

ARTS MANAGEMENT, MA

Banner Code: AR-MA-AMGT

Karalee Dawn MacKay, Director

5064 Metropolitan Building
Arlington Campus

Phone: 703-993-8926

Email: amgtgmu@gmu.edu

Website: <https://artsmanagement.gmu.edu/>

The MA in Arts Management responds to a growing demand for graduates who can manage and coordinate the arts, bridging the worlds of performing and visual arts with applied managerial skills. The Washington, D.C. region is home to one of the nation's largest concentrations of arts organizations. The demand for arts managers with skills in financial and budgetary management, strategic management and entrepreneurship, and public relations, including marketing and advertising, has arguably never been more acute. The need for arts managers with skills in philanthropy, fund raising, and ongoing relationship management in the private and public arts sectors also continues to grow at a fast pace.

The program provides a core curriculum in the fundamentals of arts management. Students complete a 25-credit core and then select 9 credits of approved elective courses. Students also take an internship, which affords an in-depth opportunity to work with professionals in the field. The internship provides the opportunity to work at more than 60 different visual and performing arts venues in Washington, D.C., as well as national and international locations.

Admissions & Policies

Admissions

Applicants to all graduate programs at George Mason University must meet the admission standards and application requirements for graduate study as specified on the Graduate Admissions policy page (<https://catalog.gmu.edu/admissions/graduate-policies/>). Specific graduate admissions requirements can be found on the College of Visual and Performing Arts Graduate Admissions requirements page (<https://cvpa.gmu.edu/admissions/graduate-admissions/graduate-admission-requirements/>).

Policies

Please see College of Visual and Performing Arts (<http://catalog.gmu.edu/colleges-schools/visual-performing-arts/#requirementspoliciestext>) for college academic policies.

Requirements

Degree Requirements

Total credits: 34

Core Requirements

Elective courses at the 600 or higher course level may be taken only after a candidate has completed and/or registered for at least 9 core

course credits. Students are required to successfully complete AMGT 602 Seminar in Arts Management within their first 9 credits.

Code	Title	Credits
AMGT 601	Fund Raising/Development I	3
AMGT 602	Seminar in Arts Management	3
AMGT 603	The Arts in Society	3
AMGT 604	Public Relations and Marketing Strategies for the Arts I	3
AMGT 605	Finance and Budgeting for Arts I	3
AMGT 606	Governance and Financial Management	3
AMGT 710	Arts Policy	3
AMGT 795	Capstone in Arts Management	1
Total Credits		22

Internship

Code	Title	Credits
AMGT 742	Internship I	3
Total Credits		3

Electives

Code	Title	Credits
Select 9 credits from the following:		9
AMGT 504	Professional Development Arts Management	
AMGT 511	Introduction to Grant Writing	
AMGT 513	Technology in the Arts	
AMGT 599	Special Topics in Arts Management	
AMGT 609	Performing Arts Management	
AMGT 610	Visual Arts Management	
AMGT 620	Legal Aspects in Arts Management	
AMGT 640	Programming and Project Arts Management	
AMGT 706	Festivals and Special Events	
AMGT 711	Directed Readings and Project	
AMGT 752	Arts Entrepreneurship	
AMGT 792	Internship II	
Total Credits		9

Accelerated Master's

Art and Visual Technology, BA/Arts Management, Accelerated MA Overview

Academically strong undergraduates in Art may apply to the accelerated Master's Degree in Arts Management. If accepted, students will be able to earn an Art and Visual Technology, BA (<https://catalog.gmu.edu/colleges-schools/visual-performing-arts/art/art-visual-technology-ba/>) and an Arts Management, MA (<https://catalog.gmu.edu/colleges->

schools/visual-performing-arts/management/arts-management-ma/) after satisfactory completion of 150 credits.

For more detailed information, see AP.6.7 Bachelor's/Accelerated Master's Degrees (<https://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7>). For policies governing all graduate degrees, see AP.6 Graduate Policies (<https://catalog.gmu.edu/policies/academic/graduate-policies/>).

