# Course Proposals

[List of all proposals](javascript:__doPostBack('Main$LinkButton1',''))

Course Name: Marketing for the Performing Arts   
Course Prefix: THEA  
Course Number: 3350  
             Submitted by (Name & E-Mail):  Jenny Kokai, jenniferkokai@weber.edu

Current Date:  1/3/2014  
College: Arts & Humanities  
Department:   Performing Arts                                
From Term: Fall  2014

Substantive

|  |  |
| --- | --- |
| new | Current Course Subject N/A Current Course Number |

### New/Revised Course Information:

|  |  |
| --- | --- |
| Subject:  THEA  Course Number: 3350 | Check all that apply:  *This is for courses already approved for gen ed.     Use a*[*different form*](http://documents.weber.edu/catalog/forms.htm)*for proposing a new gen ed designation.* DV  CA  HU  LS  PS  SS  EN  AI  QL  TA  TB  TC  TD  TE |

Course Title: Marketing and Communication for the Arts

Abbreviated Course Title: Marketing for Arts

|  |  |
| --- | --- |
| Course Type: | LEC |

Credit Hours:  3  **or** if variable hours:    to

Contact Hours: Lecture 3  Lab    Other

Repeat Information:  Limit 0   Max Hrs 0

Grading Mode:  standard

|  |  |
| --- | --- |
| This course is/will be: | a required course in a major program a required course in a minor program a required course in a 1- or 2- year program elective |

Prerequisites/Co-requisites:

Course description (exactly as it will appear in the catalog, including prerequisites):

This class explores the dynamics of marketing and communication across dance, music, and theatre. The emphasis is on practical application of course content to enhance students' future roles in a variety of arts related careers.

**Justification**for the new course or for changes to an existing course. (Note: Justification should emphasize academic rationale for the change or new course. This is particularly important for courses requesting upper-division status.)

In recent years, there have been significant shifts in arts marketing, both as a practice and an academic discipline. The relationship between art and marketing/communication is increasingly complex and dynamic, requiring a transformation in the way the arts are marketed. This course will explore the following:   
  
The importance of arts consumption and its social dimensions   
The importance of the aesthetic experience itself, and how to research it   
Arts marketing programs  
The art versus commerce debate   
The role of the arts marketer as market-maker   
The artist as brand or entrepreneur  
  
Becoming a well-educated person requires growing, evolving, enriching and refining oneself as a human being and contributing to a better world. Becoming well-educated involves learning to interact with the world around us as well as preparing for a career. Students in THEA 3XXX will gain skills, abilities, and/or increase understanding in three areas:  
  
Area #1: Students will address critical thinking, cognitive learning, and problem solving skills.   
  
Area #2: Students will improve their understanding of how performing arts organizations can attract new audiences as well as build frequency and loyalty.   
  
Area #3: Students will learn how to create offerings that appeal to their target audience without compromising their artistic integrity.   
  
Area #4: Students will explore ways they can increase contributed income from donors during a period of changing priorities among funding audiences.  
  
Area #5: Students will learn how to collaborate with one another, nonprofit organizations and businesses to achieve their goals. 

**INFORMATION PAGE**for substantive proposals only

1. Did this course receive unanimous approval within the Department?

true

If not, what are the major concerns raised by the opponents?

2. If this is a new course proposal, could you achieve the desired results by revising an existing course within your department or by requiring an existing course in another department?

This is a new course proposal based upon the hiring of new DPA marketing director. We have no class, nor know of no class in the University that addresses these aims.

3. How will the proposed course differ from similar offerings by other departments? Comment on any subject overlap between this course and topics generally taught by other departments, even if no similar courses are currently offered by the other departments. Explain any effects that this proposal will have on program requirements or enrollments in other department. Please forward letters (email communication is sufficient) from all departments that you have identified above stating their support or opposition to the proposed course.

This is a new course proposal based upon the hiring of new DPA marketing director. We have no class, nor know of no class in the University that addresses these aims.

4. Is this course required for certification/accreditation of a program?

no

If so, a statement to that effect should appear in the justification and supporting documents should accompany this form.

5. **For course proposals**, e-mail a syllabus to [Faculty Senate](mailto:kbrown4@weber.edu) which should be sufficiently detailed that the committees can determine that the course is at the appropriate level and matches the description.**There should be an indication of the amount and type of outside activity required in the course (projects, research papers, homework, etc.)**.

**Please mail a signed**[**approval page**](https://portalapps.weber.edu/lcourseproposal/SignaturePage.PDF)**to the Faculty Senate Office, MA 210J, MC 1003.**