



Promoting the Visual and Performing Arts -- Spring 2021 Course Syllabus

Department of Theatre and Film -- College of Arts and Letters

THR4260-901 -- CRN 25683

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Class - Online

INSTRUCTOR INFORMATION

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

Office: Center for Performing Arts, Room 1030D

Office Hours (Spring 2021): Tuesdays 12:00NOON-2:00PM or by appointment (virtual appointments only)

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Course: Offered every Spring term (CRN numbers may vary)

COURSE INFORMATION

Course Description - 3 credit/lecture hours. Promoting the Visual and Performing Arts will provide undergraduate and graduate students with an advanced look at the theoretical and functional practice of publicizing and advancing visual and performing arts organizations, ranging from consumer behaviors and analysis to campaign communications and strategies.

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

- explain the purpose and process of promoting arts organizations
- utilize contemporary industry examination methods for non-profit arts organizations
- analyze product development and consumer behaviors for the arts
- develop a sound target audience profile analysis, based on AIO variables**
- evaluate branding and other promotional techniques in order to determine effective applications and strategies
- compose effective communications through promotions, public relations, social media and other alternative strategic techniques
- propose alternative solutions to promotional challenges
- apply learned skills to work for an arts institution
- present a practical and realistic arts organization promotional campaign presentation/proposal**

**Graduate students only.

Course Overview/Methodology/Outline - This course will be approached as an interactive and collaborative course, following a format of lecture presentations, group discussion forums

and/or debates, course projects and assignments, 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 groups for the purpose of selected assignments/discussions that will be turned in throughout the semester, culminating in a final course campaign project submitted by each student at the end of the semester. Various semester exercises and assignments such as product examination, consumer analyses, direct and digital publicity, alternative strategies and other promotional tactics will serve as the building blocks for this final course campaign project. Composition of these groups will be assigned by the instructor and will remain the same through the semester.

Content outline consists of 8 sections:

- Product Development for the Arts
- Exploration Techniques and Target Audiences
- Communications and Branding
- Direct and Digital Publicity
- Social Media and the Web
- The Public Relations Machine
- Promotions and Alternative Tactics
- Comprehensive and Controlled Promotions

Content outline sections, sub-categories/topics and schedule of topics are subject to change, with adequate notice given to students. A more detailed course schedule, containing topics, dates, assignments 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.

Spring 2021 Update: While this course is scheduled as an asynchronous online class, it is subject to change, based on university or department health concerns.

Course Prerequisites - none

Course Requirements/Grading Policy - specific guidelines and grading rubrics will be provided with each assignment. Grades and instructor feedback for each assignment will be posted to the Grade Book within two weeks, if not earlier, after each assignment has been completed. There is no extra credit in this course. Students will be assessed as follows:

- Eight written assignments, worth 50 points each (40% of final grade)
- Two written assignments/analyses, worth 50 points each**
- Eight online discussions, worth 50 points each (40% of final grade)
- One final course campaign project, worth 200 points (20% of final grade)
- One business presentation/proposal (upgraded course campaign project), worth 300 points**
- **Total possible points - 1000**
- **Total possible points - 1200****

**Graduate students only. Two additional written assignments/analyses will be required for graduate students. The final course campaign project, for undergraduate students, will be upgraded to a formal business presentation and/or proposal, for graduate students.

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

- A 950-1000 points
- A- 900-949 points
- B+ 870-899 points
- B 840-869 points
- B- 800-839 points
- C+ 770-799 points
- C 740-769 points
- C- 700-739 points
- D+ 670-699 points
- D 640-669 points
- D- 600-639 points
- F 0-599 points

**Graduate students will receive a separate point scale based on 1200 total possible points.

Required Textbook/Reading Materials - no required textbook, readings/viewings from open sources

Theatre Attendance - no theatre attendance is required. Visit the Blackboard calendar for exact days/times of in-person and/or virtual theatre opportunities. For tickets and information, visit the [UToledo Department of Theatre and Film](#) website.

COURSE POLICIES/GUIDELINES

Assignments/Course Project/Business Presentation - in addition to content, assignments and the course project/business presentation will 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 project/business presentation. There are no makeup assignments available for this course.

Please note the following guidelines for all submissions:

- submit assignments through Blackboard (nothing will be accepted via email or in person)
- any assignment submitted late will result in two points being taken off of graded assignment for each day late (i.e. if graded assignment was 45 out of 50 and it was turned in three days late, the final grade on the assignment will be 39 out of 50) - this policy will be enforced, **NO** exceptions
- everything needs to be typed and 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
- 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 (do not send .odt, .pages or other files as they can't be opened)
- a secure, reliable internet connection and functional computer are the responsibility of the student, internet or computer problems will not be accepted as excuses for late assignments
- 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

- the Blackboard site uses SafeAssign, which examines all submissions for plagiarism - instances of plagiarism will result in a failing grade (i.e. 0 out of 50) for that assignment, this policy will be enforced, **NO** exceptions

Attendance - extended absence, due to illness, injury or emergency, should be reported to instructor and appropriate UT Office/Advisor immediately

Content - please note some clips and images used in this course could be considered unsuitable for minors and may contain material that could be considered offensive.

