

ARTS MANAGEMENT

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Arts Management Major

The Department of Fine and Performing Arts offers a four-year program leading to a Bachelor of Arts in Arts Management. This unique program gives graduates the tools to create, develop, facilitate and evaluate cultural programs and organizations. The major features a strong background in visual arts, music, and theatre; combined with strategic planning, leadership, marketing, grants, fundraising and finance. Graduates develop expertise in areas including museum studies, performing arts management, community arts, arts education and artist entrepreneurship. The program's internship and future employment opportunities are enhanced through MCLA partners in the world-class Berkshire art community, such as the Massachusetts Museum of Contemporary Art (MASS MoCA), the Sterling and Francine Clark Art Institute, Shakespeare and Company, Barrington Stage Company, the Norman Rockwell Museum, and Tanglewood, where MCLA students and graduates actively participate in many aspects of art administration. This hands-on connection to the creative economy - the interaction of arts, educational, and business enterprises, and non-profit organizations - serves as a culminating experience to the arts management curriculum and facilitates entry into an expanding job market in arts related enterprises.

Students graduating with a major in Arts Management will be able to:

- Demonstrate an understanding of arts & culture management including types of artistic/cultural work, organizational structures, and the strategic management process.
- Demonstrate an understanding of arts & culture marketing, financial management, grants, fundraising, and leadership.
- Learn and apply real-world skills in event/program planning, implementation and evaluation; audience/community development and project management.
- Develop an understanding of the current arts ecosystem, cross sectoral intersections, and current issues facing the field.

Department Policy Regarding Double Majors/Concentrations/Minor Programs

Due to redundancies in program requirements, the Department of Fine & Performing Arts prohibits combination of the following programs:

- Arts management and arts management minor

Arts Management Programs

- Arts Management Minor (<https://catalog.mcla.edu/undergraduate/academic-programs-study/arts-management/arts-management-minor/>)
- Arts Management, B.A. (<https://catalog.mcla.edu/undergraduate/academic-programs-study/arts-management/arts-management-ba/>)

Arts Management Courses

AMGT 130 Introduction to Arts Management 3 cr
 Introduces the historical development of arts management through a survey of patronage, artist/manager, nonprofit and commercial management systems. Lectures and readings will concentrate on the major areas of interest for marketing and fiscal management of individual and collective artists.

Attributes: Core Creative Arts (CCA)

AMGT 235 Fundamentals of Arts and Culture Organizations 3 cr
 Explores functional elements of arts and culture organizations with emphasis on strategic planning and organizations' fit in the arts ecosystem. An in-depth study of arts management focusing on topics including planning, organizational identity, environmental analysis, strategy development, marketing, human resources, financial planning, fundraising and control systems. Focus will be on the strategic management process and organizational innovation in the context of the contemporary arts environment.

AMGT 235H Honors: Fundamentals of Arts and Culture 3 cr
 Explores functional elements of arts and culture organizations with emphasis on strategic planning and organizations' fit in the arts ecosystem. An in-depth study of arts management focusing on topics including planning, organizational identity, environmental analysis, strategy development, marketing, human resources, financial planning, fundraising and control systems. Focus will be on the strategic management process and organizational innovation in the context of the contemporary arts environment.

Attributes: Honors Program (HONR)

AMGT 245 Arts and Culture Marketing 3 cr
 Examines the fundamentals of marketing theory and its application in arts and culture management. Topics include marketing mix; situational analysis; segmentation, branding; the 4 P's, publicity; Internet, social media, and database marketing; and marketing plan implementation and control. This course will examine theory and then directly apply concepts in the development of personal branding tools and in the generation of comprehensive marketing for a local arts or culture organization.

Prerequisite: AMGT 130 or AMGT 235

AMGT 255 Financial Management in Arts and Culture 3 cr
 Explores and examines the major elements of financial accounting in a typical arts or culture organization. With a focus on non-profit finance, students will learn to perform basic accounting tasks, prepare and analyze financial statements, implement an effective financial control system, use financial information as part of organizational decision making, develop a mission-driven budget, and understand professional accounting standards.

Prerequisite: AMGT 130 or AMGT 235

AMGT 295 Topics in Arts Management 1-3 cr
 Studies a specific aspect of arts management designed to provide applied studies in arts management analysis, communication, legal issues, marketing, finance, performing arts management, museum studies, artist entrepreneurship, community engagement, community arts & education, arts & culture policy, arts advocacy or other arts management related content. Content identified by subtitle.

