

ARTS MANAGEMENT (ARTM)

ARTM 101 Arts Management Seminar (3 credits)

This seminar provides an introduction to arts management. Topics include arts leadership and management philosophies, organizational structures, financial practices, strategic planning and programming, marketing, fundraising, and arts and entertainment law. Attention is given to the application of management principles common to arts organizations in both the nonprofit and commercial sectors.

ARTM 201 Arts Management Seminar II (1 credit)

This seminar provides a capstone to the arts management degree. Special attention is given to preparing student portfolios in anticipation of transfer to a four-year school or entry into the field of arts management. Toward the end, students continue to explore topics of arts leadership and management philosophies, organizational structures, financial practices, strategic planning and programming, marketing, fundraising, and arts and entertainment law.

Prerequisite(s): (ARTM 101)