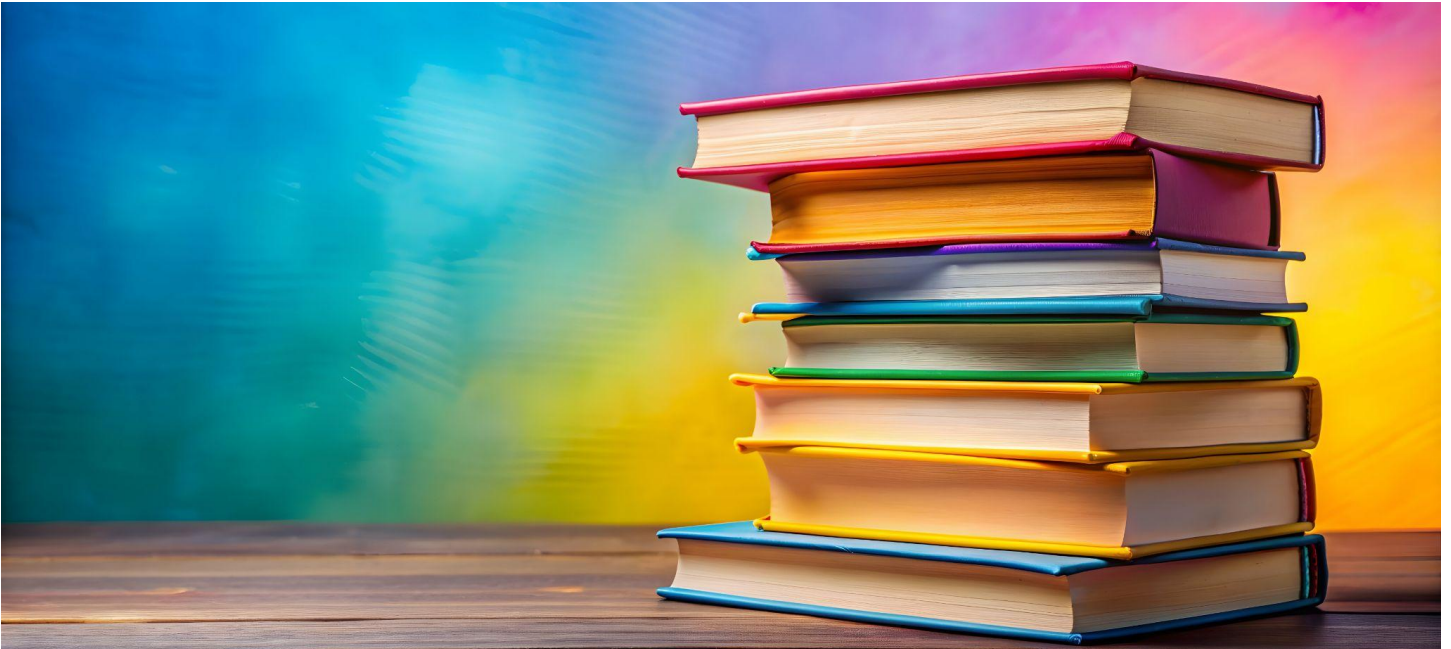


Online Graduate Arts Administration |

Textbooks



AAD 500: The Arts and Artists in Society

- No full books or full length publications are required for the course. All reading materials are journal articles and/or writings available online.

AAD 502: Research I

- None for students to purchase; all reading will be provided within the course.

AAD 510: Advanced Emotional Intelligence & Professional Communications

- Goleman, Daniel. [*Emotional Intelligence*](#). New York, NY: Bloomsbury Publishing, 2020.
ISBN-13: 978-0553383713
- Craemer, Mark. [*Emotional Intelligence in the Workplace*](#). Emeryville, CA: Rockridge Press, 2020.
ISBN-13: 978-1647391522
- Lencioni, Patrick. [*The Five Dysfunctions of a Team*](#). San Francisco, CA: Jossey-Bass, 2002.
ISBN-13: 978-0787960759

AAD 521: Nonprofit Board Governance

- Chait, Richard; Ryan, William and Taylor, Barbara. [*Governance as Leadership: Reframing the Work of Nonprofit Boards*](#), New Jersey: John Wiley & Sons, Inc., 2005.
ISBN-13: 978-0471684206

AAD 531: Social Media Marketing, Promotion, and Branding in the Arts

- No full books or full-length publications are required for the course. All reading materials are articles and/or writings available in the course

