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 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 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.