

TDPS358A – Arts Management & Entrepreneurship Spring 2014

TuTh – 2:00 – 2:50pm
Room: CSPAC 1809

Instructor: Curtis W. Stedge
Office: CSPAC 1807
Office Hours: By appointment only.
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Course Description

Designed for performing arts students. Offers instruction at the intermediate level in various aspects of performance such as Voice for the Performing Arts, Movement for the Performing Arts, Acting for the Performing Arts, Partner Dance and a myriad of specific aspects within these genres.

An introduction to the inquiry-based discipline of Arts Management, this course serves both as a preparation for further study in Arts Management at the graduate level and as an explorative guide for artists in attending to the various legal, political, and economic challenges they will inevitably face in creating/producing and presenting art.

Course Goals

By the end of the course, students will have a broad, yet well-rounded, understanding of the field of Arts Management, that should help them to identify areas of specialization for future study and/or research.

Course Schedule – *(Schedule is subject to change. This includes class content and readings.)*

January 28 **Introduction to Course**

- Introductions
- Overview of course and syllabus.

January 30 **Arts Management & Society – Why Manage the Arts?**

- Assignment Due Today: Answer the following questions in paragraph form, based on your own thoughts and perceptions. **DO NOT** research and regurgitate someone else's thoughts. I am most interested in what experience, knowledge, and perceptions you are entering the class with.
 - What is art? Is art necessary? Why?
 - What is culture? Does society need culture?
 - Should we manage the arts and culture? Why?
- Readings for February 4th:
 - Dissanayake. *What is Art For?*

- Jensen. *Is Art Good For Us?*
- Bennett. *New Keywords. Art; Aesthetics; Civilization; Culture; Heritage; Identity; Management; Society.*

February 4 **Arts Management & Society – Why Manage the Arts?**

- Class discussion based on readings.
- Readings for Feb 6th:
 - Chong. *Arts Management.* p1-29

February 6 **Arts Management & Society – Bucolic & Religious Arts**

- Lecture and class discussion.
- Readings for Feb 11th:
 - Skal. *The Halloween Machine.*
 - Hackett. *Art and Religion in Africa.*
 - Cannadine. *The Invention of Tradition.*

February 11 **Arts Management & Society – Bucolic & Religious Arts**

- Class discussion based on readings.

February 13 **Arts Management & Society – Commercial Arts**

- Lecture and class discussion.
- Readings for Feb 18th:
 - Lawrence. *Highbrow/Lowbrow.*
 - Beckert. *The Culture of Capital.*
 - Bennett. *New Keywords. Class; Elite.*

February 18 **Arts Management & Society – Commercial Arts**

- Class discussion based on readings.

February 20 **The Aesthetic Contract**

- Lecture and class discussion.
- Readings for Feb 25th:
 - Pick. *The Aesthetic Contract.*

February 25 **The Aesthetic Contract**

- Class discussion based on readings.

February 27 **Who Should Pay For the Arts?**

- Lecture and class discussion.
- Readings for March 4^h:
 - Schuster. *Who Should Pay (for the Arts and Culture)? Who Should Decide? And What Difference Should it Make?*

March 4 **Who Should Pay For the Arts?**

- Class discussion based on readings.

March 6 **Mid-term Paper Presentations**

- Mid-term Papers Due Today

March 11 **Mid-term Paper Presentations**

March 13 **Arts and the State – Arts & Cultural Policy**

- Lecture and class discussion.
- Readings for March 24th:
 - Bereson. *The Real Politik of Cultural Policy making*.
 - Hillman-Chartrand. *The Arm's Length Principle and the Arts*.
 - Bennett. *New Keywords. Ideology; Policy*.

March 24-25 **Arts and the State – Arts Advocacy Day**

- a. Session I – March 24, 9am-5pm
 - i. Schedule will be distributed to students as it is available.
- b. Session II – March 25, 9am-5pm
 - i. Schedule will be distributed to students as it is available.

March 27 **Arts and the State – Arts & Cultural Policy**

- Lecture and class discussion.
- Readings for April 1st:
 - Chong. *Arts Management*. p33-58
 - McCulloch-Lovell. *Can We Have a Cultural Policy?*

April 1 **Arts and the State – Arts & Cultural Policy**

- Class discussion based on readings.

