

# 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/) (<http://www.uwgb.edu/international/>).

## Major

| Code   | Title  | Credits   |
|--|--|-----------|
| <b>Supporting Courses</b>                              |  | <b>24</b> |
| <b>Required Core Courses</b>                           |  |           |
| 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                     |           |
| <b>Applied Arts (choose a minimum of 3 credits):</b>   |  |           |
| 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                     |           |
| <b>History/Theory (choose a minimum of 3 credits):</b> |  |           |
| 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 19th Century             |           |
| THEATRE 310  | Theatre History II: Realism to Contemporary          |           |

|  |  |           |
|--|--|-----------|
| <b>Communication and Business (choose 3 credits):</b>        |  |           |
| 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  |           |
| <b>Upper-Level Courses</b>                                   |  | <b>24</b> |
| <b>Required Core Courses</b>                                 |  |           |
| 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) |           |
| <b>Internship/Practicum (choose a minimum of 3 credits):</b> |  |           |
| ARTS MGT 455   | Practicum in Arts Management   |           |
| ARTS MGT 497   | Internship (minimum 3.0 GPA required for internship placement)                         |           |
| <b>Upper-Level Arts (choose 3 credits):</b>                  |  |           |
| 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  |           |
| <b>Management and Business (choose 6 credits):</b>           |  |           |
| 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   |           |
| <b>Total Credits</b>   |  | <b>48</b> |

## Minor Area of Emphasis (<http://catalog.uwgb.edu/archive/2021-2022/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        |
|--------------------|--------------------------------|----------------|
| <b>Freshman</b>    |                                |                |
| <b>Fall</b>        |                                |                |
| COMM 133           | Fundamentals of Public Address | 3              |
| First Year Seminar |                                | 3              |
| Arts Elective      |                                | 3              |
| General Ed         |                                | 3              |
| General Ed         |                                | 3              |
|                    |                                | <b>Credits</b> |
|                    |                                | <b>15</b>      |
| <b>Spring</b>      |                                |                |
| ARTS MGT 256       | Understanding the Arts         | 3              |

|  |   |                |
|--|---|----------------|
| POL SCI 101  | American Government and Politics              | 3              |
| Arts Elective  |   | 3              |
| General Ed   |   | 3              |
| General Ed   |   | 3              |
| <b>Credits</b>   |   | <b>15</b>      |
| <b>Sophomore</b>   |   |                |
| <b>Fall</b>  |   |                |
| 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              |
| <b>Credits</b>   |   | <b>15</b>      |
| <b>Spring</b>  |   |                |
| ARTS MGT 354   | Managing Arts and Cultural Organizations      | 3              |
| Arts Elective  |   | 3              |
| General Ed   |   | 3              |
| General Ed   |   | 3              |
| General Ed   |   | 3              |
| <b>Credits</b>   |   | <b>15</b>      |
| <b>Junior</b>  |   |                |
| <b>Fall</b>  |   |                |
| 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              |
| <b>Credits</b>   |   | <b>16</b>      |
| <b>Spring</b>  |   |                |
| 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              |
| <b>Credits</b>   |   | <b>16</b>      |
| <b>Senior</b>  |   |                |
| <b>Fall</b>  |   |                |
| ARTS MGT 480   | Arts Management Seminar                       | 1              |
| Elective   |   | 3              |
| Elective   |   | 3              |
| Elective   |   | 3              |
| Elective   |   | 3              |
| Elective   |   | 3              |
| <b>Credits</b>   |   | <b>16</b>      |
| <b>Spring</b>  |   |                |
| ARTS MGT 455<br>or ARTS MGT 497                                  | Practicum in Arts Management<br>or Internship | 1-12           |
| Elective   |   | 3              |
| Elective   |   | 3              |
| Elective   |   | 3              |
| <b>Credits</b>   |   | <b>10-21</b>   |
| <b>Total Credits</b>   |   | <b>118-129</b> |

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