



Approved Innovative Course

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Course: Theatre Management

PEIMS Code: N1170192

Abbreviation: THMGMT

Grade Level(s): 10-12

Number of Credits: 1.0

Course description:

Theatre Management affords students the opportunity to acquire and develop administrative skills that are commonly used in the management of theatre spaces and productions. Students apply a myriad of technical theatre concepts and skills along with developing knowledge and skills associated with production responsibilities, arts administration, theatre management and applications of previously acquired theatre arts studies. Students are encouraged to exercise and develop creativity, develop intellectual curiosity, and apply critical thinking, problem-solving, and collaborative skills. Participation and evaluation in a variety of theatrical experiences will afford students opportunities to develop an understanding of self and their role in the world.

Essential knowledge and skills:

(a) Introduction.

- (1) The fine arts incorporate the study of dance, music, theatre, and the visual arts to offer unique experiences and empower students to explore realities, relationships, and ideas. These disciplines engage and motivate all students through active learning, critical thinking, and innovative problem solving. The fine arts develop cognitive functioning and increase student academic achievement, higher-order thinking, communication, and collaboration skills, making the fine arts applicable to college readiness, career opportunities, workplace environments, social skills, and everyday life. Students develop aesthetic and cultural awareness through exploration, leading to creative expression. Creativity, encouraged through the study of the fine arts, is essential to nurture and develop the whole child.
- (2) Theatre Management affords students the opportunity to acquire and develop administrative skills that are commonly used in the management of theatre spaces and productions. Students apply a myriad of technical theatre concepts and skills along with developing knowledge and skills associated with production responsibilities, arts administration, theatre management and applications of



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(b) Knowledge and Skills

- (1) **Employability.** The student demonstrates professional standards/employability skills as required by the theatre business. The student is expected to:
 - (A) demonstrate professional standards and personal qualities needed to be employable such as punctuality, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability;
 - (B) demonstrate use of content, technical concepts, and vocabulary;
 - (C) demonstrate correct grammar, punctuation, and terminology to write and edit documents; and
 - (D) compose and edit various written documents such as brochures, programs, posters, flyers, and magazine covers; and
 - (E) adapt language for audience, purpose, situation, and intent;
 - (F) demonstrate professional communications strategies such as interpreting and communicating information; delivering formal and informal presentations; demonstrating active listening skills; listening to and speaking with diverse individuals; and exhibiting public relations skills;
 - (G) employ critical-thinking skills independently and in groups; and
 - (H) develop the importance of collaboration and leadership skills; and.
 - (I) model appropriate behavior of technical staff at various types of live performances.
- (2) **Foundations: inquiry and understanding.** The student develops arts administration concepts used to manage theatre spaces and productions. The student is expected to:
 - (A) describe the staffing structures of various theatre organizations, such as university, professional, commercial, and community;
 - (B) explain how theatre functions as a business enterprise as well as an



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artistic enterprise;

- (C) differentiate between facilities management responsibilities and artistic staff responsibilities;
 - (D) develop and implement systems used to manage theatre spaces and productions such as the production calendar, tech rehearsals, and production staff roles;
 - (E) explain the importance and impact of financial planning to ensure the success and solvency of theatre spaces and productions;
 - (F) identify and describe tools and strategies used to manage financial records of theatre spaces and productions such as, budgets, balance sheets, and income statements; and
 - (G) analyze various funding options for theatre spaces and productions such as corporate, individual, and bequeathal donations; grants; and sales revenue.
- (3) Creative expression: production. The student develops industry competencies of theatre production. The student is expected to:
- (A) demonstrate proper and regular use of standard vocabulary in costumes, lights, makeup, theatre management, properties, scenery, and sound;
 - (B) demonstrate a working knowledge of the technical elements of theatre such as types of stages, stage areas, fly systems, curtains, front of house, dressing rooms, and storage;
 - (C) identify and use technical elements in various theatrical styles and genres;
 - (D) identify and use technical elements for non-theatrical productions such as music concerts, dance performances, movie viewing, or weddings;
 - (E) produce scheduling processes for theatre spaces and staffing;
 - (F) analyze existing processes and procedures for applicability for non-theatrical productions;
 - (G) determine how to adapt processes and procedures for non-theatrical productions;
 - (H) define and efficiently execute pre-planning strategies for various types of



