

THEATRE MARKETING

Undergraduate Course Syllabus

[Semester]

[Meeting Times] [Location]

Instructor: Noah Taylor

E-mail: [university email]

Phone: 864-245-2371 (please, no calls after 8pm)

Office: off-campus, virtual, and by phone

Office hours: *schedule by appointment*

Mailbox: [mailbox]

REQUIRED TEXT (available at the bookstore)

- Bernstein, J. Scheff. ***Standing Room Only: Marketing Insights for Engaging Performing Arts Audiences***. Palgrave Macmillan, 2014. ISBN 978-1137282934. (\$41.25)
- Miller, Donald. ***Building a Storybrand: Clarify Your Message so Customers Will Listen***. HarperCollins Leadership, 2017. ISBN 978-0718033323. (\$16.49)
- Kleon, Austin. ***Show Your Work!: 10 Ways to Share Your Creativity and Get Discovered***. Workman Publishing Company, 2014. ISBN 978-0761178972. (\$11.66)

SUPPLEMENTAL TEXT

Other required readings and videos will be distributed via Blackboard or as printed handouts in class.

REQUIRED MATERIALS

Students should be prepared with note-taking materials (paper or digital) and writing utensils for every class. Students must come to each class with a genuine interest in the material and a willingness to participate in class.

COURSE DESCRIPTION

Focusing on marketing for the individual theatre artist as well as theatre organizations, this course will include topics such as targeting a potential audience, creating a website, understanding personal and organizational branding and messaging, types of marketing materials, and community relations. Additional topics include development and the marketing skills required for successful fundraising, as well as the development of professional writing, networking, and presentation skills.

COURSE OBJECTIVES

- Demonstrate knowledge of the key concepts of the fundamentals of marketing, particularly as they apply to personal artist marketing and arts organization marketing.
- Demonstrate the ability to communicate and present professionally.
- Understand marketing as an ongoing process that requires planning, assessment and integration.
- Demonstrate basic knowledge of both traditional and non-traditional marketing strategies and tactics including promotions, social media, print materials, audience targeting, branding, and messaging.
- Exercise creative marketing skills through the creation of sample marketing materials and analysis.
- Develop analysis skills, critical thinking, and the ability to communicate creatively and effectively.
- Understand the basics of marketing as it applies to fund development for non-profit organizations.

MY ASSUMPTIONS

My assumption is that students in this class wish to one day utilize this course content as a marketer in some form. Therefore, I assume that students will be interested and engaged with the material. Acting as an arts administrator and marketer professionally, I expect to convey what I have learned from my personal experience and education in a professional environment. I expect class time to be treated with the respect, professionalism, candor, friendliness, and efficiency of a professional business meeting

CLASSROOM POLICIES

- **As a general rule, our class times are treated as professional business meetings and you should act accordingly.**
- **Attire:** As a marketer, what you wear matters. You represent yourself, your company, and your department no matter where you go or what you do. You are “that theatre person”—so make that a good thing! You are not expected to wear a dress or suit and tie, but you are expected to dress professionally and appropriate to the day’s activities. Your conduct in this area will be reflected in your Daily Engagement grade.
- **Food and drink** are welcome in class as long as it is not a distraction or hindrance to engagement and activity. After all, some of the best professional meetings happen over lunch or dinner. Do not chew on loud or crunchy foods; avoid messes and spills. Your conduct in this area will be a part of your Daily Engagement grade.
- **Attendance** is not required, however, a grade for Daily Engagement will be assigned to each student at the end of every class, totaling 10% of your final grade. Tardiness in excess of 5 minutes, or leaving class early without being excused, will impact the Daily Engagement grade for the day.
- **Absentee Work:** You are responsible for all work missed due to an absence. Please notify me by email a minimum 72 hours in advance if you are aware of an upcoming absence.
- **Late submissions** can ruin your viability in the professional world. No late work will be accepted unless an extension is granted in advance. In the event of an absence, you may leave the assignment in my mailbox.
- **Plagiarism** will result in an automatic fail grade for the course. No exceptions.
- **Phones & Devices:** Please put your phone and other devices on silent or “do not disturb” during class. If your device dings, beeps, or rings during class, you will receive a 0 for that day’s Daily Engagement.

