We specialize in Making Art Work. Our new 100% ONLINE Advanced Certificate in Arts Administration provides students with a strong foundation in community engagement, financial management and marketing.

According to the Association of Arts Administration Educators, The Arts & Culture industry is, and will continue to be, an important player in the U.S. economy, contributing 4.5% of the nation’s GDP in 2017—a larger share of the economy than transportation, tourism, agriculture, and construction.

Our new 15-credit curriculum can be transferred later into our full Master of Science in Arts Administration, for students who want to continue their studies upon completing the initial certificate.

WHERE DO ARTS ADMINISTRATORS WORK?
Museums • Arts Education Centers
Artist Residencies • Galleries
Orchestras • Theatre Companies
Festivals • Presenting Organizations
Foundations • Dance Companies
Cultural Ministries • Think Tanks
Arts Councils • Opera Companies

WHAT DO THEY DO?
Marketing • Education/Outreach
Management • Programming
Fundraising • Research/Analysis
Operations • Cultural Policy
Patron Services • Production
Community Arts • Consulting
Finance • Advocacy, and more!

Source: artsadministration.org
AAD 501 Survey of Arts Administration
An introduction to the world of arts administration, focusing on not-for-profit organizations and exploring the various types of arts organizations and management principles applied therein. Students will participate in multiple online discussions, applying knowledge gained through readings and guest lectures in order to conceptualize the interconnected and diverse world of arts administration.

*Offered in Summer and January*

AAD 502 - Marketing and Public Relations Strategies in Arts & Entertainment
An in-depth exploration of Marketing and Public Relations strategies, tactics and tools in the not-for-profit and for-profit Arts and Entertainment industries, including performing arts and visual art. Students will analyze texts, case studies and online blogs and will apply their knowledge by creating a marketing plan for an arts organization or event.

*Offered in Summer*

AAD - 504 Financial Management in the Arts
An exploration of the financial issues relevant to the not-for-profit arts industry, including budgeting, financial management, and financial planning (both short-term and long-term). Students will develop a strong familiarity with financial statements, with the objective of gaining the skills necessary to oversee the financial operations of a not-for-profit arts organization.

*Offered in Spring*

AAD 602 - Engaging the Community through the Arts
An in-depth exploration of the intertwined nature of communities and the arts. Through various readings, discussions and lectures (including visits with arts practitioners), students will gain valuable insight into the interconnected nature of the arts and the community, and will learn strategies and tactics that have been successful for arts organizations wishing to weave their operations into the fabric of the communities within which they operate.

*Offered in Summer*

AAD 603 - The Art Museum Today
An exploration of the various types, sizes and definitions of art museums with a specific focus on contemporary issues facing these institutions. The course familiarizes students with the theories and practice surrounding current (and shifting) topics of interest in the larger art world, and their effects on the museum as an institution. Students will examine the history of art museums, discuss contemporary practice, and explore current issues in the profession as it faces the future of art museums in the twenty-first century.

*Offered in Summer*