

COURSE SPECIFICATION DOCUMENT

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| 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

Programme Outcomes:

A, B, C, E, F, G

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located 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.

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

