Arts Management (ARTM)

ARTM 3010. Foundations of Arts Management. 3 Hours.
Foundational course for students interested in exploring a career in arts management. This course offers an overview of the arts management industry, the role of arts managers, and various types of arts organizations, including non-profit and commercial entities. Students will study key areas of arts management, such as marketing, fund development, and artistic programming. No prior experience in the arts is required to enroll in this course. ***COURSE LEARNING OUTCOMES (CLOs)*** At the successful conclusion of this course students will: 1. Analyze the structure and roles of various types of arts organizations. 2. Evaluate the challenges and opportunities facing arts organizations in the contemporary landscape. 3. Apply key concepts and principles in arts management. 4. Develop strategic plans and initiatives for arts organizations to address their unique needs and goals. 5. Assess the effectiveness of arts management practices by analyzing case studies of both successful and unsuccessful arts organizations. 6. Design an arts project, demonstrating a comprehensive understanding of arts management strategies. FA.

ARTM 3110. Entrepreneurship in the Arts. 3 Hours.
Course designed for students interested in pursuing a career in the arts or those looking to gain a better understanding of the opportunities available in the field. Explores various career paths, including traditional and non-traditional roles, and examines different business models used by arts organizations, such as for-profit, non-profit, and hybrid models. Students will learn about starting and running an arts-based business, including developing a business plan, securing funding, marketing, and selling products or services, as well as the importance of financial management and sustainability. No prior experience in the arts is required to enroll in this course. ***COURSE LEARNING OUTCOMES (CLOs)*** At the successful conclusion of this course students will: 1. Evaluate various career paths available in the arts, including both traditional and non-traditional roles. 2. Compare and contrast different business models used by arts organizations, including for-profit, non-profit, and hybrid models. 3. Develop a successful plan for starting and running an arts-based business, including creating a business plan, securing funding, marketing, and selling products or services. 4. Explain importance of financial management and sustainability in entrepreneurship. 5. Demonstrate the skills and knowledge needed to successfully navigate the challenges of starting and running an arts-based business. SP.

ARTM 3210. Arts Marketing. 3 Hours.
Provides a basic background in the field of marketing, public relations and audience development for arts organizations. Covers traditional and digital marketing strategies, tickets sales strategies, arts marketing campaigns, and learn how to use marketing and ticket software systems. **COURSE LEARNING OUTCOMES (CLOs) Upon successful completion of this course, students will be able to: 1. Develop and implement effective audience development plans for arts organizations. 2. Identify and evaluate marketing and public relations strategies for arts organizations. 3. Develop and execute ticket sales strategies for arts organizations. 4. Understand the importance of customer service in audience development and be able to develop and implement effective customer service policies. FA.

ARTM 3310. Arts Fundraising. 3 Hours.
Provides a basic background in the field of fundraising and resource development for not-for-profit arts organizations. This course is focused on the strategies and techniques used by arts managers to secure the financial resources necessary for the success of arts organizations including annual fundraising campaigns, sponsorships, membership programs, special events and how to use fundraising software systems. **COURSE LEARNING OUTCOMES (CLOs) Upon successful completion of this course, students will be able to: Upon successful completion of this course, students will be able to: Upon successful completion of this course, students will be able to: 1. Develop a comprehensive resource development plan for an arts organization. 2. Identify and evaluate potential funding sources for an arts organization. 3. Understand how to manage and use donor management software systems. 4. Understand how to prepare financial reports for stakeholders. SP.