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.

276  Legal Issues 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 276
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.

277  Policy and Advocacy for 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.
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.

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(2-2) P: ACM 271 or R: Approval of college R: Open to graduate students in the College of Arts and Letters or 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 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.

ACM—Arts and Cultural Management