Theatre Projects
THR 450.002
Fall 2019 (Marketing/Publicity)

Cleo House, Jr.
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936-468-4003
Office: FA 212B Office Hours: by appointment
Department: School of Theatre
Class meeting time and place: TBD

Course Description:
1-3 semester hours. May be repeated: Directing, Design, Technical Production, Stage Management, Stage Performance. No more than 6 hours may be included in the B.F.A. major block. Prerequisite: Lower-division theatre core and permission of instructor.

Program Learning Outcomes (PLO’s) Supported in this Course:

PLO’s for BA in Theatre supported in this course:

3. The student will demonstrate collaborative and/or leadership competencies appropriate to participate or take a leadership role in an effective theatrical production.
4. The student will demonstrate an understanding of the component areas of theatrical creation, process, production, performance, and study, and their interrelationships.
5. The student will be able to form and articulate a critical analysis and evaluation of a work of theatre.
6. The student will demonstrate intermediate to advanced competence in one or more theatre specialization(s).

PLO’s for BA in Theatre Education supported in this course:

3. See above.
4. See above.
5. See above.
6. See above.
7. The student will be able to use an understanding of educational psychology and appropriate organizational skills to create a positive and disciplined learning environment for students of theatre.

PLO’s for BFA in Theatre supported in this course:

3. See above.
4. See above.
8. The student will be able to complete and document a major project as a stage manager, as a designer or technician, or as an actor or director, demonstrating advanced competence in the student’s specialty.
9. The student will be able to present an effective presentation appropriate to the student’s specialization.

Student Learning Outcomes (SLO’s) for this course (and supported PLO’s):

When you successfully complete this course, you will be able to…

1. Use basic techniques for preparing to market a play. (PLO’s 1 and 2)
2. Understand and describe how marketing/publicity is involved in various aspects of play production. (PLO 4)
3. Understand the basic component crafts of marketing and use basic skills in these crafts, especially visual storytelling. (PLO’s 6, 8)
4. Collaborate and lead in basic ways necessary for successful work in publicity for the theatre. (PLO’s 3, 7)

Text and Materials: N/A

Course Requirements:
Satisfactorily complete publicity assignments, summer stage program, social media assignments, marketing events and related assignments. Weekly check-ins with instructor regarding all items related to the process. Successfully completing the assigned project.

Course Calendar:
Schedules vary widely depending on the specific nature of the study undertaken. This will be agreed upon between the student and the instructor.

Grading Policy:
For publicity projects, the grade will be determined by a combination of the professionalism of the process, timeliness, ability to problem solve, and meet deadlines.

Attendance Policy:
Because of the nature of theatrical production, no absences or tardiness are permitted. At the discretion of the instructor of record and/or the project advisor, any pattern of absenteeism or tardiness may cause the project to be cancelled and a semester grade of “F” to be assigned. Any forgiveness of absences or tardiness is solely at the discretion of the instructor of record and/or project advisor

Academic Integrity (A-9.1)
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any
information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

**Withheld Grades Semester Grades Policy (A-54)**

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Students with Disabilities**

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.