ARTS MANAGEMENT, MA

Banner Code: AR-MA-AMGT

Setarra Kennedy, Assistant Director, Arts Management
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 24-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: 36

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 18 core course credits. Students are required to successfully complete AMGT 602 Seminar in Arts Management within their first 18 credits.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMGT 601</td>
<td>Fund Raising/Development I</td>
<td>3</td>
</tr>
<tr>
<td>AMGT 602</td>
<td>Seminar in Arts Management</td>
<td>3</td>
</tr>
<tr>
<td>AMGT 603</td>
<td>The Arts in Society</td>
<td>3</td>
</tr>
<tr>
<td>AMGT 604</td>
<td>Public Relations and Marketing Strategies</td>
<td>3</td>
</tr>
<tr>
<td>AMGT 605</td>
<td>Governance and Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>AMGT 606</td>
<td>Finance and Budgeting for Arts I</td>
<td>3</td>
</tr>
<tr>
<td>AMGT 607</td>
<td>Finance and Budgeting for Arts II</td>
<td>2</td>
</tr>
<tr>
<td>AMGT 710</td>
<td>Arts Policy</td>
<td>3</td>
</tr>
<tr>
<td>AMGT 795</td>
<td>Capstone in Arts Management</td>
<td>1</td>
</tr>
<tr>
<td>CVPA 600</td>
<td>CVPA Graduate ProSeminar (must be taken within the student’s first 2 semesters)</td>
<td>0</td>
</tr>
</tbody>
</table>

Total Credits: 24

Internship

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMGT 742</td>
<td>Internship I</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits: 3

Electives

Select 9 credits from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMGT 504</td>
<td>Professional Development Arts Management</td>
<td></td>
</tr>
<tr>
<td>AMGT 511</td>
<td>Introduction to Grant Writing</td>
<td></td>
</tr>
<tr>
<td>AMGT 513</td>
<td>Technology in the Arts</td>
<td></td>
</tr>
<tr>
<td>AMGT 599</td>
<td>Special Topics in Arts Management</td>
<td></td>
</tr>
<tr>
<td>AMGT 609</td>
<td>Performing Arts Management</td>
<td></td>
</tr>
<tr>
<td>AMGT 610</td>
<td>Visual Arts Management</td>
<td></td>
</tr>
<tr>
<td>AMGT 620</td>
<td>Legal Aspects in Arts Management</td>
<td></td>
</tr>
<tr>
<td>AMGT 640</td>
<td>Programming and Project Arts Management</td>
<td></td>
</tr>
<tr>
<td>AMGT 706</td>
<td>Festivals and Special Events</td>
<td></td>
</tr>
<tr>
<td>AMGT 711</td>
<td>Directed Readings and Project</td>
<td></td>
</tr>
<tr>
<td>AMGT 752</td>
<td>Arts Entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>AMGT 792</td>
<td>Internship II</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits: 9

Accelerated Master’s

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

Overview

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 (http://catalog.gmu.edu/colleges-schools/visual-
performing-arts/art/art-visual-technology-ba/) and an Arts Management, MA after satisfactory completion of 150 credits.

Students choosing the accelerated option must fulfill all university requirements for the master's degree. The regular designed time frame would be a start in the Fall and completion of all coursework in the Summer five years later with the exception of Capstone, which is only offered in Fall and Spring. Students may need a longer time frame to complete all requirements.

This accelerated option is offered through joint cooperation between the School of Art (http://catalog.gmu.edu/colleges-schools/visual-performing-arts/art/) and the Arts Management Program (http://catalog.gmu.edu/colleges-schools/visual-performing-arts/management/).

For more detailed information, see AP.6 Bachelor’s/Accelerated Master’s Degrees (http://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7). For policies governing all graduate degrees, see AP6 Graduate Policies (http://catalog.gmu.edu/policies/academic/graduate-policies/).

Admissions Requirements
Applicants to accelerated master’s programs must have completed at least 75 credits that apply to their undergraduate degree (with at least 24 credits at Mason) and no more than 100 credits. Applicants should submit an Accelerated Master’s Program Application, available from the College of Visual and Performing Arts (CVPA) Academic Affairs Office. It includes the proposed conferral date for the undergraduate degree and the two graduate courses that are to be applied to the undergraduate degree.

Interested students should contact the Arts Management Program Office for more details about the application process.

Accelerated Option Requirements
As an undergraduate, the accelerated master’s student is required to complete the two graduate courses indicated on their Accelerated Master’s Program application with a minimum grade of 3.00 in each course. Students must maintain a minimum GPA of 3.00 in all coursework and in coursework applied to their major. On completion and conferral of the undergraduate degree in the semester indicated in the application, candidates submit the Bachelor’s/Accelerated Master’s Transition Form (which shall incorporate all of the Graduate Admission requirements of the university) and are admitted to graduate status.

