COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department: Communications, Arts and Social Sciences

Programme: MA in Visual Arts Management and Curating

Level:

Course Title: Arts Management and Marketing

Course Code: VAM 7103

Course Leader: Charlotte Bonham-Carter

Student Engagement Hours:200Seminars:39Tutorials:6Independent / Guided Learning:155

Semester: FALL

Credits: 20 UK CATS credits

10 ECTS credits 4 US credits

Course Description:

Equips students with the management skills — planning, organising, staffing, supervision and controlling — necessary to facilitate the production and presentation of the visual arts to audiences. The course will address strategic planning, finance management, fund-raising, marketing and communication. Students will consider the vision, mission and values — alongside the aims and objectives — of a number of specific international arts organisations.

Pre-requisites and/or Co-requisites: MA Visual Arts Management and Curating students only

Aims and Objectives:

- To introduce students to the field of arts management
- To introduce students to the field of arts marketing in the public and private sectors
- To examine the processes involved in running, or acting as an administrator within, an arts organisation
- To consider the vision, mission and governance of international arts organisations
- To develop students' knowledge of fund-raising and financial control
- To develop students' understanding of strategic planning

Programme Outcomes:

At the end of this course, the students will have achieved the following programme outcomes:

A1, A3, B4, B7

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

- demonstrate a comprehensive understanding of arts management and marketing in a variety of international contexts
- show excellent writing skills including logical and structured narratives and arguments supported by relevant primary and secondary evidence
- critically evaluate different funding and cultural policies, as well as operational methodologies

Indicative Content:

- SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
- fund-raising for the arts
- budgeting and financial control
- marketing and PR for the arts
- strategic planning
- management and organisational structure and governance
- critical engagement with texts and objects

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

| FHEQ | Richmond/UK | Normal | Total assessment |
|---------|-------------|--------------|------------------|
| level | Level | Number of | |
| | | Items | |
| | | (including | |
| | | final exam)* | |
| LEVEL 7 | R500/UK MA | 2-3 | 5000-7000 words |
| | | | |

| 1. | Forward Plan (due week 6) | 40% |
|----|---------------------------------|-----|
| 2. | Extended Essay (due week 13) | 50% |
| 3. | Oral Presentation (due week 13) | 10% |

Teaching Methodology:

SEMINARS

The course will consist of weekly postgraduate seminars, which will follow the structure set out within the course syllabus and will serve a number of functions: seminars provide a framework for the course; address critically the relevant literature in specific areas, examine concepts, theories and case studies, and enable students to engage in group discussion and dialogue, and autonomous

learning. Seminars rely upon active student participation, mediated by the course instructor. By examining and discussing issues and problems in a seminar setting, students as junior research colleagues will be able to learn from each other and resolve questions that arise in the course of the lectures and readings. Seminars will only be useful to the extent that they are prepared for and participation in discussions and debates is an essential aspect of this. All students will be required to participate. Tutorial opportunities will also be available for research supervision and other academic support.

Bibliography:

Abbott, S. Fine Art Publicity: The Complete Guide for Galleries and Artists. (New York: Allworth Press, 2005).

Brindle, M. & C. DeVereaux. *The Arts Management Handbook: New Directions for Students and Practitioners.* (New York: M.E. Sharpe, 2012).

Chong, D. Arts Management: Critical Perspectives on a New Sub-discipline. (London: Routledge, 2002).

O'Reilly D. & F. Kerrigan (eds.) Marketing the Arts: A Fresh Approach. (London: Routledge, 2012).

Change Log for this CSD:

| Major or | Nature of Change | Date Approved & | Change |
|----------|------------------|-----------------------|-------------|
| Minor | | Approval Body (School | Actioned by |
| Change? | | or LTPC) | Academic |
| | | | Registry |
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