April 3 **Legal Issues in Arts Management**

- Lecture and class discussion.
- Readings for April 8th: TBA

April 8 **Legal Issues in Arts Management**

- Class discussion based on readings.

April 10 **Business of the Arts – Arts Ownership and Control**

- Lecture and class discussion.
- Readings for April 15th:
 - Bennett. *New Keywords. Public; Private*.
 - Chong. *Arts Management*. p83-106 and p143-163.
 - Gilmore. *The Revolution Will Not Be Funded: beyond the non-profit industrial complex*.

April 15 **Business of the Arts – Arts Ownership and Control**

- Class discussion based on readings.

April 17 **Business of the Arts – Arts Marketing**

- Lecture and class discussion.
- Readings for April 22nd:
 - Bennett. *New Keywords. Audience*.

- Chong. *Arts Management*. p115-142
 - Lears. *Fable of Abundance*.
- April 22 **Business of the Arts – Arts Marketing**
 - Class discussion based on readings.
- April 24 **Building Community – Internal and External**
 - Lecture and class discussion.
 - Readings for April 29th:
 - Bennett. New Keywords. *Community*.
- April 29 **Building Community – Internal and External**
 - Class discussion based on readings.
- May 1 **Building Community - Community Based Arts**
 - Guest Lecturer – Jane Hirshberg – Director of Community Engagement for The Clarice Smith Performing Arts Center
 - Readings for May 6th: TBA
- May 6 **Building Community - Community Based Arts**
 - Guest Lecturer – Jane Hirshberg – Director of Community Engagement for The Clarice Smith Performing Arts Center
- May 8 **Final Presentations**
- May 13 **Final Presentations**
 - Final Papers Due Today.
- May 19 **Final Presentations**

Required Text

- Subscribe to Arts Journal’s Free Daily Newsletter and You’ve Cott Mail.
 - <http://www.artsjournal.com/aj-newsletter-subscription-center/>
 - <http://www.thomascott.com/>
- Chong, Derrick. **Arts Management**. Routledge:New York, NY. 2010 (2nd edition)

Can be purchased through most online book retailers. A copy will be available, during the semester, on Course Reserve in the Michelle Smith Performing Arts Library (MSPAL).
- Additional readings will be supplied in PDF format on ELMS or on Course Reserve in MSPAL.

General Class Policies

- Please be on time. Respect others. Be open-minded. Ask questions. Participate.
- Late assignments will not be excepted unless in the case of emergency or agreement made with instructor prior to the due date of the assignment.
- Please email or call me if you know that you will be absent from class. You will receive an unexcused absence if I do not hear from you. Multiple excused and/or unexcused absences will affect your participation grade.
- Cell phones must be turned to silent for the duration of the class, period.
- Laptops and tablets are permitted in class and will be required for some in-class activities. Engaging in activities not related to the course (e.g., games, Facebook, Twitter, email, etc.) will not be tolerated. Engaging in these activities while in class, will negatively affect your participation grade.

Grading/Assignments

Participation (40%)

Students are expected to attend and actively contribute to *all* classes. You are expected to read the required texts in advance and to demonstrate knowledge of these and, over the length of the course, of the recommended readings as well.

Weekly Article Write-ups – Due Fridays by 5pm (10%)

Each week, students will be expected to select and read an article or commentary from the ArtsJournal or You've Cott Mail newsletter.

Students will then submit an analytical write-up on the article or commentary to ELMS. This will be discussed more thoroughly the first day of class.

Mid-term Paper – Due March 6th (20%)

The student will submit a seven (7) to ten (10) page, written paper investigating a family, community or religious custom, ritual, or ceremony; a bucolic, religious or commercial artwork; or a cultural event. This must be a

cultural phenomenon that the student has personally interacted with. Topics must be approved by the instructor.

More information will be provided for this project, in early February.

Mid-term Presentation – Due March 6th and 11th (5%)

Each student will be expected to prepare a five (5) minute presentation based on their mid-term research paper that will be presented in class. It is expected that students will attend class on the day that they are not assigned to give their presentation. Failure to attend will result in an automatic zero (0) for the assignment.

More information will be provided for this project, in early February.