BAM Pathway Admissions Requirements

Applicants to all graduate programs at George Mason University must meet the admission standards and application requirements for graduate study as specified in the Graduate Admission Policies (<https://catalog.gmu.edu/admissions/graduate-policies/>) section of this catalog.

Students are eligible to apply for this accelerated program once they have earned **at least 60 undergraduate credits**. After successfully completing 75 undergraduate credits, students must use at least 3 and no more than 12 credits of **advanced standing courses** (see below) to both complete the bachelor's degree and begin the master's. An additional six credits may be held in **reserve** for the master's degree, but cannot be used to complete the bachelor's.

Important information on how to apply for this accelerated master's program can be found in the University's Accelerated Master's Application Guide.

Accelerated Master's Admission Requirements

Undergraduate students admitted to the accelerated master's program pathway will be fully admitted into the MA program if they meet the following requirements, as verified on the Bachelor's/Accelerated Master's Transition Form (<https://registrar.gmu.edu/wp-content/uploads/BAMT-Bach-Acel-Masters-June21.pdf>):

- Minimum overall GPA of 3.00
- Completion of specific undergraduate coursework
- Successfully meet Mason's requirements for undergraduate degree conferral (graduation) and complete the application for graduation
- Minimum grade of B in each advanced standing course
- Submission of BAM Transition Form to the School of Art advisor at the beginning of the student's final undergraduate semester#. Full details can be found at AP.6.7.3 (<https://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7-3>)

Accelerated Pathway Requirements

To maintain the integrity and quality of both the undergraduate and graduate degree programs, undergraduate students in the Accelerated Pathway must choose from the following Advanced Standing courses, which can be taken as Advanced Standing or Reserve Graduate credit courses. Reserve Graduate credit course options cannot be taken as Advanced Standing. A minimum grade of B- is required.

Code	Title	Credits
Advanced Standing courses (up to 12 credits with a minimum grade of B in each)		
AMGT 601	Fund Raising/Development I	3
AMGT 602	Seminar in Arts Management	3
AMGT 604	Public Relations and Marketing Strategies for the Arts I	3
AMGT 605	Finance and Budgeting for Arts I	3

Reserve Graduate Credit courses (up to 6 credits) taken while an undergraduate will only count for the graduate degree program

AMGT 603	The Arts in Society ¹	3
AMGT 606	Governance and Financial Management ²	3

1

Prerequisite: AMGT 602 Seminar in Arts Management

2

Prerequisite: AMGT 605 Finance and Budgeting for Arts I

For more detailed information on coursework and timeline requirements, see AP.6.7 Bachelor's/Accelerated Master's Degrees.

Art and Visual Technology, BFA/Arts Management, Accelerated MA Overview

Academically strong undergraduates in Art may apply to the accelerated Master's Degree in Arts Management. If accepted, students will be able to earn an Art and Visual Technology, BFA (<https://catalog.gmu.edu/colleges-schools/visual-performing-arts/art/art-visual-technology-bfa/>) and an Arts Management, MA (<https://catalog.gmu.edu/colleges-schools/visual-performing-arts/management/arts-management-ma/>) after satisfactory completion of 150 credits.

For more detailed information, see AP.6.7 Bachelor's/Accelerated Master's Degrees (<https://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7>). For policies governing all graduate degrees, see AP.6 Graduate Policies (<https://catalog.gmu.edu/policies/academic/graduate-policies/>).

BAM Pathway Admission Requirements

Applicants to all graduate programs at George Mason University must meet the admission standards and application requirements for graduate study as specified in the Graduate Admission Policies section of this catalog.

Students are eligible to apply for this accelerated program once they have earned **at least 60 undergraduate credits**. After successfully completing 75 undergraduate credits, students must use at least 3 and no more than 12 credits of **advanced standing courses** (see below) to both complete the bachelor's degree and begin the masters. An additional six credits may be held in **reserve** for the master's degree, but cannot be used to complete the bachelors.