AAD 535: Brand Development for Arts Organizations

- Airey, David. [*Logo Design Love: A Guide to Creating Iconic Brand Identities, 2nd ed.*](#) San Francisco, CA: Peachpit Press, 2014.
ISBN: 978-0321985200
- Durham, Sarah. [*Brandraising: How Nonprofits Raise Visibility and Money through Smart Communications*](#). San Francisco, CA: Jossey-Bass, 2009.
ISBN: 978-0470527535

Optional

- Lee Yohn, Denise. [*What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest*](#). San Francisco, CA: Jossey-Bass, 2014.
ISBN: 978-1118611258

AAD 542: Grant Writing for Nonprofit Organizations

- Clarke, Cheryl A. [*Storytelling for Grantseekers: The Guide to Creative Nonprofit Fundraising*](#). Jossey-Bass. 2nd Edition, 2009. ISBN: 978-0-470-38122-9.
- Karsh, Ellen and Arlen Sue Fox. [*The Only Grant-Writing Book You'll Ever Need*](#). Basic Books, Perseus Books Group, 5th Edition. 2019. ISBN: 978-1541617810.

AAD 555: Fundraising: Identifying and Cultivating Individual Donors

- The main textbook for this course is provided through the university library system, so no need for students to purchase the book.

AAD 560: Teaching Artistry for School-based Programs

- Booth, Eric. [*The Music Teaching Artist's Bible*](#). New York: Oxford University Press, 2009. ISBN: 978-0-195-36846-8.

AAD 565: Community Engagement in the Arts

- No full books or full length publications are required for the course. All reading materials are journal articles and/or writings available online.

Recommended Texts

- Fisher, Roger, William L. Ury, and Bruce Patton. [*Getting to Yes: Negotiating Agreement Without Giving In*](#). Penguin Books. 1991. ISBN: 978-0-140-15735-2
- Simon, Nina. [*The Participatory Museum*](#). Museum 2.0 2010. ISBN: 978-0-615-34650-2

AAD 595: Creative and Social Entrepreneurship Accelerator

- No full books or full length publications are required for the course. All reading materials are journal articles and/or writings available online.

AAD 600: Arts Administration Technologies

- No full books or full length publications are required for the course. All reading materials are journal articles and/or writings available online.

Recommended Texts

- Faulkner, Andrew. [*Adobe Photoshop CC Classroom in a Book*](#). Adobe Press. 2015. ISBN 0134308131.
- Jago, Maxim. [*Adobe Premiere Pro CC Classroom in a Book*](#). Adobe Press. 2015. ISBN 0134309987.

AAD 620: Management and Leadership in the Arts

- DeVereaux, Constance. [*Managing the Arts and Culture: Cultivating a Practice*](#). Oxfordshire: Taylor & Francis, 2022. 978-0367622619
- Watkins, Michael D. [*The First 90 Days, Updated and Expanded: Proven Strategies for Getting Up to Speed Faster and Smarter*](#). Watertown: Harvard Business Review Press, 2013. 978-1422188613
- Cohn Donnelly, Anne. [*Museum XYZ, Major City, USA*](#). Harvard Business Review, 2008.

AAD 625: Financial Management for Arts Organizations

- Weikard, Lynne A., and Greg G. Chen. [*Budgeting & Financial Management for Nonprofit Organizations: Using Money to Drive Mission Success 2nd Edition*](#). Long Grove, IL: Waveland Press, 2022.
ISBN: 978-1478646198

AAD 626: Financial Management for Fundraising

- Weikard, Lynne A., and Greg G. Chen. [*Budgeting & Financial Management for Nonprofit Organizations: Using Money to Drive Mission Success 2nd Edition*](#). Long Grove, IL: Waveland Press, 2022.
ISBN: 978-1478646198

AAD 629: Organization Theory in Arts Administration

- Hatch, Mary Jo. [*Organization Theory: Modern, Symbolic, and Postmodern Perspectives*](#). Oxford: Oxford University Press. 2018.
ISBN-13: 978-0198723981
- Shafritz, Jay M., J. Steven Ott, and Yong Suk Jang. [*Classics of Organization Theory*](#). Belmont, CA: Thomson-Wadsworth. 2016.
ISBN-13: 978-1285870274

AAD 630: Marketing the Arts: Research and Practices

- Bernstein, Joanne Scheff. [*Standing Room Only: Marketing Insights for Engaging Performing Arts Audiences, 2nd edition*](#). Palgrave Macmillan. 2014. ISBN 978-1-137-28293-4

Recommended Texts

- Hair, Joseph, David Ortinau and Dana Harrison. [*Essentials of Marketing Research, 5th edition*](#). McGraw-Hill, 2021. ISBN 978-1-260-26046-5
- Carr, Eugene and Michelle Paul. [*Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century*](#). Patron Publishing. 2011. ISBN 978-0-972-91416-1.