Final Paper – Due May 13th (20%)

The student will submit a ten (10) to fifteen (15) page written paper investigating a topic of their choice, related to one of the main subject areas covered in class. Topics must be approved by the instructor.

More information will be provided for this project, in early March.

Final Presentation – May 8th, 13th, and 19th (5%)

Each student will be expected to prepare a ten (10) minute presentation based on their final research paper that will be presented in class. It is expected that students will attend class on the days that they are not assigned to give their presentation. Failure to attend will result in an automatic zero (0) for the assignment.

More information will be provided for this project, in early March.

Arts Advocacy Day

Students are greatly encouraged to participate in Arts Advocacy Day 2014. This is an exciting opportunity to learn about the intersection of the arts and government. Offered through Americans For the Arts, training in advocacy will be undertaken Monday and group meetings will be scheduled Tuesday with your state representatives to advocate on behalf of the arts. More information will be made available in early February.

The cost is \$75 and registration must be postmarked by February 2nd. Partial funding may be available.

Excusals will be provided by the School of Theatre, Dance and Performance Studies to be given to your professors.

Schedule

- a. Session I – March 24, 9am-5pm
 - ii. Schedule will be distributed to students as it is available.
- b. Session II – March 25, 9am-5pm

iii. Schedule will be distributed to students as it is available.

Grading Rubric

A+	100-97	B+	89-87	C+	79-77	D+	69-67	F	59-0
A	96-93	B	86-83	C	76-73	D	66-60		
A-	92-90	B-	82-80	C-	72-70	D-	62-60		

Plus Minus Grades: The implementation of plus minus grade factoring began in fall 2012. Under the new policy, quality points for each letter grade from A through D will reflect plus and minus components of the grade, as shown below. The plus/minus system will apply to both undergraduate and graduate courses. A+ = 4.0, A = 4.0, A- = 3.7, B+ = 3.3, B = 3.0, B- = 2.7, C+ = 2.3, C = 2.0, C- = 1.7, D+ = 1.3, D = 1.0, D- = 0.7, F = 0. The University's present marking system defining the standards for letter grades is retained under the new plus/minus policy. The present marking system is as follows:

A+, A, A- denotes excellent mastery of the subject and outstanding scholarship

B+, B, B- denotes good mastery of the subject and good scholarship

C+, C, C- denotes acceptable mastery of the subject

D+, D, D- denotes borderline understanding of the subject, marginal performance, and unsatisfactory progress toward a degree

F denotes failure to understand the subject and unsatisfactory performance

Students are required to earn a grade of at least C-in their major and have a minimum 2.0 Cumulative GPA in their major in order to graduate.

<http://www.testudo.umd.edu/plusminusimplementation.html>

Attendance

Prompt, prepared, consistent attendance and in-class, active participation are integral components of all dance classes. Students may miss no more than two (2) classes without penalty to their grade. Each unexcused absence afterwards, will negatively affect their grade.

ATTENDANCE POLICY of the School of Theatre, Dance, and Performance Studies: Regular attendance and active, in-class participation are integral components of all dance and theatre classes and seminars. Although instructors are responsible for informing each class of the nature of in-class participation and the effect of absences on the evaluation of a student's work, the School's general attendance policy on excused absences is consistent with the University's policy, which allows students to be excused for the following causes:

1. Illness of the student* or illness of a dependent as defined by the Board of Regents policy on family medical leave
2. Religious observance
3. Participation in University activities at the request of University authorities
4. Compelling circumstances beyond the student's control

*In May 2011, the University Senate and President passed a new policy for granting excused absences, which can be found at:

<http://www.president.umd.edu/policies/v100g.html>.

A student may provide a self-signed note when missing a single lecture, recitation, or laboratory per semester, with the understanding that providing false information is prohibited under Code of Student Conduct. Self-signed notes are not accepted during "Major Scheduled Grading Events." Specific questions concerning the TDPS policy on non-consecutive medical absences should be addressed with the Head of the Program.

Students claiming an excused absence must apply in writing and furnish documentary evidence for their assertion that the absence resulted from one of these causes. (Undergraduate Catalog, pages 36 & 37 or go to: <http://www.testudo.umd.edu/soc/atedasse.html>)

When possible, instructors will make a reasonable effort to re-schedule in-class presentations for students with an authorized excused absence. Students should check the specific requirements of their courses carefully, however, as such re-scheduling is not always possible.

