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# University of Pretoria Yearbook 2019

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## 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** Module is presented in English

**Department** Drama

**Period of presentation** Year

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