**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.

**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.