



**Theatre Management -- Spring 2017 Course Syllabus**  
**THR3250-004 -- CRN 18681**  
**Mondays/Wednesdays 12:15PM-1:30PM, Rocket Hall 1541**

**INSTRUCTOR INFORMATION**

**Instructor:** Christopher M. Montpetit, [UT Department of Theatre and Film](#)

**Office:** Center for Performing Arts, Room 1030D

**Office Hours:** Monday/Wednesday 2:00PM-4:00PM or by appointment

**Phone:** 419/530-4776

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**COURSE INFORMATION**

**Course Description** - 3 credit hours. Theatre Management will provide students with a general overview of the administrative and management functions of an arts organization. Through readings, interactive discussion forums, research projects, and practical assignments, the student will develop an understanding of the structure and business of the performing arts, translating traditional business practices into the language of the arts.

**Course Learning Outcomes/Student Learning Outcomes** - by the end of this course, the student will be able to:

- generate a mission statement from the interpretation of a business entity's vision and core values
- list the administrative structures and managerial positions of a non-profit arts organization, charting how artists, administrators, and board members relate to one another to accomplish various organizational and artistic goals
- develop a series of financial strategies, including research of revenue-generating opportunities for performing and visual arts organizations
- define and assess the management decisions necessary for an organization's ongoing financial and artistic health
- create, debate and appraise marketing and public relations efforts as they relate to arts organizations, events and/or productions
- examine and evaluate the importance of additional management opportunities in the arts, including touring, facilities, and unions
- identify and weigh the value of education and educational opportunities in the arts industry
- discuss and appraise arts management and arts entrepreneurship, relative to their career paths in the 21<sup>st</sup> Century
- present a viable management theory through the creation of an arts organization, from mission statement to production or opening event

**Course Overview/Format/Outline** - This course will be approached as a hybrid course - part traditional seminar and part online - following a format of lecture presentations, textbook readings, group discussion forums and/or debates, course projects, quizzes, and questions or a series of questions. It will also rely heavily on participation and weekly preparation. In order to fully understand the topics being discussed, it is important that all work be completed in order to make a contribution in this course.

To foster skills of collaboration, students will be organized into teams for the purpose of projects that will be presented at the end of the semester. Each team will be expected to present a viable management theory through the creation of a fictitious arts organization. Various semester exercises and assignments such as mission statement creation, budget development, production marketing campaigns and organizational structure planning will serve as the building blocks for this final project. Composition of these teams will be assigned by the instructor and will remain the same through the semester.

Content outline consists of 7 sections:

- Basics: Organizational Structures and Management
- Starting Out: The Mission, The Vision and The Values
- Choices: Nonprofit vs. Commercial
- Finances: Budgeting, Sales and Fundraising
- Strategies for Survival: Marketing, PR and Business
- Other Options: Touring, Unions, Education, Facilities
- 21<sup>st</sup> Century: The Arts, Entrepreneurship and Your Career

Schedule of topics are subject to change, with adequate notice given to students. A more detailed course schedule, containing topics, dates, assignments, quizzes and projects, is available at the end of this syllabus and for download through Blackboard. Course schedule dates can also be found on the Blackboard calendar.

**Course Prerequisites** - none

**Course Requirements/Grading Policy**

- Five written assignments, worth 20 points each
- Course presentation, worth 30 points
- Four quizzes, worth 50 points total
- Course attendance/participation, worth 10 points
- Theatre production attendance, worth 10 points
- **Total possible points - 200**

The final grade earned, based on total points, will be based on the following scale:

- A 190-200 points
- A- 180-189 points
- B+ 173-179 points
- B 167-172 points
- B- 160-166 points
- C+ 153-159 points
- C 147-152 points

- C- 140-146 points
- D+ 133-139 points
- D 127-132 points
- D- 120-126 points
- F 0-119 points

### Required Textbook/Reading Materials

- *Performing Arts Management: A Handbook of Professional Practices*, by Tobie S. Stein and Jessica Bathurst (Allworth Press, ISBN-10: 1-58115-650-2)
- supplemental readings and informational sheets assigned and/or distributed

Textbooks are available from the [University of Toledo Bookstore](#), on the main campus. Occasionally, course textbooks may also be found online at a variety of auction or retail sites.

**Theatre Production Attendance** - each student is required to attend a theatre performance on **ONE** of the two productions in the University of Toledo Department of Theatre and Film season during the spring term. Proof of attendance may be required. Those productions are...

