

M.A. Arts, Festival & Cultural Management

Examples of Teaching Experience



Welcome!

“This course aims to help students develop an understanding of current cultural management approaches and the policy context in which they work. In doing so they should develop a deep understanding of broad contemporary issues in arts, cultural and festival management, their relation to day-to-day practice in cultural provision and their implications for the future.”



Course Overview

The full MA programmes is made up of 180 credits and 7 core modules.

SEMESTER 1			
TM185	Contemporary Debates in Cultural Policy	20 credits	Rachel Blanche
TM186	Designing Qualitative Research	20 credits	Anthony Schrag
TM187	Leadership, Governance and Strategy (Not-for-profit)	20 credits	David Stevenson
TM189	Arts Management in Practice (YEAR LONG)	20 credits	Anthony Schrag (TM189)
TM190	(or Evaluating Arts and Cultural Projects (YEAR LONG))		David Stevenson(TM190)
SEMESTER 2			
TM188	Fundraising, Development and Finance	20 credits	Rachel Blanche
TM191	Planning and Marketing Cultural Projects (or Module from the ASSaM PG Module Suite)	20 credits	Anthony Schrag (TM189) Module dependent
TM189	Arts Management in Practice (YEAR LONG) (Con't)	20 credits	Anthony Schrag (TM189)
TM190	(or Evaluating Arts and Cultural Projects (YEAR LONG))		David Stevenson(TM190)
SEMESTER 3			
TM160	Project** <i>Note about part-time/full-time!</i>	60 credits	All



Tm189 - Arts Management In Practice



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Tm189 - Arts Management In Practice

This module will focus on the practical realities of being an Arts Manager.

The aim of this module is to reflect on and deepen your learning from the course through exploring the realities of working as an arts manager, through personal experience and exposure to the experiences and practices of others. This is done via a series of **field trips, visits and talks from professionals**, and **self directed industry-based experience**.

In doing so you will be encouraged to be **reflective practitioners**, confident in your ability to employ and adapt theory in relation to the organisational contexts in which you may work.



Tm189 - Assessment

Over the course of the year, you are required to **keep a reflective learning journal** in which you will be asked to make connections between the taught course content and the real world practice of managing arts and cultural organisations. The format of this reflective journal is flexible, however the final summative submission must consist of:

- 1) Ten, 400-word reflections on specific experiences in which you draw connections between the theoretical content of the programme and the real world practice of managing arts and cultural organisations.
 - 1) At least two of these reflective entries should be based on **experiences you had while working/volunteering in the sector over the course of the year**
 - 2) At least one reflective entry should be based on a **self-directed observational** visit to a cultural organisation
 - 3) At least four reflective entries should be based on **experiences from the field trips organised by the programme team** at which you met arts managers
- 2) An introduction and conclusion to this collection of reflections (of no more than 500 words each) that summarises their content and offers discussion and conclusions about how the module has informed your knowledge and understanding of the relationship between the theory and practice of arts management.



Tm189 - Examples of Visits



Royal Lyceum Theatre



Victoria and Albert Museum (Dundee)



