

ARTS AND ENTERTAINMENT INDUSTRIES MANAGEMENT

Program Overview

Arts and Entertainment Industries Management (AEIM) combines passion for arts and entertainment with the business know-how that keeps these industries strong. Opportunities abound for satisfying and rewarding management careers in: music business, film & television, Broadway & regional theatre, professional dance, symphonies, galleries, and many more. With more than four million jobs in the AEIM field - ranging from music, Broadway, or film producer to entertainment lawyer, fund developer, touring manager or marketing executive - the industry needs you. For aspiring performing artists, AEIM is a smart compliment to your performance degree, as U.S. Labor statistics demonstrate that only 1/17th of 1% will make above poverty wage as a performer, while there are over 4.8M jobs on the management side of the industry. What better way to bolster your arts aspirations than with AEIM! With its comprehensive, dynamic curriculum options, Rider affords you the know-how to succeed in this and many other career paths!

Curriculum Overview

The degree requirements within Arts and Entertainment Industries Management (BA) incorporate a core curriculum of 33 credits, a selected path with either a Commercial/For-Profit or Non-commercial/Institutional focus of 9 credits, and a Commercial or Traditional/Institutional Emphasis of 12 credits based upon the path and arts discipline that interests you. Each emphasis incorporates studio or applied skills courses with historical and practical coursework. In addition, majors select elective courses which expand professional skills development beyond those specific to the Arts. Elective course selections range from public relations and communications to professional writing and other options housed beyond the School of Fine and Performing Arts.

Rounding out the degree are the general university requirements and a number of "free electives" which commonly are applied to minors or second majors in one of the arts disciplines or related administrative fields of interest (ie: marketing (<https://rider-curr.courseleaf.com/undergraduate/colleges-schools/business-administration/majors-minors-certificates/marketing/>), business administration (<https://rider-curr.courseleaf.com/undergraduate/colleges-schools/business-administration/majors-minors-certificates/business-administration/>), etc.).

Degrees Offered

- B.A. in Arts and Entertainment Industries Management: Commercial/For Profit Path
- B.A. in Arts and Entertainment Industries Management: Non-commercial/Institutional Path

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Program Website: Arts and Entertainment Industries Management (<https://www.rider.edu/academics/colleges-schools/westminster>

college-of-the-arts/school-of-fine-performing-arts/undergraduate-programs/arts-administration/)

Associated Department: Performing Arts

Related Programs

- Popular Music Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/pop-music-studies-minor/>)
- Theatre, including a BA in Musical Theatre option (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/theatre-ba/>)
- Dance and Dance Science (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/dance-ba/>)
- Music and Music Education (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/bm-music-education/>)

Arts and Entertainment Industries Management Major Requirements

General Remarks

For all majors offered in the Theatre & Dance Department, students must earn a minimum grade of "C" in those courses required in the major area in order to make satisfactory progress. If a grade of "C-" or lower is earned, the student must repeat the course.

To satisfy the major, students must complete the following (54 credits):

- 33 credits from Required Core Courses (p. 1)
- 9 credits from courses in Path 1 or Path 2 (p. 2)
- 12 credits from courses in the Optional Emphasis which aligns with your selected Path (p. 2)

The remaining 66 credits will be earned through completing General Education Requirements (http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/general_education_requirements/) or elective courses. Elective course credits may be used to complete a minor or second major in one of the arts disciplines or related field of interest (i.e., marketing, event planning and production, business administration, etc).

Required Core Courses

(33 credits)

Code	Title	Credits
Complete the following courses:		
AAD 121	Arts Management Foundations	3
AAD 202	Commun/Marketing in Arts	3
AAD 203	Arts Fundraising	3
AAD 204	Arts Outreach & Education	3
AAD 225	Arts Administration Practicum ¹	3
AAD 308	Legal Aspects of Arts & Entertainment	3
AAD 309	Arts Events & Festivals Mgt	3
AAD 315	Arts & Entertainment Industries Professional Development	3
AAD 322	Policy Perspectives on Arts & Entertainment	3
AAD 350	Arts Venue and Patron Services Management	3

AAD 401	New York Arts Network	3
Total Credits		33

1

AAD 225 is a 1-credit course and must be taken three times (Sophomore year Fall, Spring, and Junior year Fall sequence recommended) to satisfy the program requirement.

