

Master of Fine Arts Theatre Management

Marketing Office production photoshoot

OUR GOAL

The mission of the Master of Fine Arts Theatre Management program is to profoundly impact the arts around the world by providing leaders with the skills to succeed, the strength to lead, and the character to make a difference in the arts.

“Practical training and real world experience”: Students are provided a considered education through practical training and hands-on experiences in a working theatre environment. Our goal is to graduate individuals with a solid base of knowledge in all aspects of producing theatre, as well as an understanding of management, finance, marketing, fundraising, event planning, and an extensive knowledge of computer applications used in arts and cultural management.

The coursework covers areas of communications, financial management, fundraising, proposal development, contracts, project management, research, managing and leading personnel, working with Boards and donors, marketing, audience development, public relations and campaigns, and how to make effective public presentations. Many of the seminar classes enroll arts administration students from other FSU programs in music, opera, visual arts and dance, arts education, and museum management. Classes include a broad perspective on the arts in America as well as the basics of operating an arts organization in today's business environment.

THEATRE MANAGEMENT OPPORTUNITIES

Assistantships (20 hours per week)

Assistantships include a tuition waiver for 9 hours per semester plus a stipend of approximately \$16,250 for the year. Students must acquire in-state resident status after their first year.

An essential element in the training program is a tracked graduate assistantship in one of three areas: Marketing and Public Relations, Ticket Office, and Community Engagement.

Practicum (10 hours per week earning 3 credit hours)

A unique feature of our MFA degree is the practicum program. The practicum acknowledges the legitimacy of production-oriented work not normally equaled with course work. The practicum for Theatre Management students includes Marketing, House Management, Ticket Office, Fiscal Office, and Production Management.

The 3rd Year Experience - Leadership

The third year of the MFA Theatre Management program centers on intensive hands-on work that allows students to actively integrate experience and classroom learning into comprehensive working practices.

Students serve as leaders in the School of Theatre Marketing, Community Engagement, or Fine Arts Ticket Office management team. Students assume key responsibilities and are accountable for excellence as they move beyond management into leadership. Beyond the work experience, students participate in advanced seminars constructed to complete the MFA degree experience.



Management team following “Plays on School Days” event



The
School of Theatre
AT FLORIDA STATE

MFA THEATRE MANAGEMENT PROGRAM DETAILS

Course Work

The nine primary management courses include:

- Digital Design & Publishing
- Audience Development & Arts Marketing
- Business Communications in the Arts
- Leadership and Organizational Management
- Business and Legal Issues in the Arts
- Fundraising Strategies & Practices in the Arts
- Strategic Governance in the Arts
- Leading Change in the 21st Century
- Professional Practices for the Emerging Leader

Additional coursework includes two graduate classes in history and/or literature and the theatre practicum course (3 hours per semester), along with special topics seminars and guest artist sessions.

Qualifying Exams and Final Defense

Each semester, students undergo extensive evaluation of their work by the MFA Review Committee. Materials covered in the Qualifying Exam include the student's evaluations from their assistantship and practicum.

Each student is required to present an MFA Degree Defense at the end of their program of study.

The MFA Theatre Management program boasts a 100% professional placement rate of its graduates in arts organizations across the country.

APPLICATION AND ADMISSION

The following criteria must be met for consideration of acceptance into the program:

Applicants applying for the program must have a Bachelor's Degree from an accredited college or university. Students who do not hold a Theatre degree must show evidence of substantial coursework and/or experience in theatre to indicate probability of achieving success in advanced theatre studies.

Applicants must satisfy ONE of the following requirements:

1. Have a grade point average of at least 3.0 (on a 4.0 scale) during the last two years of study for a bachelor's degree, or 3.0 on a master's degree from an accredited institution;

OR

2. Have acceptable scores on the verbal and quantitative portions of the GRE taken within the past 5 years.

Admission is dependent on the specific approval of the MFA program leadership team from the School of Theatre.

Applicants must submit a completed School of Theatre application, a current resume, and a statement of purpose.

Prospective students will go through a two-step interview process. Preliminary interviews are held at URTA, in person, or by phone. All final candidates will then interview again with the MFA program leadership team in Tallahassee.



Community Engagement Office post-show Character "Meet & Greet"

CONTACT INFORMATION

Brad Brock
Director, School of Theatre
239 Fine Arts Building
Tallahassee, FL 32306-1160

E-mail: BBrock@admin.fsu.edu

The School of Theatre at Florida State

For additional information about the program, the faculty, and how to apply, please visit: <http://theatre.fsu.edu/graduate>.