

MA Arts Management

Apply Through: UCAS Conservatoires  
Institution Code: R59  
Course Code: 705F (F/T) 700 (P/T)

This overview provides a detailed summary of the MA Arts Management course as offered from September 2021. Please note that whilst the information reflects the programme offered from September 2021, it may be subject to amendment and change in future years. Students are always consulted on such change and details are made available to applicants holding offers. In order to progress through the course, students *normally* have to pass all modules and achieve 180 credits.

The MA course has three specialist pathways:

- General Arts Management
- Creative Producing
- Orchestral Management

<b>MA Arts Management - all pathways</b>	
The Creative Sector	20
Work Placement	20
Professional Placement	40
Managing Cultural Organisations 1 - Management & Leadership	20
Managing Cultural Organisations 2 - Finance	20
Managing Cultural Organisations 3 - Planning	20
<b>Pathway: General Arts Management</b>	
Fundraising	10
Audience Development & Comms	20
Access & Participation	10

<b>Pathway: Creative Producing</b>	
Creative Producing	40
<b>Pathway: Orchestral Management</b>	
Orchestral Management & Concert Planning	40

## MA Arts Management - all pathways

### The Creative Sector

Assessment: Touring Proposal (100%)

The module will introduce students to the range and complexity of performing arts companies and venues and attendant professional roles within, both in the subsidised and commercial sectors as well as producing and presenting. With an emphasis on demonstrating current and best practice across the sector in terms of contractual and viability modelling, students will establish synthesis of understanding in a range of areas relating to arts administration.

### Work Placement

Assessment: Practical (75%), Written Reflection (25%)

The module aims to provide students with practical experience in their chosen field(s) of arts management, thereby significantly enhancing their practical experience whilst developing their career aspirations. The module will also develop the individual student's reflective working practice skills. Practical work is underpinned by a number of advanced level seminar masterclasses with leading industry practitioners and is supported by Action Learning.

### Professional Placement

Assessment: Practical (75%), Written Report (25%)

Students undertake a professional work placement, external to the College with one of our partner organisations, within the College's arts centre or with an organisation of their choice. Whilst placements are carefully tailored to match the individual career wishes of each MA Arts Management student, student expectations of industry are managed in the matching process. Students may elect to find their own work placement as long as it meets the work based learning guidelines adhered to by the course.

### Managing Cultural Organisations 1, 2 & 3

These modules form a suite that underpins all learning relating to management and leadership in the creative sector.

### Managing Cultural Organisations 1: Management & Leadership

Assessment: Leadership Essay (100%)

This core module is the first of a suite of management & leadership modules that supports the vocational focus of the course. Students are expected to demonstrate a strong understanding of contemporary debates in the field, addressing management issues affecting, and frequently threatening the stability of arts organisations.

Alongside developing practical management and leadership skills, a range of seminars and debates encourages students to place their knowledge within a critical context, gaining understanding of the contemporary arts scene and developing skills to become cultural leaders.

### **Managing Cultural Organisations 2: Finance**

Assessment: Financial Planning (100%)

In this second module from the suite entitled 'Managing Cultural Organisations', students will be able to apply the main principles of financial theory to contemporary problems in the creative sector whilst understanding the relative merits of different approaches to accounting.

### **Managing Cultural Organisations 3: Planning**

Assessment: Consultancy Report (100%)

The third and final module in the suite 'Managing Cultural Organisations' enables students to demonstrate originality and maturity of thought, as well as synthesising skills acquired throughout the suite of modules, to formulate a new project plan or feasibility study that responds to a current sector need. The module also helps prepare students for the world of work in terms of developing CPD skills.

If working in industry, students can choose their own project that has relevance to their organisation rather than following the prescribed brief (this would need to be agreed in advance with the module leader and Head of Arts Management).

### **Pathway: General Arts Management**

#### **Fundraising**

Assessment: Written Trust Application (100%) or Practical Presentation to Sponsor (100%)

The module aims to give students insight into the diverse way in which arts organisations are funded and to develop their skills to produce professional standard fundraising proposals, whilst developing practical arts management skills in a fundraising and development context. There is major emphasis on developing a strategic approach to fundraising as well as applying learned skills to create investible plans in a professional setting.

#### **Audience Development & Communications**

Assessment: Written Portfolio (100%)

The module will give students a comprehensive overview of marketing the arts at campaign level including marketing principles, setting objectives, identifying markets, developing marketing mix courses, monitoring and evaluation. Students will apply learned skills to professional practice in the production of a marketing campaign for a specific event or series of events, such as a festival.

#### **Access and Participation**

Assessment: Group Presentation (100%)

The module will give students detailed insight into the ethos and practice of arts-based work in education and community contexts whilst developing an understanding of issues surrounding Equality & Diversity in the sector. Students will be able to develop both their individual and team-

working skills in the production of an original, innovative and relevant arts project proposal for use in either an education or community setting.

**Pathway: Creative Producing**

Assessment: Project Proposal (75%), Project Evaluation (25%)

The module will equip the student with practical skills, knowledge and strategic thinking as well as soft skills such as communication, influencing and presentation to inform their practice as a creative producer in the context of a mercurial economic and cultural context, whilst understanding key practical issues and debates of relevance to their own practice(s). Learned skills will be applied to select, manage and evaluate a project of the students' own choosing. Students are encouraged to engage intellectually, recognising both practice that is mainstream as well as that at the boundary of the specialism, selecting and implementing from these areas as appropriate. Assessment focuses on process rather than product – planning, dealing with complex situations in professionally-related environments and evaluating success.

**Pathway: Orchestral Management**

Assessment: Project Proposal (75%), Project Evaluation (25%)

The module will equip the student with practical skills, knowledge and strategic thinking as well as soft skills such as communication, influencing and presentation to inform their practice as an emerging orchestral manager and concert planner in the context of a mercurial economic and cultural context, whilst understanding key practical issues and debates of relevance to their own practice(s). Learned skills will be applied to select, manage and evaluate a project of the students' own choosing. Students are encouraged to engage intellectually, recognising practice that covers the range of opportunities in the sector – from solo and small ensemble to national orchestras and in both the subsidised and commercial sectors. Assessment focuses on process rather than product – planning, dealing with complex situations in professionally-related environments and evaluating success.