

# ARTS MANAGEMENT

Greenquist 201 • 262-595-2249 • Keyword: *Arts Management*

**Degree Offered:**

None. A minor and certificate in arts management are offered.

**Coordinator:**

Karp, M.A. See listings under the appropriate department for faculty.

**Program Overview**

Arts Management is an interdisciplinary program that draws upon business, communication, and arts programs to provide a basic preparation for a position in a cultural organization or business. Its goal is to provide students in art, dramatic arts, communication, music and other interested students with a sound business framework to complement work in the arts and thus equip them to pursue careers in arts management.

**Internships**

An internship in arts management is required, allowing students to gain practical experience working in a campus or community arts organization.

## Requirements for Arts Management Minor (24 credits)

**A. Required Courses (minimum of 16 credits)**

ACCT 201	Financial Accounting . . . . .	3 cr
ARMA 346	Managing Arts and Cultural Organizations . . . . .	3 cr
ARMA 347	Studies in Arts Marketing . . . . .	2 cr
ARMA 494	Arts Management Internship . . . . .	3-6 cr
ARMA 495	Seminar in Arts Management . . . . .	2 cr
COMM 326	Marketing Communication and Society	3 cr
<b>or</b>		
MKT 350	Introduction to Marketing . . . . .	3 cr

**B. Electives (6-8 credits)**

ARMA 495	Seminar in Arts Management . . . . .	2 cr
ART 271	Introduction to Graphic Design* . . . . .	3 cr
ART 492	Senior Studio Seminar . . . . .	1 cr
COMM 105	Public Speaking . . . . .	3 cr
COMM 202	Group Problem Solving . . . . .	3 cr
COMM 250	Media Message Design . . . . .	3 cr
COMM 285	Introduction to Conflict Analysis and Resolution . . . . .	3 cr
COMM 303	Organizational Communication** . . . . .	3 cr
CSCI 106	Computer Productivity Tools* . . . . .	3 cr
CSCI 120	Computer Tools for Multimedia Design . . . . .	3 cr
THEA 495	Senior Seminar . . . . .	3 cr
HRM 343	Human Resource Management . . . . .	3 cr
MGT 349	Organizational Behavior** . . . . .	3 cr

MGT 447	Management Techniques . . . . .	3 cr
MIS 320	Management Information Systems . . . . .	3 cr
MKT 358	Integrated Marketing Communications	3 cr
MUS 395	Music Business Seminar . . . . .	2 cr

\* These courses have prerequisites.  
 \*\* Student may not take both COMM 303 and MGT 349 for credit toward the arts management minor.

## Requirements for Arts Management Certificate (19 credits)

ACCT 201	Financial Accounting . . . . .	3 cr
ARMA 346	Managing Arts and Cultural Organizations . . . . .	3 cr
ARMA 347	Studies in Arts Marketing . . . . .	2 cr
ARMA 494	Arts Management Internship* . . . . .	3-6 cr
ARMA 495	Seminar in Arts Management . . . . .	2 cr
COMM 326	Marketing Communication and Society	3 cr
<b>or</b>		
MKT 350	Introduction to Marketing . . . . .	3 cr
MGT 349	Organizational Behavior . . . . .	3 cr

\* May be waived if the student is currently employed in an arts organization.

## Courses in Arts Management (ARMA)

346 Managing Arts and Cultural Organizations .....3 cr  
*Prereq: None. Freq: Every third semester.*

A study of the duties and required skills of managers of visual and performing arts organizations. Areas of study include structure of arts organizations, planning, programming, staffing, budgeting, and marketing with an emphasis on fundraising, board development and volunteer management. Assignments and projects geared toward students' specific needs and interests.

UNDERGRADUATE PROGRAMS

**347 Studies in Arts Marketing.....2 cr**

*Prereq: Junior standing, MKT 350 or COMM 326 or concurrent registration, and consent of instructor.*

*Freq: Every third semester.*

A study of marketing challenges facing arts organizations and the role of marketing personnel within these organizations. Through research, case studies and development of a marketing plan, students will discuss and evaluate a variety of marketing problems and solutions. Topics include marketing research, promotions, media relations, corporate and media sponsorship and audience development as well as marketing issues faced by independent artists and performers.

**390 Special Topics in Arts Management.....1-3 cr**

*Prereq: None. Freq: Occasionally.*

Selected topics in the field of arts management will be explored through speakers, case studies, and/or field trips.

**490 Special Topics in Arts Management.....1-3 cr**

*Prereq: None. Freq: Occasionally.*

Selected topics in the field of arts management will be explored through speakers, case studies, and/or field trips.

**494 Arts Management Internship.....1-3 cr**

*Prereq: Junior standing and consent of instructor and director.*

*Freq: Fall, Spring.*

Students gain practical experience working in a campus or community arts organization. They will have joint supervision by a faculty member and an organization representative. May be repeated for a maximum of 6 credits with a maximum of only 3 credits for each placement.

**495 Seminar in Arts Management .....2 cr**

*Prereq: Junior standing and consent of instructor.*

*Freq: Every third semester.*

A study of the topics, trends and career options in the field of arts administration. Working professionals will explore with students issues they face in their occupations. A variety of topics include the role of arts institutions in society, cultural planning and the role of the arts in community development, leadership, public and private support of the arts, ethical issues in fundraising, marketing challenges in the 21st century, use of computer technology and future trends in the field. Students will develop personal career plans.

**499 Independent Study .....1-3 cr**

*Prereq: Consent of instructor and director. Freq: Occasionally.*

Students will design course content in consultation with instructor.