



APPLIES TO ACADEMIC YEAR 2014/2015

ELE 3738 Festival Management

Programme

Elective

Responsible for the course

Sigrid Røyseng

Department

Department of Communication and Culture

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

During the last couple of decades the number of festivals has increased considerably, and festivals have increasingly become an important arena for art and cultural experiences. Festivals are complex events involving a broad range of players. Artists/performers, audiences, voluntary people and public appropriation bodies play central and different roles in the festivals. In addition, the festivals are typically characterized by a "mixed economy" where public support, sponsorship funds, voluntary work and ticket revenues, as well as revenues from sales represent important contributions. The course gives an introduction to the festival industry and how it is managed and organized. As part of the course the students will acquire knowledge of theories and concepts that comprise the complexity that festivals represent as cultural events and gatherings.

Learning outcome

Acquired knowledge

On conclusion of the course the students are supposed to have acquired basic knowledge, theories and concepts on the management and organization of festivals. In particular, the students are to acquire knowledge as to what festivals are and what role they play locally, nationally and internationally. Moreover, the students are to acquire theories and concepts necessary to analyse the relationship between the various players involved in festivals.

Acquired skills

During the course the students are to develop skills in managing and organizing festivals. They are also to learn how to reveal managerial and organizational challenges in festivals and find ways of meeting such challenges by means of acquired knowledge, concepts and theories. More specifically, the students are to develop skills to reveal, analyse and solve problems and challenges in connection with the staging of festivals.

Reflection

During the course the students are to train their ability to assess the various motivations and interests related to festivals with respect and ethical awareness. Not least, the students are to develop the ability to reflect on the dilemmas that may arise in connection with festivals.

Prerequisites

No particular prerequisite knowledge is required

Compulsory reading

Books:

Bowdin, Glenn A.J. ... [et al.]. 2011. Events management. 3rd ed. Butterworth-Heinemann. s. 3-70, 187-294, 323-364, 441-522 (296 sider tilsammen)

Agedal, Olaf, Helene Egeland og Mariann Villa. 2009. Lokalt kulturliv i endring. Norsk kulturråd : I kommisjon hos Fagbokforl. (side 127-222) (96 sider)

Collection of articles:

Røyseng, Sigrid. 2012. Artikkelsamling til Festivalledelse. Handelshøyskolen BI

Recommended reading

Course outline

- The organization and characteristics of the festival industry
- The organization and management of festivals
- The history and occurrence of festivals
- The importance of festivals locally, nationally and internationally
- The economy of festivals: ticket revenues, sponsorship revenues, public support and voluntary work
- Festivals as arenas for art and culture
- Festivals as part of cultural policy
- Festival voluntariness

Computer-based tools

No particular computer-based tools are used for this course.

Learning process and workload

The course consists of 24 hours of teaching and 12 hours of presentations and discussions in class. As part of the learning process the students are to present a project in class. Supervision related to the project paper will be provided in connection with the lectures.

Recommended use of time for the students:

Activity	Hours
Class participation	24
Participation in presentations and discussions in class	12
Preparation for lectures/self-study	95
Examination/work on the project paper	60
Recommended total use of time	200

Use of hours

Examination

The course is concluded by a project paper.

The project paper may be completed individually or in groups of up to 3 students and must deal with festival management.

Examination code(s)

ELE 37381 Project Paper counts 100% towards the final grade in the course ELE 3738 Festival Management, 7.5 credits.

Examination support materials

All support materials are allowed.

Re-sit examination

A re-sit examination is offered in connection with the next ordinary course.

Additional information