Discussions/Participation - regular online participation is required through eight online discussion boards in Blackboard. Discussion posts are comprised of an original posting to the question or scenario posed and at least two postings in response to fellow classmates' postings. In addition to content, discussion posts will also be graded on spelling, grammar, proper formatting, etc. See rubric, attached to each discussion, for more detailed grading criteria. See the course schedule and/or Blackboard calendar for due dates of discussion posts. Discussion posts are to be completed within each of the approximate two-week period they are assigned, following the online discussion assignment due date schedule. No late discussion posts (after that discussion ends) will be permitted - this policy will be enforced, **NO** exceptions.

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

Plagiarism/Academic Dishonesty - Course Policy: Plagiarism will result in a failing grade (i.e. 0 out of 50) for that assignment. Repeated incidents of plagiarism will result in a failing grade (i.e. F) for the course. 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. The purchasing or sharing of papers or projects between students or the re-use of papers or projects submitted for more than one assignment or class also constitutes plagiarism. The above policy will be enforced, **NO** exceptions.

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 UToledo’s policy on [academic dishonesty](#).

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

- students need to have access to a properly functioning computer throughout the semester, the [Browser Check Page](#) will enable you to perform a systems check on your browser, and to ensure that your browser settings are compatible with Blackboard, the learning management system that hosts this course
- student computers need to be capable of running the latest versions of plug-ins, recent software and have the necessary tools to be kept free of viruses and spyware, the computer needs to run most of the following software, available in the [UToledo Online Download Center](#) (not all software programs are needed, though, for this course) -
 - Word Processing Software
 - Adobe Acrobat Reader
 - Apple QuickTime Player
 - Java Plugin Console
 - Adobe Flash Player
 - Adobe Shockwave Player
 - Mozilla Firefox Browser (recommended)
- high-speed Internet access is recommended as dial-up may be slow and limited in downloading information and completing online tests, this course does contain streaming audio and video content
- 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 and tests, a list and schedule for on-campus computer labs is available on the [Open Lab for Students](#) webpage
- traditionally, on-campus labs have offered students the use of computer hardware and software they might not otherwise have access to, with UToledo's Virtual Lab students can access virtual machines loaded with all of the software they need to be successful using nothing more than a broadband Internet connection and a web browser, the virtual lab is open 24/7 and 365 days a year at [VLAB: The University of Toledo's Virtual Labs](#)
- 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
- should the course site be inaccessible due to technical issues or you encounter technical difficulties with Blackboard, contact utdl@utoledo.edu or call 419/540-8835 (toll-free student support phone number is 1-866/UTOLEDO)
- the [UToledo 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 UToledo 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
- be certain to back up your work regularly on a flash/jump drive, external hard drive, CD-ROM, or any other format available to you, if you do not currently have backup capabilities, please make arrangements for this as soon as possible, keep in mind that simply saving to one device, for example to the hard drive on your computer, is just a save - it is not a backup (you should keep your documents on two separate devices at all times in case one of them malfunctions or is lost)

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

- if you have questions and need to see me, stop by my office on the main campus during office hours or set up an appointment, if you cannot meet in person; contact me using Blackboard Messages to ensure your message is received
- there are no stupid questions, if you are unsure of something or have a question, please ask
- online classroom disruptions, disrespecting the instructor or fellow classmates, will not be tolerated
- proper “netiquette” is expected, it is important to be courteous and civil when communicating with others, students taking hybrid or online courses are subject to the communication regulations outlined in the UToledo Student Handbook (through the Division of Student Affairs), for more information on “netiquette” visit [Albion’s Netiquette Home Page](#)
- complete and submit 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
- email, phone or Blackboard messages are not checked over 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, if you contact me late in the semester or long after an assignment was due I may not be as accommodating

UNIVERSITY POLICIES/LINKS

Academic Accommodations - The University of Toledo embraces the inclusion of students with disabilities. We are committed to ensuring equal opportunity and seamless access for full participation in all courses. For students who have an accommodations memo from Student Disability Services, I invite you to correspond with me as soon as possible so that we can communicate confidentially about implementing accommodations in this course. For students who have not established affiliation with Student Disability Services and are experiencing disability access barriers or are interested in a referral to healthcare resources for a potential disability or would like information regarding eligibility for academic accommodations, please contact the [Student Disability Services Office](#) by calling 419/530-4981 or sending an email to StudentDisability@utoledo.edu.

