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.
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.