

Cover Sheet: Request 14433

BA Theater Management Specialization

Info

Process	Specialization New/Modify/Close Ugrad
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Stanley Kaye stankaye@ufl.edu
Created	11/8/2019 1:20:44 PM
Updated	2/17/2020 6:47:58 PM
Description of request	This is the initial proposal of the BA theater management specialization.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CFA - Theatre and Dance 011304000	Peter Carpenter		12/9/2019
No document changes					
College	Approved	CFA - College of Fine Arts	Jennifer Setlow	Moving this forward with the understanding that the courses for this must be approved before this can receive full approval.	12/20/2019
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		1/23/2020
No document changes					
University Curriculum Committee	Commented	PV - University Curriculum Committee (UCC)	Lee Morrison	Added to the February agenda. If approved, this will go into effect for the Summer B 2020 term with the publication of the 2020-2021 undergraduate catalog.	2/13/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			2/13/2020
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Specialization|New for request 14433

Info

Request: BA Theater Management Specialization

Description of request: This is the initial proposal of the BA theater management specialization.

Submitter: Jennifer Setlow jsetlow@ufl.edu

Created: 12/10/2019 8:58:25 AM

Form version: 2

Responses

Degree Program Bachelor of Arts

CIP Code 50.0501

Major Name Theatre

Major Code THE

Degree Type BA

Existing Specializations Bachelor of Arts in Theatre, General

Bachelor of Arts Theatre, Stage Management

Name of Proposed Specialization Theatre Management

Code(s) BA03

Credits 120

Students 10

Effective Term Fall

Effective Year 2020

Percentage of Credits Available Fully Online <50%

Percentage of Credits Available Off-Campus 25-49%

Rationale for Proposed Specialization This proposal seeks to create a specialization in Theatre Management within the existing Bachelor of Arts in Theatre degree. This specialization is intended to respond to a market need within the commercial theatre and entertainment industries for individuals with educational backgrounds in theatre practice and business and arts administration.

This specialization will contribute to a long-standing goal within the College of the Arts to develop sustained opportunities for students in entrepreneurship and the arts. With an interdisciplinary curriculum and opportunities for professional career development, this specialization meets the following goals outlined in the College of the Arts Strategic Plan, 2017-21:

- 1.1: Support the development of undergraduate curricula that will distinguish the college by the way it dynamically responds to contemporary pedagogical needs.
- 1.3: Strengthen or develop interdisciplinary courses, programs and experiences for all students.
- 2.6: Expand opportunities for internships.

This proposal seeks to integrate fully the expertise of Miles Wilkin, a newly hired Professor of Practice in the School of Theatre and Dance. Wilkin studied Business Administration at UF in the late 1960s and became one of the leading innovators of the international entertainment industry. Wilkin has been the recipient of numerous awards, including: 6 Tony Awards for theatrical production, a Theatre Lifetime Achievement Award from The Broadway League, and the 2016 Tony Awards Special Tony Award. The original founder and CEO of Broadway Across America, Wilkin has been widely recognized as one of the founders of the North American Touring Theatre. Wilkin will share oversight of the BA Theatre Management specialization with faculty from the School of Theatre and Dance.

Program Goals and Outcomes:

- To educate students in the organizational structure, leadership, finances, and marketing of commercial and nonprofit live theatre;
- To cultivate a learning environment where students have sustained interaction with guest professional theatre owners, producers, managers and artists;
- To place advanced students in professional internships and graduates in professional management positions;
- To build a prominent base of UF alumni working in leadership positions in the entertainment industry in New York City and throughout the nation and world.

Enhancement of existing major

In recent years, the School of Theatre and Dance has offered focused workshops and semester-long courses in theatre management that have elicited strong student interest. While a number of UF Theatre graduates pursue professional careers in various areas of theatre management, there has not been a dedicated curriculum in this area. While retaining a focus on a liberal arts education, the proposed specialization offers students the option for advanced study in a field with strong potential for employment and leadership in the arts. The curriculum of the specialization provides students with access to faculty and guest speakers from executive levels of theatre management and offers opportunities for field study and internships.

Relationship to undergraduate programs at peer institutions

Curricula in theatre management exist in various degrees and specializations at peer institutions. Universities offering a BA or BS in theatre management include: Ithaca College; Butler University; George Mason University; and the University of Redlands. Institutions offering a Bachelor of Fine Arts (BFA) in Theatre Management include: Auburn University and Northwestern University (module in Theatre Management).

