

COURSE DETAIL

THEATER PRODUCTION AND MARKETING

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Dramatic Arts

UCEAP Course Number

117

UCEAP Course Suffix**UCEAP Official Title**

THEATER PRODUCTION AND MARKETING

UCEAP Transcript Title

THEATER PROD&MKTG

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course covers the professional skills required for theater production management and marketing. At the same time, through practical simulations and theater company visits, students enhance their abilities in performance planning and execution. The teaching content includes the planning and coordination of performance projects, budget preparation, and writing of business plans; subsidy submission to public and private sectors, application for performance venue schedules, recruitment of performance staff, budget control, marketing and publicity, ticketing, public relations sponsorship, and relevant administrative affairs, etc. Onsite visits to theater troupes introduces core values and management methods of the performance team's operation.

This course also features professionals related to performing arts production or administration to speak to the class and share their practical experiences.

Language(s) of Instruction

Chinese

Host Institution Course Number

Thea5701

Host Institution Course Title

THEATER PRODUCTION AND MARKETING

Host Institution Campus

Host Institution Faculty

College of Liberal Arts

Host Institution Degree

Host Institution Department

Department of Drama and Theatre

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