

Arts Administration

Faculty: 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.

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 requirements

Arts Administration Major

Requirement Description	Credit Hours	Prerequisites
I. World Language Requirement Arts Administration majors must complete eight credit hours in a single world language.	8	
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
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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
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ACCT 313 Managerial Accounting (3)	ACCT 213
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
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Arts Administration majors are required to complete a minor from the list below:

- [Art Minor](#) (23)
- [Dance Minor](#) (21)
- [Film Studies Minor](#) (24)
- [Music Minor](#) (24-28)
- [Theatre Minor](#) (26)
- Contract Minor (24) – *Students may choose an existing minor or build a course list in conjunction with the chair of Arts Administration.*

TOTAL HOURS FOR ARTS ADMINISTRATION MAJOR	82-93
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**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
Freshman Year	BUSI 102 (3) for transfer students	ACCT 213 (4) COMM 210
Sophomore Year	COMM 326	COMM 310 Elective
Junior Year	BUSI 225 COMM 336 Elective	COMM 380 Elective
Senior Year	COMM 440 Elective	COMM 490 Elective