

ARTS MANAGEMENT (AMGT)

400 Level Courses

AMGT 402: Professional Development. 1 credit.

Seminar course that involves the development of workplace frameworks for success. Offered by Arts Management. Limited to three attempts.

Recommended Prerequisite: Junior standing, admission to the arts administration minor, or permission of instructor.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 405: Introduction to Arts Management. 3 credits.

Focuses on not-for-profit visual and performing arts organizations.

Topics covered include the evolution of the field, the internal culture and structure, external influences, governance, planning, human resources, marketing, fundraising, financial management, economic impact, and other topics. Students will be introduced to a wide range of arts organizations, working arts administrators, and institutional models through field trips, guest lectures, readings, and institutional data. Offered by Arts Management. Limited to three attempts.

Recommended Prerequisite: Junior standing, admission to arts administration minor, or permission of instructor.

Registration Restrictions:

Students with a class of Freshman may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 410: The Arts and Community Engagement. 3 credits.

This course is an overview of the arts and community engagement as practiced by the arts manager, artist, and educator. Students will learn to identify the need for community engagement and to develop successful techniques to implement outreach. Other topics will include accessibility, diversity, volunteerism, and governance. Offered by Arts Management. Limited to three attempts.

Recommended Prerequisite: Junior standing or permission of program director.

Registration Restrictions:

Students with a class of Freshman may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 471: Introduction to Grant Writing. 1 credit.

Course focuses on developing the skills necessary for successful grant applications for arts organizations. Study of relevant funding sources, awareness of available research materials, ability to construct coherent proposals, and defining fund-raising strategy for an arts organization. Offered by Arts Management. Limited to three attempts.

Recommended Prerequisite: Junior standing, admission to the arts administration minor, or permission of the instructor.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 472: Technology in the Arts. 1 credit.

The one constant in life is change. In today's world, both technology and arts organizations are changing. This course will give a broad overview of the technologies commonly used in entrepreneurial, small, and large arts organizations and examines the intersection of technology, management, and the arts. Offered by Arts Management. Limited to three attempts.

Recommended Prerequisite: Junior standing.

Schedule Type: Lecture

Grading:

This course is graded on the Undergraduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 489: Internship in Arts Management. 1-4 credits.

Apprenticeship, internship, or project with organization or individual in the arts. Must be prearranged with the minor coordinator before enrollment. Offered by Arts Management. May be repeated within the degree for a maximum 4 credits.

Recommended Prerequisite: Junior Standing, completion of 6 credits of courses in area of residency, AMGT 305, or permission of instructor.

Schedule Type: Internship

Grading:

This course is graded on the Undergraduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

500 Level Courses

AMGT 504: Professional Development Arts Management. 1 credit.

Combines experimental facets happening within the creative community and the development of an increasing awareness of self. Professional development is not only for the manager, but also for those who work for that manager. It is collaborative, ideally incorporating an evaluative stage. Topics addressed include professional development, consultation, coaching, communities of practice, lesson study, mentoring, reflective supervision and technical assistance. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 511: *Introduction to Grant Writing*. 1 credit.

Places components of the grant writing process; including research, proposal writing, terminology, oral and written techniques, and specific focus; within broader context of nonprofit management. Introduction to perspectives of grant seeker and maker. Discover resources and compelling writing skills pertaining to proposal and letters of intent. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 512: *Grant Writing in the Arts*. 1 credit.

Places components of grant writing process within broader context of nonprofit management. Introduction to perspectives of grant seeker and maker. The grant writing process: research, proposal writing, terminology, oral and written techniques, and specific focus. Discover resources and compelling writing skills pertaining to proposal and letters of intent. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 513: *Technology in the Arts*. 1 credit.

The one constant in life is change. In today's world, both technology and arts organizations are changing. This course will give a board overview of the technologies commonly used in entrepreneurial, small, and large arts organizations and examines the intersection of technology, management, and the arts. Offered by Arts Management. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 599: *Special Topics in Arts Management*. 1-6 credits.