Repeatable: Unlimited Credits

AMGT 305 Writing for Arts and Culture	3 cr	AMGT 375 Arts and Culture Leadership	3 cr
Prepares students for writing in the arts and culture for a variety of contexts and audiences. The class will be run in a seminar format where students experience and engage in writing, analyzing, and drafting processes exploring a range of methods of communicating effectively and disseminating information about the arts and about their role in the arts. Students will develop a portfolio of writing (philosophy statement, bio, resume, cover letter, press release, blog entries, reviews, interviews, etc.)		Studies the theories of human motivation and leadership and adaptation of these theories to programs in arts and culture organizations. Students will probe concepts of authority and delegation and analyze leadership styles. Students will also explore concepts of and develop skills in managing effective work teams, time management, hiring and supervision, and board relations.	
Prerequisite: AMGT 130 or AMGT 235		Prerequisite: AMGT 130 or AMGT 235	
AMGT 330 Grants & Fund Raising	3 cr	AMGT 385 Legal Issues in Arts and Culture	3 cr
Introduces the techniques in grant research and technical and contextual writing skills for grants in the arts. Examines government and private sources of art funding and fund raising techniques for arts and culture organizations.		Introduces students to the basic legal issues encountered in arts and culture management. Students will cover the concepts of intellectual property, contracts and business structure. Current legal issues facing the industry will be addressed with a focus on the impacts of the digital age.	
Prerequisite: AMGT 130 or AMGT 235		Prerequisite: AMGT 130 or AMGT 235	
AMGT 335 Museum Studies	3 cr	AMGT 430 Topics in Arts Management	3 cr
Explores the operation of the art museum as a means to introduce the student to various aspects of the museum profession. Field trips to area museums and experience with the research and mounting of a didactic display highlight the study.		Studies in depth a specific aspect of arts management designed to provide advanced work in arts management analysis, communication, legal issues and marketing. Primarily for arts management students in the junior and senior year. Content identified by subtitle.	
Prerequisite: AMGT 130 or ARTH 117 or AMGT 235		Prerequisite: AMGT 130	
AMGT 340 Performing Arts Management	3 cr	AMGT 435 Advanced Museum Studies	3 cr
Examines issues particular to the management of performance artists. Focuses on contracts, legal issues, union representation, artistic freedom, promotion and marketing. Emphasis will be placed on problem-solving and negotiation with the individual artist.		An advanced level of museum study which includes management and exhibition.	
Prerequisite: AMGT 130		Prerequisite: AMGT 335	
AMGT 345 Community Arts and Education	3 cr	AMGT 440 Advanced Performing Arts Management	3 cr
Explores the work of artist educators in and out-of-school contexts, develops skills to identify learning objectives for their work, documents educational work, and increases the potency of marketing and descriptive material.		Focuses on practical and applied experience in performing arts management. Students will examine presenting from all angles including curatorial methods and current trends in performing arts. Course uses practical and real life examples of organizing an actual festival including marketing, budgeting, production, curating and audience development.	
Prerequisite: AMGT 130 or AMGT 235		Prerequisite: AMGT 340	
AMGT 345H Honors: Community Arts Education	3 cr	AMGT 445 Community Engagement in Arts & Culture	3 cr
Explores the work of artist educators in and out of school contexts; develops skills to identify learning objectives for their work; documents educational work; increases the potency of marketing and descriptive material.		Explores intersections between creative process, social activism and cross-sector work in community contexts. Students consider how artists, arts and culture managers, and community leaders work to catalyze communities through engagement in the arts and culture. Students investigate examples of projects and organizations that have successfully used arts and culture to address issues by sparking successful community dialogue.	
Prerequisite: AMGT 130 or AMGT 235		Prerequisite: AMGT 130 or AMGT 235	
Attributes: Honors Program (HONR)		AMGT 450 Career and Portfolio Workshop	1 cr
AMGT 355 Artist Entrepreneurship	3 cr	Provides senior students majoring in Arts Management with an opportunity and framework to reflect on their past work in the major and the wider liberal arts as well as look forward to opportunities and challenges after graduation. Completion of a personal strategic plan will be an essential component. Students will work with the instructor, career service professionals, and alumni to understand career and graduate school possibilities and prepare strategies and tools for success.	
Introduces the skills and techniques specific to individual fine arts businesses with an emphasis on applied work, peer critique and the development and/or refinement of a comprehensive portfolio of fine arts business tools. Topics to include strategic planning, marketing, financial record keeping, budgeting, taxes, time management, grant writing, legal issues, business structure and integrated technology use.		Prerequisite: Arts management senior major	
Prerequisite: AMGT 130 or AMGT 235			
AMGT 365 Arts and Culture Research	3 cr		
Investigates the role of research in advancing arts and culture. Students will learn how to read and make sense of research studies in arts and culture. Students engage in research activities moving from designing a research question and conducting a literature review to designing instruments to collect data. Students explore strategies for analyzing data and consider implications for promising practices in the field. Students participate in research on a community-based project.			
Prerequisite: AMGT 130 or AMGT 235			

AMGT 499 Teaching Assistantship 1-3 cr

Study arts management teaching methods, supervise academic class presentations, assist with study sessions and tutorials, attend all classes, final paper and other duties negotiated with course instructor. Must have completed a minimum of four (4) courses in the major, have a 3.0 overall GPA or better, and a B+ or better in the course. This course can be taken for either Pass/Fail or traditional letter grading.

Prerequisite: Department approval

Repeatable: Maximum of 6 credits

AMGT 500 Supervised Independent Study 3 cr

Open to juniors and seniors who wish to read in a specific area or pursue a project or topic in depth under the direction of a faculty member.

Frequent conferences with the advisor are required.

Prerequisite: Junior/senior status and department approval

Repeatable: Maximum of 12 credits

AMGT 540 Internship in Arts & Culture 1-15 cr

Provides opportunities in a variety of arts and culture organizations to gain practical experience and develop skills in applying arts and culture theories in management, marketing, finance, development, community engagement, education and program administration. Includes accompanying classroom session to integrate field and classroom learning. Enrollment requires individual application and permission of the department.

Prerequisite: Junior/senior status and department approval

Repeatable: Maximum of 15 credits