ARTS ADMINISTRATION (AAD)

AAD 202 Arts Admin and Entrepreneurship 3
Introduces foundational skills for successful management, launching and growth of arts organizations. Topics include strategy, organizational structure, new venture launch, entrepreneurship, market analysis, marketing, fundraising and audience engagement.
Notes: Students who have prior credit for ENT 202 may not take AAD 202 for credit.

AAD 301 Arts Management 3
Introduction to arts management for nonprofit arts organizations. Topics include arts programming, program evaluation, marketing, fundraising, and nonprofit structures in the arts. Students develop their communication and professional skills.
Prerequisites: Grade of C or better in AAD 202/ENT 202.

AAD 310 Managing and Leading in the Arts 3
Students will learn about their own work style and best practices of leading and managing people and teams in the specific context of arts and creative organizations.
Prerequisites: Grade of C or better in AAD 301 or permission of instructor.

AAD 320 Arts Marketing 3
Marketing, sales and public relations strategy, planning and tactics for arts organizations and businesses.
Prerequisites: AAD 301 with a minimum grade of C.

AAD 321 Fundraising in the Arts 3
Fundraising strategy, planning and tactics for arts organizations including grant research and writing, solicitation and donor retention tactics.
Prerequisites: Grade of C or better in AAD 301.

AAD 360 Introduction to Community Arts 3
This course introduces students to the history and theory of community arts, frameworks for building collaborative relationships and shared leadership in community, and current community arts projects around the world.
Prerequisites: Sophomore standing or above.

AAD 376 Micro-Enterprise for Creatives 3
Introduces foundational skills for micro-enterprise in the arts and creative industries aimed towards, but not exclusive to, visual artists, designers, and creative makers. Topics include venture analysis, business modeling, prototyping, financial/legal/structures, and market testing.
Notes: Students who have prior credit for ENT 376 may not take AAD 376 for credit.

AAD 380 Introduction to Art Museum Studies 3
Introduces the functions of key art museum departments (Administration, Curatorial, Registration, Preparation/Installation, Education, Marketing, and Visitor Services/Security) and examines how they intersect to develop exhibitions, engage visitors, and build audiences.
Prerequisites: AAD 202 or ENT 202.
Notes: Same as ARH 380.

AAD 381 Intro to Art Museum Collections 3
For students interested in working in art museums. Topics include collection care, development, and utilization as well as museum organizational structures. Assignments include readings, discussions, lectures, and field trips.
Prerequisites: AAD 380/ARH 380 with a minimum grade of C.
Notes: Same as ARH 381.