

PERFORMING ARTS ADMINISTRATION, MA

The Master of Arts in Performing Arts Administration is designed to hone the skills of current and aspiring administrators in the performing arts field. It is open to students with an earned baccalaureate degree who are employed in the field of arts management or seek a career in that field.

The program develops leaders who understand and can manage the rapidly changing dimensions of 21st-century arts administration. Students within the program will take a broad range of courses in the areas of marketing, public relations, finance, development, technology, community engagement, organizational development, leadership, and facilities operations. Its unique nature lies in the hybrid structure of online and in-person courses and a faculty of expert practitioners who are leading administrators with national and internationally prominent arts organizations.

Admission Requirements

Applicants must hold an earned baccalaureate degree in a relevant field with a minimum undergraduate GPA of 3.0 on a 4.0 scale. Each applicant will be required to submit a resume and a Statement of Purpose describing their goals and aspirations and how this program will help them achieve those goals.

Program Requirements

The program requires 30 credit hours of coursework, including a final capstone project, and a two-week summer residency. The period necessary for completion of the program comprises four consecutive terms: Summer I, Fall, Spring, and Summer II. The successful applicant may opt to take this Program in a one-year period in four consecutive terms or over a two-year period. If the two year period is chosen, the first summer mini-residency consisting of ARTM 450 and ARTM 455 is a pre-requisite to continue with the other courses. In addition ARTM 495 must be taken as the last course.

Students must maintain a 3.0 cumulative GPA. The minimum passing grade in all ARTM classes for a student pursuing the Master's degree is B-.

After completing all other required courses, the student will design a Capstone Project consisting of both written and oral presentations. This project will integrate the learnings from program coursework and allow students to demonstrate their competency in applying solutions to a practical case study.

Code	Title	Credit Hours
Coursework Required		
ARTM 450	THE ARTISTIC COMPONENT	3
ARTM 455	ORGANIZATIONAL DEVELOPMENT AND HUMAN RESOURCES	3
ARTM 460	MARKETING AND PUBLIC RELATIONS FOR ARTS MANAGEMENT	3
ARTM 465	FUNDAMENTALS OF FINANCE	3
ARTM 470	FACILITIES MANAGEMENT AND OPERATIONS	3
ARTM 475	FUNDRAISING AND DEVELOPMENT FOR ARTS ORGANIZATIONS	3

ARTM 480	TECHNOLOGY STRATEGY AND ITS ROLE IN THE ARTS	3
ARTM 485	EDUCATION AND COMMUNITY ENGAGEMENT	3
ARTM 490	BUSINESS MANAGEMENT METHODS	3
ARTM 495	CAPSTONE:SYNTHESIS OF LEARNING	3
Total Credit Hours		30