Academic Policies for Undergraduate Students - all students at the University of Toledo are expected to read, understand, and follow the academic policies that govern their attendance at the University. These [Undergraduate Academic Policies](#) include, but are not limited to, academic dishonesty, academic forgiveness, adding and dropping a course, grades and grading, and the missed class policy. Please visit the website to read a comprehensive list of academic policies that pertain to you in this class and throughout your academic journey.

Academic Policies for Graduate Students - all graduate students at the University of Toledo are expected to read, understand, and follow the academic policies that govern their attendance at the University. [University Policies for Graduate Academics](#) include, but are not limited to, academic dishonesty, academic forgiveness, adding and dropping a course, grades and grading, and the missed class policy. Please visit the website to read a comprehensive list of academic policies that pertain to you in this class and throughout your academic journey.

Copyright Notice - the materials in the course website are only for the use of students enrolled in this course for purposes associated with this course, and may not be retained or further disseminated.

Department of Theatre and Film Mask Policy (adopted July 2020) - the health and safety of students, faculty, and staff is our top priority. Masks slow down the spread of COVID-19, and it is the policy of the department of Theatre and Film that during every face to face class or when present in any department space that all faculty, staff, and students wear masks. With the exception of those who have an approved medical exemption, there will be zero tolerance for breaking the department's mask policy. Students who do not wear a mask in conjunction with the appropriate CDC safety protocols (found [here](#)) will be asked to put one on or to leave. If a student refuses to put on the mask and fails to leave, faculty will immediately dismiss the class, shut down the lab, and the student will be referred for disciplinary action under the university's student code of conduct. For more information on UToledo's mask policy, go to the [Rocket Restart page](#).

Electronic Communications Policy - electronic communication is a valid mechanism for official communication with students at the University of Toledo. The University has the right to send official communications to students electronically. The University has the right to expect that students will receive electronic communications and will read them on a frequent and consistent basis. Students may opt out of certain electronic communications where required by law. Students are responsible for monitoring and managing their University-provided email account on a frequent and consistent basis. Students may choose to forward email to non-University email accounts at their own risk. Students who choose to have email forwarded to another email address are responsible for both email contents and associated attachments. Student's official email address does not absolve the student from knowing and complying with the content of the official communication. The University is not responsible for email forwarded to any other email address. Regarding the student's failure to receive or read in a timely manner official University communications sent to the students, students are responsible for monitoring their web portal communications on a frequent and consistent basis.

Instructional Support Services/Resources - many UToledo services are listed below:

- [Campus Health and Safety Contacts](#) (downloadable PDF)
- 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/>
- [Division of Student Affairs](#)
- eLibrary Services Portal - the [eLibrary](#) is a customized gateway to UToledo 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 UToledo students, [eTutoring Services](#) are offered in a wide array of subjects, including Writing, Math, Calculus, Statistics, Accounting, Biology, Chemistry, and Anatomy and Physiology
- [Student Food Pantry](#)
- [University of Toledo Writing Center](#)
- [UToledo Online/Distance Learning](#)

Podcast and Media Use Policy - media produced and provided on the course site is solely for class use by students currently registered for the course, and under no circumstances can be posted, linked to, or made available for distribution or copying to any persons, institutions, or servers (i.e. no portion of them may be downloaded and posted on YouTube or sent to friends). The authors of these materials hold the copyright and the only authorized use by students is for the purposes of the course. Violating this policy constitutes a serious infraction of UToledo's computer use policy and may result in consequences up to and including expulsion from the University and legal action (both criminal and civil) from the various rights holders whose copyrights you may have infringed.

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 (aka Title IX) is a federal law that prohibits sex discrimination. Additional information, forms, resources and contacts for [Title IX at UToledo](#) can be found online.

Special Course Expectations During COVID-19 -

- **Attendance** - The University of Toledo has a missed class policy. It is important that students and instructors discuss attendance requirements for the course. Students must perform a daily health assessment, based on based on [CDC guidelines](#), before coming to campus each day, which includes taking their temperature. Students who are symptomatic/sick should **NOT** come to class, and should contact the Main Campus Health Center at 419-530-3451. Absences due to COVID-19 quarantine or isolation requirements **ARE** considered excused absences. Students should notify their instructors, and these absences may not require written documentation.
- **Desks and Work Spaces** - Students will need to sanitize their desks and/or work space before class with the University provided sanitizing spray and paper towels.
- **Face Coverings** - All students must wear face coverings while on campus, except while eating, alone in an enclosed space, or outdoors practicing social distancing. **NO** students will be permitted in class without a face covering. If you have a medical reason that prevents you from wearing a face covering due to a health condition deemed high-risk for COVID-19 by the Centers for Disease Control and Prevention (CDC), you should

submit a request for an accommodation through the Student Disability Services Office (SDS) by completing the [online application](#). Students will need to provide documentation that verifies their health condition or disability and supports the need for accommodations. If a student is already affiliated with SDS and would like to request additional accommodations due to the impact of COVID-19, s/he should contact their accessibility specialist to discuss their specific needs.

