

THTR 57: ACTOR MARKETING STRATEGIES

Foothill College Course Outline of Record

Heading	Value
Units:	4
Hours:	4 lecture per week (48 total per quarter)
Advisory:	THTR 20A; not open to students with credit in THTR 43G.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade Only
Repeatability:	Not Repeatable

Student Learning Outcomes

- A successful student will interpret and absorb the psychology of the audition process from the perspectives of actor, director, casting director, and talent agent.
- A successful student will develop a working resume, headshot, and other personal marketing materials.
- A successful student will practice preparation skills for various theatrical auditioning formats, including appropriate monologues and cold reading technique.

Description

Developing effective marketing strategies for a career in theatre. The actor's process in preparation for theatrical auditions, selection of appropriate audition performance pieces for the presentation of self in various audition settings, and the development of industry standard self-promotion materials.

Course Objectives

The student will be able to:

- Interpret and absorb the psychology of the audition process from the perspectives of actor, director, casting director, and talent agent.
- Develop a working resume, headshot, cover letter, and other personal marketing materials.
- Research appropriate audition monologues drawn from published plays.
- Analyze and comprehend the skill of cold reading technique.
- Understand preparation skills for various theatrical auditioning formats.
- Evaluate and apply the precepts of traditional and "non-traditional" casting issues, as they relate to contemporary employment prospects.

Course Content

- The business of acting and auditioning, and career options.
 - Research and define the varying perspectives in the auditioning process.
 - Research and understand the business unions: the pros and cons of joining and requirements for eligibility.
 - Auditioning seminars with guest professionals, including actors, directors, casting directors, and talent agents.

B. Identify what constitutes professional quality marketing materials: resume, headshot, cover letter, appropriate for auditions and follow-up correspondence.

1. Develop a working resume, cover letter, headshot, postcards, business cards and other promotional materials.

C. Auditioning with a monologue.

1. Research appropriate resources for monologue acquisition.

2. Investigate and choose monologues for audition purposes.

3. Define different styles of audition materials, including: contemporary (comedic or dramatic), classical (comedic or dramatic), musical (comedic or dramatic), Shakespearean (comedic or dramatic).

D. Cold reading technique: with reader or partner, instant and prepared.

1. Understand the process and development of cold reading skills when using a variety of scripts.

2. Define and analyze the step-by-step process of cold reading techniques.

E. Sides: active choices, specificity, character memory.

1. Analyze needed skills and techniques for greatest efficacy in auditions.

2. Compare and contrast a variety of approaches in the treatment of text.

F. Investigate industry resources for employment opportunities.

1. Research local theatre companies and analyze casting trends.

2. Research and locate appropriate employment opportunity resources.

Lab Content

Not applicable.

Special Facilities and/or Equipment

A. A large classroom with media capability.

Method(s) of Evaluation

A. Development of first draft and final draft of professionally formatted resume

B. Development and acquisition of a working headshot

C. Research and identification of at least two appropriate contrasting monologues

D. Identification of techniques useful for instant and prepared cold readings

E. Submission of self-promotion package for final project

F. Familiarity with and identification of career venues and opportunities

Method(s) of Instruction

A. Lecture presentations and classroom discussion lead by instructor and guest professionals.

B. Group and individual projects and presentations of prepared work assignments and marketing materials.

C. In-class practice of exercises in textual analysis technique, followed by instructor-guided critique.

D. Group presentations of major projects, followed by in-class discussion and evaluation.

Representative Text(s) and Other Materials

Renata, Carla. [The Actor's Guide to Self-Marketing: How to Brand and Promote Your Unique Image](#). New York, NY: Allworth Press, 2019.

Calleri, James, and Robert Cohen. [Acting Professionally: Raw Facts about Careers in Acting](#). 8th ed. New York, NY: Red Globe Press, 2017.

Agustin, Julio. The Professional Actor's Handbook: From Casting Call to Curtain Call. Lanham, MD: Rowan & Littlefield Publishers, 2017.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

- A. Written industry standard resume, cover letter and self-promotional materials.
- B. Written research paper on career opportunities for the local and non-local actor.
- C. Reading and written breakdown of individually assigned playscripts.
- D. Reading assignments from textbooks on auditioning techniques and standards, and marketing strategies.

Discipline(s)

Theater Arts