

COLLEGE OF ARTS AND SCIENCES

ARTS ADMINISTRATION

Faculty

- Kim Zarkin (Chair)

Program Goals

- To develop writing and editing skills applicable to a variety of professions in the arts community.
- To learn to effectively present skills, interests, accomplishments, and abilities to prospective employers or clients.
- To demonstrate appropriate attitudes, skills, and techniques essential to working in a team as a member and a leader.
- To develop an understanding of the fundamentals of nonprofit organizations.
- To develop a fundamental understanding of business practices.

Objectives

The Arts Administration Program offers a major in Arts Administration leading to a Bachelor of Arts degree. The curriculum is designed to prepare a student for a productive career as a leader of an arts organization.

Program Requirements

Students who major in Arts Administration are required to have a minor in Art, Dance, Film Studies, Music, or Theatre. Students may also create a contract minor of 24 credits.

Students must maintain a minimum cumulative 2.5 GPA in courses required for the major. Prerequisite courses must be satisfied with a grade of C- or better.

Students must meet the university-wide graduation requirements in addition to completing course work for the Arts Administration major:

- 124 total hours
- 30 upper division hours
- WCore or Honors College requirements

Arts Administration Major

Requirement Description	Credit Hours	Prerequisites
I. World Language Requirement	8	
Arts Administration majors must complete eight credit hours in a single world language.		
II. Required Business Courses	12	
ACCT 213 Financial Accounting	3	BUSI 101A/101B/101C
BUSI 101A Business Fundamentals I: Communicating	3	
BUSI 101B Business Fundamentals I: Calculating	3	MATH 101 or above
BUSI 101C Business Fundamentals I: Company Lab	0	
BUSI 225 Business Law and Ethics	3	BUSI 101A/101B/101C
III. Required Communication Courses	24-28	
COMM 210 Media Writing I	4	Junior standing
COMM 310 Business & Professional Communication	4	
COMM 326 Introduction to Web Writing and Design	4	
COMM 336 Public Relations Principles	4	
COMM 380 Communication and Nonprofit Organizations	4	
COMM 440* Internship	1-6	

Requirement Description	Credit Hours	Prerequisites
COMM 490 Portfolio Workshop (take during last two semesters)	2	
IV. Electives	17	
Take seventeen credit hours of elective courses:		
ACCT 313 Managerial Accounting	3	ACCT 213
COMM 250 Introduction to Human Communication	4	
COMM 325 Designing Dynamic Images	4	
COMM 345 Video Production	4	
COMM 350 Leadership & Decision Making	4	
COMM 360 Race, Gender, Class and the Media	4	
COMM 365 Intercultural and Global Communication	4	
COMM 370 Design Foundations	4	
COMM 371 Multimedia Tools and Production	4	COMM 370
COMM 372 Design and the User Experience	4	COMM 371
COMM 440* Internship	1-6	Junior standing
MGMT 305 Principles of Management	4	BUSI 101A/101B/101C
MGMT 310 The Entrepreneurial Mindset	2	
MGMT 311 Business Model Development	2	
MGMT 400 Global Business Strategy	4	MGMT 305
MGMT 433 Organizational Behavior	4	MGMT 305
MGMT 460 Organizational Change and Advanced Management	4	MGMT 305
MKTG 300 Principles of Marketing	3	BUSI 101A/B/C
MKTG 303 Professional Selling	4	MKTG 300
V. Accompanying Minor Requirement	21-28	
Students who major in Arts Administration are required to have a minor in Art, Dance, Film Studies, Music, or Theatre. Students may also create a custom minor of 24 credits.		
Art Minor 23		
Dance Minor 21	Audition required	
Film Studies Minor 24		
Music Minor 24-28	Audition required	
Theatre Minor 26		
Custom Minor—Students may choose an existing minor or build a course list in conjunction with the chair of Arts Administration. 24		
Total Hours for Arts Administration Major	82-93	

* If a student is a double major where both majors require an internship, a single internship may count towards both majors, contingent on faculty approval.

Recommended Plan of Study for Arts Administration Major

	Fall Semester	Spring Semester
Year 1	BUSI 101A/B/C	ACCT 213 COMM 210
Year 2	COMM 326	COMM 310 Elective
Year 3	BUSI 225 COMM 336 Elective	COMM 380 Elective
Year 4	COMM 440 Elective	COMM 490 Elective