

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	CASS
Programme:	MA Creative Industries: VAM
FHEQ Level:	7
Course Title:	Arts Management, Marketing and Fundraising
Course Code:	VAM 7107
Course Leader:	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:

Equips students with the management skills — planning, organising, staffing, supervision and controlling — necessary to facilitate the production and presentation of the 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

Prerequisites:

MA PAM / VAM 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:

PAM: A, B, C, E, F, G

VAM: A1, 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:

By the end of this course, successful students should be able to:

- 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.

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 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):

- Abbott, S. (2005) *Fine Art Publicity: The Complete Guide for Galleries and Artists*. New York: Allworth Press.
- Brindle, M. & DeVereaux, C. (eds). (2011) *The Arts Management Handbook: New Directions for Students and Practitioners*. Armonk, NY: M.E. Sharpe, Inc.
- Byrnes, W.J. (2010) *Management and the Arts*. Burlington, MA: Focal Press.
- Rosewall, E. (2014) *Arts Management: Uniting Arts and Audiences in the 21st century*. Oxford: Oxford University Press.
- O’Reilly D. & F. Kerrigan (eds.) (2012) *Marketing the Arts: A Fresh Approach*. (London: Routledge).
- Stevenson, D. (2018) *Managing Organisational Success in the Arts*. London, Routledge.
- De Vereaux, C. (2018) *Arts and Cultural Management: Sense and Sensibilities in the State of the Field*. London: Routledge.
- De Vereaux, C. (2018) *Arts and Cultural Management: Sense and Sensibilities in the State of the Field*. London: Routledge.

Journals

Journal of Arts Management, Law and Society <https://www.tandfonline.com/loi/vjam20>

Web Sites

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
Change in course title		
Inclusion of MA PAM learning outcomes		
Updated indicative reading		
Updated programme name		
