

ARTS ADMINISTRATION, B.A.

The Arts Administration Program offers a B.A. in Arts Administration and a Minor in Arts Administration. Majors can choose to concentrate in Art Museum Studies.

The Arts Administration, B.A. major is available in a **traditional as well as a hybrid format.**

Overall Requirements

- 120 credit hours, to include at least 36 credits at or above the 300 course level
- Minimum grade of C required for all courses to count toward the major.
- A minimum of 31 credits in residence at UNC Greensboro:
 - 12 credits must be in the major field
 - 9 credits must be in the minor

Degree Program Requirements

Code	Title	Credit Hours
University Requirements (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/undergraduate-degrees-and-degree-requirements/)		
General Education Requirements - Minerva's Academic Curriculum (MAC) (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-requirements/general-education-program/)		

Major Requirements

Code	Title	Credit Hours
Core Courses		27
AAD 202	Arts Admin and Entrepreneurship	
AAD 301	Arts Management	
AAD 310	Managing and Leading in the Arts	
AAD 320	Arts Marketing	
AAD 321	Fundraising in the Arts	
or AAD 376	Micro-Enterprise for Creatives	
AAD 450	Careers in Arts Administration	
VPA 223	The Arts as Human Experience	
FIN 200	Introduction to Entrepreneurial Finance	
ISM 110	Foundations for Analytics using Spreadsheets	
Arts Administration Electives		3
<i>3 credits chosen from the following:</i>		
AAD 321	Fundraising in the Arts *	
AAD 360	Introduction to Community Arts	
AAD 376	Micro-Enterprise for Creatives *	
AAD 380	Introduction to Art Museum Studies	
or ARH 380	Introduction to Art Museum Studies	
AAD 381	Intro to Art Museum Collections	
or ARH 381	Intro to Art Museum Collections	
AAD 475	Independent Study	
AAD 478	Variable Topics in Arts Administration	

AAD 493	Honors Work
ARH 490	Art Museums and Exhibition Spaces
ART 276	Creative Space: The Meeting of Art and Entrepreneurship
ART 286	Digital Photography I
ART 341	Typographics I
ART 344	Imaging I
ART 345	Interactivity I
DCE 255	Dance Production Practicum I
DCE 355	Dance Production Practicum II
DCE 360	Dance Production
DCE 455	Arts and Entrepreneurship: Career Strategies for Artists
ENT 300	Ideas to Sustainable Opportunities: Feasibility Analysis
MUP 220	Making Music with Computers
MUP 349	Audio Recording I
MUP 402	Entrepreneurship in the Performing Arts
MUP 421	Music Technology in Performance
PSC 311	The Nonprofit Sector and Governance
THR 486	Theatre Management and Entrepreneurship
THR 489	Developing and Managing Educational Programs for Arts Organizations
THR 493	Advanced Theatre Practice - Theatre Management

Arts-Related Courses	6
<i>6 credits chosen from the courses with an ARH, ART, DCE, MUP, MUS, VPA, or THR prefix.</i>	
CVPA Electives	6
<i>6 credits in the College of Visual and Performing Arts (AAD, ART, ARE, ARH, DCE, ENS, MUE, MUP, MUS, THR, VPA) at the 200 level or above.</i>	
Capstone Experience	3
AAD 498	Internship in Arts Administration and Entrepreneurship

*
Students must take AAD 321 or AAD 376. Students may take the other course (AAD 321 or AAD 376) as an elective if not chosen as a core course above.

Optional Concentration

The optional concentration as detailed following the major requirements may be added, but is not required.

- Art Museum Studies

Electives

Electives sufficient to complete the 120 credit hours required for the degree.

Art Museum Studies Concentration Requirements

- 27 credit hours, to include at least 6 credits at or above the 300 course level.
- Courses taken within the Art Museum Studies concentration may count toward fulfilling requirements within the Arts Administration major for Arts Administration Electives, Arts-Related Courses, CVPA Electives, and free Electives.

Code	Title	Credit Hours
Required		9
AAD 380	Introduction to Art Museum Studies	
AAD 381	Intro to Art Museum Collections	
ARH 490	Art Museums and Exhibition Spaces	
Art History Requirements		12
ARH 110	Survey of Global Art Histories 1: Prehistory to c.1000	
ARH 111	Survey of Global Art Histories 2: c.1000 to c.1800	
ARH 112	Survey of Global Art Histories 3: c.1800 to Present	
ARH 219	Foundations in Art History Research	
Select		6
Choose 6 additional credits of ARH courses at the 300-level or above		

College of Visual and Performing Arts Minor Requirement

Students pursuing a B.A. degree in the College of Visual and Performing Arts must also complete all requirements in a minor area of study that is different from their declared major field. Students may select minors in or outside the College of Visual and Performing Arts, and students are encouraged to seek advice from CVPA advisors when making this choice. Any B.A. student who is pursuing a double major is exempt from this requirement. See the Minor Requirement topic on the College of Visual and Performing Arts page for more information.

Arts Administration majors should consider the available minors in Art, Business, Communication Studies, Dance, Entrepreneurship, Media Studies, Music, Political Science, or Theatre. Any B.A. student who is pursuing a double major is exempt from this requirement. It is common for Arts Administration students to pursue a double major or dual degree.

Disciplinary Honors in Arts Administration Requirements

- A minimum of 12 credit hours as defined below.
- UNC Greensboro cumulative GPA of 3.30 or better or, for transfer students, cumulative GPA of 3.30 or better from all prior institutions.

Code	Title	Credit Hours
Required		3-6
AAD 493	Honors Work	
9 credits of courses in the major at the 300-level or above with an Honors contract or Graduate level grading.		9

Recognition

Receive a Certificate of Disciplinary Honors in Arts Administration; have that accomplishment, along with the title of the Senior Honors Project, noted on the official transcript; and be recognized at a banquet held at the end of the spring semester.

Honors Advisor

See Hannah Grannemann, Director of the Arts Administration Program for further information and guidance about Honors in Arts Administration. To apply: <http://honorscollege.uncg.edu/forms/disc-application.pdf>