As graduate students, accelerated master’s students have an advanced standing and must meet all master’s degree requirements except for the two courses (6 credits) completed as undergraduates. Students will begin their master’s program in the semester immediately following conferral of the undergraduate degree, and they may also begin in the summer term.

Reserve Graduate Credit
Students may take up to 6 additional graduate credits as reserve graduate credit. These credits do not apply to the undergraduate degree. The ability to take courses for reserve graduate credit is available to all high achieving undergraduates with permission of the School of Art. Permission to take a graduate course for reserve graduate credit is normally granted only to Mason seniors within 15 credit hours of graduation and must be approved by the Dean’s Office.

To apply these credits to the master’s degree, students must request that the credits be moved from the undergraduate degree to the graduate degree using the Bachelor’s/Accelerated Master’s Transition Form.

Art and Visual Technology, BFA/Arts Management, Accelerated MA
Overview
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 (http://catalog.gmu.edu/colleges-schools/visual-performing-arts/art/art-visual-technology-bfa/) and an Arts Management, MA after satisfactory completion of 150 credits.

Students choosing the accelerated option must fulfill all university requirements for the master’s degree. The regular designed time frame would be a start in the Fall and completion of all coursework in the Summer five years later with the exception of Capstone, which is only offered in Fall and Spring. Students may need a longer time frame to complete all requirements.

This accelerated option is offered through joint cooperation between the School of Art (http://catalog.gmu.edu/colleges-schools/visual-performing-arts/art/) and the Arts Management Program (http://catalog.gmu.edu/colleges-schools/visual-performing-arts/management/).

For more detailed information, see AP.6 Bachelor’s/Accelerated Master’s Degrees (http://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7). For policies governing all graduate degrees, see AP6 Graduate Policies (http://catalog.gmu.edu/policies/academic/graduate-policies/).

Admissions Requirements
Applicants to accelerated master’s programs must have completed at least 75 credits that apply to their undergraduate degree (with at least 24 credits at Mason) and no more than 100 credits. Applicants should submit an Accelerated Master’s Program Application, available from the College of Visual and Performing Arts (CVPA) Academic Affairs Office. It includes the proposed conferral date for the undergraduate degree and the two graduate courses that are to be applied to the undergraduate degree.

Interested students should contact the Arts Management Program Office for more details about the application process.

Accelerated Option Requirements
As an undergraduate, the accelerated master’s student is required to complete the two graduate courses indicated on their Accelerated Master’s Program application with a minimum grade of 3.00 in each course. Students must maintain a minimum GPA of 3.00 in all coursework and in coursework applied to their major. On completion and conferral of the undergraduate degree in the semester indicated in the application, candidates submit the Bachelor’s/Accelerated Master’s Transition Form (which shall incorporate all of the Graduate Admission requirements of the university) and are admitted to graduate status.

As graduate students, accelerated master’s students have an advanced standing and must meet all master’s degree requirements except for the two courses (6 credits) completed as undergraduates. Students will begin their master’s program in the semester immediately following conferral of the undergraduate degree, and they may also begin in the summer term.
Reserve Graduate Credit

Students may take up to 6 additional graduate credits as reserve graduate credit. These credits do not apply to the undergraduate degree. The ability to take courses for reserve graduate credit is available to all high achieving undergraduates with permission of the School of Art. Permission to take a graduate course for reserve graduate credit is normally granted only to Mason seniors within 15 credit hours of graduation and must be approved by the Dean's Office.

To apply these credits to the master's degree, students must request that the credits be moved from the undergraduate degree to the graduate degree using the Bachelor's/Accelerated Master's Transition Form.

Music, BA/Arts Management, Accelerated MA

Overview

Students choosing the accelerated option must fulfill all university requirements for the master's degree. The regular designed timeframe would be a start in the Fall and completion of all coursework in the Summer five years later with the exception of Capstone, which is only offered in Fall and Spring. Students may need a longer timeframe to complete all requirements.

This accelerated option is offered through joint cooperation between the School of Music and the Arts Management Program.

For more detailed information, see AP.6.7 Bachelor's/Accelerated Master's Degrees. For policies governing all graduate degrees, see the Academic Policies section of the catalog.

Application Requirements

Applicants to accelerated master's programs must have completed at least 75 credits that apply to their undergraduate degree (with at least 24 credits at Mason) and no more than 100 credits. Applicants should submit an Accelerated Master's Program Application, available from the College of Visual and Performing Arts (CVPA) Graduate Studies. It includes the proposed conferral date for the undergraduate degree and the two graduate courses that are to be applied to the undergraduate degree.

