

MAJOR IN ARTS MANAGEMENT

No students are being admitted into this major at this time.

Arts Management applies business administration mechanisms and processes to the art world. It includes running the daily business operations of art institutions, either private or public.

An Arts Management degree encompasses the multifaceted management world within the arts and culture economies, businesses, organizations, arts-entities and arts policy centers. It is the study of management and administrative work in the nonprofit/for-profit, public, private, governmental, and entrepreneurial creative sectors. Studying this field will prepare students to create, lead, fund, develop, innovate, produce, and advocate for the arts and the communities in which they serve.

This degree equips students to lead arts organizations through our unique and innovative curriculum that reflects the realities of running arts organizations in the 21st century. The Arts Management curriculum arms students with skills in financial management, leadership, the creative economy, social consciousness, equitable programming, marketing, non-profit management and entrepreneurship.

In addition to the program's foundational curriculum, students are able to have concentrations with other programs, creating an interdisciplinary program that can be curated by the student. Courses in Music Business, Cultural and Heritage studies, Theatre and Sport Management may be blended for a comprehensive and unique program of study.

Learning Objectives

Upon successful completion, students will be able to:

1. Write, read, and comprehend texts written in various styles for the multiple communities engaged with the production and consumption of arts and culture.
2. Develop strategies for generating ideas, revising, editing, and proofreading for extensive, in-depth, and/or collaborative projects relating to the management of artists, arts organizations, and community-driven arts events.
3. Develop and demonstrate verbal and written communication skills through actions and projects in the classroom, online, and in the community.
4. Understand how one's own attitudes, behaviors, or beliefs concerning the production and consumption of art and culture compare or relate to those of other individuals, groups, communities, or cultures.
5. Make connections between the world-views, power structures, and experiences of individuals, groups, communities, or cultures within the context of the production and consumption of arts and culture.
6. Identify and explain financial literacy in arts organizations (for-profit and non-profit) through topics of fundraising, economic models, budgets, and grant writing.
7. Employ and understand appropriate methodologies and techniques to navigate strategic planning, entrepreneurial enterprises, organizational hierarchies, governance structures, and legal issues.

8. Conceptualize, design, plan, execute, and evaluate community-driven arts events in a wide range of venues and locations.