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.

AAD 450 Careers in Arts Administration 3
Exploration of career paths and career planning for students entering the
arts administration field. Students will practice speaking skills and other
communication skills.
Prerequisites: Grade of C or better in AAD 301. Arts Administration
majors or minors only; or permission of instructor.

AAD 455 Arts and Entrepreneurship: Career Strategies for Artists 3
Overview of professional performing arts career management tools.
Students learn the basics of applying entrepreneurship skills and
strategies to starting and sustaining an arts-related business.
Prerequisites: ARAD, DANC, DRAM, MEDU, MUSI, or PRFM major. or
permission of instructor;
Notes: Same as DCE 455, ENT 455.

AAD 475 Independent Study 1-3
Independent directed study or research in arts administration with faculty
supervision in area of special interest.
Prerequisites: AAD 202/ENT 202 and AAD 301. Arts Administration major
or minor AND permission of instructor.

AAD 478 Variable Topics in Arts Administration 1-3
Advanced level arts administration course with a topical focus.
Prerequisites: AAD 202/ENT 202.
Notes: May be repeated for up to 12 credits total.

AAD 489 Developing and Managing Educational Programs for Arts
Organizations 3
Using a case study approach, students will learn about how education
departments at arts organizations operate in the 21st century from both
theoretical and practical perspectives.
Prerequisites: Must be majoring in a CVPA degree track or a School of
Education degree track. Junior standing or above;
Notes: Same as THR 489.

AAD 493 Honors Work 3-6
Independent study course as required for Disciplinary Honors in Arts
Administration. Student will complete Senior Honors Project.
Prerequisites: AAD 202/ENT 202 and AAD 301. Junior or senior Arts
Administration major; Permission of instructor; Permission of Honors
College; 3.30 GPA in the major; 12 s.h. completed in the major;
Notes: May be repeated for up to 6 credit hours.

AAD 498 Internship in Arts Administration and Entrepreneurship 3
Supervised work experience pre-approved that requires regularly
scheduled hours in an entrepreneurial arts organization. The course
meets online throughout the semester and requires reading, writing, and
oral communication assignments.
Prerequisites: Grade of C or better in AAD 301 and permission of
instructor.
Notes: Students who have prior credit for ENT 498 may not take AAD 498
for credit. May be repeated once for credit.