Select either Path 1 or Path 2

(9 credits)

Code	Title	Credits
Path 1: Commercial / For Profit		
9		
Complete the following courses:		
AAD 310	Acquiring & Managing Talent in Arts & Entertainment Industries	
AAD 312	Deal-Making in Arts & Entertainment	
AAD 314	Arts/Entertainment Licensing, Distribution & Commerce	
Path 2: Non-Commercial / Institutional		
6		
Complete the following courses:		
AAD 307	Touring and Production Management	
AAD 491	Arts Management Internship	
Complete two AEIM Elective course options from the following: ¹		
AAD 295	Art & Business of Entertainment	6
AAD 306	Music Business	
AAD 310	Acquiring & Managing Talent in Arts & Entertainment Industries	
AAD 312	Deal-Making in Arts & Entertainment	
AAD 314	Arts/Entertainment Licensing, Distribution & Commerce	
BUS 210	Intro to Law: Contracts	
CIS 340	Electronic Commerce	
COM 107	Writing for the Media	
COM 212	Digital Publication Design	
COM 261	Introduction to Web Design	
COM 280	Issues in Event Planning	
COM 290	Professional/Strategic Speech	
COM 341	Public Relations Writing and Strategy	
COM 363	Converging Digital Media	
ENG 322	Grant Proposals, Fundraising and Development	
LDP 200	Foundations of Leadership	
MGT 201	Fund Management & Org Behavior	
MGT 310	Intro to Human Resource Mgmt	
MGT 346	Negotiation	
MGT 363	Management Skills	
MKT 330	International Marketing	
MKT 340	Personal Selling	
MUS 312	The Arts Abroad	
Total Credits		21

1

Students will choose the courses for this requirement during course selection.

Select one option from either the Commercial Emphasis (p. 2) or the Traditional/Institutional Emphasis (p. 2) that aligns with your selected Path

(12 credits)

Commercial Emphasis Options (Path 1)

Code	Title	Credits
Option 1: Music Industry (record labels, publishers, agencies, etc.)		
AAD 306	Music Business	3
AAD 307	Touring and Production Management	3
AAD 318	Music Publishing	3
AAD 491	Arts Management Internship	3
Option 2: Commercial Theatre (Broadway, Las Vegas, parks, cruise lines)		
AAD 307	Touring and Production Management	3
AAD 491	Arts Management Internship	3
AAD 295	Art & Business of Entertainment	3
One History of Broadway/Commercial Theatre course ¹		
3		
Option 3: Film and Television Industries		
AAD 295	Art & Business of Entertainment	3
FTV 230	Foundations of Film, Television and Radio	3
FTV 330	Documenting Cultures Through Travel	3
AAD 491	Arts Management Internship	3
Option 4: Sport Entertainment		
AAD 295	Art & Business of Entertainment	3
SPT 250	Introduction to the Business of Sports	3
COM 347	Sports Communication	3
AAD 491	Arts Management Internship	3

Traditional / Institutional Emphasis Options (Path 2)

(12 credits)

Code	Title	Credits
Option 1: Institutional Music (symphonies, operas, etc.)		
Select 3 credits in Music History from the following:		
MUS 105	Survey of Music History I	3
MUS 106	Survey of Music History II	3
MUS 204	Jazz History	3
MUS 205	History of Pop and Rock Part I	3
MUS 206	History of Pop and Rock Part 2	3
MUS 217	Black Music in America	3
Select 6 credits in Music Making or Performing courses from the following:		
MUS 116	Digital DJing	3
MUS 127	Pop, Rock & Hip-Hop Ensemble	1
MUS 128	Choir	1
MUS 129	Contemporary Vocal Ensemble	1
MUS 131	Beginning Piano I	2
MUS 132	Beginning Piano II	2
MUS 201	Skills Ensemble I	1
MUS 213	Digital Composition of Popular Music	3
MUS 216		3
MUS 219		3
MUS 220	Songwriting	3

MUS 301 Skills Ensemble II 1

Complete 3 credits in an industry-specific administrative internship:

AAD 491 Arts Management Internship¹ 3

Option 2: Institutional Theatre (regional theatres, touring, etc.)

Select 3 credits in Theatre History from the following:

THE 105 Theatre History to 1700 3

THE 106 Theater History Since 1700 3

THE 206 American Theatre History 3

THE 260 History of Style and Decor 3

Select 6 credits in Theatre Making and/or Performing from the following:

THE 107 Acting I: Intro to Acting 3

THE 115 Stagecraft 3

THE 118 Visual Imagination 3

THE 127 Theatre Production 1

THE 290 Production II 3

THE 390 Production III² 3

THE 317 Scenic Design² 3

THE 318 Stage Lighting Design² 3

THE 319 Costume Design² 3

THE 325 Sound Design² 3

Complete 3 credits in an industry-specific administrative internship:

AAD 491 Arts Management Internship¹ 3

Option 3: Dance (ballet and contemporary dance companies, etc.)

Complete the following courses (4 credits):

DAN 350 History of Ballet, Modern & Jazz Dance 3

DAN 151 Pilates and Modern 1

Select 2 credits in dance studio courses from the following:

DAN 100A Ballet I³ 1

DAN 100G Jazz I³ 1

DAN 100J Modern Dance I³ 1

Select 3 credits in a related Theatre course from the following:

THE 107 Acting I: Intro to Acting 3

THE 118 Visual Imagination 3

Complete 3 credits in an industry-specific administrative internship:

AAD 491 Arts Management Internship¹ 3

Option 4: Visual Arts (galleries, museums, etc.)

