

# ARTS ADMINISTRATION, MA

7600:506	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](mailto: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
<b>Required Arts Administration Courses</b>		<b>21</b>
7850:600	Research & Writing Techniques	
7850:605	Colloquium on the Arts	
7850:665	Audience Development	
7850:666	Principles of Arts Administration	
7850:682	Fund Raising & Grantsmanship in the Arts	
7850:691	Arts Administration Practices & Policies	
7850:692	Legal Aspects of Arts Administrators	
<b>Internship and Master's Thesis/Project</b>		<b>9</b>
7850:698	Internship	
7850:699	Master's Thesis/Project	
<b>Management Courses (Choose three credits from the following)</b>		<b>3</b>
3980:563	Non-Profit Management	
3980:660	Strategic Management	
6500:608	Entrepreneurship and Innovation	
6500:651	Organizational Transformation	
6500:652	Managing People in Organizations	
<b>Marketing/Finance Courses (Choose three credits from the following)</b>		<b>3</b>
3980:526	Grantsmanship	
3980:562	Fundraising & Resource Management	
3980:563	Non-Profit Management	
3980:641	Urban Economic Growth & Development	
3980:642	Public Budgeting	
6200:601	Financial Accounting	
6400:602	Managerial Finance	
6600:620	Strategic Marketing	
6600:630	Customer Relationship Management	
6600:635	Digital Marketing	