- ***THE KING AND THE CLOWN*** by Kim Tae-wong, University of Toledo, Center for Performing Arts - Center Theatre, February 17-26, 2017 (Friday/Saturday 7:30PM, Sunday 2:00PM)
- ***THE INTERNATIONALIST***, by Anne Washburn, University of Toledo, Center for Performing Arts - Center Theatre, March 31-April 9, 2017 (Friday/Saturday 7:30PM, Sunday 2:00PM)

For tickets and information, visit the [UT Department of Theatre and Film](#) website. Please note that the production of ***THE KING AND THE CLOWN*** is intended for a mature audience only (17+), due to sexual situations and adult material.

### COURSE POLICIES/GUIDELINES

**Assignments/Presentation** - in addition to content, assignments and the course research project will also be graded on spelling, grammar, proper formatting, use of applicable bibliography, MLA/Chicago style guidelines, etc. See rubrics, attached to each assignment in Blackboard, for more detailed grading criteria. See the course schedule (available at the end of this syllabus) or the Blackboard calendar for due dates of assignments and the course research project. Assignments or course research project submitted late will result in one point being taken off for each day late (i.e. maximum 17 out of 20 for being three days late).

Submissions via Blackboard are preferred, though submissions via email will be accepted (check with instructor to insure assignment was actually received). Please note the following guidelines:

- all submissions should be typed and proofread
- assignment should follow a logical structure - including introduction, body and conclusion - and should be proofread, demonstrating proper grammar, punctuation, capitalization, spelling, and academic writing style (i.e. play titles, book titles, or movie titles in *italics* or underlined)
- do not rely on spell check - actually proofread your papers, there is a whole section of the internet devoted to the humorous outcomes of the "autocorrect" function
- assignments **MUST** be saved in .doc/.ppt/.pdf format, if assignment is not saved in one of the correct file formats and cannot be opened by the instructor, it will be counted as late

- a secure, reliable internet connection and functional computer are the responsibility of the student - internet and/or computer problems will **NOT** be accepted as excuses for late assignments (except in weather-related emergencies and/or closures)
- no work will be accepted after the final day of classes, unless the assignment's due date is during finals week - see course schedule and Blackboard calendar for dates

**Attendance/Participation** - attendance is worth 10 points. Students are entitled to two unexcused absences for the term. Each unexcused absence above two will result in one point taken off (i.e. 8 points out of 10 for four unexcused absences). Excused absences, which do not result in points being taken off, are contingent upon approval by the instructor and should be discussed with the instructor in advance. Supporting documentation may be required. Extended absence, due to illness, injury or emergency, should be reported to instructor and appropriate UT Office/Advisor immediately. Participation includes group discussions and individual or group exercises and is factored into the attendance grade.

**Drop/Withdrawal Dates** - see course schedule and Blackboard calendar for UT dates of drop and withdrawal periods.

**Plagiarism/Academic Dishonesty - Course Policy:** Plagiarism will result in a failing grade (i.e. 0 out of 20) for that assignment. The point of this course is to cultivate one's own individual opinions and points of view. Taking ideas, concepts, artist renderings, etc., without appropriate documentation, from other authors or sources, including those of fellow students, defeats the purpose of this course. It not only violates the integrity of the class, but also hinders one's own growth and individuality.

**Plagiarism/Academic Dishonesty - University of Toledo Policy:** [Academic dishonesty](#) will not be tolerated. Plagiarism in any of its various forms will result in penalization, ranging from a grade of "F" for the single assignment to a failing grade to the whole class. Degree of penalization is at the sole discretion of the instructor. Examples of academic dishonesty include, but are not limited to the following:

- any activity that fits the definitions of plagiarism
- representing (plagiarizing) the words, ideas or information of another person as one's own and not offering proper documentation (for example: cutting and pasting, or paraphrasing, information from a website and not citing the website as a source)
- aiding another student in any way in the process of plagiarizing or representing the words, ideas or information of another person as their own and not offering proper documentation
- taking, converting, concealing, defacing, damaging or destroying any property related to the preparation or completion of assignments, research or examination
- providing a fellow student your work as a "guideline" for completing their work (if a student needs clarification about the nature of an assignment they should ask the instructor, this policy applies to all individual, non-group work - should you provide your work to another student, and they plagiarize your work, both you and the plagiarist will receive disciplinary action due to academic dishonesty)

To learn more about what constitutes academic dishonesty (plagiarism), visit UT's policy on [academic dishonesty](#).