Complete the following course (3 credits):

ART 227 Gallery Management 3

Select one 3 credit Art History course from the following:

ART 104 Survey of Art History I 3

ART 106 Survey of Art History II 3

ART 207 Medieval and Renaissance Art 3

ART 209 Art of the Baroque 3

ART 214 American Art 3

ART 303 19th Century Art 3

ART 306 Art of the 20th Century 3

Select 3 credits in Creating Art or Graphic Design from the following:

ART 103 Fundamentals of Drawing 3

ART 105 Design 3

ART 150 Digital Foundations 3

ART 204 Fundamentals of Painting 3

COM 212 Digital Publication Design 3

COM 262 Graphic Imaging for Digital Media 3

COM 265 3D Graphic Animation 3

COM 361 Photography 3

Complete 3 credits in an industry-specific administrative internship:

AAD 491 Arts Management Internship¹ 3

1

Two internships are required; one completed in your Path and one in your Emphasis selection.

2

This course has a prerequisite that must be met first.

3

Determination of placement in this level or a higher level will be made by the instructor.

Arts and Entertainment Industries Management Minor Requirements

(15 credits)

Any Rider University student may choose to pursue the Arts Administration minor. Interested students should declare the minor by completing a form available in the Department Office.

Code	Title	Credits
Required Courses		9
AAD 121	Arts Management Foundations	
AAD 202	Commun/Marketing in Arts	
AAD 203	Arts Fundraising	
AAD Electives		6
Select two (totaling 6 credits) of the following:		
AAD 204	Arts Outreach & Education	
AAD 295	Art & Business of Entertainment	
AAD 306	Music Business	
AAD 307	Touring and Production Management	
AAD 308	Legal Aspects of Arts & Entertainment	
AAD 309	Arts Events & Festivals Mgt	
AAD 310	Acquiring & Managing Talent in Arts & Entertainment Industries	
AAD 314	Arts/Entertainment Licensing, Distribution & Commerce	
AAD 320		
AAD 350	Arts Venue and Patron Services Management	
Total Credits		15

Academic Plans of Study

The following educational plans are provided as a sample only. Rider students who do not declare a major during their freshman year; who change their major; or those who transfer to Rider may follow a different plan to ensure a timely graduation. Each student, with guidance from his or her academic advisor, will develop a personalized educational plan.

Commercial Emphasis Options - Path 1

Commercial Theatre Emphasis (p. 4)

Film and Television Industries Emphasis (p. 5)

Music Business Emphasis (p. 4)

Sport Entertainment Emphasis (p. 5)

Traditional/Institutional Emphasis Options - Path 2

Dance Emphasis (p. 6)

Music Institutions/Non-Commercial Emphasis (p. 7)

Theatre Emphasis (p. 7)

Visual Art Emphasis (p. 8)

Music Business Emphasis

Course	Title	Credits
Year 1		
Fall Semester		
AAD 121	Arts Management Foundations	3
General Education credits		9
Free Elective credits		3
Semester Credit Hours		15

Spring Semester

AAD 202	Commun/Marketing in Arts	3
General Education credits		3
Free Elective credits		9
Semester Credit Hours		15

Year 2**Fall Semester**

AAD 203	Arts Fundraising	3
AAD 204	Arts Outreach & Education	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective credits		3
Semester Credit Hours		16

Spring Semester

AAD 225	Arts Administration Practicum	1
AAD 306	Music Business	3
General Education credits		9
Free Elective credits		3
Semester Credit Hours		16

Year 3**Fall Semester**

AAD 225	Arts Administration Practicum	1
AAD 315	Arts & Entertainment Industries Professional Development	3
AAD 318	Music Publishing	3
AAD 350	Arts Venue and Patron Services Management	3
General Education credits		6
Semester Credit Hours		16

Spring Semester

AAD 307	Touring and Production Management	3
AAD 308	Legal Aspects of Arts & Entertainment	3
AAD 314	Arts/Entertainment Licensing, Distribution & Commerce	3
General Education credits		3

Free Elective credits	3
Semester Credit Hours	15

Year 4**Fall Semester**

AAD 310	Acquiring & Managing Talent in Arts & Entertainment Industries	3
AAD 322	Policy Perspectives on Arts & Entertainment	3
Free elective credits		6
Semester Credit Hours		12

Spring Semester

AAD 309	Arts Events & Festivals Mgt	3
AAD 312	Deal-Making in Arts & Entertainment	3
AAD 401	New York Arts Network	3
AAD 491	Arts Management Internship	3
Free Elective credits		3
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Commercial Theatre Emphasis

Course	Title	Credits
Year 1		
Fall Semester		
AAD 121	Arts Management Foundations	3
General Education credits		9
Free Elective credits		3
Semester Credit Hours		15

