 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.

**Resolving Complaints about Grades:**

The first step in resolving a complaint about grades is for the student to attempt to resolve the problem directly with the course instructor. See the Student Handbook, available at <http://www.wku.edu/handbook/> for additional guidance.

***Title IX Misconduct/Assault Statement:***

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and the Discrimination and Harassment Policy (#0.2040) at <https://www.wku.edu/policies/docs/251.pdf>.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Deborah Wilkins, 270-745-5396 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

***ADA Accommodation Statement:***

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu) . Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) 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 Zoom, FaceTime, or Google Meet.
- 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.

***Other Important Dates:***

Last day to add a class or to drop one with a full refund:	Monday, August 30
60% point:	Wednesday, October 27
Last day to drop a class with a grade of W (fee applies):	Monday, November 1

*Students who stop attending class before the 60% point will be assigned an FN rather than an F*