**Quizzes** - there are four quizzes in this course, that correspond to various units in the course. Quizzes are taken directly through Blackboard. Quizzes submitted late will result in one point being taken off for each day late (i.e. maximum 7 out of 10 for being three days late).

**Technology/Communication/Blackboard Guidelines** - tips for technology, communication, and Blackboard success include:

- should the course site be inaccessible due to technical issues or you encounter technical difficulties with Blackboard, contact [utdl@utoledo.edu](mailto:utdl@utoledo.edu) or call 419/540-8835 (toll-free student support phone number is 1-866/UTOLEDO)
- the Help Desk offers extended hours in the evenings and on weekends to assist students with technical problems - when calling after hours, leave a detailed message, including your Rocket Number and phone number, and a staff member will respond on the next business day
- the UT Online [Help Desk](#) website is also available online to answer your questions, technical questions related to on-campus Internet access, virtual labs, hardware, software, personal website hosting, and UTAD account management
- before submitting any work in Blackboard...turn off all instant messaging and other web applications, close all browser windows that are not connected to the course, and make sure your system and browser are compatible with Blackboard
- if using a public library or other public access computer, please check to ensure that you will have access for the length of time required to complete tasks
- need IT help?, in general, instructors are not trained in tech support for individual computer or internet problems - if you have trouble with your computer or your internet connection, you should contact your manufacturer, service representative, or service provider

**Tips for Course Success** - some tips for success in this course include:

- I am an open-door instructor, if you need to see me, just set up appointment and I will meet with you, based on availability
- I believe there are no stupid questions, if you are unsure or have a question, please ask
- while drinks are permitted in class, keep food out
- cell phones should be turned off or put on vibrate while in class
- classroom disruptions, disrespecting the instructor or fellow classmates, will not be tolerated...you will be asked to leave
- submit the assignments prior to the due date (if possible), and set yourself up to have a secure reliable computer connection - if you wait until the day something is due and then have problems, I will not be able to assist you
- I usually do not respond to or check email or phone messages during the weekend or over the holidays/breaks
- check your Blackboard Messages/Bb Mail and Course Announcements regularly
- familiarize yourself with the course Blackboard site and visit it often
- do not wait until the last minute to ask for assistance - I will do my best to be of help, but if you contact me late in the semester or long after an assignment was due I may not be as accommodating

**UNIVERSITY POLICIES/LINKS**

**Accessibility Statement/Accommodations** - the University is an equal opportunity educational institution. Please read [The University's Policy Statement on Nondiscrimination on the Basis of Disability Americans with Disability Act Compliance](#). The University of Toledo is committed to providing equal access to education for all students. If you have a documented disability or you believe you have a disability and would like information regarding academic accommodations/adjustments in this course, please contact the [Student Disability Services Office](#). Information shared with the [Student Disability Services Office](#) will be kept confidential to the extent consistent with State and Federal law.

**Instructional Support Services/Resources** - services are listed below:

- Counseling Center - the [Counseling Center](#) is the university's primary facility for personal counseling, psychotherapy, and psychological outreach and consultation services, the Counseling Center staff provide counseling (individual and group), mental health and wellness programming, and crisis intervention services to help students cope with the demands of college and to facilitate the development of life adjustment strategies
- Course Blackboard website - <https://blackboard.utdl.edu/>
- eLibrary Services Portal - the [eLibrary](#) is a customized gateway to UT Libraries for online students, it was designed to help you locate the best online library resources without leaving Blackboard
- eTutoring Services - the Ohio eTutoring Collaborative, in partnership with The University of Toledo, now provides online tutoring support for all UT students, [eTutoring Services](#) are offered in a wide array of subjects, including Writing, Math, Calculus, Statistics, Accounting, Biology, Chemistry, and Anatomy and Physiology
- University of Toledo Writing Center - <http://www.utoledo.edu/success/writingcenter/>

**Sexual Discrimination/Misconduct** - the University of Toledo is committed to providing educational and working environments that are free from sex discrimination, including sexual harassment, sexual assault, dating violence, domestic violence, stalking and retaliation. Title IX of the Education Amendments of 1972 (Title IX) is a federal law that prohibits sex discrimination. Additional information, forms, resources and contacts can be found online at <http://www.utoledo.edu/offices/internalaudit/title-ix/discrimination-resources.html>.

