



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

04/26/2023

Institution

Missouri Southern State University

Site Information

Implementation Date:

8/1/2023 12:00:00 AM

Added Site(s):

Selected Site(s):

Missouri Southern State University, 3950 E. Newman Road, Joplin, MO, 64801-1595

CIP Information

CIP Code:

501004

CIP Description:

A program that prepares individuals to apply business management principles to the management of theatres and production corporations. Includes instruction in theatrical production, theatre design and planning, fund-raising and promotion, investment strategies, human resources management, theatre operations management, marketing, public relations, financial management and insurance, and applicable laws and regulations.

CIP Program Title:

Theatre/Theatre Arts Management

Institution Program Title:

Theatre Industry

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Science

Options Added:

Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

Special Admissions Procedure or Student Qualifications required:

n/a



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Specific Population Characteristics to be served:

The Theatre Industry B.S. is designed for students who do not wish to teach or perform in the field of acting, although they may be moderate to high-level acting ability, but rather wish to focus on the theatre industry/management domain.

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

All full-time and part-time (adjunct) assigned faculty will meet HLC standards for faculty qualifications.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

Full-time faculty = 80%

Part-time faculty = 20%

Expectations for professional activities, special student contact, teaching/learning innovation:

Standard faculty teaching, service, and scholarship requirements; student mentoring for capstone experiences

Student Enrollment Projections Year One-Five

Year 1	Full Time: 6	Part Time: 0	
Year 2	Full Time: 7	Part Time: 1	
Year 3	Full Time: 8	Part Time: 2	Number of Graduates: 5
Year 4	Full Time: 9	Part Time: 3	
Year 5	Full Time: 10	Part Time: 4	Number of Graduates: 10

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

The theatre does not have specialized accreditation for any of its programs.

Program Structure

Total Credits:

120

Residency Requirements:

A minimum of 30 semester hours for the baccalaureate degree must be earned in residence at MSSU.

General Education Total Credits:

42

Major Requirements Total Credits:

78

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
MUS 410	3	Industry & Copyright



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MRKT 300	3	Principles of Marketing
PERF 460	2	Performing Arts Management & Administration
PERF 410	2	Business for Performing Artists
TH 305	4	Advanced Applied Performance Acting
TH 105	4	Applied Performance Acting
TH 332	3	Theatre History & Literature II
ACCT 201	3	Principles of Financial Accounting
ENT 202	1	Business Opportunities & Innovation
MUS 101/106/120 or TH 116	3	Jazz Styles / World Music / History of Rock & Roll / History of Musical Theatre
MUS 403	3	Live & Recorded Sound
TH 441	3	Stage Design
ENT 210	1	Management Process for Entrepreneurs
PERF 340	0	Seminar: Performance & Recital Attendance
PERF 240	0	Seminar: Performance & Recital Attendance
MUS or TH 491	3	Junior Internship
TH 331	3	Theatre History & Literature I
TH 106	4	Production Practicum
GB 320	3	Business Communication
TH 382	3	Lighting Design
PERF 310	2	Mental Skills Training for Performing Artists
Th 215/216/217/218	6	Dance: Ballet/Jazz/Tap/Musical Theatre
PERF 465	2	Marketing Arts, Culture & Entertainment
MUS or TH 491	3	Senior Design
COMM 200	3	Audio Production for Media
COMM 320	3	Advanced Video Production
TH 220	3	Professional Interaction
COMM 201	3	Video Production
TH 382	3	Sound Design



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TH 306	4	Advanced Production Practicum
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Free Elective Credits:

0

Internship or other Capstone Experience:

Practicum requirements are noted in the curriculum

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

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MCGRANE

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MISSOURI SOUTHERN STATE UNIVERSITY
Academic Policies Committee

Proposal for a NEW MAJOR

1. **College:** Arts and Sciences **Department:** Performing Arts: Division of Theatre **Date:** 11-02-2022
2. **Title:** BS in Theatre Industry **Course #:** TH **CIP Code:** 50.1004
3. **New Degree**
4. **Date first offered:** Fall, 2023.

Attach information for items 5-12 as needed.

5. **Describe the need for this new major including evidence of student demand for the program and market or societal need for the skills being developed.** Given the merger of **theatre** and **music** into one all-encompassing department – the Department of *Performing Arts* – We needed to overhaul several of the courses offered in each Division to help with enrollment. As a result, degrees and certificates have been either *redesigned* or *replaced*. Therefore, this new degree **will replace** the TH 09 Bachelor of Theatre Production beginning the Fall of 2023, which better reflects the new content and matches the similar degree for music, which aligns with the changes necessary in our combined department.

This said... Given the research, no like degrees are being offered in the state of Missouri OR the states that touch Missouri. Degrees that are closely related include a design, management, or production designation. We feel the broader designation of “industry” will give students more flexibility in choosing their future, especially when you consider the term “industry” better describes the intent, rather than, “production”, which is supported by the National Center for Education Statistics who describes the focus “theatre industry” as, “A program that prepares individuals to manage the planning, design, preparation, and production of plays and other theatrical entertainment programs. Includes instruction in theatrical design, program management, dramatic production, rehearsal management, personnel management and casting, actor coaching, directing concepts and techniques, theater history, scene work, script interpretation, business management, marketing, public relations, and communications skills.”

