**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 management principles, marketing, fundraising, and financial planning.

*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:* 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 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, 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 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:* 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.