

ARTS ADMINISTRATION, MA

COMM:506 Contemporary Public Relations

Total Hours

36

The University of Akron's Arts Administration Graduate Program is designed to prepare students for successful careers in all disciplines of the non-profit arts. The strength of the program lies in a commitment to balancing theoretical study in the classroom with application through practical experiences and internships.

For information on the master's program in Arts Administration contact Arnold Tunstall, Interim Coordinator, Arts Administration at (330) 972-5950 or tarnold@uakron.edu

Admission Requirements

- Complete the general requirements for admission to the Graduate School.
- Complete an undergraduate major in the area of proposed graduate work or equivalent work as approved by the coordinator of the graduate arts administration/theatre program.
- Statement of purpose (no more than 300 words) summarizing background and outlining career goals.

Applications accepted on a rolling basis. All application materials must be received by March 15 for fall enrollment and to be considered for Graduate Assistantships.

Code	Title	Hours
Required Arts Administration Courses		21
AADMN:600	Research & Writing Techniques	
AADMN:660	Colloquium on the Arts	
AADMN:650	Audience Development	
AADMN:610	Principles of Arts Administration	
AADMN:630	Fund Raising & Grantsmanship in the Arts	
AADMN:620	Arts Administration Practices & Policies	
AADMN:640	Legal Aspects of Arts Administrators	
Internship and Master's Thesis/Project		9
AADMN:670	Internship	
AADMN:680	Master's Thesis/Project	
Management Courses (Choose three credits from the following)		3
PAUS:563	Non-Profit Management	
PAUS:660	Strategic Management	
ENTRE:608	Entrepreneurship and Innovation	
HRM:651	Organizational Transformation	
HRM:652	Managing People in Organizations	
Marketing/Finance Courses (Choose three credits from the following)		3
PAUS:526	Grantsmanship	
PAUS:562	Fundraising & Resource Management	
PAUS:563	Non-Profit Management	
PAUS:641	Urban Economic Growth & Development	
PAUS:642	Public Budgeting	
ACCT:601	Financial Accounting	
FIN:602	Managerial Finance	
MKTG:620	Strategic Marketing	
MKTG:635	Digital Marketing	
SALES:630	Customer Relationship Management	