

# 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 these and many other career paths!

## Curriculum Overview

The degree requirements within Arts and Entertainment Industries Management (BA) incorporate a core curriculum of 36 credits, a selected path with either a Commercial/For-Profit or Non-commercial/Institutional focus of 12 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/>), event planning and production (<https://rider-curr.courseleaf.com/undergraduate/colleges-schools/liberal-arts-sciences/majors-minors-certificates/event-planning-production/>), 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
- A "plus-one" online MA, Arts Management & Executive Leadership (<https://www.rider.edu/academics/colleges-schools/westminster-college-arts/sfpa/programs/ma-arts-management-executive-leadership/>) adds significant value!

## Contact

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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:** Fine Arts (<http://www.rider.edu/academics/colleges-schools/westminster-college-of-the-arts/school-of-fine-performing-arts/undergraduate-programs/>)

### Related Programs

- Popular Music Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/westminster-college-arts/fine-performing-arts/majors-minors-certificates/popular-music-studies-ba/>)
- Theatre, including a BA in Musical Theatre option (<http://catalog.rider.edu/undergraduate/colleges-schools/westminster-college-arts/fine-performing-arts/majors-minors-certificates/theatre-ba/>)
- Dance and Dance Science (<http://catalog.rider.edu/undergraduate/colleges-schools/westminster-college-arts/fine-performing-arts/majors-minors-certificates/dance-ba/>)
- Music and Music Education (<http://catalog.rider.edu/westminster-choir-college/undergraduate-programs/bam-music/>)
- MA, Arts Management & Executive Leadership (<https://www.rider.edu/academics/colleges-schools/westminster-college-arts/sfpa/programs/ma-arts-management-executive-leadership/>)

## Arts and Entertainment Industries Management Major Requirements

(60 credits)

To satisfy the major, students must complete the following:

- 36 credits from Required Core Courses
- 12 credits from courses in Path 1 or Path 2
- 12 credits from courses in the Optional Emphasis which aligns with your selected Path

The remaining 60 credits will be earned through completing General Education Requirements (<http://catalog.rider.edu/undergraduate/colleges-schools/westminster-college-arts/fine-performing-arts/core-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 (36 credits)

Code	Title	Credits
<b>Complete the following courses:</b>		
ACC 210	Introduction to Accounting	3
AAD 121	Intro to Arts Administration	3
AAD 202	Commun/Marketing in Arts	3
AAD 203	Arts Fundraising	3
AAD 204	Arts Outreach & Education	3
AAD 225	Arts Administration Practicum <sup>1</sup>	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		36

<sup>1</sup> 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 one of the following Paths:

(12 credits)

Code	Title	Credits
<b>Path 1: Commercial / For Profit</b>		
AAD 310	Acquiring & Managing Talent in Arts & Entertainment Industries	
AAD 312	Deal-Making in Arts & Entertainment	
AAD 314	Commerce and Merchandising in Arts & Entertainment	
AAD 320	Licensing & Distributing Arts & Entertainment	
<b>Path 2: Non-Commercial / Institutional</b>		
AAD 307	Touring and Production Management	
AAD 491	Arts Management Internship	
Two AEIM Elective courses <sup>1</sup>		

<sup>1</sup> Students will choose the courses for this requirement during course selection.

### Select one Option below from the Commercial Emphasis or the Traditional/Institutional Emphasis that aligns with your selected Path.

