



UNIVERSITY OF WISCONSIN
WHITEWATER

ACADEMIC ASSESSMENT

THEATRE BFA – MANAGEMENT/PROMOTION

MISSION STATEMENT

The mission of the UW-Whitewater Theatre/Dance Department is to provide high quality undergraduate education for students of theatre and dance. This is achieved through extensive programs that emphasize learning both theory and practice of the craft through classroom and laboratory experiences, as well as productions. The Department serves the University's select missions of offering "undergraduate programs and degrees in the arts", producing "research, scholarship, and creative endeavor", and serving "as a regional cultural and resource center". In addition, the Department's mission is to serve the mission of the College of Arts and Communication "to cultivate and inspire creativity, expressions, inquiry and integrity through embodied education in the fine and communicative arts and professions".

The Theatre Bachelor of Fine Arts in Management/Promotion Major is a pre-professional degree program, using a curriculum accredited by the National Association of Schools of Theatre. It offers a broad-based core of theatre studies and required arts management/ promotion-based courses, along with an individually designed course of study which focuses on theatrical management and promotion; it also includes a wide variety of practical "hands-on" experiences. The BFA program does not require a minor but admission and retention are based on acceptable portfolio reviews, classroom work and minimum GPA requirements.

The mission of the Theatre Bachelor of Fine Arts in Management/Promotion Major is to prepare students as competent practitioners of theatre management and promotion, providing a sound background for students to continue in graduate school or in professional theatre. To accomplish this mission, all Theatre BFA-Management/Promotion students take the Theatre Core Courses which include: Introduction to Theatre, Introduction to Acting, Script Analysis, Introduction to Technical Theatre, and Directing I – added to this "BA core" are Introduction to Design and Stage Makeup. They also take ten required advanced management/promotion classes (five from outside of the department), four Theatre History courses from a selection of five, five credits of practical "hands-on" experiences, twelve credits of management/promotion-based (often multi-disciplinary) electives selected to fit the student's needs, and a three-credit capstone senior project. The mission of this degree program is to allow Theatre Management/Promotion Majors to take advantage of UW-Whitewater's curricular strength, while pursuing a personalized program meeting their career goals.

STUDENT LEARNING OUTCOMES

Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.

Upon completion of the THEATRE BFA: Management/Promotion Major, students will be able to successfully:

- **[Critical Thinking]** Summarize the role of Theatre and Arts Management in society;
- **[Information Literacy]** Implement the fundamentals of Acting, including the areas of body, voice and characterization;
- **[Inquiry & Analysis]** Execute the fundamentals of Directing, including play analysis and blocking;
- **[Critical Thinking; Inquiry & Analysis]** Analyze and Assess the fundamentals of Theatre History, Dramatic Literature, and Theory and Criticism;
- **[Information Literacy]** Demonstrate the fundamentals of Stage Design and Technology, including the areas of scenery, costume and lighting;
- **[Oral and Written Communication]** Demonstrate the ability to communicate critically and effectively, whether orally or in writing;
- **[Inquiry & Analysis; Problem Solving; Synthesis and advanced accomplishment across general and specialized studies]** Demonstrate intermediate to advanced ability in and knowledge of Arts Management topics (such as organizational structures, mission/strategic planning, personnel management, budgeting, fundraising, and/or marketing);
- **[Inquiry & Analysis; Problem Solving; Teamwork; Synthesis and advanced accomplishment across general and specialized studies]** Demonstrate intermediate to advanced ability in and knowledge of Arts Marketing topics (such as promotional plans and writing, advertising design, sponsorship, development, merchandising and/or marketing research); and
- **[Information Literacy]** Demonstrate competence in the use of new or emerging technologies.