

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	MA in Visual Arts Management and Curating
FHEQ Level:	7
Course Title:	Arts Management and Marketing
Course Code:	VAM 7103
Course Leader:	Charlotte Bonham-Carter
Student Engagement Hours:	200
Seminars:	39
Tutorials:	6
Independent / 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: 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 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:

- 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 Board.

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

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| 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