(12 credits)

#### Commercial Emphasis Options (Path 1)

Code	Title	Credits
<b>Option 1: Music Industry (record labels, publishers, agencies, etc.)</b>		
AAD 306	Music Business	3
AAD 307	Touring and Production Management	3
AAD 318	Music Publishing	3
AAD 491	Arts Management Internship	3
<b>Option 2: Commercial Theatre (Broadway, Las Vegas, parks, cruise lines)</b>		
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 <sup>1</sup>		3
<b>Option 3: Film and Television Industries</b>		
COM 330	Documenting Cultures Through Travel	3
COM 233	Writing for Broadcast	3
AAD 491	Arts Management Internship	3
One Business of Film and Television course <sup>1</sup>		3
<b>Option 4: Sport Entertainment</b>		
SPT 250	Introduction to the Business of Sports	3

COM 347	Sports Communication	3
AAD 491	Arts Management Internship	3
One Art and Business of Sport Entertainment course <sup>1</sup>		3

<sup>1</sup> Students will choose the course for this requirement during course selection.

#### Traditional / Institutional Emphasis Options (Path 2)

Code	Title	Credits
<b>Institutional Music (symphonies, operas, etc.)</b>		
One Music History course <sup>1</sup>		3
Two Music Making or Performance courses <sup>1</sup>		6
AAD 491	Arts Management Internship (2nd of 2)	3
<b>Institutional Theatre (regional theatres, touring, etc.)</b>		
One Theatre History Course <sup>1</sup>		3
Two Theatre Making or Performing courses <sup>1</sup>		6
AAD 491	Arts Management Internship (2nd of 2)	3
<b>Dance (ballet and contemporary dance companies, etc.)</b>		
DAN 151	Pilates and Modern	1
DAN 350	History of Ballet, Modern & Jazz Dance	3
THE 107	Acting I: Intro to Acting	3
or THE 218	Stage Lighting	
AAD 491	Arts Management Internship (2nd of 2)	3
<b>Visual Arts (galleries, museums, etc.)</b>		
ART 227	Gallery Management	3
One Art History course <sup>1</sup>		3
One Creating Art or Graphic Design course <sup>1</sup>		3
AAD 491	Arts Management Internship (2nd of 2)	3

<sup>1</sup> Students will choose the course for this requirement during course selection.

### Arts and Entertainment Industries Management Minor Requirements

(18 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
<b>Required Courses</b>		
AAD 121	Intro to Arts Administration	3
AAD 202	Commun/Marketing in Arts	3
AAD 204	Arts Outreach & Education	3
or AAD 350	Arts Venue and Patron Services Management	
<b>AAD Electives</b> 6		
Select two of the following:		
AAD 203	Arts Fundraising	
AAD 204	Arts Outreach & Education	
AAD 225	Arts Administration Practicum (Note: Three 1-credit semesters will be needed to reach 3 credits)	
AAD 306	Music Business	
AAD 307	Touring and Production Management	
AAD 308	Legal Aspects of Arts & Entertainment	

AAD 309	Arts Events & Festivals Mgt	
AAD 350	Arts Venue and Patron Services Management	
AAD 351	Crossing Cultural Borders	
AAD 375	Special Topics: Arts Admin	
ART 227	Gallery Management	

**Other Elective** 3

Select one of the following:

ACC 210	Introduction to Accounting	
CBA 110	Business in Action	
COM 212	Digital Publication Design	
ENG 322	Grant Proposals, Fundraising and Development	
MKT 340	Personal Selling	

Total Credits 18

## 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. 3)  
 Film and Television Industries Emphasis (p. 4)  
 Music Business Emphasis (p. 3)  
 Sport Entertainment Emphasis (p. 5)

### Traditional/Institutional Emphasis Options - Path 2

Dance Emphasis (p. 5)  
 Music Institutions/Non-Commercial Emphasis (p. 6)  
 Theatre Emphasis (p. 6)  
 Visual Art Emphasis (p. 7)

