



Title:	Production Studies & Marketing	APPROVED
Long Title:	Production Studies & Marketing	
Module Code:	DRAM7020	Duration: 1 Semester
Credits:	5	
NFQ Level:	Intermediate	
Field of Study:	Drama	
Valid From:	Semester 1 - 2017/18 (September 2017)	
Module Delivered in	2 programme(s)	
Module Coordinator:	JOHN O CONNOR	
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Module Description:	An introduction to the management and administration of arts projects; project planning & management, business, funding, legal aspects and marketing.	
Learning Outcomes		
<i>On successful completion of this module the learner will be able to:</i>		
LO1	demonstrate an understanding of the administrative structures, planning and groundwork necessary for productions	
LO2	apply for relevant funding to public and private bodies	
LO3	draw up a budget for a production	
LO4	observe the legal requirements of public performance	
LO5	devise a marketing strategy for a production	
Pre-requisite learning		
Module Recommendations		
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>		
none		
Incompatible Modules		
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>		
none		
Co-requisite Modules		
No Co-requisite modules listed		
Requirements		
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>		
No requirements listed		

Module Content & Assessment

Indicative Content

Production Management

Project management with an emphasis on planning, scheduling, logistics and team building

Marketing

Case Study-based examination of arts promotion and audience development

Entertainment Law

Tax Law, Royalties, Intellectual Property, Insurance, Employers & Employees Liabilities, Contracts

Meet the Professionals

Guest Lecturers from the theatre and media industries

Risk Assessment

General risk assessment and fit-up management

Budget

Budget management and documentation

Assessment Breakdown

	%
Course Work	60.00%
End of Module Formal Examination	40.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	A notional budget for a performance project	1,2,3	20.0	Week 6
Short Answer Questions	SAQ Exam on Law component	4	20.0	Week 7
Project	A notional marketing strategy for a performance project	1,5	20.0	Week 10

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End-of-Semester Final Examination	1,2	40.0	End-of-Semester

Reassessment Requirement

Repeat examination

Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

The institute reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Business & Marketing	1.0	Every Week	1.00
Lecture	Legal & Project Management	1.0	Every Week	1.00
Tutorial	Case Studies	1.0	Every Second Week	0.50
Independent & Directed Learning (Non-contact)	Study, Research and Writing	4.5	Every Week	4.50
Total Hours				7.50
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.50

This module has no Part Time workload.

Module Resources

Supplementary Book Resources

- Peter Dean 2002, *Production Management: Making Shows Happen - A Practical Guide*, Crowood Press [ISBN: 1861264510]
- Kerrigan, Fraser & Ozbilqin 2004, *Arts Marketing*, Butterworth - Heinemann [ISBN: 0750659688]
- Kotler & Scheff 1997, *Standing Room Only: Strategies for Marketing & Performing Arts*, Harvard Business School Press [ISBN: 0875847375]
- Joy R Butler 2007, *The Permission Seeker's Guide through the Legal Jungle*, Sashay Communications [ISBN: 0967294010]
- Butterfield, Robinson & Chambers 2002, *Entertainments Licensing Law & Practice*, Old Bailey Press [ISBN: 1858364361]
- Cary Gillet & Jay Sheehan 2016, *The Production Manager's Toolkit*, Focal Press [ISBN: 1138838845]

This module does not have any article/paper resources

Other Resources

- website: The Arts Council of Ireland *Arts Council Website*
<http://www.artscouncil.ie>
- website: Business to Arts *Business to Arts*
<http://www.businessstoarts.ie>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_GPOPM_8	<u>Bachelor of Arts (Honours) in Popular Music</u>	3	Mandatory
CR_GTHDR_8	<u>Bachelor of Arts (Honours) in Theatre and Drama Studies</u>	5	Mandatory