## ARTS ADMINISTRATION (AAD)

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<tr>
<th>Course Code</th>
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<th>Prerequisites</th>
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<tr>
<td>AAD 202</td>
<td>Arts Admin and Entrepreneurship 3</td>
<td>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.</td>
<td>Students who have prior credit for ENT 202 may not take AAD 202 for credit.</td>
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<tr>
<td>AAD 301</td>
<td>Arts Management 3</td>
<td>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.</td>
<td>Grade of C or better in AAD 301 or permission of instructor.</td>
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<td>AAD 310</td>
<td>Managing and Leading in the Arts 3</td>
<td>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.</td>
<td>Grade of C or better in AAD 301.</td>
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<tr>
<td>AAD 320</td>
<td>Arts Marketing 3</td>
<td>Marketing, sales and public relations strategy, planning and tactics for arts organizations and businesses.</td>
<td>AAD 301 with a minimum grade of C.</td>
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<td>AAD 321</td>
<td>Fundraising in the Arts 3</td>
<td>Fundraising strategy, planning and tactics for arts organizations including grant research and writing, solicitation and donor retention tactics.</td>
<td>Grade of C or better in AAD 301.</td>
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<td>AAD 360</td>
<td>Introduction to Community Arts 3</td>
<td>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.</td>
<td>Sophomore standing or above.</td>
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<td>AAD 376</td>
<td>Micro-Enterprise for Creatives 3</td>
<td>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.</td>
<td>Students who have prior credit for ENT 376 may not take AAD 376 for credit.</td>
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<td>AAD 380</td>
<td>Introduction to Art Museum Studies 3</td>
<td>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.</td>
<td>Grade of C or better in AAD 301 and permission of instructor.</td>
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<tr>
<td>AAD 381</td>
<td>Intro to Art Museum Collections 3</td>
<td>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.</td>
<td>Grade of C or better in AAD 301 with a minimum grade of C.</td>
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**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, MEDI, MUSI, or PRFM major. or permission of instructor;

**Notes:** Same as DCE 455, ENT 465.

**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.