

SCHOOL OF ARTS AND SCIENCES

ARTS ADMINISTRATION

Faculty and Chair

- Kim Zarkin

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 from multiple disciplines.
- To demonstrate fluency and competency regarding the use of digital media.
- To understand how to harvest the power of the arts to create community.

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 college-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	CH	PREQ
I. World Language Requirement	8	
Arts Administration majors must complete eight credit hours in a single world language.		
II. Required Business Courses	9	
ACCT 213 Financial Accounting 3 BUSI 102 or BUSI 101A and BUSI 101B BUSI 102 Business Fundamentals I: Transfer Student 3 MATH 101 or above BUSI 225 Business Law and Ethics 3 BUSI 102 or BUSI 101A and BUSI 101B		
III. Required Communication Courses	24-28	
COMM 210 Media Writing I 4 COMM 310 Business and Professional Writing I 4 COMM 210 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 2-6 Instructor permission COMM 490 Portfolio Workshop 2		
IV. Electives	20	
ACCT 313 Managerial Accounting 3 ACCT 213		

Requirement Description	CH	PREQ
COMM 250 Introduction to Human Communication 4 COMM 311 Business and Professional Writing II 4 COMM 322 Multimedia Image Production 4 COMM 338 Principles of Advertising 4 COMM 345 Video Production 4 COMM 350 Organizational Communication 4 COMM 250 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 2-6 Instructor permission MGMT 305 Principles of Management 4 BUSI 102 or BUSI 101A and BUSI 101B MGMT 310 The Entrepreneurial Mindset 2 MGMT 311 Business Model Development 2 MGMT 433 Organizational Behavior 4 MGMT 305 MGMT 460 Organizational Change and Advanced Management 4 MGMT 305 MKTG 300 Principles of Marketing 3 BUSI 102 or BUSI 101A and BUSI 101B		
V. Accompanying Minor Requirement	21-28	
Arts Administration majors are required to complete a minor from the list below: <ul style="list-style-type: none"> • Art Minor • Dance Minor • Film Studies Minor • Music Minor • Theatre Minor • Contract Minor– Students may choose an existing minor or build a course list in conjunction with the chair of Arts Administration. 23 21 24 24-28 26 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