

AMGT90006 Audiences and the Arts

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 2 hour lecture and 1 hour tutorial per week Total Time Commitment: 170
Prerequisites:	Admission to the Postgraduate Diploma Arts & Cultural Management, Master of Cinema Management, Master of Arts and Cultural Management, or Master of Arts and Cultural Management (Moving Image).
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Assoc Prof Kate Macneill
Contact:	Alison Barker alison.barker@unimelb.edu.au (mailto:alison.barker@unimelb.edu.au)
Subject Overview:	This subject examines audience development and retention in arts and cultural activities through a variety of professional techniques including programming and content analysis, analysis of existing and lapsed audiences, as well as exploring and critiquing the effectiveness of conventional marketing tools. Lectures and seminars will address a range of themes 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.
Learning Outcomes:	<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; and # be able to conceptualise appropriate audience development and retention plans and strategies in specific industry context.
Assessment:	An assignment of 2000 words 40% (due in semester) and a final assignment of 3500 words 60% (due in the examination period). Students are required to attend a minimum of 80% (or 10 out of 12) classes in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.

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.
Related Course(s):	Graduate Diploma in Arts and Cultural Management (Advanced) Postgraduate Diploma in Arts and Cultural Management
Related Majors/Minors/ Specialisations:	150 Point Master of Arts and Cultural Management 150 Point Moving Image 200 Point Master of Arts and Cultural Management 200 Point Moving Image