

AMGT90017 Communicating the Arts

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 3 Total Time Commitment: 120
Prerequisites:	Admission into the Master of Arts Management, Master of Art Curatorship, or Master of Cinema Management.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	Formerly available as 760-550 Audiences and the Arts II. Students who have completed 760-550 Audiences and the Arts II are not permitted to enrol in this subject.
Core Participation Requirements:	None
Coordinator:	Dr Kate Macneill
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Subject Overview:	This subject reflects the shift from contained marketing activity to a broader role for communications across the breadth of an organisation. Students will examine a range of arts practices, exploring and critiquing the effectiveness of conventional marketing and more recent developments in this area. Seminars will also address the role of promotions in the cultural sector, PR and media relations, audience development, criticism and reviews, branding, advertising and creativity, lobbying and advertising, and the importance of new forms of web-based media communications on the arts.
Objectives:	Upon completing this subject students should be able to: <ul style="list-style-type: none"> # understand communication practices in a range of arts industry contexts; # demonstrate an understanding of the effectiveness of different media; # demonstrate an understanding of the influences of socio-economic and cultural trends on promotion strategies; # understand specific communications theory and models relevant to arts and cultural activity; # demonstrate written skills for specific communications tasks; and # formulate an integrated communication plan.
Assessment:	A minor essay or case study equivalent to 2000 words 40% (due mid semester) and a major group project equivalent to 3000 words 60%.
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;# 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; and# be able to demonstrate leadership and teamwork.
Notes:	This subject was formerly 760-550 Audiences and the Arts II. Students who have completed 760-550 Audiences and the Arts II are not permitted to enrol in this subject.
Related Course(s):	Master of Art Curatorship (Coursework and Minor Thesis) Master of Arts Management Master of Cinema Management