AAD 640: Principles of Fundraising and Philanthropy

- Shaker, Genevieve G., Eugene R. Tempel, Sarah K. Nathan, and Bill Stanczykiewicz, eds. [*Achieving Excellence in Fundraising, 5th edition*](#). Hoboken, NJ: Wiley, 2022. ISBN-13: 978-1119763758
- *Students will be asked to purchase case studies (the details are provided in the course)*

AAD 650: The Arts and the Law

- DuBoff, Leonard D. et. al. [*Art Law in a Nutshell 6th edition*](#). West Academic Publishing. 2021. ISBN: 978-1684673278.
- Emerson, Robert W. [*Business Law \(Barron's Educational Series\) 6 edition*](#). 2015. ISBN: 978-1-438-00511-9.
- Packard, Ashley. [*Digital Media Law 2nd edition*](#). West Sussex: Wiley-Blackwell, 2013. ISBN-13: 978-1118290729

AAD 651: Arts Advocacy, Policy, and Activism

- No full books or full length publications are required for the course. All reading materials are journal articles and/or writings available online.

AAD 655: Cultural Policy

- Durrer, Victoria, Toby Miller, and Dave O'Brien, eds. [*The Routledge Handbook of Global Cultural Policy*](#). New York: Routledge, 2018. ISBN-13: 978-1138857827
- Rosenstein, Carole. [*Understanding Cultural Policy \(Discovering the Creative Industries\): 2nd Edition*](#). New York: Routledge, 2024. ISBN-13: 978-1932392264
- Other readings will be provided as PDFs

AAD 660: Social and Cultural Entrepreneurialism

- Cherbo, Joni Maya, Ruth Ann Stewart, and Margaret Jane Wyszomirski, ed., [*Understanding the Arts and Creative Sector in the United States, Revised Edition*](#) (New Brunswick: Rutgers University Press, 2008). ISBN: 0813543088

AAD 665: Creative Cities, Creative Placemaking, and Community Vibrancy

- Borrup, Tom. [*The Power of Culture in City Planning*](#), New York, NY: Routledge, 2021. ISBN-13: 978-0367223762
- All other readings will be provided by the instructor.

AAD 670: Arts and Equality

- All materials are journal articles, chapters, and other resources available in the course

AAD 680: Doctoral Writing and Critical Reasoning

- Jacobs, Justin M. 2024. [*Plunder? How Museums Got Their Treasures*](#). London, UK: Reaktion Books. ISBN-13: 978-1789149487
- Jameson, Frederic. 2015. [*The Ancients and the Postmoderns: On the Historicity of Forms*](#). Brooklyn, New York: Verso Books. ISBN-13: 978-1784782955

AAD 690: Creating and Evaluating New Arts Programs

- McNamara, Carter. [*Field Guide to Nonprofit Program Design, Evaluation and Marketing*](#), 5th edition. Authenticity Consulting, LLC, 2017. ISBN-13: 978-1933719344

AAD 699: Internship in Arts Administration

- None; all required reading will be provided within the course.

AAD 720: Sustaining Leadership in the Arts

- All materials are journal articles, chapters, and other resources available in the course

AAD 730: Marketing Strategies and Applications for Arts Organization

- None

Recommended Texts

- Bernstein, J. [*Standing Room Only: Strategies for Marketing the Performing Arts*](#). 2nd ed., Palgrave Macmillan. 2014. ISBN 978-1-137-28293-4.
- Safko, Lon. [*The Social Media Bible*](#). 3rd edition. Wiley Press. 2012. ISBN 978-1118269749.
- Kerrigan, Finola and Daragh O'Reilly. [*Marketing the Arts: A Fresh Approach*](#). Routledge/Taylor & Francis Group. 2010. ISBN 978-0-415-49686-5.
- Carr, Eugene and Michelle Paul. [*Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century*](#). Patron Publishing. 2011. ISBN 978-0-972-91416-1.

AAD 740: Fundraising Techniques

- Shaker, Genevieve G., Eugene R. Tempel, Sarah K. Nathan, and Bill Stanczykiewicz, eds. 2022. [*Achieving Excellence in Fundraising. 5th ed.*](#) Hoboken, New Jersey: Wiley. ISBN-13: 978-1119763758.