Other programs combine a study of theatre management within a more broadly focused arts management or arts administration undergraduate degree. The institutions include: Clemson University; the College of Charleston; Indiana University; the University of Kentucky; the University of North Carolina at Greensboro; and Skidmore College.

Undergraduate certificate programs in theatre management are offered at the University of Massachusetts-Amherst and Columbia College Chicago.

No undergraduate majors in theatre management are offered in the Florida State University System.

Distinguishing characteristics of this new specialization within the existing major(s) in the degree program

Four specialized courses in theatre management: The Commercial Theatre Industry; Theatrical Producing: Developments & Trends; Producing for Regional Theatre; and Arts Administration. One course each Fall & Spring; Repeated on a two-year cycle. Spring courses taught as master classes each featuring numerous professional guest speakers.

Annual New York Theatre Management Intensive course (offered during spring break) to include small class or one to one teaching on topics to include but not limited to Unions, Production management & budgeting; Marketing, Advertising & Social Media; Individual Student Mentoring from Industry Professionals for student Senior Projects. The intensive would also include tours of NY theatre spaces, attendance at Broadway, Off Broadway productions, talk back with Production members. Internship available following junior year end; placement contingent upon faculty approval.

Individually arranged opportunities for short-form local internships, NY industry events, festivals and readings.

Business-oriented electives to include UF management, marketing, advertising courses, as well as outside electives.

Senior Project in theatre management.

Degree of overlap with existing majors and specializations (both in the degree program and in other degree programs at the university), including a justification for overlap

The School of Theatre and Dance launched a new BA specialization in Stage Management in 2019-20. This Theatre Management specialization is designed within the existing structure of the BA degree and to complement current and potential future specializations. All options within the BA and BFA Theatre degree programs share 30 credits of core courses in Theatre, a combination of critical studies and practice-oriented courses. These courses meet accreditation requirements established by the National Association of Schools of Theatre.

Students in the BA specialization in Theatre Management have the option of completing their 12 business-oriented elective credits through enrollment in the UF Master of Science in Management program during their upper-division studies. If accepted into the MSM program, students may enroll in 12 required credits that are dual counted for the BA and MSM degrees. Effectively, students could complete the MSM degree within a one-year period after completion of their BA degree.

<https://warrington.ufl.edu/master-of-science-in-management/>

The UF School of Music offers a BA in Music with concentrations in Entrepreneurship and Event Management. UF Health and Human Performance offers a B.S. degree with a specialization in Event Management. None of these specializations offer study of commercial theatre administration and

management.

Impacts on Other Programs none at this time

The Bachelor of Arts in theatre is designed for students who want a liberal arts education with an emphasis in theatre. In addition to a broad liberal arts background, the B.A. provides the creative experiences of studio and performance work. Students are expected not only to master critical thinking about performance through courses such as theatre history, playwriting, and dramaturgy, but also to audition for productions or involve themselves in the creation of theatrical experiences on many levels.

The Bachelor of Arts provides broad career opportunities in several fields and an opportunity to minor in other subject areas. Examples of possible minors are English, business, or communications.

[Catalog Home](#)

- [Theatre | General](#)
- [Theatre | Stage Management](#)
- [Theatre / Theatre Management](#)

About this Program

- **College:** [Arts](#)
- **Degree:** Bachelor of Arts
- **Specializations:** [General](#) | [Stage Management](#) . / [Theatre Management](#)
- **Credits for Degree:** 120
- [Additional Information](#)
- [Related Theatre Programs](#)

To graduate with this major, students must complete all university, college, and major requirements.

- [Overview](#)
- [Critical Tracking](#)
- [Model Semester Plan](#)
- [Academic Learning Compact](#)

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

- [Critical Tracking](#)

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

Semester 1

- Complete 2 of 10 critical-tracking courses with minimum grades of C: [THE 2000](#) and [TPP 2110](#)
- 2.0 UF GPA required

Semester 2

- Complete TPP 3103 and [TPA 2202C](#) with minimum grades of C
- 2.0 UF GPA required

Semester 3

- Complete [TPA 2232C](#) and [TPP 3650](#) , with minimum grades of C
- 2.0 UF GPA required

Semester 4

- Complete [TPA 3217](#) and Theatre Elective with minimum grades of C
- 2.0 UF GPA required

Semester 5

- Complete THE 3XXX (Arts Administration) and THE 4950 with a minimum grade of C
- 2.0 UF GPA required

Semester 6

- Complete THE 4111 with a minimum grade of C

Semester 7

- Complete THE 4110 with a minimum grade of C

Semester 8

- Complete THE 4970 with a minimum grade of C

MODEL SEMESTER PLAN

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Semester One

Credits

IDS 1161 What is the Good Life (Gen Ed Humanities)

