

# **BACHELOR DEGREE**

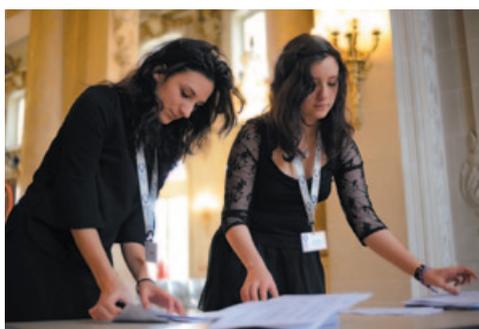
## **“communication and promotion of artistic creation including both audiences and partnerships in performing arts”**

**12-month training: 400 course hours + 7 to 9 months of on-the-job training**

**Degree issued by**



**In partnership with the Université de Lorraine, the apprentice training centre in performing arts offers a Bachelor degree “communication and promotion of artistic creation including both audiences and partnerships in performing arts”, registered in the RNCP (French national register of professional certifications). The apprentices can tailor their degree for a specific career linked to their professional projects.**



### **Goals of the training**

The aim of the Bachelor degree “communication and promotion of artistic creation including both audiences and partnerships in performing arts” is to train apprentices in audience relations, cultural activities and artistic and cultural education professions.

It offers a one-year training based on the principle of alternating between professional experience in a company and theoretical and practical teachings provided by academics and professionals. The Bachelor degree undertaken by the training centre perfectly meets the performing arts professionals’ expectations.

### **Skills**

- Implement activities for the benefit of audiences in performing arts
- Take into account different types of audience
- Take into consideration the characteristics of the scheduled programme of events
- Write documents relating to events
- Place the artists’ work in context

### **Contents**

<b>Apprenticeship</b>	<b>Theoretical and practical courses</b>	<b>Tutored project</b>
<b>Professional experience in a company</b>	<b>Economic and cultural environment</b> (employment law and social right, copyright and related rights, culture policies and stakeholders)	<b>Design and implementation of a field project with a professional tutor</b>
	<b>Performing arts knowledge</b> (knowledge of the disciplines and of the types of works, critical and editorial workshop)	
	<b>Skills required to deal with audiences and partnerships</b> (activities for the benefit of the audiences, monitoring of current relationship with audiences, artistic and cultural education)	
	<b>Professional integration skills</b> (building up of a personal project, of a CV, job search techniques, foreign language)	
<b>Assessment</b>		
<b>Students are assessed according to the principle of continuous assessment</b>		

Some classes are shared with the professional degree “communication and promotion of artistic creation – operatic and orchestral professions”.

## Which professions?

### Cultural action

The cultural action manager is in charge of the implementation of the cultural policy of the organisation. He designs an artistic and cultural programme in collaboration with the research and education stakeholders and defines the content and the shape of a cultural activity (conference, exhibition, creation of a show, movie, workshop)...

### Educational action

The education outreach manager is in charge of visits and the organisation of the workshops around the shows for a target audience (young audience, teachers). He also writes informative guides focusing on specific themes in order to prepare an audience for a show.

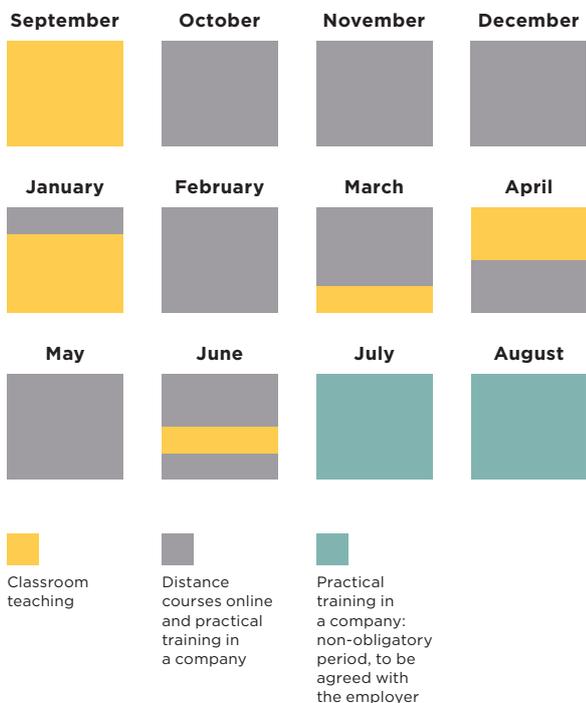
### Audience development

The audience development manager devises activities and studies in order to get to know and to broaden the audiences. He offers services with the purpose of promoting the organisation he is working for.

### Sponsorship

The cultural sponsorship manager develops the financial resources of a cultural organisation. His duties are to develop partnerships with companies, institutions and private individuals.

## Standard calendar



## Who can apply?

### 5 conditions must be fulfilled:

- Be at least 18 years old and be under 31 years of age at the time of the signing of the apprenticeship contract
- Hold a certificate for two years' higher education (A-level + 2 years)
- Have a good knowledge of the performing arts field
- Have signed an apprenticeship contract with a company in France or abroad
- Have defined career objectives

## How to apply?

**Step 1.** Get in touch with the training centre.

**Step 2.** Educational criteria to be met: an assessment of the prerequisites is compulsory for everybody; each application will be carefully studied.

**Step 3.** Registration application must be filled in from March on the website of the Université de Lorraine: eCandidat.

**The signing of an apprenticeship contract confirms the enrolment in the training centre.**



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DES ARTS  
DE LA SCÈNE  
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