

THEA-2100: ARTS MANAGEMENT

Cuyahoga Community College

Viewing: THEA-2100 : Arts Management

Board of Trustees:

1997-10-23

Academic Term:

Fall 2019

Subject Code

THEA - Theatre Arts

Course Number:

2100

Title:

Arts Management

Catalog Description:

Introduction to principles and methods of management of arts and cultural institutions. Detailed study of organizational structures, funding and revenue, facilities scheduling and production, marketing, community relations and legal issues.

Credit Hour(s):

3

Lecture Hour(s):

3

Lab Hour(s):

0

Other Hour(s):

0

Requisites

Prerequisite and Corequisite

None.

Outcomes

Objective(s):

1. Detail the management skills required for the operation of non-profit arts and cultural institutions.
2. Evaluate a simple arts organization for basic management strengths and weaknesses.
3. Identify basic managerial steps to establish or strengthen an arts organization.
4. Formulate and draft a simple grant request.
5. Structure a funding solicitation program.
6. Generate a detailed organizational chart.
7. Plan a basic sales campaign for both individual ticket sales and subscriptions.
8. Identify and evaluate legal and performance contracts appropriate to conditions.

Methods of Evaluation:

1. Written objective and short essay mid-term examination
2. Quizzes and short projects

3. Written final exam
4. Final research project

Course Content Outline:

1. Principles and methods of management
 - a. Non-profit versus for-profit
 - b. Contributed services
 - c. Earned versus unearned income
2. Funding
 - a. Public
 - b. Corporate
 - c. Individual
 - d. Grants
 - e. Identifying sources and developing solicitation methods
3. Organizational structures
 - a. Vertical
 - b. Horizontal
4. Financial control
 - a. Accountability
 - i. unearned income
 - ii. earned income
 - b. Budgeting
 - i. production
 - ii. operation
5. Contracts
 - a. Performance
 - b. Production
 - c. Negotiations
 - d. Non-performance contracts
6. Marketing
 - a. Direct/indirect sales
 - b. Institutional promotion
 - c. Positioning the media
7. Community relations
 - a. Government
 - b. Institutional

Resources

Horwitz, Tem. *Arts Administration How to Set Up and Run Successful Non-profit Arts Organizations*. Chicago: Chicago Review Press, 1978.

Langley, Stephen. *theatre Management in America: Principle and Practice, Producing for the Commercial Stock, Residents, College and Community Theatre*. New York: Drama Book Specialist, 1990.

"Variety"

Resources Other

1. Foundation Center Library. 888 7th Avenue, New York, NY
2. Foundation Center Library. National City Bank Building, Euclid Avenue, Cleveland, Ohio.

Top of page

Key: 4204