Tm189 - Examples of Visits



Stills Photography Theatre



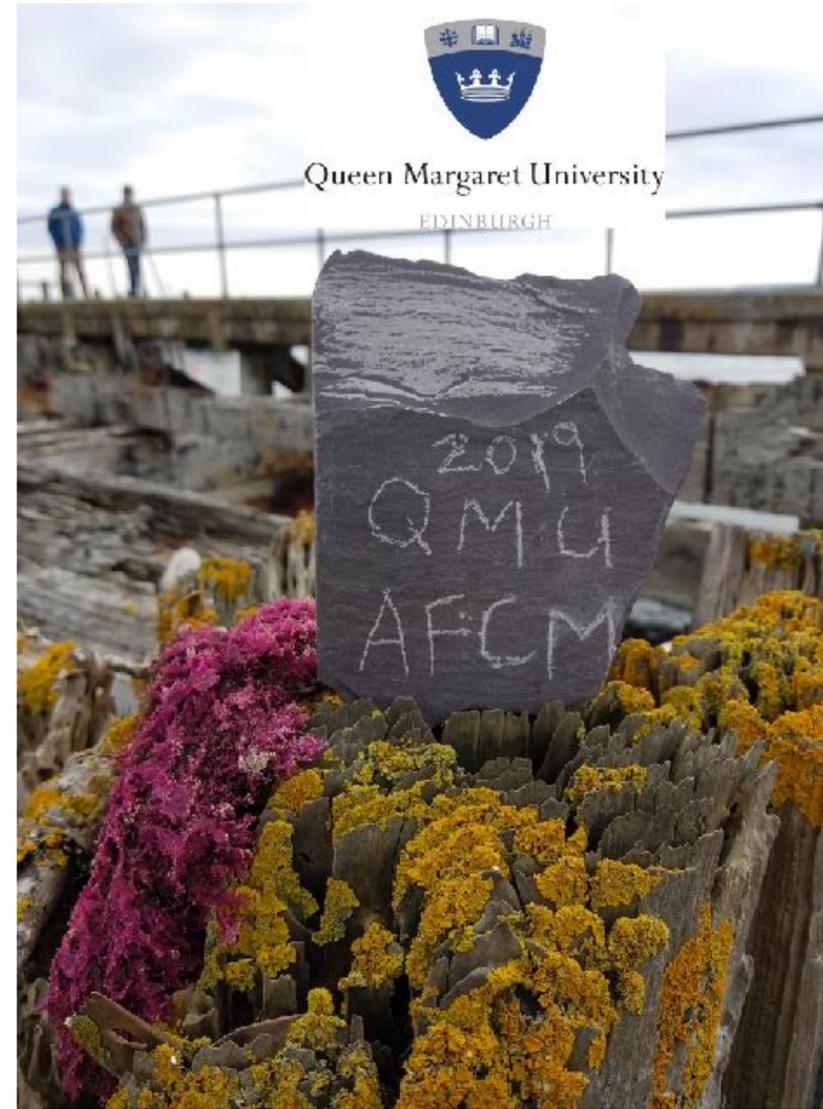
Edinburgh International Festival



Tm189 - Examples of Visits



Glasgow Women's Library



Rural Arts Tour



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Tm191 - Planning & Marketing Cultural Projects



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Tm191 - Planning & Marketing Cultural Projects

This module will focus on the strategic planning and marketing of cultural projects.

In order to develop effective plans, students will be introduced the core principles and practices of project management and marketing. Throughout the module students will be encouraged to consider how the principles and practices of project management and marketing may need to be adapted in order to better respond to the specificities of cultural projects.

The course does not teach management or marketing as a science. It is about applying the principles and practices within the context of cultural organisations. In many ways what we're trying to do is to distort any assumptions you may have about managing projects, and to force you to break projects apart and put them back together.



Tm191 - Assignment 2

You are invited to plan a small cultural event or one-day festival chosen and its related marketing campaign from one of the hypothetical project briefs. Your group will be required to submit a Project Management and Marketing Plan document for your chosen brief, as well as present this on April 23rd, 2020. (The Presentation is not marked, but is essential to our understanding of how you consider your project)

Your planning document should be written and presented as though your group is tendering to manage this project. As such, you should give due consideration to how the plan looks as its presentation would be indicative of how your group would deliver the project and campaign, were you to secure the contract. The plan should adhere to a report format with a professional tone. The plan should be printed in a suitable format so as to be legible. You can include larger than A4 pages which fold out in order to allow tools such as your logic diagram to be legible. Plans that are longer than the allotted page count in any section will be capped at 50%.



Tm191 - Group Project Briefs

Brief: You are part of a constituted cultural organisation with a mission to provide and market cultural activities that have a public focus. Your group has successfully been awarded £25,000 by the David Stevenson Trust to deliver and market one of three projects.

In order to receive this money, you must now develop a complete project plan and marketing campaign for one (1) of the following projects. You are free to choose how you wish to spend the money, including paying for your own time if you wish, but an itemised budget breakdown must be included as part of your project plan. You are also free to project additional income, but must make clear in the budget where this will come from and what assumptions the projections are based. Any portion of the funding not used must be returned.



