

Georgia Performance Standards

Fine Arts

GRADES 11-12

THEATRE MARKETING

TAHSTM.1 Analyzing and constructing meaning from theatrical dramatic literature, and electronic media

- a. Engages in script analysis and study as a means of developing a marketing plan
- b. Utilizes theatre and content knowledge to contribute to the building of a balanced season
- c. Creates narratives of varying length for use in marketing efforts

TAHSTM.2 Directing by conceptualizing, organizing, and conducting rehearsals for performance

- a. Identifies the responsibilities and tasks of a marketing team
- b. Coordinates with directors and other organizational leaders to develop a calendar of marketing activities
- c. Collaborates on the planning and execution of formal and informal marketing activities

TAHSTM.3 Researching cultural and historical information to support artistic choices

- a. Engages in production research to gather marketing information
- b. Plans for and engages in market research to develop an audience base
- c. Develops and implements a marketing plan that incorporates the knowledge gained through research efforts

TAHSTM.4 Integrating various art forms, other content areas, and life experiences to create theatre

- a. Examines the relationship between the marketing team other collaborators in theatrical production
- b. Analyzes a variety of angles from which various press releases might be produced (e.g., production areas, cast, production history, personality/biography)
- c. Creates and implements various press releases and other marketing efforts directed at reaching specific target markets

TAHSTM.5 Examining the roles of theatre as a reflection of past and present civilizations

- a. Examines performance/production history of plays scheduled for production
- b. Explores the reception and reaction of productions in other communities
- c. Applies knowledge of appropriate historic and cultural reactions to a marketing plan

TAHSTM.6 Exploring the business of theatre

- a. Examines existing and develops original marketing plans, budgets, and calendars
- b. Develop an audience and patron data base
- c. Implements and assesses the effectiveness of marketing efforts

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TAHSTM.7 Critiquing various aspects of marketing for theatre and other media using appropriate supporting evidence

- a. Designs, implements, and assesses a marketing plan
- b. Records and analyzes trends in the local market
- c. Evaluates the success of marketing efforts for individual events and the season as a whole

TAHSTM.8 Engaging actively and appropriately as an audience member in theatre or other media experiences

- a. Develops and implements a survey and/or other means of establishing dialogue between the theatre organization and its audience
- b. Records audience interests and sales trends
- c. Creates an environment of continuous improvement based on audience feedback