ARTS ADMINISTRATION (AAD)

AAD 100 Arts Administration Laboratory 0 Credits
Arts Administration majors explore, expand and employ practical application skill sets relative to required Practicum work and sequentially in preparation for required Internship(s) and eventual employment over three sequential semesters: Sophomore Fall, Sophomore Spring and Junior Fall. Lab coincides with and supports work being done in satisfaction of three, 1-credit practicum credits that must be registered simultaneously.

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 LL 131, 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 LL 131.

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 Credit
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 306 Business and Art of Recording 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 and CBA 110 Introduction to Business.

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 the Arts 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 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): AAD 121.

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 405 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.