

760-401 Preparing, Promoting and Presenting

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: A 1-hour lecture and a 2-hour tutorial per week Total Time Commitment: Not available
Prerequisites:	Usually 25 points of second year creative arts or arts subjects.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	To be advised
Subject Overview:	This subject surveys modes of communication in which arts managers must engage from normal business messages to preparing collateral for purposes of promotion. Students will be encouraged to develop a critical and analytical perspective on the effectiveness of selected materials in achieving their intended outcome.
Assessment:	An individual class presentation and written report of 2000 words at 3rd year level or 2250 words at 4th year level 50% (due mid-semester), and a group project presentation and a written report of 2000 words at 3rd year level and 2750 words at 4th year level 50% (due end of semester).Assessment submitted late without an approved formal extension will be penalised at 2% per day. Students who fail to submit up to 2-weeks after the final due date without a formal extension and/or special consideration will receive a fail grade for the piece of assessment.
Prescribed Texts:	None
Recommended Texts:	Information Not Available
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # work successfully with peers; # demonstrate advanced communication skills; # access a broad range of resource material, including traditional text and electronic media; # manage time effectively in the completion of a self-directed research project;

	# demonstrate the ability and self-confidence to comprehend complex concepts.
Notes:	Formerly available as 760-390. Students who have completed 760-390 are not eligible to enrol in this subject.
Related Course(s):	Bachelor of Creative Arts Bachelor of Creative Arts and Bachelor of Music Bachelor of Creative Arts and Bachelor of Teaching Bachelor of Creative Arts(Honours) Bachelor of Creative Arts(Honours) Graduate Certificate in Arts Management Postgraduate Diploma in Creative Arts