

ARTS MANAGEMENT AND EXECUTIVE LEADERSHIP (AMEX)

Courses and Descriptions

AMEX 500 Managing Arts & Institutions - Principles & Practice 3 Credits

Provides survey of key challenges and opportunities in institutional planning and development, strategy, organization, marketing, fund development, budgeting, leadership and governance in arts institutions, with a particular focus on nonprofit arts. Vision-centric, mission-driven, integrated management perspectives are applied to case-based research, analysis and reporting, supported by multiple assigned readings and required online discussion posts. This course is a pre-program requirement for the MA in Arts Management and Executive Leadership degree. Students who have successfully completed AAD 121 (or similar, at another undergraduate program) as an undergraduate may be waived from completing this course by the program director and dean.

AMEX 503 Arts Marketing: Principles and Practice 1.5 Credits

This course will build upon integrated management and marketing fundamentals addressed in AMEX 500. The course surveys the challenges, as well as traditional, contemporary and developing opportunities and approaches to institutional branding, audience development, product marketing and community alignment from vision-centric, mission-driven strategic marketing and public relations perspectives. The course is a pre-program requirement for the Master of Arts in Arts Management and Executive Leadership program. Students who have successfully completed AAD 202 as an undergraduate may be waived from completing this course by the program director and dean.

Prerequisite(s): AMEX 500 or permission of director and dean.

AMEX 506 Funding Arts & Institutions - Principles and Practice 1.5 Credits

The seminar builds upon integrated management, fundraising and institutional advancement fundamentals addressed in AMEX 500. This course surveys the challenges as well as traditional, contemporary and developing opportunities and approaches to advancement, donor-centered fundraising, legacy-building from vision-centric, mission-driven strategic fund-development perspectives. The course is a pre-program requirement for the Master of Arts, Arts Management and Executive Leadership program. Students who have successfully completed AAD 203 or similar coursework may be waived from completing this course by the program director and dean.

Prerequisite(s): AMEX 500.

AMEX 509 Intersecting Arts and Law 3 Credits

Intersecting Arts & Law explores multiple, diverse cases and conclusions which have impacted and continue to shape the arts. Masters candidates compare and contrast past and present legal cases, statutes and mandates on a host of issues ranging from artistic expression as hate or sex speech to the rights and responsibilities of artists and institutions pursuant to ownership and rights of dissemination. Current legal standing and its evolution, essential tools, trends and best practices will be assessed via case-based research and reporting grounded in comparative analysis of historical, contemporary and prescient topics relating to the intersections of law and artistic rights and freedoms.

Prerequisite(s): AMEX 500, AMEX 503, AMEX 506.

AMEX 512 Advancing Arts & Institutions 3 Credits

This course will provide integrated strategies for long-term fund development, sustainability, and legacy building in the arts. Funding and other stakeholder-driven advancement follows vision and, in an industry that relies heavily on stakeholder investment to propel artistic and programmatic success, the need for strong vision-driven leadership is critical. Building upon foundational information delivered in AMEX 500 and AMEX 506 (or equivalents), the course explores and assesses multiple, diverse approaches to vision-centered, mission-driven institutional advancement and fund-development from all philanthropic sectors impacting the nonprofit arts. Students will compare and contrast diverse board, executive and managerial strategies and application of current tools, trends and best practices employed in fund development planning and program implementation via case-based research and reporting. Comparative research and analysis of public and private funding institutions, corporations, and individual philanthropists – what inspires and guides their proposal review processes and giving practices – further informs discussion and the development of three sector-specific assessments for multiple arts institutions with which each student will have aligned themselves. Three, 90-minute live streamed, moderated expert advisory panel discussions in addition to regularly-scheduled online sessions will interface leaders in the field and faculty moderator engaging on essential topics relating to course goals/outcomes, providing diverse and highly informative first-hand insights from executive leaders and decision-makers.

Prerequisite(s): AMEX 500, AMEX 503, AMEX 506, or equivalents, or permission of program director and dean.

