

Arts Management Co-Major

For information, contact Todd Stuart, Director of Arts Management, 129 Center for Performing Arts, 513-529-2371.

Given the challenges for artists, arts, and cultural organizations to survive in an increasingly competitive business environment, the need for educated arts managers is increasing. The practice of arts management is a synthesis of art, creativity, innovation, management, and entrepreneurship. The co-major will prepare students to balance aesthetic understanding with specialized skills in generating income, managing boards, stimulating public access, and sustaining the mission and vision of organizations whose primary purpose is the delivery, presentation, and preservation of arts and culture. These skills are applicable to arts councils, museums, community art centers, galleries, orchestras, theatres, and other creative enterprises.

A minimum overall 2.00 GPA is required for the co-major. All courses except the internship must be taken for a grade (not credit/no-credit). A high school diploma is required for admission to the co-major. Students may not pursue both the major in Arts Management & Arts Entrepreneurship and the co-major in Arts Management.

Program Requirements

(30-31 semester hours)

Code	Title	Credit Hours
Core Courses		
CCA 111	Creativity & Design Thinking	3
CCA 201	Introduction to Arts Management	3
AMAE Electives - complete 9 hours:		9
CCA 202	Introduction to Music Business	
CCA 302	Arts Marketing & Engagement	
CCA 304	Financial Management & Development in the Arts	
CCA 306	Arts Entrepreneurship	
CCA 308	Policy & Advocacy in the Arts	
Internship/Practicum - complete 3 hours:		3
CCA 200	Arts Management Practicum	
CCA 340	Internship	
Culminating Experience - complete 3 hours:		3
CCA 401	Leading Strategic Innovation in the Arts	
CCA 410	Advanced Topics in the Creative Arts	
Select a track		9-10
TRACK 1 - GENERAL BUSINESS		
Select 9 hours of the following:		
ACC 211	Accounting for the Non-Business Major	
ECO 201	Principles of Microeconomics	
ESP 101	Entrepreneurship Foundations	
ESP 201	Introduction to Entrepreneurship and Business Models ((ESP 101 is pre-/co-requisite))	

MGT 111	Introduction to Business
MGT 211	Introduction to Management for Non-business Majors
or MGT 291	Introduction to Management & Leadership
MKT 211	Business Concepts in Customer Engagement
or MKT 291	Principles of Marketing

TRACK 2 - BUSINESS INTENSIVE - MIAMI PRIME

Select the following:

BUS 301	Basics of Business I
BUS 302	Basics of Business II
BUS 303	Business Process Integration

TRACK 3 - ENTREPRENEURSHIP

Students must declare the Entrepreneurship thematic sequence to have access to this option.

Select the following:

ESP 101	Entrepreneurship Foundations
ESP 201	Introduction to Entrepreneurship and Business Models
ESP 251	Entrepreneurial Value Creation and Capture
ESP 252	Entrepreneurial Mindset: Creativity and Organization

TRACK 4 - CREATIVE ARTS

Farmer School of Business majors must take this track.

Not open to College of Creative Arts majors.

Select nine hours from ARC, ART, MUS, THE, FAS, ETBD, or CCA ¹

Total Credit Hours **30-31**

¹ No more than two of the same music ensemble (MUS100A-MUS100Z) may count toward the co-major.