



University of Pretoria Yearbook 2018

Performing arts management 709 (DRA 709)

Qualification	Postgraduate
Faculty	Faculty of Humanities
Module credits	45.00
Programmes	BAHons Drama and Film Studies
Prerequisites	No prerequisites.
Contact time	2 discussion classes per week, 2 lectures per week
Language of tuition	Afrikaans and English are used in one class
Department	Drama
Period of presentation	Year

Module content

This module explores performing arts management within local contexts, develops strategies for defining, positioning and pricing performances, formulates marketing strategies, and offers approaches for designing and managing market-effective organisations. The module also includes professional and developmental approaches to events marketing and management.

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