

Arts Management

(Bachelor of Arts)

The Arts Management major and minor allows students to study the organizational aspects of arts and cultural delivery systems. Arts Management focuses on both the administration of not-for-profit arts and cultural organizations, as well as the interaction between arts and contemporary society. The philosophy of the program is grounded in community settings and the curriculum is centered around three focus areas: management and organizational skills, interdisciplinary arts literacy, and practical experience. Students with Arts Management majors and minors can find employment in museums, theatrical organizations, symphonies, arts councils and historical societies, and are also prepared to work within their communities to support and promote the arts in educational, business and civic settings.

Arts Management majors concentrate classroom work on such issues as public awareness, fundraising and working with a board of directors. At the conclusion of their studies, they schedule an internship or practicum which provides practical experience with a community arts organization or on-campus visual or performing arts activities. Minors have the option of completing an internship or choosing additional coursework or practicum which expands their experience and arts management knowledge. A minimum 3.0 GPA is required for internship placement for both majors and minors.

The Arts Management major is often combined with disciplinary minors or double majors in Art, Music, Theatre, History or English, among others.

Students may study abroad or at other campuses in the United States through UW-Green Bay's participation in international exchange programs and National Student Exchange. Travel courses are another option for obtaining academic credits and completing requirements. For more information, contact the Office of International Education at (920) 465-2190 or see www.uwgb.edu/international/ (<http://www.uwgb.edu/international/>).

Major

Code	Title	Credits
Supporting Courses		24
Required Core Courses		
ARTS MGT 256	Understanding the Arts	
ARTS MGT 257	Arts in the Community	
COMM 133	Fundamentals of Public Address	
POL SCI 101	American Government and Politics	
Applied Arts (choose a minimum of 3 credits):		
ART 105	Introductory Drawing	
ART 106	Three Dimensional Design	
ART 107	Two-Dimensional Design	
ART 230	Introduction to Ceramics	
ART 243	Introduction to Photography	
ART 250	Introduction to Fibers/Textiles	
ART 260	Introduction to Jewelry/Metals	
MUS APP: Applied Music Lessons		
MUS ENS: Performance Ensembles		
MUSIC 151	Music Theory I	
THEATRE: dance studio courses		
THEATRE 220	Stage Management	
THEATRE 335	Production Practicum: Crews	
THEATRE 336	Production Practicum: Performance	
THEATRE 338	Production Practicum: Scene Shop	
History/Theory (choose a minimum of 3 credits):		
ART 102	History of the Visual Arts: Ancient to Medieval	
ART 103	History of the Visual Arts II: Renaissance to Modern	
ART 202	Modern Art	
MUSIC 121	Survey of Western Music	
MUSIC 272	Women in the Performing Arts	
THEATRE 110	Introduction to Theatre Arts	
THEATRE 309	Theatre History I: Greek to Elizabethan	
THEATRE 310	Theatre History II: 17th Century to Realism	

THEATRE 311	Theatre History III: 20th Century and Contemporary
Communication and Business (choose 3 credits):	
BUS ADM 206	Law and the Individual
COMM 205	Elements of Media
COMM 237	Small Group Communication
UR RE ST 100	Introduction to Urban Studies
Upper-Level Courses	24
Required Core Courses	
ARTS MGT 354	Managing Arts and Cultural Organizations
ARTS MGT 355	Funding and Financial Issues in the Arts
ARTS MGT 356	Promoting the Arts
ARTS MGT 480	Arts Management Seminar (3 total credits required if this 1 credit course is selected)
Internship/Practicum (choose a minimum of 3 credits):	
ARTS MGT 455	Practicum in Arts Management
ARTS MGT 497	Internship (minimum 3.0 GPA required for internship placement)
Upper-Level Arts (choose 3 credits):	
ART 320	Art and Ideas
ART 376	Modern American Culture
ART 379	Women, Art and Image
ART 380	History of Photography
ARTS MGT 357	Gallery & Museum Studies
MUSIC 362	World Music
MUSIC 363	Jazz History
MUSIC 364	Musical Theatre History
Management and Business (choose 6 credits):	
PU EN AF 326	Philanthropy: Civic Engagement through Giving
PU EN AF 344	Leadership in Organizations
PU EN AF 415	Public and Nonprofit Budgeting
PU EN AF 428	Public and Nonprofit Program Evaluation
UR RE ST 312	Community Politics

Total Credits

48

Minor Area of Emphasis (<http://catalog.uwgb.edu/archive/2020-2021/undergraduate/programs/arts-management/minor/>)

Students must complete requirements in one of the following areas of emphases:

- General
- Gallery and Museum Practices

Curriculum Guide

An example: Four year plan for **Arts Management Major**

120 credits necessary to graduate.

Plan is a representation and categories of classes can be switched. Check with your advisor.

Course	Title	Credits
Freshman		
Fall		
COMM 133	Fundamentals of Public Address	3
First Year Seminar		3
Arts Elective		3
General Ed		3
General Ed		3
Credits		15

Spring		
ARTS MGT 256	Understanding the Arts	3
POL SCI 101	American Government and Politics	3
Arts Elective		3
General Ed		3
General Ed		3
		Credits 15
Sophomore		
Fall		
ARTS MGT 257	Arts in the Community	3
Choose one from Supporting Courses in Communication and Business		3
Upper-Level Arts		3
General Ed		3
General Ed		3
		Credits 15
Spring		
ARTS MGT 354	Managing Arts and Cultural Organizations	3
Arts Elective		3
General Ed		3
General Ed		3
General Ed		3
		Credits 15
Junior		
Fall		
ARTS MGT 355	Funding and Financial Issues in the Arts	3
ARTS MGT 480	Arts Management Seminar	1
General Ed		3
General Ed		3
Elective		3
Elective		3
		Credits 16
Spring		
ARTS MGT 356	Promoting the Arts	3
ARTS MGT 480	Arts Management Seminar	1
COMM 380	Communication Law	3
PU EN AF 415	Public and Nonprofit Budgeting	3
General Ed		3
Elective		3
		Credits 16
Senior		
Fall		
ARTS MGT 480	Arts Management Seminar	1
Elective		3
Elective		3
Elective		3
Elective		3
Elective		3
		Credits 16
Spring		
ARTS MGT 455 or ARTS MGT 497	Practicum in Arts Management or Internship	1-12
Elective		3
Elective		3

Elective		3
	Credits	10-21
	Total Credits	118-129

Kristy J Deetz; Professor; M.F.A., The Ohio State University

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