

# Arts Management

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(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/).

- Arts Management Major (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/arts-management/major>)

The Arts Management minor requires completion of one of the following areas of emphases:

- Arts Management Minor - General (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/arts-management/minor/general>)
- Arts Management Minor - Gallery and Museum Practices (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/arts-management/minor/gallery>)

The following is only an example of a four-year Arts Management degree program and is subject to change without notice. Students should consult an Arts Management program advisor to ensure that they have the most accurate and up-to-date information available about a particular four-year degree option.

Arts Management Curriculum Guide (<http://catalog.uwgb.edu/archive/2018-2019/undergraduate/programs/arts-management/cg>)

**Ellen W Rosewall**; Professor; M.F.A., University of Minnesota, chair

## 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 or permission by instructor. REC: Arts Mgt 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. Course is repeatable for credit; may be taken 3 times for a total of 9 credits.

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

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. Course is repeatable for credit; may be taken 6 times for a total of 6 credits.

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. Course is repeatable for credit. 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.

**ARTS MGT 498. Independent Study. 1-4 Credits.**

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript. Course is repeatable for credit.

P: fr or so st with cum gpa > or = 2.50; or jr or sr st with cum gpa > or = 2.00.

Fall and Spring.