AMEX 515 Advocating Arts & Institutions 3 Credits

This course will discuss the legal, societal and ethical perspectives on arts policy, practice, and procedures in the workplace. Arts often reflect, challenge and at times define social, political and ethical constructs and push the envelope on what is acceptable – aesthetically, morally and otherwise – in contemporary society. Explore the ever-evolving relationship of arts and society through the lens of institutional responsibility as interpreted by the artist, the law, and by contemporary civic and social considerations. Masters candidates will research and discuss key historical moments and movements which have impacted the arts and institutional governance and administration; current legal, social and ethical issues impacting artistic expression and institutional leadership today; and key policy decisions past, present and under consideration which impact the ways by which institutions make and disseminate art, govern themselves, and carry out key administrative functions. Case-based comparative research and analysis of effective leadership initiatives, policies and best practices around key legal, social and ethical issues impacting institutions further informs discussion and the development of a comprehensive institutional responsibility proposal for an arts institution with which each student will align him or herself.

Prerequisite(s): AMEX 500, AMEX 503, and AMEX 506 or equivalents when approved by the program director and dean.

AMEX 518 Engaging Arts & Institutions 3 Credits

This course provides an integrated approach to vision-centric, mission-driven community building, audience development, and engagement in the arts. In a time when active participation in live arts is challenged with multiple and ever-advancing competing arts and entertainment options, platforms and pricing structures, the ability and wherewithal for arts institutions to effectively get their message through is more essential than ever. Building upon foundational information delivered in AMEX 503, this course explores challenges and opportunities in winning the hearts and minds of a diverse, often fickle and ever-changing demographic, psychographic and socio-economic public, engaging them in new and meaningful ways. Masters candidates research and discuss the importance of vision, mission and integrated management approaches to branding and messaging; trends in audience participation; efficacy of traditional and contemporary approaches to institutional branding, audience development and community-building around the arts; evolving modes and tools for effectively identifying, programming for, marketing to and engaging diverse audiences; efforts to integrate live arts and new technologies to market, and expand access to and engage audiences in the arts in new ways. Case-based comparative research and analysis of effective branding and marketing campaigns further informs discussion and the development of a comprehensive market analysis and brand expansion proposal for an arts institution with which each student will align him or herself.

Prerequisite(s): AMEX 500, AMEX 503, and AMEX 506 or permission of the program director or dean.

AMEX 521 Surveying Arts Institutions 1.5 Credits

Comprehensive, case-based assessment of significant institutions, institutional governance & leadership as a means of guiding final synthesis and capstone development.

Prerequisite(s): AMEX 518, AMEX 521, AMEX 524.

AMEX 524 Leading & Governing Arts Institutions 3 Credits

This course will discuss strategic methods, analytical approaches, and best practices for arts executives, board members, and stakeholders. Strategic, adaptive, entrepreneurial governance and management of arts institutions is essential for long-term survival and success, particularly in ever-shifting social, political, economic and technological landscapes. Building upon foundational information delivered through all prior coursework, this course explores the roles, relationships and responsibilities of institutional leaders and how strategic approaches to defining roles, finding and keeping the right people to fill them, strengthening the relationships and identifying and fulfilling responsibilities at all levels drives success. Graduate candidates research, compare and contrast leadership styles, tools and best practices in ethically and responsibly governing and managing institutions, with particular consideration given to the specific needs of the nonprofit arts. Topics of discussion and debate will include ethics and aesthetics, diversity and equity, arts and civic responsibility, and freedom and constraint in strategically planning, governing and managing the production and dissemination of art. Multiple case-based analytical studies resulting from in-depth, thesis-oriented governance and/or leadership focus surveys developed throughout the program further inform discussion and the development of a comprehensive leadership strategy for an arts institution with which each student will align him or herself. Requires participation in a full-day Board and Executive Management Leadership Seminar/Workshop intensive on the Rider campus at end of the session.

Prerequisite(s): AMEX 512, AMEX 515, AMEX 518.

AMEX 590 Synthesizing Arts Management 1.5 Credits

Capstone (Thesis or Leadership Project) research, analysis, orientation & preparation in context of all prior coursework. This course involves thesis research and analysis, thesis development and writing application OR* project research and analysis, project development, management and reporting. *Capstone option (thesis or leadership project) is chosen in coordination with graduate capstone advisor and upon approval by WCA Dean.

Prerequisite(s): AMEX 521.

AMEX 593 Applying Arts Management 3 Credits

This course represents the graduate capstone requirement and is taken subsequent to the preparatory "Synthesizing Arts Management" (AMEX 590) course wherein the graduate candidate will identify, design, prepare for and subsequently complete either a traditional, written graduate thesis path of completion or an in-depth, comprehensive leadership project - either option upon approval, and under advisement of, program director and designated faculty member.

Prerequisite(s): AMEX 519.