- **Social Distancing** - Students should practice social distancing inside and outside the classroom; please follow signage and pay attention to the seating arrangements. Do not remove stickers or tape from seats and/or tables, this is there to provide guidance on the appropriate classroom capacity based on the recommended 6 feet of social distancing between individuals. Please be conscious of your personal space and respectful of others. Also be cognizant of how you enter and exit the room; always try to maintain at least 6 feet of distance between yourself and others.
- **Special Notes** - It's important to note that based on the unpredictability of the COVID-19 virus, things can change at any time. Please be patient and understanding as we move through the semester. I also ask that you keep me informed of concerns you may have about class, completing course work/assignments timely and/or health concerns related to COVID.

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.

Updated 12/7/20

**Promoting the Visual and Performing Arts -- Spring 2021 Course
Schedule**

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Week:	Unit/Assignments:	Due Date:
Tue 1/19	Introduction	
	Review Powerpoint lecture notes/web links	Sun 1/24
	<i>Notes - Martin Luther King Holiday Mon 1/18</i>	
	<i>Notes - First Day of Classes Tue 1/19</i>	
Mon 1/25	Product Development for the Arts	
	Review Powerpoint lecture notes/web links	Sun 1/31
Mon 2/1	Product Development for the Arts continued...	
	Submit Written Assignment 1; Submit Online Discussion 1	Sun 2/7
	<i>Notes - Last Day to Add/Drop Tue 2/2</i>	
Mon 2/8	Exploration Techniques and Target Audiences	
	Review Powerpoint lecture notes/web links	Sun 2/14
Mon 2/15	Exploration Techniques and Target Audiences continued...	
	Submit Written Assignment 2; Submit Online Discussion 2; Submit Written Assignment/Analysis 1 (graduate students only)	Sun 2/21
	<i>Notes - No Classes/Instructional Break #1 Tue 2/16</i>	
Mon 2/22	Communications and Branding	
	Review Powerpoint lecture notes/web links	Sun 2/28
Mon 3/1	Communications and Branding continued...	
	Submit Written Assignment 3; Submit Online Discussion 3	Sun 3/7
Mon 3/8	Direct and Digital Publicity	
	Review Powerpoint lecture notes/web links	Sun 3/14
	<i>Notes - No Classes/Instructional Break #2 Wed 3/10</i>	
Mon 3/15	Direct and Digital Publicity continued...	
	Submit Written Assignment 4; Submit Online Discussion 4	Sun 3/21
Mon 3/22	Social Media and the Web	
	Review Powerpoint lecture notes/web links; Submit Written Assignment 5; Submit Online Discussion 5	Sun 3/28
	<i>Notes - Last Day to Withdraw Fri 3/26</i>	
Mon 3/29	The Public Relations Machine	

	Review Powerpoint lecture notes/web links; Submit Written Assignment 6; Submit Online Discussion 6	Sun 4/4
	<i>Notes - No Classes/Instructional Break #3 Mon 3/29</i>	
Mon 4/5	Promotions and Alternative Tactics	
	Review Powerpoint lecture notes/web links	Sun 4/11
Mon 4/12	Promotions and Alternative Tactics continued...	
	Submit Written Assignment 7; Submit Online Discussion 7; Submit Written Assignment/Analysis 2 (graduate students only)	Sun 4/18
Mon 4/19	Comprehensive and Controlled Promotions	
	Review Powerpoint lecture notes/web links; Submit Written Assignment 8; Submit Online Discussion 8	Sun 4/25
Mon 4/26	Study Week/Project Week	
	<i>Notes - Last Day of Classes Wed 4/28 (in-person classes only)</i>	
	<i>Notes - No Classes/Instructional Break #4 and #5 Thu 4/29-Fri 4/30</i>	
Mon 5/3	Finals Week (online only)	
	Submit Final Course Campaign Project; Submit Business Presentation/Proposal (graduate students only)	Fri 5/7
	<i>Notes - Final Exam Week (online only) Mon 5/3-Fri 5/7</i>	
	<i>Notes - University Commencement Sat 5/8</i>	

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