

ARTS ADMINISTRATION, CERTIFICATE

(Code 060-602)

The **Certificate in Arts Administration** provides students with a core body of knowledge and skills to effectively manage community or institutionally based arts organizations and provides a foundation for continued study in arts administration. Emphasis is placed on management and communication skills useful to administrators of arts enterprises. The 18-credit program includes elective courses, a capstone seminar, and a one-semester internship.

Eighteen semester credits, including:

IDIS 410	Fine Arts Administration Seminar	3
Three credits from one of the following internship courses: ¹		3
ART 498	Internship	
CJ 498	Internship	
MUSI 498	Music Internship	
THEA 498	Theatre Arts Internship	
MGMT 398	Internship Program I	
MKTG 398	Internship Program I	
Twelve credits from at least two different department areas (see stipulations below)		12
Total Credits		18

¹ The internship must be in arts administration with clear learning outcomes appropriate to the discipline.

A combined total of 12 credits from at least two different departmental areas below, with the following stipulations: 1) Courses used to complete major requirements do not count toward completion of the certificate. 2) Students with an arts major (Art, Art History, Music, or Theatre) are required to choose from below a minimum of nine credits from non-arts department areas (Accounting, Business Administration, Business Communication, Communication and Journalism, History, Management, and Marketing) and a minimum of three credits from arts department areas outside of the student's major. 3) Students with majors outside of the arts are required to choose from below a minimum of nine credits from arts department areas (Art History, Dance, Music, and Theatre) and a minimum of three credits from non-arts department areas outside of the student's major.

Art History Area

Any ARTH course

Dance Area

DNCE 101	Dance Appreciation	3
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Music Area

MUSI 110	Music Appreciation	3
MUSI 111	Global Roots of Music in the United States	3
MUSI 112	History of Rock and Pop (summer only)	3
MUSI 114	Evolution of Jazz	3
MUSI 224	Music and Gender	3
MUSI 225	Global Traditions in Music	3
MUSI 307	Music in the United States	3
IDIS 174	Social Justice in the Humanities (when taught by music faculty)	3

Theatre Area

THEA 101	Theatre Appreciation	3
THEA 121	Introduction to Technical Theatre	3
THEA 125	Introduction to Theatre History	3
THEA 221	Introduction to Design	3
THEA 271	Stage Management	3
THEA 325	Theatre History and Literature	3
THEA 335	Drama in Education	3
THEA 336	Theatre for Youth	3
THEA 421	Touring Theatre	3
THEA 434	Theatre Arts Management	3

Accounting Area

ACCT 201	Introduction to Accounting	3
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Business Administration Area

BSAD 105	Essentials of Accounting	2
BSAD 115	Essentials of Human Resource Management	2
BSAD 125	Essentials of Marketing	2
BSAD 130	Essentials of Management	2
BSAD 135	Essentials of Business Communication	2
BSAD 140	Essentials of Information Systems	2
BSAD 155	Essentials of Leadership	2
BSAD 305	Legal and Regulatory Environment	2
BSAD 306	Business Law	3

Business Communication Area

BCOM 206	Business Writing	2
BCOM 207	Business Presentations	2
BCOM 306	Advanced Business Writing	2
BCOM 307	Advanced Business Presentations	2
BCOM 405	Advanced Business Communications	2

Communication and Journalism Area

CJ 184	Multimedia Communication	3
CJ 201	Introduction to Interpersonal Communication	3
CJ 202	Fundamentals of Speech	3
CJ 205	Listening	3
CJ 250	Introduction to Organizational Communication	3
CJ 260	Introduction to Integrated Strategic Communication	3
CJ 307	Small Group Communication	3
CJ 318	Topics in Communication and Social Advocacy	3
CJ 351	Strategic Event Planning	3
CJ 355	Advanced Organizational Communication: Strategic Message Design	3
CJ 374	Integrated Strategic Communication (ISC) Campaign Design and Evaluation	3

History Area

HIST 380	Museums in the United States	3
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Management Area

MGMT 300	Developing the Leader Within You	3
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MGMT 340	Organizational Behavior	3
Marketing Area		
MKTG 330	Principles of Marketing	3