Important information on how to apply for this accelerated master's program can be found in the University's Accelerated Master's Application Guide.

Accelerated Master's Admission Requirements

Undergraduate students admitted to the accelerated master's program pathway will be fully admitted into the MA program if they meet the following requirements, as verified on the Bachelor's/Accelerated Master's Transition Form (<https://registrar.gmu.edu/wp-content/uploads/BAMT.pdf>):

- Minimum overall GPA of 3.00
- Completion of specific undergraduate coursework
- Successfully meet Mason's requirements for undergraduate degree conferral (graduation) and complete the application for graduation

- Minimum grade of B in each advanced standing course
- Submission of BAM Transition Form to the School of Art advisor at the beginning of the student's final undergraduate semester#. Full details can be found at AP.6.7.3 (<https://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7-3>)

Accelerated Pathway Requirements

To maintain the integrity and quality of both the undergraduate and graduate degree programs, undergraduate students in the Accelerated Pathway must choose from the following Advanced Standing courses, which can be taken as Advanced Standing or Reserve Graduate credit courses. Reserve Graduate credit course options cannot be taken as Advanced Standing. #A minimum grade of B is required.

Code	Title	Credits
Advanced Standing courses (up to 12 credits with a minimum grade of B in each)		
AMGT 601	Fund Raising/Development I	3
AMGT 602	Seminar in Arts Management	3
AMGT 604	Public Relations and Marketing Strategies for the Arts I	3
AMGT 605	Finance and Budgeting for Arts I	3
Reserve Graduate Credit courses (up to 6 credits) taken while an undergraduate and will only count for the graduate degree program		
AMGT 603	The Arts in Society ¹	3
AMGT 606	Governance and Financial Management ²	3

1

Prerequisite: AMGT 602 Seminar in Arts Management

2

Prerequisite: AMGT 605 Finance and Budgeting for Arts I

For more detailed information on coursework and timeline requirements, see AP.6.7 Bachelor's/Accelerated Master's Degrees.

Bachelor's Degree (any)/Arts Management, Accelerated MA Overview

Highly qualified undergraduates may be admitted to the bachelor's/accelerated master's program and obtain a BA/BS in a chosen major and an MA in Arts Management in an accelerated time-frame after satisfactory completion of a minimum of 150 credits.

See AP.6.7 Bachelor's/Accelerated Master's Degree (<http://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7>) for policies related to this program.

Students in an accelerated degree program must fulfill all university requirements for the master's degree. For policies governing all graduate degrees, see AP.6 Graduate Policies (<http://catalog.gmu.edu/policies/academic/graduate-policies/>).

BAM Pathway Admission Requirements

Applicants to all graduate programs at George Mason University must meet the admission standards and application requirements for graduate study as specified in the Graduate Admission Policies (<http://catalog.gmu.edu/admissions/graduate-policies/>) section of this catalog.

Students are eligible to apply for this accelerated program once they have earned at least 60 undergraduate credits. After successfully completing 75 undergraduate credits, students must use at least 3 and no more than 12 credits of advanced standing courses (see below) to both complete the bachelor's degree and begin the masters. An additional six credits may be held in reserve for the master's degree, but cannot be used to complete the bachelors.

