

**ROYAL WELSH COLLEGE
OF MUSIC & DRAMA
COLEG BRENHINOL
CERDD A DRAMA CYMRU**

**MA Arts Management
Course Overview
One or Two Years**

This course overview provides a summary of the MA Arts Management programme for September 2011 entry. Please note that whilst the information reflects the programme offered to date, it may be subject to amendment and change in future years.

The programme provides a professional training for graduates of any discipline who wish to work within the field of arts management or those who have worked in this area and wish to seek formal training.

Our team of experienced arts practitioners delivers the training alongside guest lecturers from a number of high profile arts organisations throughout the UK.

Educational Aims

- To provide a well balanced and comprehensive grounding in arts management
- To shape and develop ideas in the world of arts management and develop cultural leaders for the next generation
- To enhance career development through industry related research

Core Modules

Marketing, Communications and Public Engagement

Credits: 20

Teaching Methods: Lectures, tutorials, practical exercise

Assessment: Portfolio of work (40%) and marketing campaign plan (60%)

This module aims to give students a comprehensive overview of marketing the arts including market analysis, market research, segmentation, competition analysis and strategy selection. The development of a marketing portfolio (a media release/direct marketing sample/designer brief/brochure copy) and a marketing campaign plan will enable students to apply these skills in arts venues and professional settings.

Education and Community Development

Credits: 20

Teaching Methods: Tutorials, case studies, practical exercise

Assessment: Proposal for an education project (100%)

This will provide students with an introduction to and an understanding of issues relating to work in education and the community.

Arts Management in Context

Credits: 20

Teaching Methods: Lectures, group work exercises, one-to-one training and tutorials

Assessment: Consultancy report (100%)

Students will develop an awareness and understanding of the political and economic issues that impact on arts organisations as well as developing an understanding of the role of the media and the context in which arts organisations operate.

Venue Management

Credits: 20

Teaching Methods: Lectures, tutorials, internal placement

Assessment: Portfolio of work (40%) and campaign plan (60%)

The aim of this module is to provide students with an understanding of the part that a venue can play in a community, the nature and complexity of planning a mixed programme of events and practical experience of managing a venue.

Organisation and Planning

Credits: 20

Teaching Methods: Lectures, tutorials, group work

Assessment: Group project (50%) and portfolio of policies (50%)

Students will develop an understanding and awareness of issues facing arts managers in relation to human resources and event presentation.

Fundraising and Development

Credits: 20

Teaching Methods: Lectures, tutorials, case studies

Assessment: Portfolio of fundraising exercises (100%)

This module will provide students with an understanding of the diverse way in which arts organisations are funded. Included in the module will be the development of a professional portfolio which will include a corporate fundraising proposal, fundraising from charitable foundations and providing a fundraising strategy for inclusion in a business plan.

Work Placement

Assessment: Reflective appraisal (100%)

Students will gain practical experience in the field of arts management, working with practitioners, developing professional contacts and nurturing your career plans. The placement will be reflective of a proposed career pathway which the student has developed in tutorials with the course leader. Students will join an arts organisation and undertake a standalone individual project of benefit to both them and the arts organisation. This four week placement will start in the spring term.

The Business Plan Marketing

Credits: 60

Teaching Methods: Lectures, tutorials, mentoring and support groups

Assessment: Written business plan (100%)

Content:

Mission aims and objectives

Business strategy

Operations, staffing and governance

Monitoring and evaluation

Market research and analysis

Internal and external analysis including PEST

Development of marketing strategies and programmes

Targets and SWOT analysis

Pricing, promotion and premises

Financial planning including cash flow

Risk assessment and sensitivity analysis

Market segmentation

Competition analysis