

ADVISING PACKET FOR STUDENTS ARTS AND ADMINISTRATION PROGRAM—UNIVERSITY OF OREGON

The B.A./B.S. in Arts Management offers students the opportunity to pursue in-depth studies in the arts and humanities, in the framework of a liberal arts education to develop the skills required to effectively work in the creative sector.

Learning outcomes for the B.A./B.S. in Arts Management focus on:

- The nature of the creative process; how art and the artist functions in society
- The economic, political and social environment for the arts
- The local arenas in which arts organizations exist
- The arts' impact capacities within an international environment
- The importance and potential of technology
- The impact of demographic diversity and multiculturalism
- The ethical issues confronting arts managers

Upon completing an undergraduate degree in Arts Management, **students will have a foundational knowledge in arts administration in the following areas:**

- Basic business skills: Accounting, financial management, organizational theory and practice
- The financial and legal needs and realities of arts organizations
- The production and presentation of art
- Marketing strategies and community engagement programming for the arts
- Resource development for the arts

The B.A./B.S. in Arts Management is designed so that **each student is able to combine a unique set of arts/humanities courses with specific, required arts management courses.** Students are able to select two unique groups of courses that focus on a specific arts or humanities discipline of their choice—a group of history/survey courses (12 credits) and a group of in-depth study or practice courses (16 credits). Given that each student is able to select 28 arts/humanities credits of their choice, each student will take a unique path through the program. These courses are selected with advisor approval. Because of this, **it is important that students in this major schedule regular advising sessions with their advisor** throughout their studies.

A minimum of 64 credits are required for the B.A./B.S. in Arts Management.

Major credits are broken out as follows:

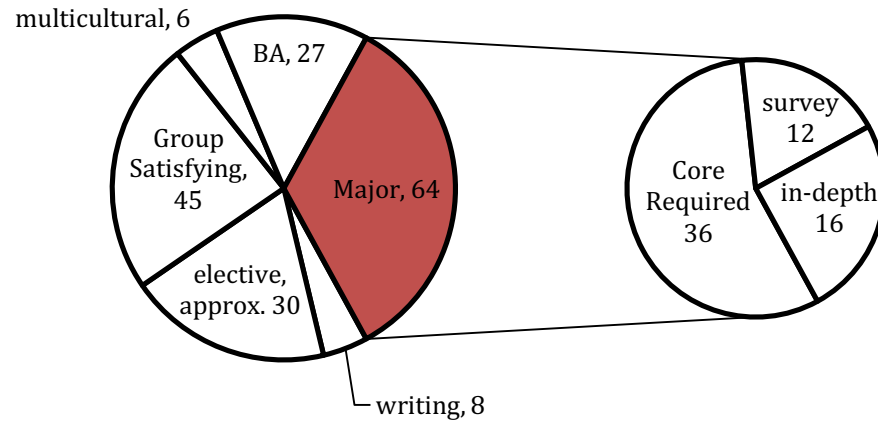
- **A minimum of 36 Arts and Administration Program (AAD) credits** are required, of which at least 24 must be from upper-division courses.
- **Completion of a group of three history/survey courses (minimum 12 credits)** in a specific arts sub-field (music history, history of Western art, theater history, folklore, dance, or other approved groups of courses). These may be completed as lower-division or upper-division courses.
- **Completion of a group of four courses of in-depth study in creative practice, arts, and humanities (minimum 16 credits).** Courses must be in a cluster such as “visual arts,” “performing arts,” or “humanities.” Courses will be in creative arts, studio, performance, production, or humanities fields (e.g., art, acting, dance, instrumental performance, vocal performance, theatre production, creative writing, art history, history, anthropology), selected with advisor approval. These may be completed as lower-division or upper-division courses.
- **Core required courses** can only be substituted with other courses with the approval of the Director of Undergraduate Studies. Requests for course substitution must come from an undergraduate advisor.
- **AAD course overlap policy:** If students are double majoring in an arts or humanities discipline, the Arts and Administration Program will accept credits in the survey/history group (12) and in-depth creative practice study group (16) from the other major in fulfillment of the credit requirements in these groups with advisor approval. If students are double majoring in a non- arts or humanities discipline, the credits in the survey/history and in-depth creative practice groups cannot be substituted for non-arts and humanities credits from the other major.

Students wishing to declare the major MUST first meet with an advisor and receive an advisor’s signature on the major declaration form.

