

University of Pretoria Yearbook 2016

Theatre studies: Theory 320 (TNT 320)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	20.00
Prerequisites	No prerequisites.
Language of tuition	Double Medium
Academic organisation	Drama
Period of presentation	Semester 2

Module content

Performing arts management and cultural memory

Students are introduced to management principles such as: managing theatre space; events management and the law; art in the world of work; aspects of contract law; the notion of NGOs and establishment of companies; budgeting and financial record keeping; marketing strategies for the arts; fundraising strategies; writing of evaluation reports; career opportunities.

The links between performing arts, tourism and heritage and the impact of these on economical, political, social, cultural, educational, ecological and aesthetic domains will be considered.

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