

Theatre Marketing Project



School Values:

Courage

Commitment

Compassion

Jobs in Theatre - Marketing Director

This is designed to be a long project which you can work on for the next 6-7 weeks.

It is designed around what it would be like to work as a Marketing Director for a Theatre (one of many roles that are available working in theatre besides acting/performing).



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Weeks 1 & 2



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Jobs in Theatre - Marketing Director

You will be:

1. Learning about the role of a marketing director.
2. Learning about marketing of theatrical productions through print media.
3. Analysing different examples already in production.
4. Creating your own poster/print media example to advertise a production of your choice/creation.

Follow the slides to complete tasks 1 - 4 for weeks 1 & 2.

The deadline for this work will be Monday 15th June.



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Jobs in Theatre - Marketing Director

Watch the video about the role of a marketing director.

<https://vimeo.com/73793071>

On the next slide are various posters from recent theatre productions in the West End (London) and Broadway (New York). To see them in full view, click the below links.

<https://broadwayposters.com>

<https://www.pinterest.co.uk/swfc1968/london-theatre-posters/>



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Task 1: Poster Analysis

Answer these questions in order to review your favourite poster from the previous slides/links! See the attached documents.

Question	Student response
1. What poster was your favourite? (state the name of the production).	
2. What is your favourite part of the poster?	
3. What stood out the most/immediately drew your attention?	
4. What could the poster imply (suggest) about the production?	
5. What would you suggest as an EBI (even better if) for the poster?	



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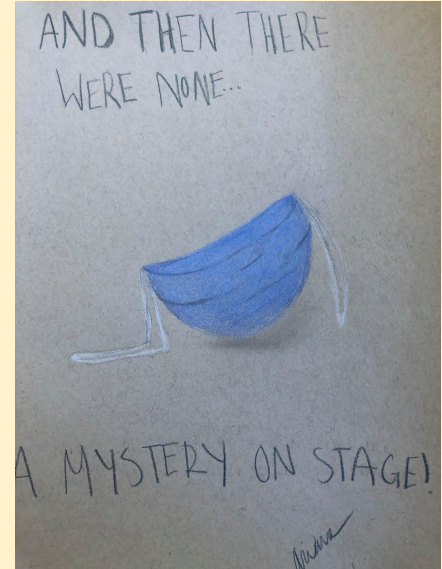
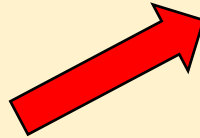
Compassion

Task 2: Create a poster

A new play has been written about the global pandemic of 2020 (you have produced this!).

1. Come up with a title for your play
2. Design a show poster that would make audience members want to attend your play.

Here are some examples to help you



You can do the poster any way you want, on a computer or draw it. If you do it on a computer you can use Word, Publisher, PowerPoint, Photoshop or online programs like Canava .

Submit TASK 1 & 2 on Google classroom



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Weeks 3 & 4



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Task 3: Complete a task of your choice

You can display the tasks either on the computer or by hand written/drawn. If you do it on a computer you can use Word, Publisher, PowerPoint, Photoshop or online programs like Canava .

Pick one task from below:

1. Design a programme for your pandemic play (see the link for examples)
https://www.google.com/search?rlz=1C1GGRV_enGB808GB808&sxsrf=ALeKk01AbyhWv7ymL44QjJ8IPk-9As-LhA:1590234559394&source=univ&tbm=isch&q=theatre+programme+examples&sa=X&ved=2ahUKEwilsJaw9cnpAhWDi1wKHVeXDXAQsAR6BAgKEAE&biw=1707&bih=868
2. Write a scene from your play
3. Write a monologue from the perspective of one of the characters
4. Design a costume for a character in your play
5. Draw the set from one of the scene in your play (see this link for examples)

Submit **TASK 3** on Google classroom



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Weeks 5 & 6



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Task 4: Complete a different task of your choice

You can display the tasks either on the computer or by hand written/drawn. If you do it on a computer you can use Word, Publisher, PowerPoint, Photoshop or online programs like Canava .

Pick one task from below:

1. Design a programme for your pandemic play (see the link for examples)
https://www.google.com/search?rlz=1C1GGRV_enGB808GB808&sxsrf=ALeKk01AbyhWv7ymL44QjJ8IPk-9As-LhA:1590234559394&source=univ&tbm=isch&q=theatre+programme+examples&sa=X&ved=2ahUKEwilsJaw9cnpAhWDi1wKHVeXDXAQsAR6BAGKEAE&biw=1707&bih=868
2. Write a scene from your play
3. Write a monologue from the perspective of one of the characters
4. Design a costume for a character in your play
5. Draw the set from one of the scene in your play (see this link for examples)

Submit **TASK 4** on Google classroom



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Week 7 (final)



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Task 5: complete a FINAL task of your choice

You can display the tasks either on the computer or by hand written/drawn. If you do it on a computer you can use Word, Publisher, PowerPoint, Photoshop or online programs like Canava .

Pick one task from below:

1. Design a programme for your pandemic play (see the link for examples)
https://www.google.com/search?rlz=1C1GGRV_enGB808GB808&sxsrf=ALeKk01AbyhWv7ymL44QjJ8IPk-9As-LhA:1590234559394&source=univ&tbm=isch&q=theatre+programme+examples&sa=X&ved=2ahUKEwilsJaw9cnpAhWDi1wKHVeXDXAQsAR6BAGKEAE&biw=1707&bih=868
2. Write a scene from your play
3. Write a monologue from the perspective of one of the characters
4. Design a costume for a character in your play
5. Draw the set from one of the scene in your play (see this link for examples)

Submit **TASK 5** on Google classroom



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