Important information on how to apply for this accelerated master's program can be found in the University's Accelerated Master's Application Guide. (<https://www2.gmu.edu/admissions-aid/apply-now/how-apply/accelerated-masters/>)

Accelerated Master's Admission Requirements

Undergraduate students admitted to the accelerated master's program pathway will be fully admitted into the MA program if they meet the following requirements, as verified on the Bachelor's/Accelerated Master's Transition Form (<https://registrar.gmu.edu/wp-content/uploads/BAMT-Bach-Acel-Masters-June21.pdf>):

- Minimum overall GPA of 3.00
- Completion of at least one approved undergraduate AMGT course – AMGT 405 Introduction to Arts Management or AMGT 410 The Arts and Community Engagement with a minimum grade of B
- Minimum grade of B in each Advanced Standing Course
- Successfully meet Mason's requirements for undergraduate degree conferral (graduation) and complete the application for graduation
- Submission of BAM Transition Form to Office of the University Registrar at the beginning of student's final undergraduate semester

Accelerated Pathway Requirements

To maintain the integrity and quality of both the undergraduate and graduate degree programs, undergraduate students in the Accelerated Pathway must choose from the following courses which can be taken as Advanced Standing or Reserve Graduate credit (to be determined by the student and their advisor.) These courses will be taken as Advanced Standing or Reserved Graduate Credit (<http://catalog.gmu.edu/policies/academic/graduate-policies/#text>).

Code	Title	Credits
Advanced Standing courses (up to 12 credits with a minimum grade of B in each)		
AMGT 601	Fund Raising/Development I	3
AMGT 602	Seminar in Arts Management	3
AMGT 604	Public Relations and Marketing Strategies for the Arts I	3
AMGT 605	Finance and Budgeting for Arts I	3
Reserve Graduate Credit courses (up to 6 credits) taken while an undergraduate and will only count for the graduate degree program		
AMGT 603	The Arts in Society ¹	3
AMGT 606	Governance and Financial Management ²	3

1

Prerequisite: AMGT 602 Seminar in Arts Management

2

Prerequisite: AMGT 606 Governance and Financial Management

For more detailed information on coursework and timeline requirements see AP.6.7 Bachelor's Accelerated Master's Degree (<http://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7>) policies.

Music, BA/Arts Management, Accelerated MA

Overview

Academically strong undergraduates in Music may apply to the accelerated Master's Degree in Arts Management. If accepted, students will be able to earn a Music, BA (<http://catalog.gmu.edu/colleges-schools/visual-performing-arts/music/music-ba/>) and an Arts Management, MA after satisfactory completion of 150 credits.

For more detailed information, see AP.6.7 Bachelor's/Accelerated Master's Degrees (<http://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7>). For policies governing all graduate degrees, see AP.6 Graduate Policies (<http://catalog.gmu.edu/policies/academic/graduate-policies/>).

BAM Pathway Admission Requirements

Applicants to all graduate programs at George Mason University must meet the admission standards and application requirements for graduate study as specified in the Graduate Admission Policies (<http://catalog.gmu.edu/admissions/graduate-policies/>) section of this catalog.

Students are eligible to apply for this accelerated program once they have earned at least 60 undergraduate credits. After successfully completing 75 undergraduate credits, students must use at least 3 and no more than 12 credits of advanced standing courses (see below) to both complete the bachelor's degree and begin the masters. An additional six credits may be held in reserve for the master's degree, but cannot be used to complete the bachelors.

Important information on how to apply for this accelerated master's program can be found in the University's Accelerated Master's Application Guide. (<https://www2.gmu.edu/admissions-aid/apply-now/how-apply/accelerated-masters/>)

Accelerated Master's Admission Requirements

Undergraduate students admitted to the accelerated master's program pathway will be fully admitted into the MA program if they meet the following requirements, as verified on the Bachelor's/Accelerated Master's Transition Form: (<https://registrar.gmu.edu/wp-content/uploads/BAMT-Bach-Acel-Masters-June21.pdf>)

- Minimum overall GPA of 3.00
- Completion of specific undergraduate coursework
- Successfully meet Mason's requirements for undergraduate degree conferral (graduation) and complete the application for graduation
- Minimum grade of B in each advanced standing course
- Submission of BAM Transition Form to the School of Music advisor at the beginning of student's final undergraduate semester#. Full details can be found at AP.6.7.3 (<http://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7-3>)

Accelerated Pathway Requirements

To maintain the integrity and quality of both the undergraduate and graduate degree programs, undergraduate students in the Accelerated Pathway must choose from the following Advanced Standing courses, which can be taken as Advanced Standing or Reserve Graduate credit

courses. Reserve Graduate credit course options cannot be taken as Advanced Standing. A minimum grade of B is required.

