ARTS AND CULTURAL MANAGEMENT  ACM

College of Arts and Letters

271 Introduction to Arts and Cultural Management
Fall, Spring, Summer. 3(3-0) SA: AL 271
Arts and cultural organization administration and management. Operations and procedures of art and humanities-based agencies. Funding and financial structures involving audience development and promotion.

461 Strategies of Arts and Cultural Management
Fall, Spring. 3(2-2) P: ACM 271 R: Approval of college. SA: AL 461
Strategic theory and approaches for arts and cultural organization administration and management. Budget development and strategy; fundraising and financial strategy. Staffing and human resource management.

462 Promotion and e-Commerce in Arts and Cultural Management
Fall, Spring. 3(2-2) P: ACM 271 R: Approval of college. SA: AL 462
Publicity, promotion, and outreach principles for arts and cultural management. Promoting research and strategy, outreach and education, e-Commerce strategies and social media management.

463 Event Production and Planning for Arts and Culture
Fall, Spring. 3(2-2) P: ACM 271 R: Approval of college. SA: AL 463
Technical aspects of event planning, production and management. Operational procedures of presenting, producing and programming events and cultural activities. Technical and venue management procedures.

464 Education and Outreach for Arts and Cultural Management
Fall, Spring. 3(3-0) P: ACM 271 or approval of college R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 464
Arts and cultural organization education and outreach. Understanding of K-12 school and community programs.

465 Leadership and Innovation for Arts and Cultural Management
Fall, Spring. 3(3-0) P: ACM 271 or approval of college R: Open to graduate students in the College of Arts and Letters and open to undergraduate students in the Entrepreneurship and Innovation Minor or approval of college. SA: AL 465
Development of leadership abilities, creative, and innovative planning in arts and cultural management through readings and practical application.

467 Development and Public Relations for Arts and Cultural Management
Fall, Spring. 3(3-0) P: ACM 271 or approval of college R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 467
Arts and cultural organization development and public relations. Investigation of foundation, government, corporate and individual funding sources. Membership and subscription services, press releases, strategies and advertising campaigns.

468 Facilities and Operations for Arts and Cultural Management
Fall, Spring. 3(3-0) P: ACM 271 or approval of college R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 468
Address the complex skills involved in the management of both private and public arts and cultural venues. Understand and analyze the skills required for building operations, policies, vendor contracting, scheduling, maintenance, daily operations, event coordination, additional fundraising opportunities, and policies required for public safety and control. Internal and external relationships required for complex arts and cultural venues.

471 Arts and Cultural Management Seminar
Fall, Spring. 3(2-2) P: (ACM 271) and (ACM 461 or ACM 462 or ACM 463) R: Approval of college. SA: AL 471
Seminar covering key topics and approaches in arts and cultural management, and the preparation of academic and professional portfolios.

490 Independent Study
Fall, Spring. Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. RB: ACM 271
Special project, directed reading, and research arranged by a graduate student and a faculty member in areas supplementing regular course offerings.

491 Special Topics in Arts and Cultural Management
On Demand. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. RB: ACM 271
Special topics supplementing regular course offerings, proposed by faculty on a group study basis.

801 Introduction to Arts and Cultural Management
Fall, Spring. 3(3-0) R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 801
Arts and cultural organization artistic administration and executive management. Operations and procedures of art and humanities-based agencies. Funding and financial structures involving audience development and marketing.

868 Non-Profit Law for Arts and Cultural Management
Fall. 3(3-0) R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 868
Legal issues pertaining to the creation and operation of cultural business entities, including nonprofit organizations. Exploration of relevant aspects of nonprofit and business law, finances and taxes, contracts, intellectual property, constitutional law, artists' moral and economic rights, estate planning for individuals and organizations. Historical and contemporary examination of reparations of cultural property.