

Arts Management (ARTS MGT)

Courses

ARTS MGT 256. Understanding the Arts. 3 Credits.

An introduction to the language of the visual and performing arts, including direct experience of art forms, and incorporating comparative studies of the elements and structural principles employed among the arts. Development of student's aesthetic literacy, and their ability to articulate informed responses to art forms.

Spring.

ARTS MGT 257. Arts in the Community. 3 Credits.

The role of arts and cultural activities within a community's social, political, and economic structures. Emphasis on cultural delivery systems in urban, rural and suburban settings; evaluation of artistic quality in a community context, and models for intergration of culture into civic life.

Fall Only.

ARTS MGT 354. Managing Arts and Cultural Organizations. 3 Credits.

An overview of the field of arts management with an emphasis on not-for-profit arts and cultural organizations and the role of the professional manager within the field, including governance, planning, assessment, audience development, fund-raising and advocacy.

P: Arts Mgt major or minor. REC: AVD 261 or Arts Mgt 257.

Spring.

ARTS MGT 355. Funding and Financial Issues in the Arts. 3 Credits.

Investigation of a variety of financial issues, including earned and contributed income, sponsorships, foundations and grants; introduction to standard budget and accounting terminology and principles as applied in arts management.

P: Arts Mgt 354.

Fall Only.

ARTS MGT 356. Promoting the Arts. 3 Credits.

Approaches to promoting the arts, developing audiences through marketing, using various public relations and advertising tools and techniques.

P: Arts Mgt 354.

Spring.

ARTS MGT 357. Gallery & Museum Studies. 3 Credits.

Standards, practices and methods of the museum and art gallery profession: planning, promotion, and publicity; development of educational materials and programs; exhibition design and installation; proper handling and treatment of works of art and historical artifacts.

Fall and Spring.

ARTS MGT 455. Practicum in Arts Management. 3 Credits.

Practical work in completion of student-directed arts management projects, working both in teams and individually. Projects may deal with marketing, audience analysis and development, funding, and/or educational aspects of arts management.

P: Cons of instr. Rec: Arts Mgt 355 and 356.

Fall and Spring.

ARTS MGT 480. Arts Management Seminar. 1 Credit.

Exploration of issues pertinent to arts management using research, case studies and practical applications.

P: Arts Mgt 354; Arts Management Maj/Min

Fall and Spring.

ARTS MGT 497. Internship. 1-12 Credits.

Instruction and experience in a professional environment where students work in any aspect of the field appropriate to their academic preparation and career goals under professional and faculty supervision. No more than 3 credits may be used to meet requirements for a major or minor.

P: jr st and 3.0 gpa in major emphasis (dept will monitor gpa req).

Fall and Spring.