



University of Pretoria Yearbook 2018

Performing arts management 709 (DRA 709)

Qualification Postgraduate

Faculty [Faculty of Humanities](#)

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.

Module credits 45.00

Programmes [BAHons Drama and Film Studies](#)

Prerequisites No prerequisites.

Contact time 2 discussion classes per week, 2 lectures per week

Language of tuition Afrikaans and English are used in one class

Department Drama

Period of presentation Year

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