

ARTS MANAGEMENT PROGRAM

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Undergraduate Program

Arts Management Minor

The field of visual and performing arts offers many career paths that rely on a strong foundation in one or more art forms and require specific knowledge and skills in administration and management. The minor in arts management (<https://catalog.gmu.edu/colleges-schools/visual-performing-arts/management/arts-management-minor/>) is open to all CVPA majors as well as art history majors. All other students must complete 9 credits of arts-related course work to be eligible for this minor.

Graduate Program

MA in Arts Management

The Master of Arts in Arts Management (<https://catalog.gmu.edu/colleges-schools/visual-performing-arts/management/arts-management-ma/>) 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 MA in Arts Management is a 36-credit program of study that 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.

Adjunct Faculty

Curtain, Dhokai, Forbes, Goldstein, Harper, Hays, Huschle, Kamara, Kohn, Johnson, Maru, Raleigh, Rosenfeld, Salmon, Sinagra, Smyers, Thompson, Zhang

Requirements & Policies

Requirements

Admissions

The program is geared toward those with a passion for the arts. Diversity among applicants is anticipated and sought, and candidates are evaluated on a case-by-case basis. Work experience is strongly preferred. It is anticipated that some students will come from the arts community, with experience and training in music, dance, theater, visual and technical arts and wish to add the skills of marketing, finance, strategy, fundraising, entrepreneurship, and management to their repertoire. It is also expected that some students will enter with more developed skills in business and wish to unite these skills with prior experiences in the arts.

For admissions requirements and deadlines, applicants should visit the graduate admissions page of the Arts Management website (<http://artsmanagement.gmu.edu>).

Programs

- Arts Management Minor
- Arts Management, MA

Faculty

Program Faculty

Associate Professors

Rosenstein

Assistant Professors

MacKay (Director)