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:* Same as ENT 202.

**AAD 300X Experimental Course 1-6**
This number reserved for experimental courses. Refer to the Course Schedule for current offerings.

**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:* 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:* AAD/ENT 202 Arts Administration 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 202/ENT 202 or permission of instructor.

**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:* AAD 202/ENT 202 or permission of instructor.

**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:* Same as ENT 376.

**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.

*Notes:* AAD 381 same as ARH 381.

**AAD 400X Experimental Course 1-6**
This number reserved for experimental courses. Refer to the Course Schedule for current offerings.

**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:* AAD 202/ENT 202 and 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:* AAD 301 and AAD 202/ENT 202. Permission of instructor;

*Notes:* Same as ENT 498.

**AAD 600X Experimental Course 1-6**
This number reserved for experimental courses. Refer to the Course Schedule for current offerings.