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 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.