



RTU Course "Management of Creative Industries Branches"

22000 Faculty of Engineering Economics and Management

General data

Code	LKA204
Course title	Management of Creative Industries Branches
Course status in the programme	Compulsory/Courses of Limited Choice
Responsible instructor	Deniss Ščeuļovs
Volume of the course: parts and credits points	2 parts, 7.5 credits
Language of instruction	LV
Annotation	This course introduces students with the diversity of creative industries sector - the popular and academic music, contemporary performing arts management, book publishing, production of audiovisual artworks, media industry and architectural management - to ensure students' ability to operate in various creative industries.
Goals and objectives of the course in terms of competences and skills	The course is designed to increase students awareness about the various sectors of creative industries, their structure and management specifics with the aim to demonstrate the synergy and need of cooperation in order to create innovations. The course will help students to identify the sectors of their interest and possible future field of work
Structure and tasks of independent studies	At the end of each topic, an independent written work must be performed demonstrating the student's knowledge of the functioning and specifics of the sector: Audiovizuāl art production plan; Group work - report in the music industry; Tests and seminars in the media industry, essays; Publishing - a study on the publishing situation in Latvia.
Recommended literature	Allen, Paul. Artist Management for the Music Business. 2nd Edition. Focal Press. 2011. Bakhshi, Hasan and David Throsby. Culture of Innovation. An economic analysis of innovation in Arts and Cultural Organisations. NESTA, 2010. Beardslee-Trommer, Heather. Dance Production and Management (Dance Horizons Book). Princeton Book Company. 2013. Conte, David M., Langley, Stephen. Theatre management. Producing and Managing the Performing Arts. Hollywood: Quite Specific Media Group, Ltd., 2007. Feist, Jonathan. Project Management for Musicians: Recordings, Concerts, Tours, Studios, and More (Music Business: Project Management). Berklee Press . 2013. Film Production Management 101-2nd edition: Management & Coordination in a Digital Age, Debora Phaz, 2010. Fisher-Lichte, Erika. The Transformative Power of Performance. A New Aesthetics. Routledge, 2008. Global Changes – Local Stages: How Theatre Functions in Smaller European Countries. H. Van Maanen, A. Kotte and A. Saro, Amsterdam (Ed.). New York: Rodopi, 2009. Hollifield, Ann. Wicks LeBlanc, Jan. Sylvie, George. Lowrey, Wilson. Media Management: A Casebook Approach (Routledge Communication Series). 5th Edition. Routledge. 2015. Hoover, Stephen. Film Production: Theory and Practice. Stephen Hoover. 2013. Jugenheimer D.W., Kelley L.D, Klein Monroe F. Advertising Management. Routledge, 2009 Klaič, Dragan. Resetting the Stage. Public Theatre Between the Market and Democracy. Bristol and Chicago: Intellect, 2012. Küng , Lucy. Strategic Management in the Media: Theory to Practice. 2nd Edition. SAGE Publications Ltd. 2017. Lehmann, Hans-Thies. Postdramatic Theatre. Routledge, 2006. Passman, Donald. All You Need to Know about the Music business: Ninth Edition. Simon & Schuster . 2015. Producer to Producer: A Step-By-Step Guide to Low Budgets Independent Film Producing, Maureen Ryan, 2010. Read, Alan. Theatre, Intimacy & Engagement. The Last Human Venue. Palgrave Macmillan, 2009.
Course prerequisites	Completed study course "Introduction To Cultural and Creative Industries"

Course contents

Content	Full- and part-time intramural studies		Part time extramural studies	
	Contact Hours	Indep. work	Contact Hours	Indep. work
Management of popular music, basic terms and institutions, music industry structure, working models of companies, record companies.	16	26	16	26
Academic music management, structure of the industry, types of collectives and basic principles of activity, types of activities, financing. Meeting with the LNSO, VAK.	16	26	16	26
Production of audiovisual artworks, film production models. Organizing the film process, distributing films. Meetings with film director, film producers.	16	26	16	26
Business models of the book publishing industry, publishing. Meeting with representatives of publishers representatives.	4	8	4	8

Structure of media and advertising industry, business models of companies and modern development tendencies. Meeting with representatives of the Latvian Art Directors Club, advertising and media.	28	34	28	34
Total:	80	120	80	120

Learning outcomes and assessment

Learning outcomes	Assessment methods
Will be able to understand the production process of audiovisual artworks, will be able to identify the film industry professionals involved in the filming process, their various fields of activity and responsibility, various work phases of the filming organization, specific tasks.	Production of the audiovisual work plan and presentation.
Will be able to integrate general knowledge such as marketing, personnel management, project management, etc. in the activity of music management, to orient in the activities of the industry and in the ways and models of various players' activities.	Paper and presentation
Understands the basic principles of the publishing and book publishing industry, will be familiar with the types of publishing products and the specifics of publishing activities.	Performing a research on the publishing situation in Latvia.
Students will have mastered the structure and operations of the media industry, have gained insight into media theories and social networking activities. Knows the advertising, media agencies and the specifics of TV and radio activities.	Tests, Seminars, Essays.
Students are familiar with the structure and management of various creative industries specifics and processes, organizations, expanding the range of professional contacts.	Attendance.

Evaluation criteria of study results

Criterion	%
Attendance	20
The overall assessment of the tasks performed within the course	80
Total:	100

Study subject structure

Part	CP	Hours			Tests		
		Lectures	Practical	Lab.	Test	Exam	Work
1.	4.5	1.5	1.5	0.0	*		
2.	3.0	1.0	1.0	0.0		*	