

Level 5

Arts and Festivals Management Single Honours

Module Code	Module Title	Value
AMAN2002	International Research Visit (Term 2)	30
AMAN2007	Engaging Audiences (Term 1)	15
AMAN2010	Research Methods: Dissertation (Term 2)	15
AMAN2011	Research Methods: Placement (Term 2)	15
AMAN2013	Arts and Communities Project (Term 1)	15
AMAN2101	Programming and Planning Festivals (Term 1)	30

Module Title: International Research Visit

Module Code: AMAN2002

Module Leader: Maurice Maguire

About the Module:

This module provides an opportunity for students to develop their appreciation of the relationship between cultural theory, policy and politics and how these relate to the work carried out by arts managers. It also provides an opportunity for students to consider the input which an analysis and understanding of cultural policy can make to an organisation in terms of its artistic objectives and its strategic planning.

This module will provide students with an overview of the emergence and development of public policies for arts and cultural provision in Britain, with some reference to other European countries. Particular attention will be paid to developments in cultural policy-making in Britain since the election of the Labour government in May 1997 and the impact of the Coalition government, elected in 2010 and Conservatives in 2015. Theoretical issues and debates concerning the development of public cultural policies will be discussed. The module will also examine current contradictions and dilemmas in cultural policy and provision.

The module includes a focus on arts and cultural industries management and practice in other European countries. The assessment for this will include research in another European country; part of this will be completed during a research visit by the year group.

The overall aims of the module are to encourage students to develop their

understanding of the role and impact of cultural policy and planning from a pan-European perspective, to identify and critique the relationship between different attitudes and approaches to the role of culture in society and how issues concerned with national, regional and local history, demography, socio-economic change and identity also influence how aspects of cultural practice are expressed in different countries.

The module also focuses some attention on German cultural policy and case studies and includes a student funded week long trip to Berlin in 25.

Assessment: Report, Presentation

Module Title: Engaging Audiences

Module Code: AMAN2007

Module Leader: Katie Whyley

About the Module:

Without audiences to view, listen to and buy the work, what is the point of artists and arts organisations?

This module starts by looking at how arts marketing has developed and is still developing to place audiences and audience engagement at the centre of everything that art and cultural organisations do. From what is programmed to where it is performed or put on, to when it takes place and how much it costs, marketing has a strategic role to play in any organisation or company in the business of arts and cultural events.

If the audience is at the heart of your work, then you have to understand what they want, where they might be willing to be led and how best to communicate what you're doing so they follow you. This module will spend some time thinking about what motivates audiences to behave the way that they do and how to tap into those different attitudes and behaviours to develop marketing strategies and plans that match audiences with the art.

Once an understanding of the different kinds of audiences out there has been developed and matched with organisational objectives to develop a marketing strategy and/or plan, an arts marketer needs to be aware of all the communication tools available. Lectures will include both traditional and innovative arts marketing and audience engagement techniques such as relationship marketing, membership schemes, web based promotion and experience marketing.

Seminar sessions on box office systems, audience profiling, fundraising and sponsorship, education and outreach and use of social media will also take place alongside lectures so that theories can be applied to practical action and techniques being used within the sector to develop audiences.

Topics will be illustrated using examples and case studies from mainly the subsidised but also the commercial sector. Students will be expected to

research and critically evaluate the wide range of strategies (taught and discussed throughout the course, and researched independently) currently being pursued in the arts world today and to contribute relevant examples of audience engagement on a regular basis in seminars.

Assessment: Essay, Report

Module Title: Research Methods: Dissertation

Module Code: AMAN2010

Module Leader: Tony Graves

About the Module:

The aim of this module is to connect the academic and practical elements of the Arts and Festivals Management degree. Being able to carry out research is as much a fundamental requirement of being an effective arts manager as it is of being an academic. Through this module students will have the opportunity to study research from an academic perspective in preparation for their third year dissertation.

The module is expected that students will show evidence of how knowledge and understanding derived from the Research Methods lectures and assignments has been transferred into the research they carry out for their dissertation proposal and critical bibliography.

Assessment: Take Away Exam; Literature Review & dissertation proposal

Module Title: Research Methods: Placement

Module Code: AMAN2011

Module Leader: Katie Whyley

About the Module:

The aim of this module is to connect the practical elements of the Arts and Festivals Management degree. Being able to carry out research is a fundamental requirement of being an effective arts manager. Through this module students will have the opportunity to study research from an applied perspective analysing the outcomes from their second year placement, developing their understanding of arts management as a practical activity but also as an investment in their future career in the cultural sector.

The module Placement is expected to provide the students with evidence of how knowledge and understanding derived from the Research Methods lectures and assignments has been transferred into their choice of placement host and in the work they complete on placement and in their placement presentation.

Assessment: Placement Presentation

Module Title: Arts and Communities Project

Module Code: AMAN2013

Module Leader: Tony Graves

About the Module:

This module offers the chance to think about the relationship between social movements, cultural policies and practices and to expand your understanding of how arts and cultural practice can be made relevant to and accessible by people and communities that may be presently excluded. By looking at non-Western cultural practice the module provides a critical framework from which current initiatives aimed at repositioning the role of arts in society can be interrogated. It also provides an opportunity to develop practical experience by producing arts event of your choice in groups within a community setting as part of DMU's Square Mile Project. This project is a formative part of the module from which the students will be able to draw conclusions that will feed into the assessed individual proposals. Through its focus on cultural diversity and engagement with groups from different cultural backgrounds the aims of #DMUGlobal are embedded firmly within the module both in a theoretical as well as practical context.

Assessment: Proposal

Module Title: Programming and Planning Festivals

Module Code: AMAN2101

Module Leader: Maurice Maguire

About the Module:

As the business environment becomes more complex so the need increases for arts managers to develop management competencies which integrate different disciplines and traditions. In this module students have the chance to develop their understanding of strategic planning with respect to a legal perspective.

The core of the module is a festival case study that is used to introduce key concepts in strategic planning and some management tools with which students can develop a business plan. The case study also provides an in depth understanding of accounting practice in the arts and its relationship with the other management functions covered in the module.

Assessment: Group Presentation, Individual Essay, Group Report