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- live performances;
- (I) define and efficiently execute move-in/strike procedures for various types of live performances;
 - (J) manage and work collaboratively with the production team such as designers, director, technical director, music director, crew members, playwright, choreographer, stage manager, box office staff, and house management staff;
 - (K) develop, use, and model safe theatre practices such as personnel safety, fire safety, tool safety, shop safety, and handling emergencies in the theatre; and
 - (L) maintain the theatre space for productivity and effective usage.
- (4) Creative expression: production. The student focuses on industry competencies and skills in theatre management. The student is expected to:
- (A) develop a budget that determines expenses, revenues, and profits;
 - (B) develop strategies to solicit funds and secure through donations for production and operational expenses;
 - (C) research potential grants applicable to theatre production companies;
 - (D) examine the components of a grant and develop grant-writing strategies to address those components;
 - (E) develop grant writing techniques and development skills;
 - (F) develop processes to evaluate and collaborate with outside vendors for ongoing production and building maintenance needs;
 - (G) coordinate special events for various purposes such as fundraising, donor appreciation, VIP receptions, and alumni events; and
 - (H) distinguish between ethical, moral, and legal choices that relate to the decision-making process in business situations.
- (5) Historical and cultural relevance. The student relates theatre management to history, society, and culture. The student is expected to:
- (A) explain the role of organized labor in society and describe its impact on



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- current theatre management practices;
- (B) analyze and summarize the history and evolution of the American theatre business;
- (C) research the impact of culture and society on marketing strategies
- (D) explain how theatre organizations adapt to current markets.
- (6) Critical evaluation and response. The student responds to and evaluates theatre and theatrical performances, business strategies, and productivity. The student is expected to:
- (A) explain strategies for productivity in theatre management projects;
- (B) analyze advertising using audience-generated data;
- (C) analyze current and target audience groups to determine advertising placement for maximum reach and impact;
- (D) evaluate sales income to determine future processes, expenditures, and income and time management;
- (E) investigate factors in making economic and artistic decisions and analyze the potential impact of those decisions on the venue;
- (F) defend the design and technical elements of theatre as an art form;
- (G) offer and receive constructive criticism of procedures and production projects by peers and self;
- (H) evaluate live theatre in written and oral form with precise and specific observations of technical elements using appropriate vocabulary; and
- (I) apply technology to communicate and present findings in a clear and coherent manner.

Description of specific student needs this course is designed to meet:

Theatre Management combines theatre and business studies for the student interested in a career in arts management and administration. This is specific to the theatre and requires a level of theatre practicum. This course is designed to meet the needs of the theatre student who has a rational, business mindset and leadership skills.



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Major resources and materials:

Theatre Management: Producing and Managing the Performing Arts by David Conte ISBN: 9780896762565

Theatre Management and Production in America by Stephen Langley ISBN 9780896761438

How to Run a Theatre by Jim Volz ISBN: 9781408134740

Computer Lab Access

Theatre Access

Recommended course activities:

Reestablish Technical Theatre Knowledge, Theatre Safety (to include evacuation, emergency such as medical, etc.), Theatre Hierarchy/Staffing, Scheduling Facility, Scheduling Staff, and Theatre as a Business, Theatre Budgeting, Donors/Grants, Theatre Promotions, Publicity, and Marketing.

Suggested methods for evaluating student outcomes:

Project based learning is most practical

Teacher qualifications:

An assignment for Theatre Management, is allowed with one of the following certificates.

- All-Level Speech/Drama.
- All-Level Speech Communications/Theatre Arts (Prekindergarten-Grade 12).
- All-Level Theatre Arts (Prekindergarten-Grade 12).
- Grades 6-12 or Grades 9-12--Theatre Arts.
- Junior High School (Grades 9-10 only) or High School--Drama.
- Junior High School (Grades 9-10 only) or High School--Speech and Drama.
- Secondary Theatre Arts (Grades 6-12).
- Theatre: Early Childhood-Grade 12.



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Additional information: