

760-484 Audience and the Arts

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Total Time Commitment: 3 contact hours/week , 7 additional hours/week. Total of 10 hours per week.
Prerequisites:	None
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>
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Subject Overview:	This subject examines audience development and retention in arts and cultural activities through a variety of professional techniques involving the development of new audiences. Students will examine a range of programming and content analysis, ways of analysing existing and lapsed audiences, as well as exploring and critiquing the effectiveness of conventional marketing. Lectures and seminars will address a range of arts practices underpinning audience development; these include research into attitudes to the arts, economic and social trends that impact on attendance at arts events, and the role of artists as promoters of their own work.
Objectives:	<ul style="list-style-type: none"> # Be able to understand the principles, processes and techniques associated with audience development and retention in the arts; # Be able to manage time effectively in the completion of self-directed research or audience development and retention projects; # Be able to conceptualise appropriate audience development and retention plans and strategies in specific industry context.
Assessment:	A minor essay or case study equivalent to 1500 words 20% (due mid semester), a major group project equivalent to 3500 words 60%, a class presentation of 20 minutes 10% (due in the last week in semester) and class participation 10%.
Prescribed Texts:	A subject reader will be 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"> # Be able to demonstrate advanced communication skills and ability to work successfully with peers;

	<ul style="list-style-type: none"># Be able to access a broad range of resource material and appropriate professional and governmental agencies;# Be able to demonstrate creative thinking;# Be able to conceptualise and design projects;# Be able to demonstrate leadership and teamwork.
Related Course(s):	Master of Arts Management Master of Cinema Management Postgraduate Diploma in Arts Management