

ARTS MANAGEMENT

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PROGRAMS AVAILABLE

BACHELOR OF ARTS IN ARTS MANAGEMENT BACHELOR OF ARTS IN FPA WITH CONCENTRATION IN ARTS MANAGEMENT ARTS MANAGEMENT MINOR

ARTS MANAGEMENT MAJOR PROGRAM

The Department of Fine and Performing Arts offers a four-year program leading to a Bachelor of Arts in Arts Management. This unique program is a total immersion in the business of the arts. The major features art, music and theatre, combined with business administration and public relations, to create expertise in grants and fund raising, museum studies, performing arts management, and other non-profit endeavors in the arts. The program's internship and future employment opportunities are enhanced through MCLA partners in the Berkshire art community, such as the Massachusetts Museum of Contemporary Art (MASS MoCA) and the Sterling and Francine Clark Art Institute, where MCLA students and graduates actively participate in many aspects of art administration. This hands-on connection to the creative economy - the interaction of arts, educational and business enterprises - serves as a culminating experience to the arts management curriculum and facilitates entry into an expanding job market in arts related enterprises. Students graduating with a degree in Arts Management will be able to:

- Demonstrate a broad-based understanding of issues in arts management including program development, fund raising and non-profit organization;
- Demonstrate an understanding in business concepts including financial accounting, management and marketing;

- Demonstrate practical experience in event coordination, audience development and project management;
- Demonstrate an awareness of the economic dimension of the arts.

Foundation Courses

AMGT	130	Introduction to Arts Management	3 cr
AMGT	235	Fundamentals of Arts Organizations	3 cr
ART	117	Great Monuments of Art I	3 cr
ECON	141	Macroeconomics	3 cr
MUSI	251	Introduction to Music	3 cr
THEA	200	Introduction to Theatre	3 cr
TOTAL FOUNDATION COURSES			18 cr

Arts Management Courses

AMGT	245	Arts Marketing	3 cr
AMGT	255	Financial Management in the Arts	3 cr
AMGT	305	Writing in the Arts	3 cr
AMGT	330	Grants & Fund Raising	3 cr
AMGT	335	Museum Studies	3 cr
AMGT	340	Performing Arts Management	3 cr
AMGT	345	Community Arts and Education	3 cr
AMGT	375	Arts Leadership	3 cr
FPA	540	Internship	3 cr

TOTAL ARTS MANAGEMENT REQUIREMENTS **27 cr**

Select three electives from the following list:

AMGT	430	Topics in Arts Management
AMGT	435	Advanced Museum Studies
BADM	384	Marketing Communication
BADM	387	Service & Event Marketing

BADM	490	Special Topics in Business Administration (Topic relevant to Arts Management)
ECON	377	Economics of Culture and Tourism
ENGL	318	The Popular Arts as Business (film & TV production, music production, magazine publication)
FPA	500	Supervised Independent Study

TOTAL ELECTIVES COURSE

9 cr

TOTAL ARTS MANAGEMENT MAJOR REQUIREMENTS

54 cr

**FINE AND PERFORMING ARTS MAJOR WITH CONCENTRATION IN
ARTS MANAGEMENT PROGRAM**

As an alternative to the arts management major program, students may opt to major in fine and performing arts with a concentration in arts management. For information about this program please refer to the fine and performing arts section of this catalog.

ARTS MANAGEMENT MINOR PROGRAM

Requirements

AMGT	130	Introduction to Arts Management 3 cr
AMGT	235	Fundamentals to Arts Organizations 3 cr
AMGT	330	Grants/Fund Raising 3 cr

AMGT 255 Financial Management in the Arts
3 cr

Electives (Choose two courses)

6 cr

AMGT 245 Arts Marketing

AMGT 305 Writing in the Arts

AMGT 335 Museum Studies

AMGT 340 Performing Arts Management

AMGT 345 Community Arts and Education

AMGT 375 Arts Leadership

TOTAL ARTS MANAGEMENT MINOR REQUIREMENTS

18 cr

DEPARTMENT POLICY REGARDING DOUBLE MAJORS/ CONCENTRATIONS/MINOR PROGRAMS

Due to redundancies in program requirements, the Department of Fine & Performing Arts prohibits combination of the following programs:

- Art major and FPA major/art concentration or art minor
- Arts management and FPA major/arts management concentration or arts management minor

COURSE DESCRIPTIONS

AMGT 130 Introduction to Arts Management 3 cr

Introduces the historical development of arts management through a survey of patronage, artist/manager, nonprofit and commercial management systems. Lectures and readings will concentrate on the major areas of interest for marketing and fiscal management of individual and collective artists.

Prerequisite: None

AMGT 235 Fundamentals of Arts Organizations 3 cr

Explores functional elements of arts organizations with emphasis on strategic planning and organizations' fit in the arts ecosystem. An indepth study of arts management focusing on topics including planning, organizational identity, environmental analysis, strategy development, marketing, human resources, financial planning, fundraising and control systems. Focus will be on the strategic management process and organizational innovation in the context of the contemporary arts environment. Course attributes: LDRS.

Prerequisite: AMGT 130

AMGT 245 Arts Marketing 3 cr

Examines the fundamentals of marketing theory and its application in arts management. Topics include marketing mix; situational analysis; segmentation, branding; the 4 P's, publicity; Internet, social media, and database marketing; and marketing plan implementation and control. This course will examine theory and then directly apply concepts in the development of personal branding tools and in the generation of comprehensive marketing for a local arts organization.

Prerequisite: AMGT 235

AMGT 255 Financial Management in the Arts 3 cr

Explores and examines the major elements of financial accounting in a typical arts organization. With a focus on non-profit finance, students will learn to perform basic accounting tasks, prepare and analyze financial statements, implement an effective financial control system, use financial information as part of organizational decision making, develop a mission-driven budget, and understand professional accounting standards.

Prerequisite: AMGT 130

AMGT 305 Writing in the Arts 3 cr

Prepares students for writing in the arts for a variety of contexts and audiences. The class will be run in a studio format where students experience and engage in writing, analyzing, and drafting processes exploring a range of methods of communicating effectively and disseminating information about the arts and about their role in the arts. Students will develop a portfolio of writing (philosophy statement, bio, resume, cover letter, press release, blog entries, reviews, interviews, etc.)

Prerequisite: AMGT 130 or instructor permission

AMGT 330 Grants & Fund Raising 3 cr

Introduces the techniques in grant research and technical and contextual writing skills for grants in the arts. Examines government and private sources of art funding and fund raising techniques for arts organizations.

Prerequisite: AMGT 235

AMGT 335 Museum Studies 3 cr

Explores the operation of the art museum as a means to introduce the student to various aspects of the museum profession. Field trips to area museums and experience with the research and mounting of a didactic display highlight the study.

Prerequisite: AMGT 130 or ART 117

AMGT 340 Performing Arts Management 3 cr

Examines issues particular to the management of performance artists. Focuses on contracts, legal issues, union representation, artistic freedom, promotion and marketing. Emphasis will be placed on problem-solving and negotiation with the individual artist.

Prerequisite: AMGT 130