Code	Title	Credits
Advanced Standing courses (up to 12 credits with a minimum grade of B in each)		
AMGT 602	Seminar in Arts Management	3
AMGT 601	Fund Raising/Development I	3
AMGT 604	Public Relations and Marketing Strategies for the Arts I	3
AMGT 605	Finance and Budgeting for Arts I	3
Reserve Graduate Credit courses (up to 6 credits) taken while an undergraduate and will only count for the graduate degree program		
AMGT 603	The Arts in Society ¹	3
AMGT 606	Governance and Financial Management ²	3

1

Prerequisite: AMGT 602 Seminar in Arts Management

2

Prerequisite: AMGT 605 Finance and Budgeting for Arts I

For more detailed information on coursework and timeline requirements, see AP.6.7 Bachelor's/Accelerated Master's Degrees (<http://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7>).

Music, BM/Arts Management, Accelerated MA

Overview

Academically strong undergraduates in Music may apply to the accelerated Master's Degree in Arts Management. If accepted, students will be able to earn a Music, BM (<http://catalog.gmu.edu/colleges-schools/visual-performing-arts/music/music-bm/>) and an Arts Management, MA after satisfactory completion of 150 credits.

For more detailed information, see AP.6.7 Bachelor's/Accelerated Master's Degrees (<http://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7>). For policies governing all graduate degrees, see AP.6 Graduate Policies (<http://catalog.gmu.edu/policies/academic/graduate-policies/>).

BAM Pathway Admission Requirements

Applicants to all graduate programs at George Mason University must meet the admission standards and application requirements for graduate study as specified in the Graduate Admission Policies (<http://catalog.gmu.edu/admissions/graduate-policies/>) section of this catalog.

Students are eligible to apply for this accelerated program once they have earned at least 60 undergraduate credits. After successfully completing 75 undergraduate credits, students must use at least 3 and no more than 12 credits of advanced standing courses (see below) to both complete the bachelor's degree and begin the masters. An additional six credits may be held in reserve for the master's degree, but cannot be used to complete the bachelors.

Important information on how to apply for this accelerated master's program can be found in the University's Accelerated Master's Application Guide. (<https://www2.gmu.edu/admissions-aid/apply-now/how-apply/accelerated-masters/>)

Accelerated Master's Admission Requirements

Undergraduate students admitted to the accelerated master's program pathway will be fully admitted into the MA program if they meet the following requirements, as verified on the Bachelor's/Accelerated Master's Transition Form (<https://registrar.gmu.edu/wp-content/uploads/BAMT-Bach-Acel-Masters-June21.pdf>)

- Minimum overall GPA of 3.00
- Completion of specific undergraduate coursework
- Successfully meet Mason's requirements for undergraduate degree conferral (graduation) and complete the application for graduation
- Minimum grade of B in each advanced standing course.
- Submission of BAM Transition Form to the School of Music advisor at the beginning of student's final undergraduate semester#.

Full details can be found at AP.6.7.3 (<http://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7-3>)

Accelerated Pathway Requirements

To maintain the integrity and quality of both the undergraduate and graduate degree programs, undergraduate students in the Accelerated Pathway must choose from the following Advanced Standing courses, which can be taken as Advanced Standing or Reserve Graduate credit courses. Reserve Graduate credit course options cannot be taken as Advanced Standing. #A minimum grade of B is required.

