Arts Administration (B.A.)

The demand for arts administrators is strong. What was once a small niche has transformed into an industry of professionals trained to manage theatres, symphony halls, galleries, museums, community art councils, orchestras, art centers, and many other types of institutions. In fact, the nonprofit arts industry employs approximately 1.3 million individuals annually.

UK’s Arts Administration degree program is designed to teach students the concepts, technologies, and skills necessary to successfully direct an arts organization in a competitive and changing environment. The program advocates a devotion to the arts, an interest in community development and integration, a focus on contemporary and relevant arts trends, and the belief that we can create a positive change by taking skills and knowledge out of the classroom and into the world.

Admission
In order to be admitted in the B.A. in Arts Administration as a full major, students must first:

1. be enrolled in the University of Kentucky;
2. complete 30 credit hours of course work;
3. have a minimum 2.8 cumulative grade-point average;
4. complete all premajor courses with a grade-point average of 3.0 in premajor courses;
5. submit an application; and
6. participate in an interview process with the arts administration faculty.

Students meeting these requirements will be accepted as majors in the program.

Students in Arts Administration must complete the following program requirements:

College Requirements
Students must complete 6 credit hours outside of the arts administration discipline, but within the College of Fine Arts. This requirement is satisfied by the student’s required CFA minor. Students must complete 39 credit hours at the 300-level or above.

Subtotal: College Required hours .................................6

UK Core Requirements
See the UK Core section of the 2020-2021 Undergraduate Bulletin for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

NOTE: Students majoring in Arts Administration may use no more than six credit hours within the Arts Administration major requirements to fulfill UK Core requirements.

I. Intellectual Inquiry in Arts and Creativity
Choose one course from approved list.............................................3

II. Intellectual Inquiry in the Humanities
Choose one course from approved list.............................................3

III. Intellectual Inquiry in the Social Sciences
Choose one course from approved list.............................................3

IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences
Choose one course from approved list.............................................3

V. Composition and Communication I
CIS/WRD 110 Composition and Communication I.................................3

VI. Composition and Communication II
CIS/WRD 111 Composition and Communication II.................................3

VII. Quantitative Foundations
Choose one course from approved list.............................................3

VIII. Statistical Inferential Reasoning
Choose one course from approved list.............................................3

IX. Community, Culture, and Citizenship in the USA
Choose one course from approved list.............................................3

X. Global Dynamics
Choose one course from approved list.............................................3

UK Core hours ...........................................................................30

Graduation Composition and Communication Requirement (GCCR)
AAD 450 Arts Administration Senior Seminar .........................................3

Graduation Composition and Communication Requirement hours (GCCR).................................3

Premajor Requirements

AAD 103 Emotional Intelligence for Arts Administrators, Part I..............................1
AAD 150 Exploring Arts Administration ................................................................3
AAD 203 Emotional Intelligence for Arts Administrators, Part II..............................1
AAD 250 Digital Design for Arts Administrators I..............................................3
CIS/WRD 111 Composition and Communication II........................................3
UK Core – Quantitative Foundations ..................................................................3
UK Core – Statistical/Inferential Reasoning ......................................................3

Subtotal: Premajor hours ......................................................................17

Major Requirements

AAD 260 Digital Design for Arts Administrators II..............................................3
AAD 299 Arts Administration Internship Orientation ........................................1
AAD 300 Management and Planning for the Arts..............................................3
AAD 303 Collaboration and Teamwork in Arts Administration..............................1
AAD 305 Arts Administration Business Communications ....................................3
AAD 310 Marketing for the Arts ......................................................................3
AAD 320 Fundraising for the Arts ....................................................................3
AAD 350 Financial Management for Arts Organizations I .....................................3
AAD 353 Emotional Intelligence for Arts Administrators, Part III..........................3
AAD 370 Financial Management for Arts Organizations II ......................................3
AAD 390 Programming and Event Planning ....................................................3
AAD 403 Decision Making in Arts Administration ............................................1
AAD 410 Arts Entrepreneurship ......................................................................3
AAD 420 Arts Administration: Practices, Policies and the Law ..................................3
AAD 450 Arts Administration Senior Seminar ..............................................3
AAD 499 Internship in Arts Administration .....................................................6

Subtotal: Major hours ...........................................................................43

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Arts Administration (B.A.) • 2

In addition to the Major Requirements, students must take 21 credit hours with the College of Fine Arts, outside of their Arts Administration courses. Within these 21 credit hours, students must complete a minor or double major in the College of Fine Arts. The College of Fine Arts requires that all students must complete 6 credit hours outside of their major but within the college. For Arts Administration students, this requirement is satisfied by the student’s required CFA minor.

The B.A. in Arts Administration requires a 2.8 cumulative GPA for graduation.

Directed Electives

Twelve (12) credits of Directed Electives chosen in consultation with the student’s academic advisor from the following areas:

- AAD electives at the 300-level or above.
- AAD 500-level courses. At least 3 credit hours must be from 500-level AAD courses.
- AAD 395. Independent Study in Arts Administration. May complete up to 6 credit hours of an individually designed and approved project under the guidance of a faculty member.
- AAD 402. Special Topics in Arts Administration. May be repeated to a maximum of 6 credit hours when identified with different subtitles.
- AAD 499. An additional 3 credit hours (above the required 6 credit hours) of arts administration internship may be used toward directed elective credit.
- Study abroad courses may apply to directed elective credit. Consult department chair for approval.
- Individual courses (up to 6 credit hours) from any of the approved minors listed below.

Alternatively, students may select one of the following options for their directed electives:

1. Students may complete the Certificate in Innovation and Entrepreneurial Thinking (12 credit hours). Students may not use AAD courses as electives in the certificate.
2. A student may complete the following approved minors as their directed elective credit:
   - African American and Africana Studies
   - Appalachian Studies
   - Communication
   - Community and Leadership Development
   - Gender and Women’s Studies
   - Information Studies
   - International Studies
   - Journalism Studies
   - Media Arts and Studies
   - Professional and Technical Writing
   - Statistics
   - Writing, Rhetoric, and Digital Studies

Subtotal: Directed Electives ................................................................. 12

Free Electives

In addition to meeting their UK Core and major requirements, students must earn 6 credits in any area(s) of their choosing.

Subtotal: Free Electives ................................................................. 6

TOTAL HOURS: ................................................................................... 120