#### Music Business Emphasis

Course	Title	Credits
<b>Year 1</b>		
<b>Fall Semester</b>		
AAD 121	Intro to Arts Administration	3
General Education credits		9
Free Elective credits		3
Semester Credit Hours		15
<b>Spring Semester</b>		
AAD 202	Commun/Marketing in Arts	3
ACC 210	Introduction to Accounting	3
General Education credits		3
Free Elective credits		6
Semester Credit Hours		15
<b>Year 2</b>		
<b>Fall Semester</b>		
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
AAD 320	Licensing & Distributing Arts & Entertainment	3
General Education credits		6
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	Commerce and Merchandising in Arts & Entertainment	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
<b>Year 1</b>		
<b>Fall Semester</b>		
AAD 121	Intro to Arts Administration	3
General Education credits		9
Free Elective credits		3
Semester Credit Hours		15
<b>Spring Semester</b>		
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**

ACC 210	Introduction to Accounting	3
AAD 225	Arts Administration Practicum	1
AAD 320	Licensing & Distributing Arts & Entertainment	3
General Education credits		6
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 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	Commerce and Merchandising in Arts & Entertainment	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
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**Film and Television Industries Emphasis**

Course	Title	Credits
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**Year 1****Fall Semester**

AAD 121	Intro to Arts Administration	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
ACC 210	Introduction to Accounting	3
AAD 320	Licensing & Distributing Arts & Entertainment	3
General Education credits		3
Free Elective credits		3
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	Commerce and Merchandising in Arts & Entertainment	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
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**Year 1****Fall Semester**

AAD 121	Intro to Arts Administration	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
AAD 320	Licensing & Distributing Arts & Entertainment	3
ACC 210	Introduction to Accounting	3
Business of Sports Entertainment Course TBD		3
General Education 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 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	Commerce and Merchandising in Arts & Entertainment	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
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**Year 1****Fall Semester**

AAD 121	Intro to Arts Administration	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
ACC 210	Introduction to Accounting	3
Dance Studio Course TBD		1
General Education credits		6
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
<b>Spring Semester</b>		
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
<b>Year 4</b>		
<b>Fall Semester</b>		
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
<b>Spring Semester</b>		
AAD 309	Arts Events & Festivals Mgt	3
AAD 401	New York Arts Network	3
AAD 491	Arts Management Internship	3
Free Elective credits		6
Semester Credit Hours		15
Total Credit Hours for Graduation		120

**Institutional Music Emphasis**

Course	Title	Credits
<b>Year 1</b>		
<b>Fall Semester</b>		
AAD 121	Intro to Arts Administration	3
General Education credits		6
Free Elective credits		3
Studio Music elective Credits		3
Semester Credit Hours		15
<b>Spring Semester</b>		
AAD 202	Commun/Marketing in Arts	3
General Education credits		6
Free Elective credits		6
Semester Credit Hours		15
<b>Year 2</b>		
<b>Fall Semester</b>		
AAD 203	Arts Fundraising	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective credits		3
Semester Credit Hours		13
<b>Spring Semester</b>		
AAD 225	Arts Administration Practicum	1
AAD 204	Arts Outreach & Education	3
ACC 210	Introduction to Accounting	3

General Education credits	6
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 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
AAD 491	Arts Management Internship	3
Free Elective Credits		6
Semester Credit Hours		15
Total Credit Hours for Graduation		120

**Theatre Institutional Emphasis**

Course	Title	Credits
<b>Year 1</b>		
<b>Fall Semester</b>		
AAD 121	Intro to Arts Administration	3
General Education credits		9
Free Elective Credits		3
Semester Credit Hours		15
<b>Spring Semester</b>		
AAD 202	Commun/Marketing in Arts	3
General Education credits		6
Free Elective Credits		3
Semester Credit Hours		12
<b>Year 2</b>		
<b>Fall Semester</b>		
AAD 203	Arts Fundraising	3
AAD 225	Arts Administration Practicum	1

