

CATALOG INFORMATION

Dept and Nbr: THAR 225 Title: THEATRE AUDIENCE MGNT
Full Title: Theatre Audience Management
Last Reviewed: 11/3/2003

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	4.00	Lecture Scheduled	0	11	Lecture Scheduled	0
Minimum	0.50	Lab Scheduled	0	11	Lab Scheduled	0
		Contact DHR	20.00		Contact DHR	220.00
		Contact Total	20.00		Contact Total	220.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 0.00

Total Student Learning Hours: 220.00

Title 5 Category: AA Degree Applicable
Grading: Grade Only
Repeatability: 34 - 4 Enrollments Total
Also Listed As:
Formerly:

Catalog Description:
An introduction to audience management, including box office operations, patron relations, audience safety, and seating.

Prerequisites/Corequisites:

Recommended Preparation:

Limits on Enrollment:
Audition or interview.

Schedule of Classes Information:
Description: An introduction to audience management, including box office operations, patron relations, audience safety, and seating. (Grade Only)
Prerequisites/Corequisites:
Recommended:
Limits on Enrollment: Audition or interview.
Transfer Credit:
Repeatability: 4 Enrollments Total

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Not Certificate/Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon successful completion of this course, the student will be able to:

1. Demonstrate an awareness, respect, and appreciation of the professional responsibilities associated with audience management, including patron relations, audience safety, and seating.
2. Demonstrate an understanding of basic box office procedures including ticket sales, reserved seating, and the ability to handle common patron concerns and ticketing problems.
3. Demonstrate human relations and customer service skills in handling theatre patrons.
4. Describe the audience management and safety concerns for each production of the season.
5. Demonstrate a knowledge of safety considerations and emergency procedures in managing a theatre audience.
6. Demonstrate skills, attitudes and work habits that are transferable to theatre or other work settings, including punctuality, responsibility, appropriate dress, appropriate use of language, courtesy, and helpfulness.

Topics and Scope:

1. Overview of audience management and patron relations
2. Review of audience safety considerations and emergency procedures
3. Discussion of specific plays for the season within the context of audience management, patron relations, and audience safety
4. Practical application of human relations and customer service skills in a theatre setting
5. Review of theatre configurations, numbering systems, and seating arrangements for all theatres used in production

Assignment:

1. Participation in initial orientation session.
2. Participation in pre-show meetings to discuss audience management and safety.
3. Participation in oral discussion and description of audience management and safety concerns for each production.
4. Practice of human relations skills, audience management techniques, and good work habits in specific productions as assigned.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

None, This is a degree applicable course but assessment tools based on writing are not included because skill demonstrations are more appropriate for this course.

Writing
0 - 0%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

None

Problem solving
0 - 0%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Class performance

Skill Demonstrations
35 - 65%

Exams: All forms of formal testing, other than skill performance exams.

None

Exams
0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation and attendance

Other Category
35 - 65%

Representative Textbooks and Materials:

- (1) Script of selected play.
- (2) Instructor Prepared Materials
- (3) SRT Company Handbook