Provides opportunity to explore special and timely topics in arts management including theoretical and applied areas. Topics and credit vary; may be repeated for up to 12 credits taken under different topics. Offered by Arts Management. May be repeated within the term for a maximum 12 credits.

Specialized Designation: Topic Varies

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

600 Level Courses**AMGT 601: *Fund Raising/Development I*.** 3 credits.

Overview for students seeking general knowledge, as well as introductory course for those who will complete the fund-raising concentration. Teaches role of fund raising as management function and part of overall strategic intention of arts organizations, presenting fund raising as a multifaceted, team-based process. Analyzes tools and techniques for effective fund raising. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 602: *Seminar in Arts Management*. 3 credits.

Develops tools and techniques necessary for successful pursuit of a management career in visual and performing arts. Introduces wide range of arts organizations, working arts administrators, and institutional models through guest lectures, readings, field trips, and analysis of institutional data. Students gain understanding of organizational

structures and functions, as well as models for general management. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to English Language, Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Seminar

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 603: *The Arts in Society*. 3 credits.

Examines role of visual and performing arts, with emphasis on historic traditions and trends that have most directly influenced contemporary American practice. Consideration is given to the functions of art in society in addressing questions: What constitutes good or bad art? What is the value of art? What encouragements or impediments does our society offer to the creative artist or arts institution? Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 604: *Public Relations and Marketing Strategies for the Arts I*. 3 credits.

Teaches strategic way of thinking about audience, community, and markets. Structured into four modules, beginning with fundamentals of strategic planning. Students learn about external and internal environments and the interplay among them; discuss marketing fundamentals pertaining to arts audiences; and are introduced to fundamentals of applied marketing media and advertising fundamentals. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 605: *Finance and Budgeting for Arts I*. 3 credits.

Introduces budget and finance as the fundamentals of the budgeting process, specifically tailored to needs of arts organizations. Provides an overview of the accounting process as a tool to manage and control arts organizations. Involves a laboratory component for teaching software applications frequently encountered in fiscal operation of arts organizations. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to students with a major in Arts Management.

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 606: *Governance and Financial Management*. 3 credits.

Students will evaluate, assess, and present findings using an organization's budget portfolio and gain a comprehensive understanding of the budget process and the role of the Board; including oversight and management of a board, as well as understanding board functions. Board relationships, including volunteers, are essential through all of the stages of a management career. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Required Prerequisite: (AMGT 605^B).

^B Requires minimum grade of B-.

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 609: *Performing Arts Management*. 3 credits.

Bridging strategic planning and marketing; audience development; financial management; and board and volunteer management with issues of scheduling, ticketing and sales, mission integration and strategic challenges of new facilities, and growth and operations of existing ones. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 610: *Visual Arts Management*. 3 credits.

Covers the many facets of visual art gallery management, from practical considerations of daily operations to the broader examination of gallery's role in art education, criticism, and art market. Topics such as exhibition coordination and installation, contracts, artist representation, fine art insurance, exhibition policies, budgets, and marketing are covered, along with the responsibility of educating a diverse public. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 620: *Legal Aspects in Arts Management*. 3 credits.

Overview of practical legal issues that will be encountered by arts managers of both for-profit and not-for-profit arts organizations, including contracts, copyrights, licensing, and for-profit and non-profit incorporation. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 640: *Programming and Project Arts Management*. 3 credits.

Provides both a theoretical framework for thinking about and assessing the value of various programming options and practical examples of the potential partners and resources available for program and project implementation. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 660: *Legal Aspects of Arts Management*. 3 credits.

Overview of practical legal issues that will be encountered by arts managers of both for-profit and not-for-profit arts organizations, including contracts, copyrights, licensing, and for-profit and non-profit incorporation. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

700 Level Courses

AMGT 706: *Festivals and Special Events*. 3 credits.

Technical aspects of events and festival management. Topics may include cultural understanding, tourism, sponsorship, fund raising and development, logistics of scheduling and contracts, and the relationship to larger venues, marketing and sales, and budgeting. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 710: Arts Policy. 3 credits.

