Title of course: Theatre Management

Course No.: TH375

I. Catalog Description and Credit Hours of Course: Study of managerial duties, supervisory responsibilities, and organizational skills necessary in publicity, front of house/box office, and backstage management as it pertains to theatrical and dance production. (3)

II. Prerequisites: TH100 Theatre Appreciation, & TH 265 Drawing for the Theatre or the consent of the instructor.

III. Purpose or Objectives of the Course:

1. To provide the student with a sense of business acumen regarding show publicity, front of house/box office skills, and stage management

2. To provide the student with an awareness of business skills necessary to run/to supervise the front of house and to publicize a single production or an entire season of events in a systematic sequence.

3. To provide the student with a basic understanding of accounting principles, show budgets, theatre graphics, and personnel supervision.

4. To integrate technological and traditional methods in publicitygraphics, ticketing, and backstage management.

5. To increase the student’s awareness of graduate theatre management programs and professional theatre management opportunities within the discipline.

IV. Expectations of the Students:

1. Participation in classroom activities and discussions.

2. Establishment of lab hours (30 hours per semester) for hands-on experience in publicity, house management, box office operation, or stage management.
3. Knowledge of basic computing skills, use of the internet as a research tool, and be able to learn theatre management & graphic software programs.

4. Each student is expected to provide any necessary lab materials and supplementary texts.

V. Course Content or Outline:

1. Box Office and Front of House Duties. 9 hrs.
   a. Box Office Layout.
   b. Box Office Procedure & Policy.
   c. Ticket Sales: in person, by mail, by telephone, group sales.
   d. Reservations: single show, multiple shows.
   e. Show & Annual Reports
   f. Front of House Duties & Scheduling

2. Publicity. 9 hrs.
   a. Promoting a single show or the entire the season.
   b. Meeting deadlines:
      1) advertising: print & electronic media
      2) program copy
      3) exterior signs
      4) direct mail/bulk mail
      5) incentive & specialty promotions
   c. Achieving community support and interest.

3. Midterm examination. 1 hr.

4. Stage Management. 12 hrs.
   a. Characteristic of the good stage manager
   b. Knowing the venue, guidelines, and staff.
   c. Organizing the audition.
   d. Conducting rehearsals.
   e. Working with actors, directors, designers, and technicians.
   f. Running the show.
   g. Conducting the load-in, the load-out, the change-over, and moving the show.

   a. Safety codes and regulations.
   b. Fire Safety.
   c. Physical Safety.
   d. Health Protection.
   e. Production Practices.
6. Semester Project Presentations. 4 hrs.

7. Final examination.

VI. Textbook and/or Other Related Materials or Equipment:

Text: The Theatre Management Handbook by Richard E. Schneider and Mary Jo Ford
Stage Management and Theatre Administration by Pauline Menear & Terry Hawkins

Supplementary Texts: Stage Management and Theatre Administration by Pauline Menear & Terry Hawkins
Stage Management, 5th Ed. by Lawrence Stern
Backstage Forms by Paul Carter
Guide to Publicity Edited by Stephen Peithman and Neil Offen
Stage Fright: Health and Safety in the Theatre By Monona Rossol

VII. Basis for Student Evaluations:

1. Participation in class discussion & activities 10%
2. Periodical quizzes/weekly exercises/assignments 10%
3. Research assignments 10%
4. Midterm examination 10%
5. House Management/Box Office Project 15%
6. Publicity/Public Relations Project 15%
7. Stage Management Project 15%
8. Final examination 15%