

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.

Foundation Courses

ART 211	Great Monuments of Art	3 cr
BADM 100	Explorations in Business	3 cr
or ECON 141	Macroeconomics	
BADM 224	Financial Accounting	3 cr
BADM 260	Management	3 cr
BADM 270	Marketing	3 cr
FPA 130	Introduction to Arts Management	3 cr
FPA 235	Business Organization in Arts Mngmt	3 cr
MUSI 251	Introduction to Music	3 cr
THEA 272	Exploring Production	3 cr
		<u>27 cr</u>

Arts Management Courses

ENGL 306	Business Writing & Presentation	3 cr
FPA 330	Grants & Fund Raising	3 cr
FPA 335	Museum Studies	3 cr
FPA 340	Performing Arts Management	3 cr
FPA 430	Topics in Arts Management	3 cr
FPA 540	Internship in Fine & Performing Arts	3 cr
		<u>18 cr</u>

Select two electives from the following list: **6 cr**

BADM 384	Marketing Communication
BADM 387	Service & Event Marketing
BADM 490	Special Topics in Bus. Admin. (Topic relevant to Arts Management)
ECON 377	Economics of Culture and Tourism
ENGL 211*	Introduction to Mass Media
ENGL 318	The Popular Arts as Business
ENGL 396*	Public Relations
FPA 435	Advanced Museum Studies
FPA 500	Supervised Independent Study

*Note: ENGL 211 & ENGL 396 must be taken as a two course block if chosen to fill this elective requirement

TOTAL ARTS MANAGEMENT MAJOR REQUIREMENTS

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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 & Performing Arts section of this catalog.

ARTS MANAGEMENT MINOR PROGRAM

Requirements

FPA 100	Intro. to Fine & Performing Arts	3 cr
FPA 130	Introduction to Arts Management	3 cr
FPA 235	Business Organization in Arts Mngmt	3 cr
FPA 330	Grants/Fund Raising	3 cr
FPA 335	Museum Studies	3 cr
FPA 340	Performing Arts Management	<u>3 cr</u>

TOTAL ARTS MANAGEMENT MINOR REQUIREMENTS

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COURSE DESCRIPTIONS

Please refer to the following sections of this catalog for a complete list of course descriptions: Fine and Performing Arts, English/Communication, Business Administration.