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# University of Pretoria Yearbook 2016

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## Performing arts management 709 (DRA 709)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Humanities</a>
<b>Module credits</b>	45.00
<b>Programmes</b>	<a href="#">BAHons (Drama) Drama and Film Studies</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 lectures per week, 2 discussion classes per week
<b>Language of tuition</b>	Double Medium
<b>Academic organisation</b>	Drama
<b>Period of presentation</b>	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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