

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications & The Arts
Programme:	MA in Visual Arts Management and Curating
FHEQ Level:	7
Course Title:	Arts Management and Marketing
Course Code:	VAM 7103
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 and are located at <https://www.richmond.ac.uk/university-policies>.

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 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:

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