

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, Summer. 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 an undergraduate 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.

869 Policy and Advocacy for Arts and Cultural Management

Spring. 3(3-0) R: Open to graduate students in the College of Arts and Letters or approval of college.

Policymaking pertaining to local, regional, national and international arts and cultural organizations. History and practice of arts and cultural advocacy campaigns, budget administration, and the impact of arts and cultural organizations on policymaking. Exploration of community engagement, strategic messaging, project oversight, assessment, and accessibility when creating new policy including lobbying in the legislative process.

871 Internship in Arts and Cultural Management

Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 12 credits in all enrollments for this course. R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 871

Supervised internship with arts and cultural organizations associated with management and operational studies.

890 Independent Study

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course.

Special project, directed reading, and research arranged by a graduate student and a faculty member in areas supplementing regular course offerings.

891 Special Topics in Arts and Cultural Management

Fall, Spring. 1 to 4 credits. A student may earn a maximum of 12 credits in all enrollments for this course. R: Open to graduate students in the Arts and Cultural Management major or approval of college.

Special topics supplementing regular course offerings, proposed by faculty on a group study basis.

892 Arts and Cultural Management Seminar

Spring. 3(3-0) P: ACM 801 R: Open to graduate students in the College of Arts and Letters or approval of college.

Arts and cultural management issues and research explored from a variety of arts and cultural management-based perspectives.