New Program Proposal

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Viewing: : Certificate in Arts Management

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Changes proposed by: Benjamin Tyrrel (D00209648)

Proposal Action

Effective Catalog

2024-2025

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Type of Program

Undergraduate Certificate

Program Credit hours defined by USHE:

Institutional Certificate < 16 Credits

Major

Theatre

Emphasis

Department

Theatre, Dance and Digital Film

College

College of the Arts

CIP Code

500704 - Arts Management.

Catalog Program Title

Arts Management

Banner Program Title

Arts Management

Program Rationale

This certificate provides students with an opportunity to graduate with targeted knowledge and experience in field of Arts Management. It is a credential that will add value on a resume, whether the student is applying for career opportunities or an advanced degree in Arts Management. It places a high emphasis on active learning.

Method of Instruction

Online Only

Will this Program have external review or accreditation?

No

Program Learning Outcomes

Upon successful completion of the Certificate in Arts Management degree program, students will be able to:

1. Understand the principles and practices of arts management and be able to apply them in a variety of settings.

2. Identify and evaluate potential career paths in arts management.

3. Develop and implement successful plans for starting and running an arts-based business and understand the various business models used by arts organizations.

4. Understand the principles and practices of marketing and public relations for arts organizations and be able to develop and implement effective marketing strategies.

5. Understand the principles and practices of fund development for arts organizations and be able to develop and implement effective fundraising strategies.

The Degree Requirements field must include: Program course requirements, program description, admissions requirements, and graduation requirements for proper integration with the catalog.

Program Description:

The Arts Management Certificate provides students a comprehensive introduction to the field of arts management. Students will prepare for a diverse career in a wide range of creative industries, including non-profit arts organizations, galleries and museums, presenting and community arts centers, and festival and concert venues.

Arts Management Certificate Requirements

12 credits

Course List

Code	Title	Hours	New Course
ARTM 3010	Foundations of Arts Management	3	
ARTM 3110	Entrepreneurship in the Arts	3	
ARTM 3210	Arts Marketing	3	X
ARTM 3310	Arts Fundraising	3	X

Completion Requirements:

1. Grade C- or higher in each Discipline Core Requirement and Discipline Elective Requirement course.
2. GPA 2.5 or higher Discipline Core Requirement and Discipline Elective Requirement courses.

Graduation Plan (Degree Map)

Suggested Plan of Study and Course Sequence:

Fall Semester	Spring Semester
ARTM 3010	ARTM 3310
	ARTM 3110
ARTM 3210	

Explain fit within University Mission, Core Themes, and Values

The Arts Management Certificate provides students interested in the field of arts management a comprehensive curriculum in all areas of arts management including theater, dance, concert management, galleries and museums, marketing, fund development and entrepreneurship. This program is designed to encourage career readiness in the field of arts management through an experiential learning based curriculum.

Program Fees

No