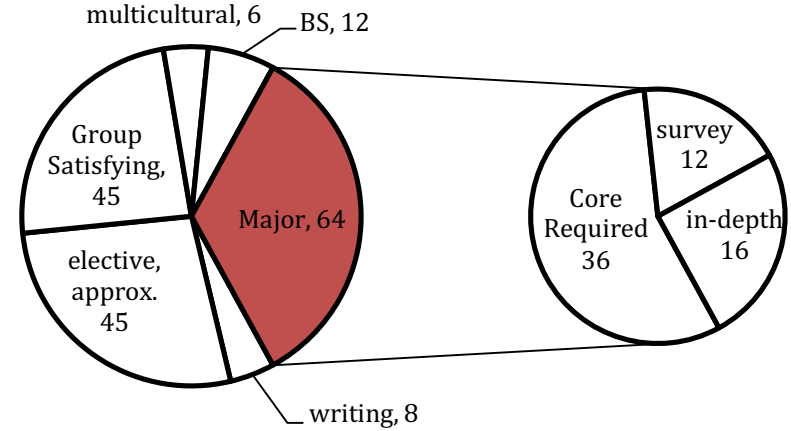
REQUIRED COURSES (64 credits—all courses listed below are 4 credits unless otherwise noted)

Required AAD Courses for BA/BS Major (36 Cr)	Required Arts/Humanities Survey Courses (12 Cr)	Required creative practice, arts or humanities courses (16 Cr)
<p>AAD 301 Understanding Arts & Creative Sector (A&L) AAD 312 Arts Management AAD 315 Funding the Arts AAD 420 Event Management AAD 422 Cultural Programming PPPM 422 Grant Writing (1 cr) PPPM 481 Fundraising for Nonprofits AAD 409 Practicum (variable credits, min 3 cr)</p> <p>One of the following: AAD 471 Performing Arts Management AAD 475 Performing Arts Industry AAD 427 Planning Interpretive Exhibits AAD 451 Community Cultural Development</p> <p>4 credits from the following: AAD 199 First-Year Seminar AAD 250 Art & Human Values (A&L, IP) AAD 251 Art & Visual Literacy (A&L, IP) AAD 252 Art & Gender (A&L, IP) AAD 410 Community Arts Management AAD 410 The Cultural Museum AAD 410 Museum Theory AAD 425 Ethics in Arts & Museums AAD 427 Planning Interpretive Exhibits AAD 429 Museum Education AAD 430 Youth Arts Curriculum and Methods AAD 431 Integrated Arts Across the Curriculum AAD 434 The Artist Entrepreneur AAD 435 Arts Business Development AAD 451 Community Cultural Development AAD 471 Performing Arts Management AAD 475 Performing Arts Industry AAA 408 Individual Brand Strategy (1 cr) AAA 408 Career Exploration (1 cr) AAA 408 Creative Entrepreneur (2 cr) AAA 408 Social Action Career (3 cr)</p>	<p>Other similar groups of courses may be selected with advisor approval.</p> <p>MUS 267 Survey of Music History I MUS 268 Survey of Music History II MUS 269 Survey of Music History III</p> <p>ARH 204 History of Western Art I ARH 205 History of Western Art II ARH 206 History of Western Art III</p> <p>ARH 207 History of Indian Art ARH 208 History of Chinese Art ARH 209 History of Japanese Art</p> <p>DAN 251 Looking at Dance DAN 453 Ballet from the Courts to Balanchine DAN 454 Evolution of Modern Dance</p> <p>ENG 104 Introduction to Literature: Fiction ENG 105 Introduction to Literature: Drama ENG 106 Introduction to Literature: Poetry</p> <p>FLR 245 Folklore and the Pacific Northwest FLR 250 Introduction to Folklore FLR 255 Folklore and U.S. Popular Culture</p> <p>TA 367 History of the Theater I TA 368 History of the Theater II TA 369 History of the Theater III</p>	<p>In-depth study courses build on the survey sequence. Sample groupings below are suggestions of courses that could build on courses listed to the left. Many other courses could be selected with advisor approval.</p> <p>MUS 250 Popular Musics in Global Context MUS 359 Music of the Americas MUS 360 History of Hip-Hop Music MUS 457 Native American Music</p> <p>ARH 353 Modern Art, 1880-1950 ARH 354 Art Since 1945 ARH 359 History of Design ARH 359 History of Photography</p> <p>ARH 382 Art of the Silk Route ARH 387 Chinese Buddhist Art ARH 397 Japanese Buddhist Art ARH 488/588 Japanese Prints</p> <p>DAN 252 Fundamentals of Rhythm DAN 255 Dance Production DAN 301 Dance and Folk Culture DAN 458 Music for Dancers</p> <p>ENG 330 Oral Controversy and Advocacy ENG 380 Film, Media, and History ENG 412 Literary Editing ENG 413 Theories of Literacy</p> <p>FLR 413 Folk Art and Material Culture FLR 415 Folklore and Foodways FLR 485 Film and Folklore FLR 491 Anglo-American Ballad and Folk Song</p> <p>TA 321 Scenery Production TA 322 Costume Production TA 323 Lighting Production TA 324 Production</p>

BA Arts Management - 180 credits



BS Arts Management - 180 credits



University Credits and Major Credits for the BA/BS in Arts Management at a Glance

- **A total of 180 credits with passing grades for both the BA and BS**
at least 62 credits must be completed in 300- or 400-level courses
- **Group Satisfying for both the BA and BS (45 credits)**
Students must complete 15 credits in each of three general-education groups:
 1. Arts and letters
 2. Social science
 3. Science

Each group must include at least two courses with the same subject code and at least one course with a different subject code. No more than three courses with the same subject code may be used to fulfill the 45-credit requirement. Students may use only one course that has the same subject code as their *first* major to fulfill group requirements.

