

## 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 Financial Management and Planning of Arts, Cultural and Museum Management**  
Fall, Spring, Summer. 3(2-2) P: ACM 271 or concurrently SA: AL 461  
Strategic theory, financial, and planning approaches for arts, cultural, and museum organization administration and management. Budget development and financial strategy; strategic planning. Staffing and human resource management.
- 462 Marketing and Public Relations in Arts, Cultural, and Museum Management**  
Fall, Spring. 3(2-2) P: ACM 271 SA: AL 462  
Not open to students with credit in ACM 862.  
Principles, research, strategy and tactics for promotion, public relations, branding and social media in arts, cultural and museum 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 Not open to students with credit in ACM 863.  
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 R: Open to students in the College of Arts and Letters or approval of college. SA: AL 464 Not open to students with credit in ACM 864.  
Arts and cultural organization education and outreach. Understanding of K-12 school and community programs.
- 465 Leadership and Innovation for Arts, Cultural and Museum Management**  
Fall, Spring. 3(3-0) P: ACM 271 R: Open to students in the College of Arts and Letters and open to students in the Entrepreneurship and Innovation Minor. SA: AL 465 Not open to students with credit in ACM 865.  
Development of leadership abilities, creative, and innovative planning in arts, cultural, and museum management through readings and practical application.
- 466 Facilities and Operations for Arts and Cultural Management**  
Fall, Spring. 3(3-0) P: ACM 271 SA: ACM 468 Not open to students with credit in ACM 866.  
Address the complex skills involved in the management of both private and public arts and cultural venues. Understand and develop 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.
- 467 Development and Fundraising for Arts, Cultural Management, and Museums**  
Fall, Spring. 3(3-0) P: ACM 271 R: Open to students in the College of Arts and Letters. SA: AL 467 Not open to students with credit in ACM 867.  
Arts and cultural organization development and fundraising methods. Investigation of foundation, government, corporate and individual funding sources.
- 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.
- 490 Independent Study**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: ACM 271 RB: ACM 271 R: Approval of college.  
Special project, directed reading and research arranged in areas supplementing regular course offerings.
- 491 Special Topics in Arts and Cultural Management**  
On Demand. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course. RB: ACM 271  
Special topics supplementing regular course offerings, proposed by faculty on a group study basis.
- 496 Arts and Cultural Management Internship**  
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: ACM 271 or concurrently R: Approval of college.  
Internship for Arts and Cultural Management minors.
- 801 Introduction to Arts, Cultural Management, and Museum Studies**  
Fall, Spring. 3(3-0) R: Open to graduate students in the College of Arts and Letters or approval of college. SA: AL 801  
Introduction to arts, cultural, and museum organization administration and executive management. Operations and procedures of art and humanities-based agencies and diverse kinds of museums. Funding and financial structures involving audience development and marketing.
- 861 Strategic Planning, Human Capital and Financial Management for Arts, Cultural and Museum Management**  
Fall, Summer. 3(3-0) P: ACM 801 or concurrently Not open to students with credit in ACM 461.  
Strategic planning theory, financial strategy, and human capital management concepts and approaches for arts, cultural, and museum organization administration and management.
- 862 Public Communications in Arts, Cultural and Museum Management**  
Fall, Spring. 3(3-0) P: ACM 801 or concurrently Not open to students with credit in ACM 462.  
Processes, strategies and tactics to successfully develop targeted messages, identify key audiences, and work with stakeholders and the media to effectively communicate for arts, cultural and museum organizations.
- 863 Event Management and Design for Arts and Culture**  
Fall, Spring. 3(3-0) P: ACM 801 or concurrently Not open to students with credit in ACM 463.  
Exploration and development of special events and experiences for arts and cultural organizations.
- 864 School and Community Education in Arts and Cultural Management**  
Fall, Spring. 3(3-0) P: ACM 801 or concurrently Not open to students with credit in ACM 464.  
Examination of educational programming in nonprofit arts and cultural organizations, including exploration of community engagement strategies.
- 865 Leadership Development for Arts, Cultural and Museum Management**  
Fall, Spring. 3(3-0) P: ACM 801 or concurrently Not open to students with credit in ACM 465.  
Exploration and application of current research in leadership development and the leader's role in arts, cultural and museum organizational innovation.
- 866 Operations and Facilities Management in Arts and Cultural Management**  
Fall, Spring. 3(3-0) P: ACM 801 or concurrently Not open to students with credit in ACM 466.  
Exploration and analysis of strategic and managerial skills in operations and facilities as well as internal and external relationships associated with complex art and cultural venues and their impact on local communities.
- 867 Development and Fundraising Theory and Practice for Arts, Cultural and Museum Management**  
Fall, Spring. 3(3-0) P: ACM 801 or concurrently Not open to students with credit in ACM 467.  
Development and fundraising philosophy and strategies for nonprofit arts and cultural organizations.

## ACM—Arts and Cultural Management

### 868 Non-Profit for Arts, Cultural, and Museum Management

Fall, Spring. 3(3-0) P: ACM 801 or concurrently 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, 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.

### 869 Policy and Advocacy for Arts, Cultural and Museum Management

Fall, Spring. 3(3-0) P: ACM 801 or concurrently R: Open to graduate students in the College of Arts and Letters or approval of college.

Policymaking pertaining to local, regional, national and international arts and cultural organizations. History and practice of arts and cultural advocacy campaigns, budget administration, and the impact of arts, cultural organizations and museums on policymaking. Exploration of community engagement, strategic messaging, project oversight, assessment, and accessibility when creating new policy including lobbying in the legislative process.

### 871 Internship in Arts and Cultural Management

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: ACM 801 or concurrently R: Approval of department. SA: AL 871

Supervised internship with arts and cultural organizations associated with management and operational studies.

### 872 Practicum in Arts and Cultural Management

On Demand. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: ACM 801 or concurrently R: Open to graduate students in the College of Arts and Letters. Approval of college.

Practical experience in arts and cultural management, which may involve project-oriented activities.

### 890 Independent Study

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course.

Special project, directed reading, and research arranged by a graduate student and a faculty member in areas supplementing regular course offerings.

### 891 Special Topics in Arts and Cultural Management

Fall, Spring. 1 to 4 credits. A student may earn a maximum of 12 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.

### 892 Arts, Cultural Management and Museum Studies Seminar

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. P: ACM 801 or concurrently R: Approval of department.

Arts, cultural management, and museum studies issues and research explored from a variety of arts and cultural management-based perspectives.

### 899 Master's Thesis Research

Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Approval of college.

Directed research leading to a master's thesis.