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

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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

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Core Courses

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 credits chosen from the following:

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  Museum Studies
ART 276  Creative Space: The Meeting of Art and Entrepreneurship

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.

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Required

AAD 380  Introduction to Art Museum Studies
AAD 381  Intro to Art Museum Collections
ARH 490  Museum Studies

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

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.

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<td>AAD 493</td>
<td>Honors Work</td>
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9 credits of courses in the major at the 300-level or above with an Honors contract or Graduate level grading.

**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](http://honorscollege.uncg.edu/forms/disc-application.pdf)