

THEATRE ARTS MANAGEMENT, CERTIFICATE

Program Learning Outcomes

Students in the BA Theatre, Theatre Arts Management concentrations will develop skills and gain knowledge related to the management, administration and support of nonprofit cultural agencies, institutions, and performing arts organizations. Through classroom, production, practical, and internship activities, students will:

- gain an understanding of board development, institutional advancement, communications, and community-based development activities. (aligns with University Learning Outcomes 5,7,8,9)
- gain a functional knowledge of fundraising; annual campaigns; grant writing; event planning; and individual, corporate, business, and foundation funding. (aligns with University Learning Outcomes 5,7,8,9)
- gain an understanding of current policy issues affecting the arts, policy making processes, and the best practices for advocacy. (aligns with University Learning Outcomes 5,7,8,9)
- develop, conduct, and construct effective marketing research and plans. (aligns with University Learning Outcomes 1,2,5,7,8,9)
- develop, conduct, and construct effective audience development research and plans. (aligns with University Learning Outcomes 1,2,5,7,8,9)
- identify and understand the history, organizational structures, practices, current policy issues, and standard matters related to the nonprofit arts sector. (aligns with University Learning Outcomes 1,2,5,7,8,9)

THEATRE DEPARTMENT, OVERALL

- **Communication:** Students will learn to communicate effectively by developing and defending informed viewpoints about theatre. Students will gain an understanding of the common elements and vocabulary of theatre and of the interaction of these elements, giving them the ability to analyze both dramatic literature and live performance perceptively and to evaluate them critically. (aligns with University Learning Outcomes 1,2,5,6,9)
- **Creation/Production/Performance:** Students will gain an overview of the collaborative elements of theatre and will demonstrate an understanding of the production process. Students will explore and experience different values, perspectives, and aesthetics allowing them to problem solve, create, perform and produce theatre. Students will successfully execute job duties related to the performance of a role, crew position and/or design assignment. (aligns with University Learning Outcomes 1,2,5,6,7,8,9)
- **Professional Proficiency:** Students will acquire the entrepreneurial skills necessary to assist in the development and advancement of careers in theatre. Students will learn to apply knowledge and skills to meet professional competencies in the field of theatre. Students will learn procedures and develop skills that enable them to conduct themselves in a manner accepted in the professional theatre community. (aligns with University Learning Outcomes 1,2,5,6,8,9)
- **Historical Knowledge:** Students will acquire familiarity with theatre literature of various historical periods, cultural sources, and modes of presentation. Students will learn the essential elements of the historical development of theatre and drama. Students will relate,

connect, integrate, and contextualize knowledge acquired in theatre courses. (aligns with University Learning Outcomes 1,2,5,6,9)

- **Degree Program Writing Competency:** Students will gain the ability to write clearly and effectively. (aligns with University Learning Outcomes 1,5)

Related Links

Theatre Arts Management, Certificate Program Page (<https://www.sru.edu/academics/colleges-and-departments/cla/departments/theatre/programs/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensure/>)