Tm191 - Hypothetical Project - 1

Event 1: Outdoor Live Art Showcase

Edinburgh is known for its many festivals and artistic performance projects. It is also known for its many beautiful and ancient buildings and alleyways. Bringing these two vital elements of the city together, you will be responsible all aspects of the Outdoor Live Art Showcase that brings the best of the Performative Arts to the best (outdoor) Architectural gems in the city. Date and duration are to be decided by yourselves. You should design and develop a marketing campaign for a range of outdoor performance events that will encourage visitors and citizens to see the relationship between 'performance' and 'the city' in a new light. While the city council will support this project in terms of providing the necessary licensing, you will need to secure access to the outdoor sites, including privately held spaces. The city wants to ensure the safety and security of both performers, audience and its buildings, and so Health and Safety must be ensured throughout.



Tm191 - Hypothetical Project - 2

Event 2: Musselburgh Beach Sculpture Festival

Musselburgh is a small community outside the Edinburgh, Scotland's 'Festival City'. Many within the town of Musselburgh wish to capitalise on the many visitors that visit Scotland's Capital City during the Summer Festivals by holding a Sculpture Festival on Musselburgh Beach for the month of August. The Local Council has approved access to the beach and harbour during these times for the festival to take place. You will be responsible for the delivery of the entire Sculpture Festival including design commissioning of artworks, their siting, security, and removal, as well as any additional public events (i.e., launch events, tours, performances etc), and of course a substantial marketing campaign to ensure the event's success. FYI - there is no electrical access to the beach. Return transport to and from the beach from the centre of Edinburgh should be considered as vital to this project.



Tm191 - Hypothetical Project - 3

Event 3: Stills Photography Gallery Relocation Event

Stills Centre for Photography (stills.org) is currently based on Cockburn St, in the heart of Edinburgh's Old Town. It presents exhibitions, houses production facilities and provides a range of engagement opportunities for anyone to discover, enjoy and understand photography. Established in 1977, it is one of a few dedicated photography galleries in the UK, and a champion for the important and powerful role that the medium of photography plays in the world today. Edinburgh City Council will be increasing the rent it charges Stills from £16,000 to £47,000 a year over the next five years. The funding the gallery currently receives cannot keep pace with this increase, and Stills now intends to move premises. You have been chosen to develop an event/activity that launches the new Stills Photography Gallery on one of two sites: either incorporated as part of the Edinburgh Printmakers in Fountainbridge, or a distinct, purpose-built new home in Newhaven, near the Edinburgh Sculpture Workshop. Your group should decide which site work best your concept, and for the future branding of the organisation. As the organisation transitions from central Edinburgh to this new location, footfall will be a major concern, and as such, your event must aim to reach and involve new audiences, local communities and established users along to this new location. You should consider how to engage with these diverse demographic communities, and design an activity that promotes Stills as an important national and international centre for Photography, while rebranding itself in the new location.



Tm191 - Example

a proposal by
THALASSIC ARTS

MUSSELBURGH BEACH FESTIVAL

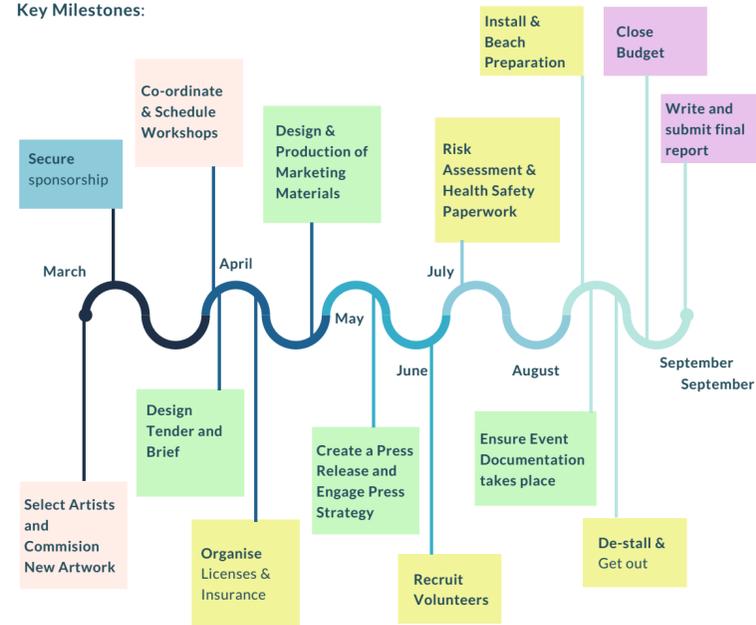
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MUSSELBURGH**

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Project Timeline

Key Milestones:



Marketing Timeline:



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