ARTS ADMINISTRATION
(7850)

7850:600 Research & Writing Techniques (3 Credits)
Exploration of the basic research tools and methods appropriate to the
discipline, including utilization of the computer. Guidelines for writing
thesis.

7850:603 Special Topics in Arts Administration (1-4 Credits)
(May be repeated as different subject areas are covered, but no more
than 12 credits may be applied toward M. A. degree) Traditional and
experimental courses in arts administration, supplementing those listed
in the General Bulletin.

7850:605 Colloquium on the Arts (3 Credits)
A brief exploration of the major visual and performing art forms and
organizations examined in relationship to the business management of
arts. Team-taught.

7850:665 Audience Development (3 Credits)
Developing audiences for the Arts through Arts marketing techniques,
including season and single ticket campaigns, promotional strategies,
media/public relations, market research, and telemarketing.

7850:666 Principles of Arts Administration (3 Credits)
Principles and practices in non-profit arts management, including
organizational structure, function of boards, personnel and volunteer
management, and public policy for the arts.

7850:682 Fund Raising & Grantsmanship in the Arts (3 Credits)
Techniques and execution of a development campaign for individuals,
corporations, foundations, federal and state grants, and endowment,
including research and proposal writing.

7850:691 Arts Administration Practices & Policies (3 Credits)
Financial management of the arts, facilities management, presenting
performances, touring, and unique management problems in non-profit
theatre companies, dance companies, orchestras, and museums.

7850:692 Legal Aspects of Arts Administrators (3 Credits)
Legal responsibilities and liabilities of an arts organization, contracts,
copyright law, insurance, taxation, artists' rights, personnel law, and labor
law.

7850:698 Internship (3-6 Credits)
Prerequisite: permission. Faculty supervised work experience in which
student participates in an arts management, performance or technical
situation with a selected cultural organization.

7850:699 Master's Thesis/Project (1-6 Credits)
Prerequisite: permission of graduate coordinator of arts administration
program. Research related to the completion of the master's thesis or
project depending on the student's degree option.