

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.

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-policies/) | | |
| General Education Requirements (MAC) (https://catalog.uncg.edu/academic-regulations-policies/undergraduate-policies/general-education-program/#generaleducationcorerequirementstext) | | |

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 450 | Careers in Arts Administration | |
| ENT 200 | Introduction to Entrepreneurial Finance | |
| ACC 201 | Financial Accounting | |
| ENT 300 | Ideas to Sustainable Opportunities: Feasibility Analysis | |
| or PSC 311 | The Nonprofit Sector and Governance | |
| VPA 323 | The Arts as Human Experience | |
| Arts Administration Electives | | 3 |
| <i>3 credits chosen from the following:</i> | | |
| AAD 300X | Experimental Course | |
| AAD 321 | Fundraising in the Arts | |
| AAD 376 | Micro-Enterprise for Creatives | |
| AAD 380 | Introduction to Art Museum Studies | |
| AAD 381 | Intro to Art Museum Collections | |
| AAD 400X | Experimental Course | |
| 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 | |

| | | |
|--|--|----------|
| 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 | |
| PSC 311 | The Nonprofit Sector and Governance | |
| THR 484 | Theatre Management | |
| AAD 360 | Introduction to Community Arts | |
| 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 | |

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. See advisor or program website (<https://vpa.uncg.edu/home/arts-administration/>) for recommended electives.

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: Ancient to 15th century | |
| ARH 111 | Survey of Global Art Histories 2: 15th century to the Present | |
| ARH 112 | Survey of Global Art | |
| ARH 219 | Sophomore Seminar in Art History | |
| 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>