Spring Semester

AAD 202	Commun/Marketing in Arts	3
AAD 295	Art & Business of Entertainment	3
General Education credits		3
Free Elective credits		6
Semester Credit Hours		15

Year 2**Fall Semester**

AAD 203	Arts Fundraising	3
AAD 204	Arts Outreach & Education	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective credits		3
Semester Credit Hours		16

Spring Semester

AAD 225	Arts Administration Practicum	1
General Education credits		9
Free Elective credits		6
Semester Credit Hours		16

Year 3**Fall Semester**

AAD 225	Arts Administration Practicum	1
AAD 315	Arts & Entertainment Industries Professional Development	3
AAD 350	Arts Venue and Patron Services Management	3
A History of Broadway/Commercial Theatre Course TBD		3

General Education credits	6
Semester Credit Hours	16
Spring Semester	
AAD 307 Touring and Production Management	3
AAD 308 Legal Aspects of Arts & Entertainment	3
AAD 314 Arts/Entertainment Licensing, Distribution & Commerce	3
General Education credits	3
Free Elective credits	3
Semester Credit Hours	15
Year 4	
Fall Semester	
AAD 310 Acquiring & Managing Talent in Arts & Entertainment Industries	3
AAD 322 Policy Perspectives on Arts & Entertainment	3
Free Elective credits	6
Semester Credit Hours	12
Spring Semester	
AAD 309 Arts Events & Festivals Mgt	3
AAD 312 Deal-Making in Arts & Entertainment	3
AAD 401 New York Arts Network	3
AAD 491 Arts Management Internship	3
Free Elective credits	3
Semester Credit Hours	15
Total Credit Hours for Graduation	120

Film and Television Industries Emphasis

Course	Title	Credits
Year 1		
Fall Semester		
AAD 121	Arts Management Foundations	3
General Education credits		9
Free Elective credits		3
Semester Credit Hours		15
Spring Semester		
AAD 202	Commun/Marketing in Arts	3
FTV 333	Media Program Development and Distribution	3
General Education credits		3
Free Elective credits		6
Semester Credit Hours		15
Year 2		
Fall Semester		
AAD 203	Arts Fundraising	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective credits		6
Semester Credit Hours		16
Spring Semester		
AAD 204	Arts Outreach & Education	3
AAD 225	Arts Administration Practicum	1
General Education credits		6

Free Elective credits	6	
Semester Credit Hours	16	
Year 3		
Fall Semester		
AAD 225	Arts Administration Practicum	1
AAD 295	Art & Business of Entertainment	3
AAD 315	Arts & Entertainment Industries Professional Development	3
AAD 350	Arts Venue and Patron Services Management	3
General Education credits		6
Semester Credit Hours		16
Spring Semester		
AAD 308	Legal Aspects of Arts & Entertainment	3
AAD 314	Arts/Entertainment Licensing, Distribution & Commerce	3
COM 330	Documenting Cultures Through Travel	3
General Education credits		3
Free Elective credits		3
Semester Credit Hours		15
Year 4		
Fall Semester		
AAD 310	Acquiring & Managing Talent in Arts & Entertainment Industries	3
AAD 322	Policy Perspectives on Arts & Entertainment	3
Free Elective credits		6
Semester Credit Hours		12
Spring Semester		
AAD 309	Arts Events & Festivals Mgt	3
AAD 312	Deal-Making in Arts & Entertainment	3
AAD 401	New York Arts Network	3
AAD 491	Arts Management Internship	3
Free Elective credits		3
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Sport Entertainment Emphasis

Course	Title	Credits
Year 1		
Fall Semester		
AAD 121	Arts Management Foundations	3
General Education credits		9
Free Elective credits		6
Semester Credit Hours		18
Spring Semester		
AAD 202	Commun/Marketing in Arts	3
SPT 250	Introduction to the Business of Sports	3
General Education credits		3
Free Elective credits		6
Semester Credit Hours		15
Year 2		
Fall Semester		
AAD 203	Arts Fundraising	3

AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective credits		6
Semester Credit Hours		16
Spring Semester		
AAD 204	Arts Outreach & Education	3
AAD 225	Arts Administration Practicum	1
Business of Sports Entertainment Course TBD		3
General Education credits		9
Semester Credit Hours		16
Year 3		
Fall Semester		
AAD 225	Arts Administration Practicum	1
AAD 315	Arts & Entertainment Industries Professional Development	3
AAD 350	Arts Venue and Patron Services Management	3
General Education credits		6
Semester Credit Hours		13
Spring Semester		
AAD 308	Legal Aspects of Arts & Entertainment	3
AAD 314	Arts/Entertainment Licensing, Distribution & Commerce	3
COM 347	Sports Communication	3
General Education credits		3
Free Elective credits		3
Semester Credit Hours		15
Year 4		
Fall Semester		
AAD 310	Acquiring & Managing Talent in Arts & Entertainment Industries	3
AAD 322	Policy Perspectives on Arts & Entertainment	3
SPT Elective credits		3
Free Elective credits		3
Semester Credit Hours		12
Spring Semester		
AAD 309	Arts Events & Festivals Mgt	3
AAD 312	Deal-Making in Arts & Entertainment	3
AAD 401	New York Arts Network	3
AAD 491	Arts Management Internship	3
Free Elective credits		3
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Dance Emphasis

