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 301 Arts Management 3
Introduction to arts management for nonprofit arts organizations and arts businesses. Topics include strategy, management and leadership principles, marketing, fundraising, and financial management.
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 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: Same as ARH 381.

AAD 450 Careers in Arts Administration 2
Career paths and career planning for students entering the arts administration field.
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, DANL, DRAM, MEDU, MUSI, or PRFM major or permission of instructor;
Notes: Same as DCE 455, ENT 455.