

**Arts and Festival Management
Module offer for exchange students 2024/25**

Semester one exchange:

- Block 1: Programming and Planning Festivals
- Block 2: Audience and Communities Project OR Arts Management Studio

Semester two exchange:

- Block 3: Digital Arts Management and Enterprise 1: Conceptualisation
- Block 4: Research Methods: Dissertation and Placement

Full academic year:

- Block 1: Programming and Planning Festivals
- Block 2: Audience and Communities Project
- Block 3: Digital Arts Management and Enterprise 1: Conceptualisation
- Block 4: Research Methods: Dissertation and Placement

Module descriptions can be found below:

Block 1: Programming and Planning Festivals

As the business environment becomes more complex so the need increases for arts managers to develop management competencies which integrate different disciplines and traditions. In this module you have the chance to develop your understanding of business and strategic planning for a one-off festival event in a 'real life' context. The core of the module is a festival case study that introduces you to key concepts in programming and strategic planning and some management tools with which you can develop a business plan. It also addresses the principal areas of law that affect public events and the case study provides an in depth understanding of accounting practice in the context of tendering and business planning for festival and small organisational activities.

Assessment: Presentation, 100%: 20 minutes.

Block 2: Audience and Communities Project

This module introduced you to key concepts of audience development from both management and audience perspectives, strategically and tactically. You will investigate how, by understanding both our product and the motivations, perceptions and attitudes of existing and desired customers, we can develop diverse audiences for the arts from all walks of life. The issues of strategic choice will be examined as will the relationship between educational activities, marketing and audience development. You will think about the relationship between social movements, cultural policies and practices and to expand your understanding of how arts and cultural practice can be made relevant to and accessible by people and communities that may be presently excluded. By looking at non-Western cultural practice, the module provides a critical framework from which current initiatives aimed at repositioning the role of arts in society can be interrogated. It also provides an opportunity to

develop practical experience by producing an arts event of your choice in groups within a community setting.

Assessment: Essay, 50%: 2000 words. Event, 50%.

OR Arts Management Studio

The overall aim of this module is to increase a general understanding of working as an arts manager in current, thriving arts organisations by utilising the richness of the local arts community within Leicester. You will explore theoretical frameworks for understanding the organisational workings of the arts alongside gaining practical consulting experience which will involve building relationships between partners, developing strategic creative aims, and providing actionable opportunities to work side by side an arts organisation. The main module component will include a consultancy-type project involving one of five arts pillars throughout Leicester – engaging organisations with missions and aims geared towards Performing Arts, Dance, Media, Theatre, and Festivals. Its hands on approach is designed to provide students with ‘in-organisation’ and co-creative experience to develop their understanding of arts management issues; with the direct effect of increasing engagement and partnerships with local arts organisations and businesses.

Assessment: Proposal, 10%: 400 words. Presentation, 90%, 20 minutes.

Block 3: Digital Arts Management and Enterprise 1: Conceptualisation

In this module you will think critically about latest issues related to digital arts and management and enterprise. Is digitalisation a new progress of democratisation? How does the birth of AI change our understanding of arts? How do we under the new power of data? What are the ‘values’ of arts in the digital world? This module will be suitable for those who are interested in becoming arts managers, producers and entrepreneurs and is a prerequisite for the Digital Arts Management and Enterprise 2: Applications module in the third year.

Assessment: Essay, 100%: 2500 words.

Block 4: Research Methods: Dissertation and Placement

Being able to carry out research is a fundamental requirement of being an effective arts manager. Through this module you will have the opportunity to study research from an academic and applied perspective in preparation for either your third year dissertation or placement.

Assessment: Written proposal, 50%: 2500 words.