Academic School / Department: CASS

Programme: MA Performing Arts Management

FHEQ **Level:**   7

Course Title: Audience Development and Outreach

Course Code: PAM 7102

Course Leader: Canan Salih and Robert Wallis

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

Semester: Fall, Spring, Summer

Credits: 20 UK CATS credits
                                                  10 ECTS credits
                                                  4 US credits

Course Description:
Explores the core principles of audience development and outreach for performing arts organisations and how these organisations apply these principles in order to grow and build sustainability in their operations. The course considers not only how organisations maintain effective relationships with existing audiences but also identify and target new audiences and engage with them at the grass-roots level in order to foster inclusivity and widen participation. The course also examines how organisations use digital media to maximise their understanding of their audiences and stakeholders and engage with them effectively to convey their marketing message and values to new and current audiences/customers. Building on their knowledge and skills, students propose a social media audience development and outreach strategy for a cultural project or organisation.

Prerequisites:
MA Performing Arts Management students only

Aims and Objectives:
To explore the core principles of audience development in the performing arts industry
To examine how these organisations apply these principles in the industry
To investigate and implement various strategies used in audience development across a wide range of contexts
To examine how organisations use digital media to engage audiences and stakeholders

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Programme Outcomes:
A, B, C, E, F, G

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Registry and found at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:
By the end of this course, successful students should be able to:
- Demonstrate a deep and sophisticated understanding of effective marketing strategies that ensure audience participation and engagement in productions

- Show a systematic knowledge of the various social, cultural and political challenges organisation face when exploring and implementing audience development strategies

- Demonstrate the systematic knowledge and skills required to engage diverse audiences through various social media and digital technologies

- Critically analyse conventional, non-digital, methodologies of engaging targeted audiences.

Indicative Content:
- Audience development and research
- Digital technologies and contemporary performance
- Project management
- Marketing and publicity strategies

Assessment:
This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/policies/

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to the key concepts of professional practice. Guest speakers and activities will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual presentations and written work will be discussed in feedback sessions

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which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Indicative Text(s):
- Amies, N. (2017) *Engaging Stages: Good Practice in Creative Audience Development,* London: DaVinci Institute.
- Bernstein, J.S. (2014) *Standing Room only: Marketing Insights for Engaging Performing Arts Audiences*. London: Palgrave.
- Danoff Fanizza, S. (2015) *The How of Audience Development for the Arts,* Lulu Publishing.
- K. Rohrs, Jeffrey (2013) *Audience: Marketing in the Age of Subscribers, Fans and Followers,* London: John Wiley and Sons.

Journals
Click here to enter text.

Web Sites
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See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services