Interested students should contact the Arts Management Program Office for more details about the application process.

Accelerated Option Requirements

As an undergraduate, the accelerated master’s student is to complete the two graduate courses indicated on their Accelerated Option Requirements.

As an undergraduate, the accelerated master’s student is to complete the two graduate courses indicated on their Accelerated Master's Program application with a minimum grade of B in each course. Students must maintain a minimum GPA of 3.00 in all coursework and in coursework applied to their major. On completion and conferral of the undergraduate degree in the semester indicated in the application, they submit the Bachelor's/Accelerated Master's Transition Form (which shall incorporate all of the Graduate Admission requirements of the university) and are admitted to graduate status.

As graduate students, accelerated master’s students have an advanced standing. They must meet all master's degree requirements except for the two courses (6 credits) they completed as undergraduates. Students will begin their master's program in the semester immediately following conferral of the undergraduate degree, and they may also begin in the summer term.

Reserve Graduate Credits

Students may take up to 6 additional graduate credits as reserve graduate credit. These credits do not apply to the undergraduate degree. The ability to take courses for reserve graduate credit is available to all high achieving undergraduates with permission of the School of Music. Permission to take a graduate course for reserve graduate credit is normally granted only to Mason seniors within 15 hours of graduation and must be approved by the Dean's Office.

To apply these credits to the master's degree, students must request that the credits be moved from the undergraduate degree to the graduate degree using the Bachelor's/Accelerated Master's Transition Form.

Music, BM/Arts Management, Accelerated MA

Overview

Students choosing the accelerated option must fulfill all university requirements for the master's degree. The regular designed timeframe would be a start in the Fall and completion of all coursework in the Summer five years later with the exception of Capstone, which is only offered in Fall and Spring. Students may need a longer timeframe to complete all requirements.

This accelerated option is offered through joint cooperation between the School of Music and the Arts Management Program.

For more detailed information, see AP.6.7 Bachelor's/Accelerated Master's Degrees. For policies governing all graduate degrees, see the Academic Policies section of the catalog.

Admissions

Applicants to accelerated master's programs must have completed at least 75 credits that apply to their undergraduate degree (with at least 24 credits at Mason) and no more than 100 credits. Applicants should submit an Accelerated Master's Program Application, available from the College of Visual and Performing Arts (CVPA) Graduate Studies. It includes the proposed conferral date for the undergraduate degree and the two graduate courses that are to be applied to the undergraduate degree.

Interested students should contact the Arts Management Program Office for more details about the application process.

Accelerated Option Requirements

As an undergraduate, the accelerated master’s student is to complete the two graduate courses indicated on their Accelerated Option Requirements.

As an undergraduate, the accelerated master’s student is to complete the two graduate courses indicated on their Accelerated Master's Program application with a minimum grade of C in each course. Students must maintain a minimum GPA of 3.00 in all coursework and in coursework applied to their major. On completion and conferral of the undergraduate degree in the semester indicated in the application, they submit the Bachelor's/Accelerated Master's Transition Form (which shall incorporate all of the Graduate Admission requirements of the university) and are admitted to graduate status.
As graduate students, accelerated master’s students have an advanced standing. They must meet all master’s degree requirements except for the two courses (6 credits) they completed as undergraduates. Students will begin their master’s program in the semester immediately following conferral of the undergraduate degree, and they may also begin in the summer term.

**Reserve Graduate Credits**

Students may take up to 6 additional graduate credits as reserve graduate credit. These credits do not apply to the undergraduate degree. The ability to take courses for reserve graduate credit is available to all high achieving undergraduates with permission of the School of Music. Permission to take a graduate course for reserve graduate credit is normally granted only to Mason seniors within 15 hours of graduation and must be approved by the Dean’s Office.

To apply these credits to the master’s degree, students must request that the credits be moved from the undergraduate degree to the graduate degree using the Bachelor’s/Accelerated Master’s Transition Form.

**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/](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/](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](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/](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/](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 and can enroll in up to 18 credits of graduate coursework after successfully completing 75 undergraduate credits.

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/](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](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

**Accelerated Pathway Requirements**

To maintain the integrity and quality of both the undergraduate and graduate degree programs, undergraduate students in the Accelerated Pathway will take graduate courses that will be determined by the student and their advisor. A minimum grade of B will be required for each course. These courses will be taken as Advanced Standing or Reserved Graduate Credit ([https://catalog.gmu.edu/policies/academic/graduate-policies/#text](https://catalog.gmu.edu/policies/academic/graduate-policies/#text)).