Code	Title	Credits
Advanced Standing courses (up to 12 credits with a minimum grade of B in each)		
AMGT 602	Seminar in Arts Management	3
AMGT 601	Fund Raising/Development I	3
AMGT 604	Public Relations and Marketing Strategies for the Arts I	3
AMGT 605	Finance and Budgeting for Arts I	3
Reserve Graduate Credit courses (up to 6 credits) taken while an undergraduate and will only count for the graduate degree program		
AMGT 603	The Arts in Society ¹	3
AMGT 606	Governance and Financial Management ²	3

1

Prerequisite: AMGT 602 Seminar in Arts Management

2

Prerequisite: AMGT 605 Finance and Budgeting for Arts I

For more detailed information on coursework and timeline requirements, see AP.6.7 Bachelor's/Accelerated Master's Degrees (<http://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7>).

Theater, BA/Arts Management, Accelerated MA

Overview

Academically strong undergraduates in Theater may apply to the accelerated Master's Degree in Arts Management. If accepted, students will be able to earn a Theater, BA (<https://catalog.gmu.edu/colleges-schools/visual-performing-arts/theater/theater-ba/>) and an Arts Management, MA (<https://catalog.gmu.edu/colleges-schools/visual-performing-arts/management/arts-management-ma/>) after satisfactory completion of 150 credits.

performing-arts/management/arts-management-ma/) after satisfactory completion of 150 credits.

For more detailed information, see AP.6.7 Bachelor's/Accelerated Master's Degrees (<https://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7>). For policies governing all graduate degrees, see AP.6 Graduate Policies (<https://catalog.gmu.edu/policies/academic/graduate-policies/>).

BAM Pathway Admission Requirements

Applicants to all graduate programs at George Mason University must meet the admission standards and application requirements for graduate study as specified in the Graduate Admission Policies (<https://catalog.gmu.edu/admissions/graduate-policies/>) section of this catalog.

Students are eligible to apply for this accelerated program once they have earned **at least 60 undergraduate credits**. After successfully completing 75 undergraduate credits, students must use at least 3 and no more than 12 credits of **advanced standing courses** (see below) to both complete the bachelor's degree and begin the masters. An additional six credits may be held in **reserve** for the master's degree, but cannot be used to complete the bachelors.

Important information on how to apply for this accelerated master's program can be found in the University's Accelerated Master's Application Guide. (<https://www2.gmu.edu/admissions-aid/apply-now/how-apply/accelerated-masters/>)

Accelerated Master's Admission Requirements

Undergraduate students admitted to the accelerated master's program pathway will be fully admitted into the MA program if they meet the following requirements, as verified on the Bachelor's/Accelerated Master's Transition Form (<https://registrar.gmu.edu/wp-content/uploads/BAMT.pdf>):

- Minimum overall GPA of 3.00
- Completion of specific undergraduate coursework
- Successfully meet Mason's requirements for undergraduate degree conferral (graduation) and complete the application for graduation
- Minimum grade of B in each advanced standing course
- Submission of BAM Transition Form to Office of the University Registrar at the beginning of student's final undergraduate semester

Accelerated Pathway Requirements

To maintain the integrity and quality of both the undergraduate and graduate degree programs, undergraduate students in the Accelerated Pathway must choose from the following courses which can be taken as Advanced Standing or Reserve Graduate credit. # A minimum grade of B is required.

Code	Title	Credits
Advanced Standing courses (up to 12 credits with a minimum grade of B in each)		
AMGT 602	Seminar in Arts Management	3
AMGT 601	Fund Raising/Development I	3
AMGT 604	Public Relations and Marketing Strategies for the Arts I	3
AMGT 605	Finance and Budgeting for Arts I	3
Reserve Graduate Credit courses (up to 6 credits) taken while an undergraduate and will only count for the graduate degree program		

AMGT 603	The Arts in Society ¹	3
AMGT 606	Governance and Financial Management ²	3

1

Prerequisite: AMGT 602 Seminar in Arts Management

2

Prerequisite: AMGT 605 Finance and Budgeting for Arts I

For more detailed information on coursework and timeline requirements, see AP.6.7 Bachelor's/Accelerated Master's Degrees.