Course	Title	Credits
Year 1		
Fall Semester		
AAD 121	Arts Management Foundations	3
General Education credits		9
Free Elective credits		3
Semester Credit Hours		15

Spring Semester

AAD 202	Commun/Marketing in Arts	3
Dance Studio Course TBD		1
General Education credits		6
Free Elective credits		6
Semester Credit Hours		16

Year 2**Fall Semester**

AAD 203	Arts Fundraising	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective credits		6
Semester Credit Hours		16

Spring Semester

AAD 204	Arts Outreach & Education	3
AAD 225	Arts Administration Practicum	1
Dance Studio Course TBD		1
General Education credits		9
Semester Credit Hours		14

Year 3**Fall Semester**

AAD 225	Arts Administration Practicum	1
AAD 315	Arts & Entertainment Industries Professional Development	3
AAD 350	Arts Venue and Patron Services Management	3
Dance History course		3
General Education credits		6
Semester Credit Hours		16

Spring Semester

AAD 307	Touring and Production Management	3
AAD 308	Legal Aspects of Arts & Entertainment	3
AAD Elective credits		3
THE Elective credits		3
Free Elective credits		3
Semester Credit Hours		15

Year 4**Fall Semester**

Dance Studio Course TBD		1
AAD 322	Policy Perspectives on Arts & Entertainment	3
AAD 491	Arts Management Internship	3
AAD Elective credits		3
Free Elective credits		3
Semester Credit Hours		13

Spring Semester

AAD 309	Arts Events & Festivals Mgt	3
AAD 401	New York Arts Network	3
Free Elective credits		9
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Institutional Music Emphasis

Course	Title	Credits
Year 1		
Fall Semester		
AAD 121	Arts Management Foundations	3
General Education credits		6
Free Elective credits		3
Studio Music elective Credits		3
Semester Credit Hours		15
Spring Semester		
AAD 202	Commun/Marketing in Arts	3
General Education credits		6
Free Elective credits		6
Semester Credit Hours		15
Year 2		
Fall Semester		
AAD 203	Arts Fundraising	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective credits		3
Semester Credit Hours		13
Spring Semester		
AAD 225	Arts Administration Practicum	1
AAD 204	Arts Outreach & Education	3
General Education credits		6
Free Elective credits		6
Semester Credit Hours		16
Year 3		
Fall Semester		
AAD 225	Arts Administration Practicum	1
AAD 315	Arts & Entertainment Industries Professional Development	3
AAD 350	Arts Venue and Patron Services Management	3
General Education credits		6
Free Elective credits		3
Semester Credit Hours		16
Spring Semester		
AAD 307	Touring and Production Management	3
AAD 308	Legal Aspects of Arts & Entertainment	3
AAD Elective credits		3
General Education credits		3
Free Elective credits		3
Semester Credit Hours		15
Year 4		
Fall Semester		
AAD 322	Policy Perspectives on Arts & Entertainment	3
AAD 491	Arts Management Internship	3
AAD Elective credits		3
Studio Music Elective credits		3
Music History Elective credits		3
Semester Credit Hours		15

Spring Semester

AAD 309	Arts Events & Festivals Mgt	3
AAD 401	New York Arts Network	3
Free Elective Credits		9
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Theatre Institutional Emphasis

Course	Title	Credits
Year 1		
Fall Semester		
AAD 121	Arts Management Foundations	3
General Education credits		9
Free Elective Credits		3
Semester Credit Hours		15
Spring Semester		
AAD 202	Commun/Marketing in Arts	3
General Education credits		6
Free Elective Credits		3
Semester Credit Hours		12
Year 2		
Fall Semester		
AAD 203	Arts Fundraising	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective Credits		3
Semester Credit Hours		13
Spring Semester		
AAD 204	Arts Outreach & Education	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective Credits		6
Semester Credit Hours		16
Year 3		
Fall Semester		
AAD 225	Arts Administration Practicum	1
AAD 315	Arts & Entertainment Industries Professional Development	3
AAD 350	Arts Venue and Patron Services Management	3
Theatre Studio Elective credits		3
General Education credits		6
Free Elective Credits		3
Semester Credit Hours		19
Spring Semester		
AAD 307	Touring and Production Management	3
AAD 308	Legal Aspects of Arts & Entertainment	3
AAD Elective credits		3
Theatre Technical Elective credits		3
Free Elective Credits		3
Semester Credit Hours		15

