Arts and Cultural Management Course Listing

**AL 271 Intro to Arts and Cultural Management (undergrad level) 3 cr**
Arts and cultural organization administration and management. Operations and procedures of art and humanities-based agencies. Funding and financial structures involving audience development and marketing. Topics include: History of Arts and Culture, Philosophy of Management, Organizational Structure, Education and Outreach, Fundraising, Advertising/Publicity, Marketing, Nonprofit vs. Profit

**AL 461 Strategies of Arts and Cultural Management 3cr**
Strategic theory and approaches for arts and cultural organization administration and management. Budget development and strategy; fundraising and financial strategy. Staffing and human resource management. Topics include: Nonprofit practices, Nonprofit strategies, Budgeting and cost calculation, Fundraising, Endowments, Grants, Capital campaigns, Corporate sponsorships, Subscriptions and memberships, Box Office and ticketing management

**AL 462 Promotion and e-Commerce in Arts and Cultural Management 3cr**
Publicity, promotion, and outreach principles for arts and cultural management. Promoting research & strategy, outreach & education, e-Commerce strategies and social media management. Topics include: Arts advocacy, Branding, Promotion research, Promoting strategy, Publicity, Public relations, Social media, Strategic partnerships, Community engagement, Education and Outreach

**AL 463 Event Production and Planning for Arts and Culture 3cr**
Technical aspects of event planning, production and management. Operational procedures of presenting, producing and programming events and cultural activities. Technical and venue management procedures. Topics include: Producing, presenting & programming, Production elements & logistics, Types of events; Types of venues, Venue & facility management, Vendor relations, Labor relations, Emergency preparedness, Public policies

**AL 471 Arts and Cultural Management Seminar 3cr**
Seminar covering key topics and approaches in arts and cultural management, preparing professional portfolios, including application materials for career, graduate study, and professional positions. Topics include: Arts advocacy, Collaboration, e-Portfolio development, Professional arts practices for the individual artist, Project management, Advanced e-Strategies

**AL 464 Education and Outreach for arts and cultural mgt 3cr**
Arts and cultural organization education and outreach. Administration, implementation, and evaluation of K-12 school and community programs. Topics include: Programming, Education Initiatives, State Education Standards, Teacher Collaboration, Teaching Artist Training, Arts Integration, Evaluation and Assessment, Community Engagement, Platform Events, Literary Outreach
**AL 465**  **Leadership & Innovation for arts and cultural mgt**  **3cr**
Development of leadership abilities, creative, and innovative planning in arts and cultural management through readings and practical application
Topics include: Organizational models, Creating innovation, Managing innovation, Leadership theories, Organizational collaboration, Dynamic leadership, Team building, Training and assessment, Managerial styles

**AL 467**  **Development and Public Relations for arts and cultural mgt**  **3cr**
Arts and cultural organization development and public relations. Investigation of foundation, government, corporate and individual funding sources. Survey of membership and subscription services, press releases, strategies and advertising campaigns
Topics include: Foundation Giving, Government Support, Corporate Sponsorship, Board Giving, Individual Donor Support, Donor Programs & Benefits, Audience Development, Membership vs. Subscription, Press Relations, Advertising Campaigns

**AL 468**  **Facility and operations management for arts and cultural mgt**  **3cr**
Address the complex skills involved in the management of both private and public arts and cultural venues. Understand and analyze the skills required for building operations, ADA policies, vendor contracting, scheduling, maintenance, daily operations, event coordination, and additional fundraising opportunities; understand and analyze the skills and policies required for public safety and control.

**AL 801**  **Introduction to arts and cultural management (grad level)**  **3cr**
Arts and cultural organization artistic administration and executive management. Operations and procedures of art and humanities-based agencies. Funding and financial structures involving audience development and marketing.
Topics include: History of Arts and Culture, Philosophy of Management, Organizational Structure, Education and, Outreach, Development, Leadership and Innovation, Advertising/Publicity, Marketing, Nonprofit vs. Profit

**AL 868**  **Law & Policy for arts and cultural mgt**  **3cr**
Survey of legal issues pertaining to the creation and operation of cultural business entities, including nonprofit organizations. Exploration of relevant aspects of nonprofit and business law, finances and taxes, contracts, intellectual property, constitutional law, artists’ moral and economic rights, estate planning for individuals and organizations. Historical and contemporary examination of reparations of cultural property.