Religious Observance Policy: University of Maryland Policies and Procedures Concerning Academic Assignments on Dates of Religious Observances provides that students should not be penalized because of observances of their religious beliefs; students shall be given an opportunity, whenever feasible, to make up within a reasonable time any academic assignment that is missed because of individual participation in religious observances. Students are responsible for obtaining material missed during their absences. Furthermore, students have the responsibility to inform the instructor of any intended absences for religious observances in advance. The student should provide written notification to the professor, by hand (not through email or mailbox delivery) within the first two weeks of the semester. The notification must identify holiday(s) and date(s). <http://www.president.umd.edu/policies/iii510a.html>

Honor Code

The University has a nationally recognized Honor Code, proposed and administered by the Student Honor Council and approved by the University Senate. The University of Maryland Honor Pledge reads:

"I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination."

Unless you are specifically advised to the contrary, the Pledge statement should be handwritten and signed on the front cover of all exams, papers, projects, or other academic assignments submitted for evaluation in this course. Students who fail to write and sign the Pledge will be asked to confer with the instructor. Please recognize that all students are subject to the requirements of the University's Code of Academic Integrity whether or not they write and sign the Honor Pledge. For more information: <http://www.orientation.umd.edu/VirtualFolder/academicintegrity.pdf>

Accommodating Individuals Who Have Disabilities

The University is committed to making reasonable accommodations for individuals with disabilities that have been documented by Disability Support Services (0106 Shoemaker Building, 301-314-7682). A disability should be verified and discussed with Disability Support Services and the student should provide an "Accommodation Letter" to the professor or TA. If you wish to discuss academic accommodations for

this class, please contact the professor or TA no later than the end of the schedule adjustment period. For more information: <http://www.counseling.umd.edu/DSS/>

Copyright Note

Class lectures and other materials are copyrighted and they may not be reproduced for anything other than personal use without written permission from the instructor.

Emergency Protocol

Discussions and assignments will continue to be provided on ELMs.

Statement on Civility

The College of Arts and Humanities is expected to be a diverse, open and tolerant arena within which all ideas, whether popular or not, may be freely discussed without rancor. The instructors of this course are committed to creating an open and accepting environment in which diversity, unique perspectives, and others' worldviews are respected. Demeaning, intimidating or threatening behavior is unacceptable and contrary to our basic values. As citizens of the University, we take the lead in producing, and take pride in sustaining, an environment that is characterized by tolerance, respect and civility. This is the hallmark of a college that welcomes and values diverse perspectives, intellectual pluralism and the free and open exchange of ideas.

Sexual Harassment Policy

University of Maryland is committed to maintaining a working and learning environment in which students, faculty, and staff can develop intellectually, professionally, personally, and socially, free of intimidation, fear, coercion, and reprisal. The Campus prohibits sexual harassment, which is a violation of law and University policy. Individuals who engage in sexual harassment will be subject to disciplinary action. The University has procedures in place to report sexual harassment and correct it when it occurs. Students who have questions may call the Campus Compliance Officer (301-405-2839), or the Legal Office (301-405-4945). To read the entire Policy see Appendix B in the Undergraduate Catalog. <http://www.president.umd.edu/legal/policies/sh.html>

and

<http://www.umd.edu/catalog/index.cfm/show/content.section/c/52/s/943>

Elms Site Instructions for Students

LOGGING INTO Canvas:

1. Go to <http://elms.umd.edu>.
2. Click on Login on the far left side of the page
3. Type in your ID in the box labeled Username
4. Enter your Directory password in the Password box
5. In the top of the page, under the heading "Courses & Groups," there should be a link for this course. Click on that link
6. Important announcements will appear on Canvas, so be sure to check it daily.

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Spring 2014

TuTh – 2:00 – 2:50pm

Room: CSPAC 1809

Instructor: Curtis W. Stedge

Acknowledgement of Syllabus Requirements

I _____, having completely read and understand the above syllabus.
I acknowledge and agree to abide by all policies, and complete all requirements set forth in the
above syllabus.

Signature

Date