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LMC 3661: Theatrical Production III

**Course Prerequisites:** ENGL 1102

**Core Area/Attributes:** Free Elective

**Course Description:**

Through “hands-on” experience, students will learn the fundamentals of marketing a theatrical production. Based on the lab structure, the course is a four-hour per week work session to help DramaTech to market the different shows of the season and run its box office.

**Learning Outcomes:**

* Textual/Visual Analysis: Students will learn to read, analyze, and interpret not only cultural projects such a s film, literature, art and new media, but also scientific and technical documents
* Interpretive Frameworks: Students will become familiar with a variety of social, political, and philosophical theories and be able to apply those theories to creative and scientific texts, as well as to their own cultural observations.
* Literary/Film/Narrative Art Inquiry: Students will be aware of the traditions and conventions of literature, film, and other forms of narrative art, and they will be able to analyze those traditions and conventions in specific cultural contexts.

**Required Text/Materials:**

There are no textbooks required for this class.

**Grading Policy:**

Grades for this class are PASS/FAIL only. In order to pass, you must do the following:

1. Complete 22 work hours including two nights of box office hours for each production in the semester (typically two).
2. Participate in the activities for that work day WITH A POSITIVE ATTITUDE.

**Attendance:**

This course is based on work hours. However, you are allowed one absence from class. Please contact your TA if you cannot make it to class.

**Disability Accommodations:**

Any student who feels that he or she may need an accommodation for any sort of disability, please make an appointment to see me during office hours. Students with disabilities should also contact Access Disabled Assistance Program for Tech Students (ADAPTS) to discuss reasonable accommodations. For an appointment with a counselor, call 404-894-2564 (voice) or 404-894-1664 (voice/ TDD) or visit Suite 210 in the Smithgall Student Services Building. For more information, please [visit the ADAPTS website](http://adapts.gatech.edu/).

**Academic Honesty and Integrity:**

All work you turn in for this class must be your own work, with all outside reference sources properly cited and acknowledged. According to Section 3 of the [Academic Honor Code](http://www.catalog.gatech.edu/rules/18b.php),

Students are expected to act according to the highest ethical standards. The immediate objective of the Honor Code is to prevent any students from gaining an unfair advantage over other students through academic misconduct. Academic misconduct is any act that does or could improperly distort student grades or other student academic records. Such acts include but need not be limited to the following:

* + Possessing, using, or exchanging improperly acquired written or verbal information in the preparation of any essay, laboratory report, examination, or other assignment included in an academic course;
  + Substitution for, or unauthorized collaboration with, a student in the commission of academic requirements;
  + Submission of material that is wholly or substantially identical to that created or published by another person or persons, without adequate credit notations including authorship (plagiarism);
  + False claims of performance or work that has been submitted by the claimant;
  + Alteration or insertion of any academic grade or rating so as to obtain unearned academic credit;
  + Deliberate falsification of a written or verbal statement of fact to a member of the faculty so as to obtain unearned academic credit;
  + Forgery, alteration, or misuse of any institute document relating to the academic status of the student.

While these acts constitute assured instances of academic misconduct, other acts of academic misconduct may be defined by the professor.

Students must sign the Honor Agreement affirming their commitment to uphold the Honor Code before becoming a part of the Georgia Tech community. The Honor Agreement may reappear on exams and other assignments to remind students of their responsibilities under the Georgia Institute of Technology Academic Honor Code.

**A Further Note about Plagiarism:**

According to Dictionary.com, [plagiarism](http://dictionary.reference.com/browse/plagiarism?s=t) is defined as:

1. an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author’s work as one’s own, as by not crediting the original author;
2. a piece of writing or other work reflection such unauthorized use or imitation.

In addition, other instances of plagiarism include, but are not limited to, putting a quotation around an entire article, and citing it, and turning that “quoted” article in as your work; cutting and pasting more than 10% of your paper; improperly citing sources including forgetting to include a source on your works cited page or within the body of your texts; imitating the arguing style of another author without attribution; buying and turning in a paper from a term paper mill; forgetting to use quotation marks for a direct quotation; paraphrasing materials from a source without proper documentation; etc.

Students who engage in academic dishonesty may receive a zero on the assignment or fail the course. In addition, the instance will be reported to the Dean of Students who may take further action. If you have any questions involving these or any other issues regarding plagiarism, the Academic Honor Code, or what constitutes appropriate academic integrity, please talk to me or visit the [Academic Honor Code website](http://www.honor.gatech.edu/).

**Box Office Hours**

In addition to regular class meeting times, you are required to work during shows in the box office, concessions bar or as an usher. For each production, you are required to work two nights. You must arrive at 6:30 pm and you will be allowed to leave after the show begins or after intermission depending on how the show is constructed.

**Anticipated Schedule**

Class will be scheduled based on a common availability between all class members and the TA. Once set, it is expected that you come to every session at the scheduled time.

Week 1 (January 7 – 11)

Schedule class time with students

Week 2 (January 14 – 18)

Schedule class time with students

Week 3 (January 21 – 25)

What is Marketing.

Theater Marketing.

What's a boilerplate.

DT's (current) Flavors of Marketing.

-> introduce design concept/sketching assignment

Week 4 (January 28 – February 1)

DT's Marketing Tools (Adobe firehose)

-> Design Concept 1 Due (after the quake sketches)

-> Introduce Design Concept 2 (How to Succeed in Business…)

Week 5 (February 4 – 8)

Design and iteration lesson (discuss Concept 1, Discuss progress on Concept 2)

Week 6 (February 11 – 15)

Discuss next steps for How to Succeed in Business… designs

Postering! (after the quake)

-> Design Concept 2 Due (How to Succeed in Business…)

Week 7 (February 18 – 22)

Design discussion, feedback, iteration

-> Completed Design Due for How to Succeed in Business…

Week 8 (February 25 – March 1)

Budgeting and Time Constraints

Week 9 (March 4 – 8)

Alternative Marketing Strategies

Week 10 (March 11 – 15)

Discuss Season Concept

Week 11 (March 18 – 22)

Spring Break – No Class

Week 12 (March 25 – 29)

Postering! (How to Succeed in Business…)

Week 13 (April 1 – 5)

Postering! (How to Succeed in Business…)

Week 14 (April 8 – 12)

Discuss next steps for Season Design Concept.

Week 15 (April 15 – 19)

Discuss Season Concept

-> Season Design Concept Due Week 16 (April 22 - 26

Dead Week, No Class

Week 17 (April 29 – May 3)

Finals Week, no exam