

## 760-550 Communicating the Arts

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2009, This subject commences in the following study period/s: Semester 1, - Taught on campus.
<b>Time Commitment:</b>	Total Time Commitment: 3 contact hours/week , 7 additional hours/week. Total of 10 hours per week.
<b>Prerequisites:</b>	Admission into the Master of Arts Management.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<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: <a href="http://services.unimelb.edu.au/disability">http://services.unimelb.edu.au/disability</a></p>
<b>Coordinator:</b>	Dr Nick Hill
<b>Contact:</b>	Nick Hill <a href="mailto:nhill@unimelb.edu.au">nhill@unimelb.edu.au</a> ( <a href="mailto:nhill@unimelb.edu.au">mailto:nhill@unimelb.edu.au</a> )
<b>Subject Overview:</b>	This subject evolves the students understanding of the concepts of audience development and allows students to develop advanced knowledge and skills in the key areas of participation appropriate for management and administration in arts organisations. The subject addresses the analysis, planning, strategy and control functions associated with audience communication activity, and teaching converges on the practice of integration in the branding and marketing communication fields. Students will acquire an understanding of audience engagement and behaviours and a consideration of the social, ethical and economic issues pertinent to contemporary practice in this field.
<b>Objectives:</b>	<ul style="list-style-type: none"> <li># Be able to understand the principles, processes and techniques associated with audience development and retention in the arts at an advanced level;</li> <li># Be able to demonstrate awareness of and capacity to respond to cross-cultural issues in audience behaviours, choices, engagement in the arts and cultural activities;</li> <li># Be able to manage time and resources effectively in the completion of a self-directed research or audience development and retention project;</li> <li># Be able to conceptualise appropriate audience development and retention plans and strategies in specific industry contexts and in culturally diverse environments.</li> </ul>
<b>Assessment:</b>	A minor essay or case study equivalent to 2000 words 40% (due mid semester) and a major group project equivalent to 3000 words 60%.
<b>Prescribed Texts:</b>	A subject reader will be available.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>

<b>Generic Skills:</b>	<ul style="list-style-type: none"><li># Be able to demonstrate advanced communication skills and ability to work successfully with peers;</li><li># Be able to access a broad range of resource material and appropriate professional and governmental agencies;</li><li># Be able to demonstrate creative thinking;</li><li># Be able to conceptualise and design projects;</li><li># Be able to demonstrate leadership and teamwork.</li></ul>
<b>Notes:</b>	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.
<b>Related Course(s):</b>	Master of Arts Management Master of Cinema Management