

**ARTS AND CULTURAL  
MANAGEMENT ACM**

**College of Arts and Letters**

- 271 Introduction to Arts and Cultural Management**  
Fall, Spring, Summer. 3(3-0) SA: AL 271  
Arts and cultural organization administration and management. Operations and procedures of art and humanities-based agencies. Funding and financial structures involving audience development and promotion.
- 461 Strategies of Arts and Cultural Management**  
Fall, Spring. 3(2-2) P: ACM 271 R: Approval of college. SA: AL 461  
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.
- 462 Promotion and e-Commerce in Arts and Cultural Management**  
Fall, Spring. 3(2-2) P: ACM 271 R: Approval of college. SA: AL 462  
Publicity, promotion, and outreach principles for arts and cultural management. Promoting research and strategy, outreach and education, e-Commerce strategies and social media management.
- 463 Event Production and Planning for Arts and Culture**  
Fall, Spring. 3(2-2) P: ACM 271 R: Approval of college. SA: AL 463  
Technical aspects of event planning, production and management. Operational procedures of presenting, producing and programming events and cultural activities. Technical and venue management procedures.
- 464 Education and Outreach for Arts and Cultural Management**  
Fall, Spring. 3(3-0) P: ACM 271 or approval of college R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 464  
Arts and cultural organization education and outreach. Understanding of K-12 school and community programs.
- 465 Leadership and Innovation for Arts and Cultural Management**  
Fall, Spring. 3(3-0) P: ACM 271 or approval of college R: Open to graduate students in the College of Arts and Letters and open to undergraduate students in the Entrepreneurship and Innovation Minor or approval of college. SA: AL 465  
Development of leadership abilities, creative, and innovative planning in arts and cultural management through readings and practical application.

- 467 Development and Public Relations for Arts and Cultural Management**  
Fall, Spring. 3(3-0) P: ACM 271 or approval of college R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 467  
Arts and cultural organization development and public relations. Investigation of foundation, government, corporate and individual funding sources. Membership and subscription services, press releases, strategies and advertising campaigns.
- 468 Facilities and Operations for Arts and Cultural Management**  
Fall, Spring. 3(3-0) P: ACM 271 or approval of college R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 468  
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, policies, vendor contracting, scheduling, maintenance, daily operations, event coordination, additional fundraising opportunities; and policies required for public safety and control. Internal and external relationships required for complex arts and cultural venues.
- 471 Arts and Cultural Management Seminar**  
Fall, Spring, Summer. 3(2-2) P: (ACM 271) and (ACM 461 or ACM 462 or ACM 463) R: Approval of college. SA: AL 471  
Seminar covering key topics and approaches in arts and cultural management, and the preparation of academic and professional portfolios.
- 801 Introduction to Arts and Cultural Management**  
Fall, Spring. 3(3-0) R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 801  
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.
- 868 Law and Policy for Arts and Cultural Management**  
Fall, Spring. 3(3-0) R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 868  
Legal issues pertaining to the creation and operation of cultural business entities. 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.
- 871 Internship in Arts and Cultural Management**  
Fall, Spring, Summer. 3 to 6 credits. R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 871  
Supervised internship with arts and cultural organizations associated with management and operational studies.

- 891 Special Topics in Arts and Cultural Management**  
Fall, Spring. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. R: Open to graduate students in the Arts and Cultural Management major or approval of college.  
Special topics supplementing regular course offerings, proposed by faculty on a group study basis.