

# ARTS MANAGEMENT (ARTM)

## ARTM 450 - THE ARTISTIC COMPONENT

Balancing the art and the money; programming: adventure and risk vs. attracting and maintaining an audience; developing a healthy relationship between management and performing artists; integrating the artistic department with the rest of the organization; the care and feeding of artists; developing an artistic philosophy.

Credits: 3

Course Notes: ARTM majors only.

## ARTM 455 - ORGANIZATIONAL DEVELOPMENT AND HUMAN RESOURCES

Working effectively and productively: with staff and management employees, with musicians and performers, with volunteers and boards of directors, and with community leaders. Strategies for building a healthy climate for all employees with fair policies that encourage new thinking and embraces new ideas.

Credits: 3

Course Notes: ARTM majors only. Meets concurrently with ARTM 450.

## ARTM 460 - MARKETING AND PUBLIC RELATIONS FOR ARTS MANAGEMENT

Goals and techniques of marketing for a performing arts organization; Goals and techniques for public relations—how does it differ from marketing; Integrating marketing, public relations, and development; Short- vs. long-range marketing; the relationship between marketing and artistic departments; Projecting ticket sale income as part of the budgeting process.

Credits: 3

Course Notes: ARTM majors only.

## ARTM 465 - FUNDAMENTALS OF FINANCE IN PERFORMING ARTS ORGANIZATIONS

Financial planning and budgeting, cash flow projection, balance sheets, operating statements, non-profit finance vs. for profit finance, earned vs. contributed income, fixed vs. variable expense.

Credits: 3

Course Notes: ARTM majors only. No additional credit granted for ARTM 465 as FUNDAMENTALS OF FINANCE'

## ARTM 470 - FACILITIES MANAGEMENT AND OPERATIONS

Specifics of producing the performance at your home venue; Basics of facilities management, including the relationship between facilities personnel and the audience; the relationship between a performing organization and its home facility; logistics, budgeting, and operations for touring.

Credits: 3

Course Notes: ARTM majors only.

## ARTM 475 - FUNDRAISING AND DEVELOPMENT FOR ARTS ORGANIZATIONS

Strategies and issues for fund raising and development in non-profit arts organizations, including public funding, grants, and philanthropic sources.

Credits: 3

Course Notes: ARTM majors only.

## ARTM 480 - TECHNOLOGY STRATEGY AND ITS ROLE IN THE ARTS

The role of technology in the marketing and distribution of your product, including social media, the internet, radio, TV, and recordings; the use of technology to increase access; the use of technology to expand and sustain audiences.

Credits: 3

Course Notes: ARTM majors only.

## ARTM 485 - EDUCATION AND COMMUNITY ENGAGEMENT

An overview of education and community engagement programs within an arts organization. Exploration of the mission and value of outreach and education, and approaches to building successful educational and outreach programs.

Credits: 3

Course Notes: ARTM majors only.

## ARTM 490 - BUSINESS MANAGEMENT METHODS

An exploration of fundamental management principles and leadership methods selected by business professionals and tailored to the needs of the arts management professional.

Credits: 3

Course Notes: ARTM Majors only.

## ARTM 495 - CAPSTONE:SYNTHESIS OF LEARNING

This course is taken in the final summer session of the ARTM program. Students will work with the program director to design and implement a final project that integrates course work learning into a successful management strategy.

Credits: 3

Course Notes: Project based instruction and learning