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 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 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 MA 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.

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 Director
Aimee Fullman

Assistant Program Director, Arts Management
Undergraduate Studies
Nicole Springer

Professor
Reeder

Associate Professors
Rosenstein

Assistant Professors
Cisna, Fullman (Program Director)

Adjunct Faculty
Berardelli, Corbett, Curtain, Damer, Garfinkle, Hanna, Huschle, Kamara, Kennedy, MacKay, Johnson, Rosenfeld, Salmon, Smyers, Thompson