3

THE 2000 Theatre Appreciation (**Critical Tracking** ; State Core Gen Ed Humanities with Diversity)

3

TPP 2110 Acting 1-Instrument and Discipline (**Critical Tracking**)

3

Gen Ed Biological or Physical Sciences

3

Gen Ed Mathematics

3

Credits

15

Semester Two

TPA 2202C Stagecraft (**Critical Tracking**)

4

TPP 3103 Acting 2: Analysis and Application (**Critical Tracking**)

3

State Core Gen Ed Biological or Physical Sciences

3

Gen Ed Composition (Writing Requirement)

3

Credits

13

Semester Three

TPA 2232C Beginning Costume (**Critical Tracking**)

3

TPP 3650 Script Analysis (**Critical Tracking**)

3

Foreign language

5

Statewide Core Gen Ed Social and Behavioral Sciences

3

Credits

14

Semester Four

TPA 3217 Intro to Light and Sound (**Critical Tracking**)

4

State Core Gen Ed Composition

3

Theatre elective

3

Foreign language

5

Credits

15

Semester Five

THE 3XXX Arts Administration (**Critical Tracking**)

3

THE 4950 Production and Performance (**Critical Tracking**)

1

State Core Gen Ed Mathematics

3

Gen Ed Social and Behavioral Sciences

3

Outside electives (Business elective, 3-4 cr., AND Outside Elective, 2-3 cr.)

6

Credits

16

Semester Six

THE 4111 History of Theatre on Stage 2 (Gen Ed Humanities and International)

(Critical Tracking)

3

THE 4950 Production and Performance

1

TPP 3311 Directing

3

Outside electives (Business Elective, 6-7 cr., AND HUM 4912, 2-3 cr.)

9

Credits

16

Semester Seven

THE 4110 History of Theatre on Stage 1 (Gen Ed Humanities and International)

(Critical Tracking)

3

Theatre electives

6

Outside electives (Business Elective AND Outside Elective)

6

Credits

15

(Summer Internship, TPP 4940 Internship in Theatre Performance, placement contingent on faculty approval ; optional Theatre Elective)

1-9

Semester Eight

Select one:

THE 3234 or THE 3231 Diversity and Multiculturalism in American Theatre (Gen Ed Humanities and Diversity) or African American Theatre History and Practice

3

THE 4970 Senior Project (B.A. majors only) **(Critical Tracking)**

1

Theatre electives

- 4 - - 5

Outside electives

Credits

15 ~~16~~
Total Credits

120

For the B.A. in general theatre, students must complete at least 50 credits at the 3000/4000 levels. Complete 15 credits of theatre courses by end of the junior year and maintain a 2.0 GPA.

Approved Electives

Theatre (15 credits selected from)

THE 4XXX The Commercial Theatre Industry

3 credits

THE 4XXX Theatrical Producing: Developments & Trends

3 credits

THE 4XXX Producing for Regional Theatre

3 credits

THE 4XXX New York Theatre Management Intensive (spring break) 2 credits

TPP 4940 Internship

1-9 credits

TPA 4601 Stage Management

or THE 4481 Production Dramaturgy

3 credits

Approved Outside Electives

12 Business-oriented credits selected from list below; OR students enrolled in the Master of Science in Management program may enroll in 12 required credits dual counted for the BA and MSM degrees:

ACG 2021 Intro to Financial Accounting

4 credits

BUL XXX Legal Environment of Business

4 credits

FIN 3404 Business Finance

4 credits

MAN 3025 Principles of Management

4 credits

MAR 3023 Principles of Marketing

4 credits

ENT 3003 Principles of Entrepreneurship

4 credits

ENT 4614 Creativity & Innovation in the

Business Environment

2 credits

ENT 4940 Entrepreneurship Practicum

1 credit

ENT 4934 Spec Topics *(Business Plan Lab)

2 credits

MAR 4832 New Product Development

X credits

MUS XXX Music Entrepreneurship

X credits

FYC 4408 Organiz. Leadership for Nonprofits

3 credits

FYC 4428 Human Resource Mngt for Nonprofits

3 credits

FYC 4409 Working with Nonprofit Organizations

In Community Settings

3 credits

FYC 4426 Risk Management in Nonprofit Org

3 credits

15 Outside Electives:

HUM 4912 Fine Arts Undergrad Research (Field
Experience in theatre mngt.)

2-3 credits

Outside Electives 12-13 credits