



**Theatre Art Georgia Standards of Excellence**

**Theatre Management**



## CREATING

**TAHSTM.CR.1 Organize, design, and refine elements of theatre management (e.g. marketing/media, budgeting, ticketing/sales, house management).**

- a. Utilize theatre content knowledge (e.g. script analysis) to contribute to the planning process for the areas of theatre management.
- b. Implement research based elements in a theatre management plan in order to develop a specific audience base.

**TAHSTM.CR.2 Develop marketing plans based on theatre techniques.**

- a. Identify and apply the individual responsibilities and tasks of a theatre management team that collaborate on the planning and execution of formal and informal marketing activities.

## PERFORMING

**TAHSTM.PR.1 Execute a theatre management plan for marketing/media, budgeting, ticketing/sales, and house management.**

- a. Develop and present/implement a complete collaborative theatre management plan documenting the rationale and methods of approach for the entire theatre management team.

## RESPONDING

**TAHSTM.RE.1 Engage actively and appropriately with an audience.**

- a. Examine existing audience interests and sales trends in order to create a mechanism for audience feedback and a continuous improvement plan.
- b. Critique various aspects of theatre management using appropriate supporting evidence.
- c. Evaluate the success of marketing efforts for individual events and/or a theatre season as a whole.
- d. Record and analyze theatre management trends in a local market.



## CONNECTING

**TAHSTM.CN.1 Explore how theatre management connects to life experience, careers, and other content.**

- a. Analyze various existing theatre management elements (e.g. press releases, lobby displays, ticketing, sales strategies, budgets) in professional, non-professional, and academic theatre to consider the rationale for choices directed at reaching specific target markets.

**TAHSTM.CN.2 Examine the role of theatre management in a societal, cultural, and historical context**

- a. Examine the cultural and historical evolution and/or development of each of the roles and elements of theatre management.