

ARTS ADMINISTRATION MINOR

Program Overview

Arts administration combines passion for the arts with the business know-how that keeps the arts an active and integral part of communities. A wide variety of opportunities abound for satisfying and rewarding careers in managing the arts, whether in the growing nonprofit sector or in for-profit entertainment, including: entertainment law, venue management, artist management and representation, producing, producing management, stage management, touring management, fundraising, marketing, educational programming, artist research and development, advocacy, policy development, outreach and gallery management.

Contact

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Program Website: www.rider.edu/artsadmin (<http://www.rider.edu/artsadmin>)

Associated Department: Department of Fine Arts

Related Programs

- English (<http://catalog.rider.edu/undergraduate/colleges-schools/liberal-arts-sciences/school-liberal-arts-sciences/majors-minors-certificates/english>)
- Graphic Design (<http://catalog.rider.edu/undergraduate/colleges-schools/liberal-arts-sciences/school-liberal-arts-sciences/majors-minors-certificates/graphic-design>)
- Visual Arts (<http://catalog.rider.edu/undergraduate/colleges-schools/westminster-college-arts/fine-performing-arts/majors-minors-certificates/art-track-ba>)

Requirements for the Minor

Code	Title	Credits
Required Courses		
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	
AAD Electives		6
Select two of the following:		
AAD 203	Arts Fundraising	
AAD 204	Arts Outreach & Education	
AAD 225	Arts Practicum I - Patron Service	
plus 1 Production Tech Credit in Musical Theater, Theater or Dance		
AAD 306	Business and Art of Recording	
AAD 307	Touring and Production Management	
AAD 308	Legal Aspects of the Arts	
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	

AAD 400	Arts Politics & Policy	
ART 227	Gallery Management	
Other Elective		3
Select one of the following:		
ACC 210	Introduction to Accounting	
CBA 110	Introduction to Business	
COM 212	Publication Design	
ENG 322	Workplace Writing: Grant Proposals, Fundraising and Development	
MKT 340	Personal Selling	
Total Credits		18

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 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 305 The Business and Art of Music Publishing 3 Credits

Detailed overview of music publishing procedures, including acquisition, market development and administration of copyrighted musical compositions. Copyright registration/renewal, composer contracts, domestic and international licensing, and performance rights.

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 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 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.