



University of Pretoria Yearbook 2020

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	Module is presented in English
Department	School of the Arts
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.

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of students to familiarise themselves well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.