- **Required Writing Courses for both the BA and BS (8 credits)**
 1. **WR 121** College Composition 1
 2. and **WR 122** College Composition II or **WR 123** College Composition III

- **Multicultural Requirements for both the BA and BS (8 credits)**
Students must complete one course in two of the following categories (total of two courses):
 1. American Cultures
 2. Identity, Pluralism, and Tolerance
 3. International Cultures
- There is a **university limitation of music performance and dance activity credits** for the BA/BS degree in Arts Management. Dance activity credits and performance in music (MUP) credits can total no more than 24 credits, with not more than 12 in any one area.
- **Major Residency Requirement:** 28 credits of upper-division coursework for the major must be completed at the University of Oregon.
- **University Residency Requirement:** After completing 120 of the 180 required credits, each student must complete at least 45 credits of UO courses in residence at the university.
- **Minimum grade:** Course work required for the Arts Management major, both lower division and upper division, must be passed with grades of C+ or better. No more than 12 credits graded P/NP may be applied to the major.

Arts Management Major
Arts and Administration Program (AAD) | University of Oregon

Major Coursework Required

Total credits required: 64

1. Core requirements (36 credits):

1. **AAD 301** Understanding Arts and Creative Sector (4 cr) Term/year _____
2. **AAD 312** Arts Management (4 cr) Term/year _____
3. **AAD 315** Funding the Arts (4 cr) Term/year _____
4. **AAD 420** Event Management (4 cr) Term/year _____
5. **AAD 421** Cultural Programming (4 cr) Term/year _____
6. **PPPM 422** Grant Writing (1 cr) Term/year _____
7. **PPPM 481** Resource Development for Nonprofits (4 cr) Term/year _____
8. **AAD 409** Practicum (minimum 3 credits) Term/year _____
9. **and either AAD 471** Performing Arts Management (4cr) Term/year _____
or AAD 475 Performing Arts Industry (4 cr)
or AAD 427 Planning Interpretive Exhibits (4 cr)
or AAD 451 Community Cultural Development (4 cr)
10. _____ Term/year _____

2. Required group of three history/survey courses (12 credits) in a specific arts sub-field (e. g. music history, history of Western art, theater history, folklore, dance, or other approved group of courses)

_____ Term/year _____
_____ Term/year _____
_____ Term/year _____

3. Required group of four courses of in-depth study in creative practice, arts, and humanities (16 credits). Courses must be in a cluster such as “visual arts,” “performing arts,” “humanities,” etc. This group of courses must be approved by the academic adviser.

Cluster _____

Approved by _____ Signature _____

_____ Term/year _____
_____ Term/year _____
_____ Term/year _____
_____ Term/year _____

Approval of Major Requirements for Graduation

Advisor’s Signature Date

Arts Management Major
Arts and Administration Program (AAD) | School of Architecture and Allied Arts
University of Oregon
B.A./B.S. Coursework Required

Group Satisfying & Multicultural Requirements for both B.A./B.S

<p>Arts and Letters (15 Credits)</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p style="text-align: right;"><input type="checkbox"/> Completed</p> <p>Science (15 Credits)</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p style="text-align: right;"><input type="checkbox"/> Completed</p>	<p>Social Science (15 Credits)</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p style="text-align: right;"><input type="checkbox"/> Completed</p> <p>Multicultural Requirement (Each course must be at least 3 Credits—one course in two of the following areas: American Culture; Identity, Pluralism, and Tolerance; International Cultures. These courses can overlap with other required or elective courses.)</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p style="text-align: right;"><input type="checkbox"/> Completed</p>
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Writing Requirements for both B.A./B.S (8 Credits) (the following or their equivalents)

WR 121 Completed and WR 122 or WR 123 Completed

<p>Bachelor of Arts Requirements, approx. 27 credits (2 year of college-level second language or equivalent. This is a proficiency requirement— language proficiency placement may reduce the number of credits required in this category.)</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p style="text-align: right;"><input type="checkbox"/> Completed</p> <p>Additional Elective Credits to total 180 (approx. 30)</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p>	<p>Bachelor of Science Requirements, approx. 12 credits (1 year of college-level math or computer science. This is a proficiency requirement— math proficiency placement may reduce or increase the number of credits in this category.)</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p style="text-align: right;"><input type="checkbox"/> Completed</p> <p>Additional Elective Credits to total 180 (approx. 45)</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p> <p>Course Title _____ Credits _____</p>
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