General Education credits	6
Free Elective Credits	3
<b>Semester Credit Hours</b>	<b>13</b>
<b>Spring Semester</b>	
AAD 204 Arts Outreach & Education	3
AAD 225 Arts Administration Practicum	1
ACC 210 Introduction to Accounting	3
General Education credits	6
Free Elective Credits	3
<b>Semester Credit Hours</b>	<b>16</b>
<b>Year 3</b>	
<b>Fall Semester</b>	
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
<b>Semester Credit Hours</b>	<b>19</b>
<b>Spring Semester</b>	
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
<b>Semester Credit Hours</b>	<b>15</b>
<b>Year 4</b>	
<b>Fall Semester</b>	
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
<b>Semester Credit Hours</b>	<b>15</b>
<b>Spring Semester</b>	
AAD 309 Arts Events & Festivals Mgt	3
AAD 401 New York Arts Network	3
AAD 491 Arts Management Internship	3
Free Elective Credits	6
<b>Semester Credit Hours</b>	<b>15</b>
<b>Total Credit Hours for Graduation</b>	<b>120</b>

**Visual Art Emphasis**

Course	Title	Credits
<b>Year 1</b>		
<b>Fall Semester</b>		
AAD 121	Intro to Arts Administration	3
General Education credits		9
Free Elective credits		3
<b>Semester Credit Hours</b>		<b>15</b>

**Spring Semester**

AAD 202	Commun/Marketing in Arts	3
General Education credits		6
Free Elective credits		6
<b>Semester Credit Hours</b>		<b>15</b>

**Year 2****Fall Semester**

AAD 203	Arts Fundraising	3
AAD 225	Arts Administration Practicum	1
General Education credits		6
Free Elective credits		3
<b>Semester Credit Hours</b>		<b>13</b>

**Spring Semester**

AAD 204	Arts Outreach & Education	3
AAD 225	Arts Administration Practicum	1
ACC 210	Introduction to Accounting	3
General Education credits		6
Free Elective credits		3
<b>Semester Credit Hours</b>		<b>16</b>

**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
<b>Semester Credit Hours</b>		<b>16</b>

**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
<b>Semester Credit Hours</b>		<b>15</b>

**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
<b>Semester Credit Hours</b>		<b>15</b>

**Spring Semester**

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

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## Courses and Descriptions

### **AAD 121 Intro to Arts Administration 3 Credits**

A survey course that covers topics relevant to administering the arts, and includes reviewing state and federal legislation to non-profit organizations, non-profit agency structure, long range planning, board development, marketing, fundraising, public relations, advocacy, budget, human resources and ongoing compliance issues. Students will have opportunities to interact with professionals in the field and explore career options.

### **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 recording industry. 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, CBA 110.

### **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, CBA 110.

### **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.

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



**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.

**Prerequisite(s):** AAD 121, AAD 202.

**AAD 314 Commerce and Merchandising in Arts & Entertainment 3 Credits**

This course builds upon foundational knowledge gained in “Arts Marketing & Communications,” exploring the far-reaching and highly lucrative aspects of commercializing and merchandizing creative output across the many disciplines which comprise the arts & entertainment industries. Creative output in the form of a commercial film, Broadway hit, top-selling album or live performance establishes a point of departure into a massive world of merchandising where brand is king, franchises flourish and sequels make (and break) futures. Students will gain deep understanding of how strategic marketing campaigns develop, run and catalyze broader merchandising, commerce and franchise potential. Readings, lectures and case-based analyses will investigate successful corporate models, strategies and tools for maximizing commercial potential and earnings in the global commercial arts & entertainment marketplace. From relationship and influencer-based approaches across traditional and digital platforms to the tools which maximize celebrity branding, tap global merchandising capacity and harness new technologies that drive innovation, this course introduces aspiring arts & entertainment leaders to the foundations of commercial success.

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

**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 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.

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

**AAD 320 Licensing & Distributing Arts & Entertainment 3 Credits**

Course Description: Licensing and/or distribution of creative output powers nearly every aspect of the arts and entertainment industries as significant brand builders and revenue-generators for intellectual property owners. 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. Through readings, lectures and case-based analysis students will study the means of directly and indirectly getting works 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.

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

**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 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 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.