Year 4		
Fall Semester		
AAD 322	Policy Perspectives on Arts & Entertainment	3
AAD 491	Arts Management Internship	3
AAD Elective credits		3
Theatre History Elective credits		3
Free Elective Credits		3
Semester Credit Hours		15
Spring Semester		
AAD 309	Arts Events & Festivals Mgt	3
AAD 401	New York Arts Network	3
Free Elective Credits		9
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Visual Art Emphasis

Course	Title	Credits
Year 1		
Fall Semester		
AAD 121	Arts Management Foundations	3
General Education credits		9
Free Elective credits		3
Semester Credit Hours		15
Spring Semester		
AAD 202	Commun/Marketing in Arts	3
General Education credits		6
Free Elective credits		6
Semester Credit Hours		15
Year 2		
Fall Semester		
AAD 203	Arts Fundraising	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective credits		3
Semester Credit Hours		13
Spring Semester		
AAD 204	Arts Outreach & Education	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective credits		6
Semester Credit Hours		16
Year 3		
Fall Semester		
AAD 225	Arts Administration Practicum	1
AAD 315	Arts & Entertainment Industries Professional Development	3
AAD 350	Arts Venue and Patron Services Management	3
Studio Art Elective credits		3
General Education credits		6
Semester Credit Hours		16
Spring Semester		
ART 227	Gallery Management	3

AAD 308	Legal Aspects of Arts & Entertainment	3
AAD Elective credits		3
Studio Art Elective credits		3
Free Electives		3
Semester Credit Hours		15

Year 4

Fall Semester		
Art History Elective credits		3
AAD 322	Policy Perspectives on Arts & Entertainment	3
AAD 491	Arts Management Internship	3
AAD Elective credits		3
Free Elective credits		3
Semester Credit Hours		15

Spring Semester

AAD 309	Arts Events & Festivals Mgt	3
AAD 401	New York Arts Network	3
AAD 312	Deal-Making in Arts & Entertainment	3
Free Elective credits		6
Semester Credit Hours		15
Total Credit Hours for Graduation		120

Courses and Descriptions**AAD 121 Arts Management Foundations 3 Credits**

A survey course that investigates foundations of institutional vision & mission-building, strategic planning, governance, operations, marketing and fund development for institutions which create, produce and present arts & entertainment. Students conceptualize an arts and/or entertainment business and develop summary business plan and pitch. Though the nonprofit lens is prominent for purposes of understanding the role of fundraising, commonalities in governance, management, branding marketing, community engagement and other aspects relative to both nonprofit and for-profit arts sectors are explored.

AAD 202 Commun/Marketing in Arts 3 Credits

Intended for arts or business majors interested in arts management, this course immerses students in the fundamentals of promoting the arts, from grassroots public relations to basic marketing concepts and applications. Students will have opportunities to interact with professionals in the field and explore career options.

Prerequisite(s): AAD 121 and CMP 125, or permission of instructor.

AAD 203 Arts Fundraising 3 Credits

Provides students with an understanding of the ethics, strategies and practices of fundraising for non-profit arts agencies. Students gain an understanding of the role of the development office in a non-profit arts agency, prepare for careers in arts management by increasing the skills necessary to function, and learn to plan a multi-faceted fundraising campaign effectively.

Prerequisite(s): CMP 120 or CMP 125.

AAD 204 Arts Outreach & Education 3 Credits

This course examines essential educational components of arts institutions, how they evolve and are produced, and will assess the importance of educational programming to arts organizations and the communities they serve.

Prerequisite(s): AAD 121.

AAD 225 Arts Administration Practicum 1 Credits

Under faculty advisement and project site supervision, students complete a total of three, 1-credit (33-hour) "mini-internships" or practicum projects in service to the field, sequentially in the Sophomore Fall, Sophomore Spring, and Junior Fall semesters, simultaneous to Arts Administration Lab. The first practicum project is in connection with Box Office and Patron Service to Rider Performing Arts. The second is in connection with a project of the student's choosing in service to the arts on campus or beyond. The third is in connection with a project of the student's choosing in service to the field in an outside, professional setting.

Prerequisite(s): AAD 121.

AAD 295 Art & Business of Entertainment 3 Credits

Students explore traditional and emerging models in entertainment and the impacts which social media, online service and other emerging platforms continue to have on the evolution of the industry. Students will identify and define pivotal functions and functionaries across all sectors who apply innovation, effective leadership and essential skills to produce and distribute various forms of entertainment to the masses. Through the application of a "wheel of fortune" research & analysis approach to each commercial entertainment sector, students will come to understand the multiple aspects of each (film, television, media, commercial theatre and entertainment in sports), the people who drive them and the critical functions which they serve.

Prerequisite(s): AAD 121, AAD 202 and AAD 203.

