

COURSE SYLLABUS
SOUTHEAST MISSOURI STATE UNIVERSITY
DEPARTMENT OF THEATRE AND DANCE

Title of course: Theatre Management

New X

Course No.: TH375

- I. Catalog Description and Credit Hours of Course: Study of managerial duties, supervisory responsibilities, and organizational skills necessary in publicity, front of house/box office, and backstage management as it pertains to theatrical and dance production. (3)
- II. Prerequisites: TH100 Theatre Appreciation, & TH 265 Drawing for the Theatre or the consent of the instructor.
- III. Purpose or Objectives of the Course:
 1. To provide the student with a sense of business acumen regarding show publicity, front of house/box office skills, and stage management
 2. To provide the student with an awareness of business skills necessary to run/to supervise the front of house and to publicize a single production or an entire season of events in a systematic sequence.
 3. To provide the student with a basic understanding of accounting principles, show budgets, theatre graphics, and personnel supervision.
 4. To integrate technological and traditional methods in publicity/graphics, ticketing, and backstage management.
 5. To increase the student's awareness of graduate theatre management programs and professional theatre management opportunities within the discipline.
- IV. Expectations of the Students:
 1. Participation in classroom activities and discussions.
 2. Establishment of lab hours (30 hours per semester) for hands-on experience in publicity, house management, box office operation, or stage management.

3. Knowledge of basic computing skills, use of the internet as a research tool, and be able to learn theatre management & graphic software programs.
4. Each student is expected to provide any necessary lab materials and supplementary texts..

V. Course Content or Outline:

1. Box Office and Front of House Duties. 9 hrs.
 - a. Box Office Layout.
 - b. Box Office Procedure & Policy.
 - c. Ticket Sales: in person, by mail, by telephone, group sales.
 - d. Reservations: single show, multiple shows.
 - e. Show & Annual Reports
 - f. Front of House Duties & Scheduling
2. Publicity. 9 hrs.
 - a. Promoting a single show or the entire the season.
 - b. Meeting deadlines:
 - 1) advertising: print & electronic media
 - 2) program copy
 - 3) exterior signs
 - 4) direct mail/bulk mail
 - 5) incentive & specialty promotions
 - c. Achieving community support and interest.
3. Midterm examination. 1 hr.
4. Stage Management. 12 hrs.
 - a. Characteristic of the good stage manager
 - b. Knowing the venue, guidelines, and staff.
 - c. Organizing the audition.
 - d. Conducting rehearsals.
 - e. Working with actors, directors, designers, and technicians.
 - f. Running the show.
 - g. Conducting the load-in, the load-out, the change-over, and moving the show.
5. Theatre Safety and Safety Equipment (FOH & Backstage). 10 hrs.
 - a. Safety codes and regulations.
 - b. Fire Safety.
 - c. Physical Safety.
 - d. Health Protection.
 - e. Production Practices.

- | | |
|------------------------------------|--------|
| 6. Semester Project Presentations. | 4 hrs. |
| 7. Final examination. | |

VI. Textbook and/or Other Related Materials or Equipment:

Text: **The Theatre Management Handbook** by Richard
E. Schneider and Mary Jo Ford
Stage Management and Theatre Administration by Pauline
Menear & Terry Hawkins

Supplementary Texts: **Stage Management and Theatre Administration**
by Pauline Menear & Terry Hawkins
Stage Management, 5th Ed. by Lawrence Stern
Backstage Forms by Paul Carter
Guide to Publicity Edited by Stephen Peithman
and Neil Offen
Stage Fright: Health and Safety in the Theatre
By Monona Rossol

VII. Basis for Student Evaluations:

- | | |
|--|-----|
| 1. Participation in class discussion & activities | 10% |
| 2. Periodical quizzes/weekly exercises/assignments | 10% |
| 3. Research assignments | 10% |
| 4. Midterm examination | 10% |
| 5. House Management/Box Office Project | 15% |
| 6. Publicity/Public Relations Project | 15% |
| 7. Stage Management Project | 15% |
| 8. Final examination | 15% |