AAD 750: Social Responsibility and Sustainability in the Arts

- None; all required reading will be provided within the course.

AAD 780: Writing for Academic Publication

- Rocco, Tonette S., and Timothy G. Hatcher. 2011. [*The Handbook of Scholarly Writing and Publishing*](#). San Francisco: Jossey-Bass.
ISBN-13: 978-0470393352

AAD 790: Arts and Culture Research Studies

- Paquette, Jonathan and Eleonora Redaelli. [*Arts Management and Cultural Policy Research*](#). Palgrave Macmillan. 2015.
ISBN-13: 978-1137460912
- Efron, Sara Efrat and Ruth David. [*Writing the Literature Review: A Practical Guide*](#). The Guilford Press. 2019.
ISBN-13: 978-1462536894
- Bilton, Chris. [*Cultural Management: A Research Overview*](#). Routledge, 2023.
ISBN-13: 9780367443429

AAD 795: Arts Administration Research Planning and Proposal Writing

- Creswell, John W., and J. David Creswell. [*Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*](#). Los Angeles, CA: SAGE Publications, 2018.
ISBN-13: 978-1506386706

AEM 585: Arts Emergency Management: Creating a Resilient Organization

- Clarke, Lee Ben. [*Worst Cases: Terror and Catastrophe in the Popular Imagination*](#). University of Chicago Press, 2005.
ISBN-13: 978-0226108599
ISBN-10: 0226108597
- Kunreuther, Howard and Robert Meyer. [*The Ostrich Paradox: Why We Underprepare For Disasters*](#). Wharton School Press, 2017.
ISBN-13: 978-1613630808
ISBN-10: 1613630808

AEM 588: Event Safety and Security

- No full books or full-length publications are required for the course. All reading materials are journal articles and/or writings available online.

AEM 589: Disaster Recovery and Business Continuity Strategies

- No full books or full-length publications are required for the course. All reading materials are journal articles and/or writings available online.

AEM 590: Crisis Response Planning and Management in the Arts

- Wheeler, Adrian. 2019. [*Crisis Communications Management*](#). Bingley, UK: Emerald Publishing Limited.

CSE 571: The Creative and Cultural Industries

- No full books or full length publications are required for the course. All reading materials are journal articles and/or writings available online.

CSE 572: Creative and Social Entrepreneurship Readiness

- Essig, Linda. 2022. [*Creative Infrastructures: Artists, Money, and Entrepreneurial Action*](#). Chicago, IL: Intellect Books.
ISBN : 9781789385717

CSE 573: Customer Discovery in the Creative and Cultural Industries

- Fitzpatrick, Rob. 2014. [*The Mom Test: How to Talk to Customers and Learn If Your Business Is a Good Idea When Everyone Is Lying to You*](#). London, Founder Centric.
ISBN-13: 978-1492180746

CSE 575: New Creative Social Venture Planning

- No full books or full length publications are required for the course. All reading materials are journal articles and/or writings available online.

CSE 576: Start-Up Financing for Creative Social Entrepreneurs

- No full books or full length publications are required for the course. All reading materials are journal articles and/or writings available online.

CSE 770: Creative Social Innovation

- Treviño, A. Javier. 2025. [*Investigating social problems*](#) (fourth edition). Thousand Oaks, CA: SAGE Publications, Inc. ISBN-13: 978-1071917756.

MUS 600: Research I

- None for students to purchase; all reading will be provided within the course.

MUS 705: Quantitative Research for Arts Disciplines

- Miksza, Peter, and Kenneth Elpus. [*Design and analysis for quantitative research in music education*](#). Oxford University Press, 2018. ISBN-13: 978-0199391912

MUS 766: Qualitative Research

- Creswell, J. W., & Poth, C. N. (2018). [*Qualitative inquiry & research design: Choosing among five approaches \(5th ed.\)*](#). SAGE. ISBN-13: 978-1544398396

Doctoral Library Research & Information Literacy

- None; all reading will be provided via links or other.

Courses NOT offered by the Department of Arts Administration

EPE/EDP 557: Gathering, Using and Analyzing Educational Data I

- No full books or full length publications are required for the course. All reading materials are journal articles and/or writings available online.

All Courses

Required Texts

- Chicago Manual of Style. [Available via UK Libraries.](#)

Recommended Texts

- The Elements of Style, Strunk and White. [Available online.](#)