AAD 306 Music Business 3 Credits

Survey of the music business. Responsibilities of the label and producer, copyrights, royalties, residuals, publishing, contracts and artist development, promotion, distribution, product management, domestic and international licensing, and related technology.

Prerequisite(s): AAD 121.

AAD 307 Touring and Production Management 3 Credits

Organizing, marketing and managing tours. Responsibilities of the booking agent, tour manager, and performers. Case studies, relationships, contracts with venues, transportation companies, housing, and unions, budgeting, press kits, and insurance.

Prerequisite(s): AAD 121 or permission of instructor.

AAD 308 Legal Aspects of Arts & Entertainment 3 Credits

A survey of legal issues in the arts and entertainment industries, examining the relationship between arts and the law – from cultural property rights to intellectual property, copyright and beyond.

Prerequisite(s): AAD 121.

AAD 309 Arts Events & Festivals Mgt 3 Credits

Students learn to develop, produce, and staff successful arts events while refining planning skills through practice with theoretical and real arts event venues and participating in the production and management of actual events.

Prerequisite(s): AAD 121.

AAD 310 Acquiring & Managing Talent in Arts & Entertainment Industries 3 Credits

This course teaches foundations of professional talent management and explores the many ways by which the role of today's artist manager has evolved and expanded, particularly in an era of "independent" artists seeking managers who can act as CEO's. The course explores the many facets which an artist manager oversees, from launching an artist's career to building a successful and enduring business and fan base. Topics of exploration include talent acquisition, the artist/manager partnership, contracts, strategic planning, branding and more relating to managing all key aspects of an artist's career. Students will gain deep understanding of the dynamic roles which managers and agents play in the entertainment business as the "backbone of our industry" and of the pathways to career success as artist managers & representatives. Aspiring artists will find guidance in self-management and choosing the right partners. Other aspiring entertainment professionals will learn how to effectively engage with artist managers & agents as essential components in the broader ecology of professional arts & entertainment.

AAD 312 Deal-Making in Arts & Entertainment 3 Credits

This course explores all practical aspects of deal-making in commercial entertainment and the art of negotiation as the catalyst for success. Through forensic analysis & discussion of multiple types and structures of short and long-form agreements and the wide variety of provisions to be found therein, students will gain knowledge of key legal, historical, discipline-specific and industry-wide contexts of deal-making. Readings and lectures will focus on the nuts and bolts of negotiation – from essential research processes to finding and exercising bargaining power to knowing when to compromise and when to withdraw. Skills gained will be exercised through role-play, writing and ongoing analysis of peer and professional contracts. Students will gain and exercise deep understanding of agreements across multiple disciplines and the common elements therein including agency, personal management, personal appearance, merchandising, endorsements, creative ownership and union influence will be explored, as well as the unique characteristics which apply to distinct disciplines. For Arts & Entertainment Industries Management majors or minors only except by permission of Dean.

AAD 314 Arts/Entertainment Licensing, Distribution & Commerce 3 Credits

Licensing, distribution and commerce associated with creative output powers nearly every aspect of the arts and entertainment industries as significant brand builders and revenue-generators for intellectual property owners and producers. This course delivers foundational knowledge of the many ways by which music, theater, dance film and other media are licensed for commercial use or otherwise distributed directly to vendors and consumers. Discussion encompasses the various types and purposes of license, key points of negotiation, parties, agreements and business constructs involved in licensing and distribution deals across multiple entertainment sectors, including key elements relating to effective commerce and merchandising of same. Through readings, lectures and case-based analysis students will study the means of directly and indirectly getting works and ancillary content out into the marketplace, as well as the risks and rewards that may result. Through comparative analysis of traditional and contemporary professional agreements, students will come to understand how licensing and distribution contracts, modalities, administration and payments have evolved, and what the future holds for this vital engine of the arts & entertainment industries.

AAD 315 Arts & Entertainment Industries Professional Development 3 Credits

Arts & Entertainment Industries (AEIM) Professional Development is designed to prepare AEIM majors for successful internship and career placement, growth and development. Through this course, AEIM majors will engage in best possible selves vision mission goals and objectives-setting, transferrable skills identification and articulation, resume development, informational and formal interview skills practice and application as well as refine and package their individual portfolios comprised of final projects/portfolios from several prior courses. These and other assets, including personal web-page and social media profile work and editorial bio, will be developed in the creation of a comprehensive professional "toolkit" of assets to aid in their pre-professional and professional career pursuits. Over the course of a semester, students will work on professional communication skills including public speaking, writing, and corresponding etiquette, and interviewing techniques for both in-person and virtual meetings. Students will explore their own strengths and weaknesses through industry-leading personality and professional skills and traits analyses and how to apply them to maximal effect. Industry guests from all arts disciplines will afford "real-world" perspectives and build networking capacity. Restricted to AEIM Majors, Junior standing or above.

