

# University of Pretoria Yearbook 2022

## Performing arts management 709 (DRA 709)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Humanities</a>
<b>Module credits</b>	40.00
<b>NQF Level</b>	08
<b>Programmes</b>	<a href="#">BAHons Drama and Film Studies</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	2 discussion classes per week, 2 lectures per week
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	School of the Arts
<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.

The regulations and rules for the degrees published here are subject to change and may be amended after the publication of this information.

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