

THEATRE ARTS: PERFORMING ARTS MANAGEMENT, PROFICIENCY AWARD

The Proficiency Award in Theatre Arts: Performing Arts Management introduces students to the fundamentals of “front of the house” responsibilities including: box office, marketing and publicity. This program will help prepare students seeking a career in theatre or film and/or television production in publicity, marketing and sales.

After successfully completing a Theatre Arts: Performing Arts Management Proficiency Award, a student could be hired as a: box office employee, marketing staff, publicist for the film and/or television industry, production assistant or casting assistant.

To earn a Proficiency Award in Theatre Arts: Performing Arts Management, students must complete 9 specified units.

Course ID	Title	Units/ Hours
Required Courses		
BUS M32	Entrepreneurship and Small Business Management	3
THA/TTHA M11A	Theatre Production: Tech I	3
THA M50		3
Total Units		9

Upon successful completion of this program, students will be able to:

- apply learned skills in poster design, stagecraft, marketing, fundraising and/or box office operation.
- apply management and problem solving skills to produce a theatrical work in a studio or main stage venue.
- collaborate with peers and instructors in practical applications of skills on original or scripted works.
- demonstrate a working knowledge of tools and technologies integral to theatre production.