AAD 316 Data Analytics in Commercial Entertainment 3 Credits

Data analytics is a driving force of today's entertainment industry as companies face new business models for creating, marketing and distributing creative output to consumers who access content anywhere, at any time and on any device. It is transforming businesses, social interactions and how entertainment is marketed and consumed. With the explosion of social media, entertainment streaming platforms and online distribution, the amount of data available has reached unprecedented levels. Hiring skilled people who know how to collect and interpret big data is crucial. This course explores the many ways by which data is used to develop detailed understanding of consumer preferences and behaviors, inform production, advertising and distribution strategies, forecast performance and help increase efficiency. Students will learn how to retrieve, analyze and apply data for successful outcomes in today's entertainment industry, helping companies seize upon ever-expanding opportunities to utilize data to identify and understand new audiences, increase content exposure and identify new products and services.

Prerequisite(s): Arts & Entertainment Industries Management majors or minors only except by permission of Dean. AAD 121, AAD 202.

AAD 318 Music Publishing 3 Credits

This course teaches foundational concepts, context, tools, and function of music publishing as an essential force in today's ever-evolving music industry. Students examine the many roles which the music publisher plays in the acquisition, market development and administration of copyrighted musical works. Through case-based analysis of the inner workings of major, independent and self-owned music publishing companies, students will gain understanding of the depth, breadth and scope of this fascinating aspect of the business. Discussion will encompass the fundamentals of copyright, types of publishing deals, income streams, registrations and collection, foreign sub-publishing deals, and the rights and royalties applicable to copyrighted musical work. Students will also learn how music is licensed for use in film, television, advertising, theatrical performance, game and other forms of interactive media, as well as an overview of the administrative aspects of these uses and the ways by which legislative action impacts opportunities and earnings of copyright holders. Lastly, students will explore the creative and administrative responsibilities involved in establishing their own music publishing company.

AAD 322 Policy Perspectives on Arts & Entertainment 3 Credits

This course delivers foundational knowledge of the historical evolution, current state, and anticipated future of legislative actions, general policies and protocols impacting the many diverse components of arts and entertainment. Students will gain understanding of the several stakeholders, advocates and allies involved in the process of shaping policy and effectuating legislation, from lobbyists and industry leaders to politicians and the constituents whom they represent. Discussion will also encompass the expanding role and reach of the internet and streaming services which have often driven, and too often outpaced legislative agendas, putting the rights and benefits of intellectual property owners at risk through inequitable compensation practices, usurping of rights and expanding of global piracy. Case-based analysis will afford insight into current and anticipated lobbying agendas, legislative action (or inaction) on Capitol Hill, resolutions in process and recent legislation in action. Students will create an advocacy campaign around a pertinent issue facing arts & entertainment today, and strategize an effective lobbying process in order to gain direct insight and inspiration to become lifelong agents for change.

Prerequisite(s): Arts & Entertainment Industries Management majors or minors only except by permission of Dean. AAD 121, AAD 308.

AAD 350 Arts Venue and Patron Services Management 3 Credits

Integrating workplace with organizational mission: administration, staff, general public, artists. Internal control, artist/employee contracts, collective bargaining, health and safety issues, facilities operation, inventory, cultivation and maintenance of clientele and audience.

Prerequisite(s): AAD 121.

AAD 351 Crossing Cultural Borders 3 Credits

Course includes two weeks at an international arts organization, meeting and shadowing administrative staff, studying management styles, finance, and operational procedures, and attending all possible events during the visit. Travel fee required. May be repeated.

Prerequisite(s): Junior standing.

AAD 375 Special Topics: Arts Admin 3 Credits

Intensive study or activity in a specific area of Arts Administration. The content will vary with social/cultural events and/or interests and qualifications of the professor. May be repeated for credit. Fee may be required.

Prerequisite(s): AAD 121 or CBA 110 or permission of instructor.

AAD 401 New York Arts Network 3 Credits

Students learn how arts institutions of varying scope, size and function and how administrators keep them running by spending focused, intensive time with them on their own turf.

Prerequisite(s): AAD 121, AAD 202 and AAD 203.

AAD 490 Independent Research and Study 1-4 Credits

This self-motivated, self-directed course culminates in a complete project. The student and the faculty advisor will mutually develop the scope of each project. It will be designed to demonstrate the student's entrepreneurial skills and provide an opportunity for practical application of the curriculum.

Prerequisite(s): AAD 202, AAD 203, and either AAD 121 or CBA 110.

AAD 491 Arts Management Internship 3-12 Credits

Arts Administration majors are required to spend 13 weeks of on-site participation in a broad range of daily operations at an internship site. In addition, there are group meetings with all students participating in internships and site-analysis assignments given under the direction of Arts and Sciences faculty. Students may enroll for a maximum of 6 credits of internships.

Prerequisite(s): Junior standing.