George Mason University
Graduate Course Approval/Inventory Form

Please complete this form and attach a copy of the syllabus for new courses. Forward it as an email attachment to the Secretary of the Graduate Council. A printed copy of the form with signatures should be brought to the Graduate Council Meeting. Complete the Coordinator Form on page 2, if changes in this course will affect other units.

Please indicate:  
___ x ___ NEW  ___ MODIFY  ___ DELETE

Local Unit: CVPA: Master of Arts Management  Graduate Council Approval Date:

Course Abbreviation: MAM  Course Number: 605

Full Course Title: Arts Audiences

Abbreviated Course Title (24 characters max.): Arts Audiences

Credit hours: 3  Program of Record: Master of Arts Management

Repeatable for Credit?  
___ D=Yes, not within same term  Up to hours
___ T=Yes, within the same term  Up to  hours
___ x N=Cannot be repeated for credit

Activity Code (please indicate):  
___ x Lecture (LEC)  ___ Lab (LAB)  ___ Recitation (RCT)
___ Studio (STU)  ___ Internship (INT)  ___ Independent Study (IND)  ___ Seminar (SEM)

Catalog Credit Format  3 : 3 : 0  Course Level: GF(500-600)  ___ GA(700+)  ___

Maximum Enrollment: 20  For NEW courses, first term to be offered:
Prerequisites or corequisites: Admission to CVPA graduate program or permission of instructor.

Catalog Description (35 words or less) Please use catalog format and attach a copy of the syllabus for new courses.: The course introduces both the theory and practice of creating commitment of arts audiences for the performing and visual arts. Students explore different perspectives such as psychological, anthropological and business-minded.

For MODIFIED or DELETED courses as appropriate:
Last term offered:  Previous Course Abbreviation:  Previous number:

Description of modification:

APPROVAL SIGNATURES:
Submitted by:  __Meg Brindle____________ email: _mbrindle@gmu.edu________________

Department/Program:  ____________________________ Date: __________________

College Committee:  ____________________________ Date: __________________

Graduate Council Representative:  ____________________________ Date: ________________
**GEORGE MASON UNIVERSITY**  
**Course Coordination Form**

**Approval from other units:**

Please list those units outside of your own who may be affected by this new, modified, or deleted course. Each of these units must approve this change prior to its being submitted to the Graduate Council for approval.

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Graduate Council approval: _______________________________ Date: ____________

Graduate Council representative: __________________________ Date: ____________

Provost Office representative: _____________________________ Date: ____________
Arts Audiences (MAM 605)

Monday, January 24 – Monday, May 7, 2005 from 7:20PM-10PM
Julia Ward, juliamward74@comcast.net

Arts Audiences introduces both the theory and practice of creating, retaining and deepening the commitment of audiences for the performing and visual arts. Students will explore the subject of arts audiences from a number of different perspectives – including the psychological, anthropological and business-minded.

Learning Objectives
Through taking this course, students should be able to:
- Create an audience development plan, incorporating marketing and educational practice, for any artist or arts event, regardless of discipline, institution-type or target audience.
- Create and implement a performance or exhibit evaluation, utilizing qualitative and quantitative methods.
- Communicate the politics surrounding and considerations necessary in dealing with issues of community, ethnicity, the cultivation of new audiences and arts education.

Major Assignments:
- Audience Development Plan (w/Assigned Artist and Community) in Grant Proposal Format
- Audience Development Aid (Publication, Film, Website, Mix CD, Survey, etc.)
- Essay Exam

Major Texts (Course Pack Provided):

Grading:
50% Class Participation
25% Assignments (Quality of Writing)
25% Final Examination

Contact Information:
Julia Ward
juliamward74@comcast.net
By Appointment, One Hour Prior to or Following Class

Week of January 24
Topic: Introduction to Arts Audiences

Week of January 31
Topic: How Audiences Experience Art
Readings (Excerpted):

**Week of February 7**

**Topic: Audience Marketing: Leisure Time and Audience Motivation**

Readings (Excerpted):


[www.claritas.com](http://www.claritas.com), Zip Code Analysis

**Week of February 14**

**Topic: Cultural Participation: Audience Development Issues and Techniques**

Readings (Excerpted):


**Week of February 21**

**Topic: Cultural Participation: Audience Development Issues and Techniques**

Readings (Excerpted):


Week of February 28  
Topic: Contextualizing Work: Residencies, Technology and Participation  
Readings (Excerpted):  

Week of March 7  
Topic: Evaluating Audiences: Qualitative and Quantitative Techniques  
Readings (Excerpted):  

Week of March 13 – 20, 2005: Spring Recess

Week of March 21  
Topic: Case Study: National Museum of the American Indian  
Guest Speaker  
Readings (Excerpted):  

DUE: Audience Development Plan w/Evaluation Strategy and Proposal for Audience Development Aid

Week of March 28  
Topic: Case Study: Clarice Smith Center for the Performing Arts (Transformational Art)  
Guest Speaker

Week of April 4  
Topic: Case Study: Three Walls Gallery (Chicago IL) and Transformer Gallery (WDC); Independent Artists  
Guest Speakers

Week of April 11  
Topic: Young Audiences  
Readings (Excerpted):  
Week of April 18
Topic: Ethnically-Specific Audiences and the Issue of Social Class
Readings (Excerpted):

Week of April 25
Topic: Arts Education: Creating Future Audiences
Readings (Excerpted):

Week of May 2
Topic: Summary of Contemporary Audience Issues

DUE: Audience Development Aid

May 7, 2005: Last Day of Classes

May 10 – 18, 2005: Examinations