**Statement of Diversity** - the Department of Theatre and Film strongly endorses a policy of individual and collective respect for each member of our diverse community. Theatre and the mediated arts of film and video represent a fundamental form of human expression present in all known human cultures. Thus, they transcend boundaries of gender, sexuality, politics, nationality, geography, culture, and historical epoch. We strive to communicate and to understand; indeed, successful work in our field requires empathy without judgment. As a discipline, we have battled censorship for more than 2,000 years, and as a department, we seek to ensure all groups and individuals the right to speak within an arena of civility and mutual respect. Our department strives to provide a safe and supportive educational environment that both nurtures all components of human experience and functions as a crucible for creative expression.

**Theatre Management -- Spring 2017 Course Schedule**  
**THR3250-004 -- CRN 18681**

<b>Week:</b>	<b>Unit/Assignments:</b>	<b>Due Date:</b>
<b>Mon 1/9</b>	<b>Introduction; Basics</b>	
	Read <i>Performing Arts Management</i> Chapter 1; Review Powerpoint lecture notes/web links; Review Course Presentation	<b>Sun 1/15</b>
	<i>Notes - First Day of Classes Mon 1/9</i>	
<b>Mon 1/16</b>	<b>Basics continued...</b>	
	<i>Notes - MLK Day/No Classes Mon 1/16</i>	
<b>Mon 1/23</b>	<b>Basics continued...</b>	
	<i>Notes - Last Day to Add/Drop Mon 1/23</i>	
<b>Mon 1/30</b>	<b>Starting Out</b>	
	Read <i>Performing Arts Management</i> Chapter 2; Review Powerpoint lecture notes/web links	<b>Sun 2/5</b>
<b>Mon 2/6</b>	<b>Starting Out continued...</b>	
	Submit Quiz 1; Submit Written Assignment 1	<b>Sun 2/12</b>
<b>Mon 2/13</b>	<b>Choices</b>	
	Read <i>Performing Arts Management</i> Chapters 3 and 4; Review Powerpoint lecture notes/web links	<b>Sun 2/19</b>
	<i>Notes - THE KING AND THE CLOWN Performances Fri 2/17 - Sun 2/26</i>	
<b>Mon 2/20</b>	<b>Finances</b>	
	Read <i>Performing Arts Management</i> Chapters 5 and 6; Review Powerpoint lecture notes/web links; Submit Quiz 2	<b>Sun 2/26</b>
<b>Mon 2/27</b>	<b>Finances continued...</b>	
	Submit Quiz 3; Submit Written Assignment 2	<b>Sun 3/5</b>
	<i>Notes - No Midterm Exam Scheduled</i>	
<b>Mon 3/6</b>	<b>Spring Break</b>	
	<i>Notes - Spring Break/No Classes Mon 3/6 - Fri 3/10</i>	
<b>Mon 3/13</b>	<b>Strategies for Survival</b>	
	Read <i>Performing Arts Management</i> Chapter 7; Review Powerpoint lecture notes/web links	<b>Sun 3/19</b>
<b>Mon 3/20</b>	<b>Strategies for Survival continued...</b>	
	Submit Written Assignment 3	<b>Sun 3/26</b>

	<i>Notes - Last Day to Withdraw Fri 3/24</i>	
<b>Mon 3/27</b>	<b>Strategies for Survival continued...</b>	
	Submit Quiz 4	<b>Sun 4/2</b>
	<i>Notes - THE INTERNATIONALIST Performances Fri 3/31 - Sun 4/9</i>	
<b>Mon 4/3</b>	<b>Other Options</b>	
	Read <i>Performing Arts Management</i> Chapters 8, 9, 10 and 11; Review Powerpoint lecture notes/web links	<b>Sun 4/9</b>
<b>Mon 4/10</b>	<b>Other Options continued...</b>	
	Submit Written Assignment 4	<b>Sun 4/16</b>
<b>Mon 4/17</b>	<b>Other Options continued...</b>	
<b>Mon 4/24</b>	<b>21<sup>st</sup> Century</b>	
	Read <i>Performing Arts Management</i> Chapter 12; Review Powerpoint lecture notes/web links; Submit Quiz 5; Submit Written Assignment 5	<b>Sun 4/30</b>
	<i>Notes - Last Day of Classes Fri 4/28</i>	
	<i>Notes - Course attendance/participation and required theatre production attendance grades assigned following final week of classes</i>	
<b>Mon 5/1</b>	<b>Finals Week; Presentations</b>	
	Submit Course Presentation	<b>Mon 5/1</b>
	<i>Notes - University Commencement Sun 5/7</i>	

Updated 1/6/17