Reviews current state of the sector, familiarizing students with most common rationales for public support of the arts and respective roles of federal, state, and local governments and private policy actors. Examines dilemmas that arts organizations face in balancing need for government support and artistic integrity with push and pull of the market. Compares U.S. policies to other developed countries. Offered by Arts Management. May not be repeated for credit.

Registration Restrictions:

Required Prerequisites: (AMGT 602^{B-} or 602^{XS}) and (AMGT 603^{B-} or 603^{XS}).

^{B-} Requires minimum grade of B-.

^{XS} Requires minimum grade of XS.

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 711: Directed Readings and Project. 1-6 credits.

Opportunity to engage in a more intensive study or project in arts management. Students partner with faculty member for intensive readings and project in strategy and planning in the arts, fundraising and development, entrepreneurial project work, arts marketing, arts policy and law, or other specialized areas pertinent to arts administration. Offered by Arts Management. May be repeated within the degree for a maximum 6 credits.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Independent Study

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 720: Governance and Financial Management. 3 credits.

Students will evaluate, assess, and present findings using an organization's budget portfolio and gain a comprehensive understanding of the budget process and the role of the Board; including oversight and management of a board, as well as understanding board functions. Board relationships, including volunteers, are essential through all of the stages of a management career. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program or permission of program director.

Registration Restrictions:

Required Prerequisite: (AMGT 605^{B-}).

^{B-} Requires minimum grade of B-.

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 730: Arts Entrepreneurship. 3-6 credits.

Lecture course in discovering and developing entrepreneurial skills in the arts. Students will conceive, develop, and present a for-profit or not-for-profit business plan and strategy; which will include model(s), market overview, management structure, along with revenue streams, an acquisition strategy, and technical and information technology strategies. Advanced course focuses on developing financial planning skills, funding strategies, marketing and arts sales. Offered by Arts Management. May be repeated within the degree for a maximum 6 credits.

Recommended Prerequisite: Admission to Arts Management program or permission of program director; AMGT 704.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate or Non-Degree.

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 742: Internship I. 1-3 credits.

Provides a specific work environment to build on skills developed in the classroom and integrates work experience with specific academic exercises. Minimum 42 hours/credit. Required for developing practical application. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program, 15 credit standing; or permission of program director.

Registration Restrictions:

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Internship

Grading:

This course is graded on the Graduate Special scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 752: Arts Entrepreneurship. 3,6 credits.

Lecture course in discovering and developing entrepreneurial skills in the arts. Students will conceive, develop, and present a for-profit or

not-for-profit business plan and strategy; which will include model(s), market overview, management structure, along with revenue streams, an acquisition strategy, and technical and information technology strategies. Advanced course focuses on developing financial planning skills, funding strategies, marketing and arts sales. Offered by Arts Management. May be repeated within the degree for a maximum 6 credits.

Recommended Prerequisite: Admission to Arts Management program or permission of program director; AMGT 704.

Registration Restrictions:

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 792: Internship II. 1-3 credits.

Provides a specific work environment to build on skills developed in the classroom and integrates work experience with specific academic exercises. Elective. Minimum 42 hours/credit. Required for developing practical application. Offered by Arts Management. May not be repeated for credit.

Recommended Prerequisite: Admission to Arts Management program, 15 credit standing; or permission of program director.

Registration Restrictions:

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Internship

Grading:

This course is graded on the Graduate Special scale. (<http://catalog.gmu.edu/policies/academic/grading/>)

AMGT 795: Capstone in Arts Management. 1 credit.

Required in order to complete the MA AMGT degree and must be taken in the last semester. Provides students with the opportunity to deepen, expand, and demonstrate mastery of one area of arts management expertise. Builds on work undertaken in a completed AMGT course or internship. Faculty will provide guidance and approve capstone topics. The capstone is a required one-credit course. Students may register for the capstone after having completed all core course requirements for the MA AMGT degree. Offered by Arts Management. May be repeated within the degree for a maximum 2 credits.

Recommended Prerequisite: All core course requirements for the MA AMGT degree.

Registration Restrictions:

Enrollment is limited to Graduate or Non-Degree level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Satisfactory/No Credit scale. (<http://catalog.gmu.edu/policies/academic/grading/>)