BIBLIOGRAPHY & SUGGESTED READING (not required for class)

- Hodges, Drew, and Garth Wingfield. ***On Broadway: from Rent to Revolution***. Rizzoli, 2016. ISBN 978-0761169253. (\$29.69)
- Flom, Jonathan. ***Act like Its Your Business: Branding and Marketing Strategies for Actors***. The Scarecrow Press, Inc., 2013. ISBN 978-0810891593. (\$34.00)
- Conte, David M., and Stephen Langley. ***Theatre Management: Producing and Managing the Performing Arts***. EntertainmentPro, 2007. ISBN 978-0896762565. (\$32.85)
- Volz, Jim. ***How to Run a Theater: Creating, Leading and Managing Professional Theatre***. Methuen Drama, 2011. ISBN 978-1408134740. (\$22.95)
- Kleon, Austin. ***Steal like an Artist: 10 Things Nobody Told You about Being Creative***. Workman Pub. Co, 2012. ISBN 978-0761169253. (\$11.66)
- Acuff, Jon. ***Start.: Punch Fear in the Face, Escape Average, and Do Work That Matters***. Ramsey Press, 2013. ISBN 978-1937077594. (\$14.53)

ASSIGNMENTS AND GRADING

Assignments	Points	Weight
Daily Engagement <i>As described throughout this syllabus, students will receive a grade for daily engagement, to be based on attendance, participation in class discussion, clear commitment to completing the assigned reading, preparation for class, and professional dress/conduct.</i>	100	10%
Reading Quizzes (5) <i>Quizzes will be used to assess reading comprehension and mastery of terminology and principles from the text.</i>	250	25%
Written Reflections (2) <i>You will be given prompts for two written reflections on course material. The ability to communicate in writing with clarity and concision is extremely important as a marketer. You are expected to demonstrate use of strong verbs, independent research skills, and concision. Reflections should be 200-300 words in MLA format with cited outside sources, posted in Blackboard.</i>	100	10%
Written Discussion (4) — <i>replies to other reflections</i> <i>For each Written Reflection you complete, you must also write 200-300 word replies to two of your peers' reflections. These should be written in MLA format, include cited outside sources, and must be posted in Blackboard.</i>	100	10%
Research Assignment (2) <i>In each of these assignments, students will be tasked with independently researching 2 actors or theatres and presenting an assessment of their marketing, branding, and messaging. Students will compare and contrast their selections and evaluate their marketing strengths/weaknesses. Students will make an informal five-minute oral presentation to the class to present their conclusions and some marketing samples.</i>	100	10%
Final Project — Written <i>Students are tasked with creating a marketing campaign for either a new or existing theatre. Project components will include SWOT analysis, brand direction, target audience identification, type of season, sample tag lines and marketing copy, and sample marketing content.</i>	200	20%
Final Project — Presentation <i>Students will be assessed on their professionalism and visual/oral presentation skills as they present their final project work.</i>	50	5%
Final Exam	100	10%
TOTAL	1000	100%
Extra Credit <i>You may choose to create a 1-page SWOT (strength, weaknesses, opportunities, and threats) analysis of a chosen theatre company, then write a 1-page reflection on your discoveries and analysis. You may submit up to two of these projects, each focusing on a different organization.</i>	20-40	2-4%

GRADING SCALE

900-1,000 = A

800-899 = B

700-799 = C

600-699 = D

599 and below = F

INCLUSIVITY

This classroom represents a rich variety of backgrounds and perspectives. I am committed to providing an atmosphere for learning that respects diversity, equity, and inclusion. While working together to build this community I ask all students to:

- share their unique experiences, values, and beliefs
- be open to the views of others
- honor the uniqueness of their colleagues
- appreciate the opportunity that we have to learn from each other in this community
- value each other's opinions and communicate in a respectful manner
- keep confidential discussions that the community has of a personal (or professional) nature
- use this opportunity together to discuss ways in which we can create an inclusive environment in this course

[UNIVERSITY POLICIES]

COURSE SCHEDULE

(course content and schedule are subject to change based on guest speakers, student needs, and other factors)

<u>Class Date</u>	<u>Class Topic and Activity</u>	<u>Assignments Due in This Class</u>	<u>Reading Assigned for Next Class</u>
Introduction Tues. 1/19	Review Syllabus What is marketing? What is arts marketing? What is theatre marketing?		
Thurs. 1/21	<u>Unit 1 Kickoff: Marketing Yourself</u> Topic: Personal Branding		Read <i>Show Your Work!</i> Part 1
Week 1 Tues. 1/26	Exercise: Personal Branding & Peer Review		
Thurs. 1/28	Topic: Actor Marketing Case Studies Interview with Jonathan Flom		Read <i>Show Your Work!</i> Part 2
Week 2 Tues. 2/2	Kickoff Research Assignment #1: Actors Topic: Headshots		
Thurs. 2/4	Reading Quiz #1 on <i>Show Your Work</i>		
Week 3 Tues. 2/9	Present & Discuss Research Assignment #1: Actors	Research Assignment #1: Actors	
Thurs. 2/11	Topic: Websites		Read <i>StoryBrand</i> , selected reading part 2

Week 4 Tues. 2/16	Topic: Websites (continued) Marketing Costs & Personal Brand Budgeting Exercise: Personal Website Building		
Thurs. 2/18	Exercise: Personal Website Building Peer Review		
Week 5 Tues. 2/23	Reading Quiz #2 on <i>StoryBrand</i> Part 1 <u>Unit 2 Kickoff: Marketing Theatre</u> Intro to Marketing Kickoff Research Assignment #2: Theatres		Read <i>StoryBrand</i> , selected reading part 2
Thurs. 2/25	Topic: Target Audiences Exercise: Building Your Storybrand		
Week 6 Tues. 3/2	Present & Discuss Research Assignment #2: Theatres	Research Assignment #2: Theatres	
Thurs. 3/4	Reading Quiz #3 on <i>StoryBrand</i> Part 2 Topic: Messaging & Branding		Read <i>Standing Room Only</i> , selected reading part 1
Week 7 Tues. 3/9	Exercise: Building Your Storybrand, cont'd Writing Workshop		
Thurs. 3/11	American Theatre Wing Marketing Panel Topic: Important Terminology	Written Reflection #1	
Week 8 Tues. 3/16	Guest Speaker Presentation and Q&A: Marketing Director		
Thurs. 3/18	Reading Quiz #4 on <i>Standing Room Only</i> Part 1 Topic: Social Media	Written Discussion on Reflection #1	Read <i>Standing Room Only</i> , selected reading part 2
Week 9 Tues. 3/23	Topic: Theatre Case Studies		
Thurs. 3/25	<u>Final Project Kickoff</u> Topic: Design Dos and Don'ts		
Week 10 Tues. 3/30	Topic: Promotions & Marketing Materials		
Thurs. 4/1	Reading Quiz #4 on <i>Standing Room Only</i> Part 1 Guided work and feedback on final project	Topic selection for final project	
Week 11 Tues. 4/6	<u>Unit 3 Kickoff: Development</u> Guest Speaker Presentation and Q&A: Development Director		
Thurs. 4/8	Topic: Writing Appeals, Sponsorships, and Grants	Written Reflection #2	
Week 12 Tues. 4/13	Topic: Outreach, Education, & Events		
Thurs. 4/15	Assign presentation dates Guided work and feedback on final project	Written Discussion on Reflection #2	

Week 13 Tues. 4/20	Guided work and feedback on final project		
Thurs. 4/22		Final Project Presentations, part 1	
Week 14 Tues. 4/27	Last Day of Class	Final Project Presentations, part 2	
TBA	Final Exam		