



University of Pretoria Yearbook 2017

Performing arts management 709 (DRA 709)

Qualification	Postgraduate
Faculty	Faculty of Humanities
Module credits	45.00
Programmes	BAHons Drama and Film Studies
Prerequisites	No prerequisites.
Contact time	2 lectures per week, 2 discussion classes per week
Language of tuition	Afrikaans and English is used in one class
Academic organisation	Drama
Period of presentation	Year

Module content

This module explores performing arts management within local contexts, develops strategies for defining, positioning and pricing performances, formulates marketing strategies, and offers approaches for designing and managing market-effective organisations. The module also includes professional and developmental approaches to events marketing and management.

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