

Liverpool John Moores University

Title: VENUE & TOURING MANAGEMENT
Status: Definitive
Code: **4512MTE** (118498)
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Mike McCormack	Y

Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 52.50
Total Learning Hours: 240 **Private Study:** 187

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	21.000
Seminar	31.500

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay		60.0	
Report	Tour Plan		40.0	

Aims

This module aims to develop the learner's knowledge and understanding of key concepts related to managing and operating permanent and temporary arts venues and the use of multiple venues for touring at home and abroad.

Learning Outcomes

After completing the module the student should be able to:

- LO1 Demonstrate an understanding of UK venue infrastructures
- LO2 Demonstrate knowledge of the day to day operation of a venue including funding, marketing, staffing and governance
- LO3 Understand the basic principles of programming
- LO4 Demonstrate an understanding of tour distribution networks in the UK and overseas
- LO5 Propose a plan of action for a tour in at least one territory

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Written Assignment 2000 words	LO1	LO2	LO3
Tour Plan 1000 words	LO4	LO5	

Outline Syllabus

- *Venue context - range of scale, artform, events, producing and receiving, touring circuits, staffing structures.*
- *Programming*
- *Customer care*
- *Legal and logistics - licensing, crowd safety, health and safety, collection agencies, insurances, carnets, documentation.*
- *Evaluation, documentation, monitoring and control, audience statistic collection, quantitative and qualitative methodologies.*
- *Tour management*

Learning Activities

The module will be delivered utilising a range of teaching and learning strategies to include:

- Lectures to introduce key issues and concepts
- Workshops incorporating application of concepts to different situations, utilising group activities where appropriate
- Visits to a range of venues
- Individual study in line with guidance and directions from tutors

Notes

Course notes here