

TH 1299 Theatre Marketing / Management Practicum

(max 6 cr; prereq Th maj or minor; 90 hrs work) (A-F only) # _____ A.Weaver prof. of record;
Steve Grazier #8564; Box Office 726-8561.
Marshall Performing Arts Center #143

Practical experience working in theatre box office, management, marketing, and advertising promotion for University of Minnesota, Duluth theatre productions.

There are two equally important areas to learn in Theatre Marketing / Management (Box Office) Practicum. One is learning to deal with the public, our audience, in a pleasant and efficient manner. The other is learning basic record keeping skills. Selling tickets, while not the most glamorous position in the theatre, is vital to a theatre's existence. The box office personnel represent the first impression the public receives and we are the most likely place for them to bring their complaints and compliments. To make a favorable impression you will need to be courteous, present a professional appearance, and have the answers to reasonable questions.

The box office is also the business office for a theatre. As such, accuracy and accountability are extremely important. It is imperative to follow the procedures outlined. Though not difficult, this does require attention to detail and knowledge of some basic bookkeeping principles.

In most practicum courses you are required to work 4 - 6 hours every week of the semester. The box office is not open every week, but during the run of a show we are open evenings and weekends. You may be asked to work more than six hours during this time. In addition to the traditional box office duties, there may be other marketing related tasks assigned, such as mailing list maintenance, mailings, promotions and advertising projects, etc. If you are interested in a more flexible schedule, a house manager position may be open as an alternative to box office service. Please see me if your interested.

The box office will be open for approximately six to nine weeks during this semester. You will usually be required to work eight hours per week. Depending on the number of students enrolled in Theatre Marketing / Management practicum, the number of hours required may change. Revised hour requirements will be posted if there is any change.

Tools of Evaluation:

The student is expected:

- a). to be responsible, punctual, arrive early, for your scheduled box office, or marketing duties.
- b). to complete your work in a conscientious and accurate manner.
- c). attend and participate in strike. (attendance is taken at the close of the evening events).

Attendance at strike is mandatory for all practicum students! Failure to attend strike will result in a full letter drop in your final practicum grade.

In addition, as in all practicum courses, "grades are based upon quality of work completed, willingness to learn, improvement, cooperation, attitude, attendance at strike...and attendance during your scheduled work hours."

(BFA Handbook)

Schedules for the following week will be available each Friday, by noon, at the latest. A current schedule will be posted in the box office. **It is extremely important you arrive on time and when scheduled. If you don't, the person working before you would have to stay overtime, scramble to find a last minute replacement or, heaven forbid, close the box office, which is extremely unprofessional !** Please don't put anyone in that position. If you can not make any assigned time, you may trade or work out replacement arrangements with another practicum student. If you do, please make the appropriate changes on the schedule so they are accurate. If you can't make other arrangements, let me know and I will help you. **An unexcused absence will affect your grade, whether you are able to make up the time or not.**

Individuals who have any disability, either permanent or temporary, which might affect their ability to perform in this class are encouraged to inform the instructor at the start of the quarter. Adaption of methods, materials, or testing may be made as required to provide for equitable participation.