
AAD

Arts Administration

AAD 101 ARTS ADMINISTRATION PROFESSIONS. (1)

The primary intent of this course is to make students aware of the opportunities open to them in the field of Arts Administration, and to network with other students in the program, faculty, program graduates and working arts administrators. Course activities will include program and announcements regarding the availability of grants and awards. Students will also become aware of employment and volunteer opportunities while they are in school, and how to pursue professional positions upon graduation. Pass/fail only. Majors are required to enroll a minimum of 4 semesters.

AAD 200 ARTS ADMINISTRATION COMMUNICATIONS. (3)

The purpose of this course is to introduce students to the primary writing styles that they will be using throughout the remainder of their arts administration courses. For example, business letters, education and program guides, print and electronic advertisements, publicity materials, sales brochures, invitations and advocacy letters, all require mastering a different writing style. Additionally, students will learn how to make effective public presentations, based upon their writing assignments. Completion of USP English requirements. Prereq: Completion of ENG 104. Enrollment restricted to AAD pre-majors during primary windows.

AAD 202 ARTS ADMINISTRATION TECHNOLOGIES I. (3)

The purpose of this course is for students to gain the basic skills to design and produce materials utilized by arts organizations to communicate with their patrons. Additionally, the course will familiarize students with a number of design-related computer applications. Prereq: AAD 200 or consent of the instructor.

AAD 302 ARTS ADMINISTRATION TECHNOLOGIES II. (3)

The purpose of this course is for students to gain the basic skills that will allow them to design and produce web materials utilized by arts organizations to communicate with their different constituencies. Students will create both a personal web site as well as a multiple-page arts organization web site. Besides covering basic web design concepts, the course will familiarize students with extensible hypertext markup language (XHTML) as well as web design-related computer applications including Dreamweaver and Fireworks. Prereq: AAD 202.

AAD 310 MARKETING THE ARTS. (3)

The course will examine methods used by arts organizations to sell admissions to their events and to sell other arts products. Emphasis is placed on marketing concepts related to product, price, placement and promotion. Prereq: Completion of AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of the instructor.

AAD 320 FUND RAISING FOR THE ARTS. (3)

An introduction to methods used by nonprofit arts organizations such as arts councils, museums, orchestras and theatres to raise money from sources other than selling art work or admissions to regular season events. Topics covered include raising funds from individuals, foundations, businesses and government, through such activities as annual campaigns, special events, capital campaigns, and planned giving. Prereq: Completion of AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of the instructor.

AAD 340 ARTS MANAGEMENT ISSUES. (3)

This course examines management issues facing arts organizations in the contemporary environment. Topics covered will include the role of artists and arts organizations in society, the differing motives behind nonprofit and for-profit corporations, freedom of expression and censorship, planning and leadership, intellectual property rights, issues related to race, class, sexuality and gender, plus other topics which may arise based on current events. Prereq: Completion of AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of the instructor.

AAD 350 FINANCIAL MANAGEMENT OF ARTS ORGANIZATIONS. (3)

This course provides an overview of the financial management practices used primarily by nonprofit arts organizations. It begins by examining the process of contracting an artist and a facility, and then building a budget for the resulting arts event. It then examines how arts organizations establish, track, adjust and evaluate organizational budgets. Additionally it explores governmental financial and reporting requirements unique to nonprofit arts organizations, and the annual audit process. Prereq: Completion of ACC 201, ACC 202, AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of the instructor.

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AAD 399 ARTS ADMINISTRATION PRACTICUM.

(1)

Under the supervision of a faculty member, students complete on-campus arts administration service projects. At least one of the two projects must be in service to the student's primary art discipline's department or school. Examples of projects might include conducting a publicity campaign for an event, working on a fundraiser, producing a publication, conducting research, updating a website, etc. Pass/fail option only. Learning contract required. Prereq: Arts Administration major or consent of instructor.

AAD 402 TOPICS IN ARTS ADMINISTRATION (Subtitle required).

(3)

A seminar which covers special topics in arts administration. May be repeated to a maximum of 12 credits when identified by different subtitles. Prereq: Completion of AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of instructor.

AAD 499 INTERNSHIP IN ARTS ADMINISTRATION.

(1-12)

An internship with a university, community, state, regional or national arts organization, providing practical work experience related to arts administration. The internship is identified and conducted under the supervision of a faculty member. Students must file a learning contract with the College of Fine Arts. May be repeated to a maximum of twelve credits. Pass/fail only. Prereq: Completion of AAD 200, AAD 202 and one of the following: COM 181, COM 287, TA 225, or consent of instructor.