6. **Is the major interdisciplinary?** No X. **If so, has it been approved by all departments concerned?** N/A. **If Interdisciplinary, how will coordination between the departments be accomplished?**
7. **Are there similar programs offered at other Missouri institutions?** No X. **If so, how is this program unique or different from existing programs?**
8. **Describe the curriculum requirements for the major.**

Dr. David L. Sharlow Chair, Performing Arts - Curriculum Revision F22

Bachelor of Science

Theatre Industry 2023-24AY

CIP Code :500507

Major Code

TH

Cr Hrs

		36	Upper Div. Hours
GENERAL EDUCATION CORE 42 Requirements			
Area 1A(a)	Social & Behavioral Sciences	3	
Area 1A(b)	Social & Behavioral Sciences	3	
Area 1B	Civic Engagement	3	
Area 2A(a)	Written Communication	3	
Area 2A(b)	Written Communication	3	
Area 2B	Oral Communication (TH 0220 Required)	0	
Area 3A	Natural Science Non-Lab	3	
Area 3B	Natural science With Lab	4	
Area 4	Mathematics	3	

Area 5A(a)	Humanities	3	
Area 5A(b)	Humanities	3	
Area 5B	Fine Arts (MUS 0101 or MUS 0106 or MUS 0120 or TH 0116 Required)	0	
Area 5C	Global Competencies	3	
Area 5D	Health and Wellness	2	
UE 100	First Year Experience**	1	
CORE Requirements		27	
TH 0220	Professional Interaction (GE Area 2B)	3	
MUS 0101 or MUS 0106 or MUS 0120 or TH 0116	Jazz Styles <u>or</u> World Music <u>or</u> History of Rock and Roll <u>or</u> History of Musical Theatre (3cr. Counts as 5B Gen Ed)	3	
MUS 0403	Live and Recorded Sound	3	
MUS 0410	Industry and Copyright	3	
TH 0320	Lighting Design	3	
TH 0382	Sound Design	3	
TH 0441	Stage Design	3	
MUS or TH 0491	Junior Internship	3	
MUS or TH 0491	Senior Internship	3	21
THEATRE-FOCUSED Requirements		28	
TH 0101	Production Practicum	4	
TH 0215 or 0216 or 0217 or 0218	Dance: Ballet <u>or</u> Jazz <u>or</u> Tap <u>or</u> Musical Theatre	6	
TH 0241	Applied Performance Acting	4	
TH 0301	Advanced Production Practicum	4	
TH 0331	Theatre History and Literature I	3	
TH 0332	Theatre History and Literature II	3	
TH 0341	Advanced Applied Performance Acting	4	14
INDUSTRY-RELATED Requirements		20	
ACCT 201	Principles of Financial Accounting	3	
COMM 200	Audio Production for Media	3	
COMM 201	Video Production	3	
COMM 320	Advanced Video Production	3	
ENT 202	Business Opportunities & Innovation	1	
ENT 210	Management Process for Entrepreneurs	1	
GB 320	Business Communication	3	
MRKT 300	Principles of Marketing	3	9
PERFORMING ARTS DEPARTMENT Requirements		8	

PERF 0240 & 0340	Seminar: Perf. & Recital Attendance	0	
PERF 0410	Business for Performing Artists	2	
PERF 0460	Performing Arts Management and Administration	2	
PERF 0465	Marketing Arts, Culture, and Entertainment	2	
PERF 0310	Mental Skills Training for Performing Artists	2	8
Total Hours	Must include at 39 upper division (300-400) hrs	120	52

9. What are the student learning objectives for the program?

- The student will have the ability to see, identify, and work conceptually and analytically with the elements of theatre.
- The student will have a basic understanding of compositional processes, aesthetic properties of style, and ways this shape and are shaped by artistic and cultural forces in theatre.
- The student will have acquaintance with a wide selection of theatrical literature, the principal eras, genres, and cultural sources.
- The student will have the ability to develop and defend theatre judgments.
- The student will have a functional proficiency in theatrical performance.
- The student will have an overview understanding of the theatre industry, including the functions and organizational structures of its basic component sectors, and the relationships of these sectors to each other.
- The student will have a working knowledge of the multiple ways the theatre industry and its sectors use principles and techniques of marketing, promotion, management, and merchandising, including the development, manufacturing, distribution, and retailing of theatrical products.
- The student will have a basic knowledge of the fundamental principles, issues, and systems associated with creative and intellectual property, including but not limited to copyright, publishing, contracts, licensing, patents, and trademarks.
- The student will have a functional knowledge of artist and concert management, including but not limited to promotion and production.
- The student will have an overview understanding of organizational structures, practices, and standard issues associated with theatre organizations.
- The student will have a basic understanding of how computers and information technologies influence the business environment, e-commerce, and the decisions of various sectors of the theatre industry.
- The student will have a basic knowledge of the major information and data sources that support or influence decision-making in the theatre industry and in business more generally.

10. How will the objectives be assessed?

- Through the successful completion of these courses.
- Through exams and assignments.
- Through instructor observation and feedback.
- Through the internship

11. If this major is approved –

- Will additional staff be needed?** No X. If yes, describe.
- Will additional space, equipment, special library materials, or any major expense be involved?** No X. If yes, specify program needs. N/A.

12. Include any additional information about the program that would be helpful.

- Performing Arts Majors are required to take the following Gen Ed courses for their degree:
 - GE2B: TH 0220 Professional Interaction
 - GE5B: MUS 0101 Jazz Styles, or MUS 0106 World Music, or TH 0116 History of Musical Theatre
- Performing Arts Majors must enroll in the following (depending on year of study and necessity of credit for GPA) they take classes. BME & BSE (music and theatre education) majors are exempt from this requirement in the semester they student teach. Similarly, BM with Electives in an Outside Field track and BS Music Industry & Theatre Industry majors, wherein the student may have an internship their junior and senior semesters, are also exempt from this requirement in that semester.
 - PERF 0240 Performance Hour and Concert Attendance 0credits
 - PERF 0241 Performance Hour and Concert Attendance 1credits
 - PERF 0340 Performance Hour and Concert Attendance 0credits

