

ARTS MANAGEMENT (ARTM)

ARTM 360 - MARKETING AND PUBLIC RELATIONS

Goals & techniques of marketing and public relations for performing arts organizations. Integrating marketing, public relations, and development. Short- and long-range marketing; the relationship between marketing and artistic departments; projecting ticket sale income as a component of budgets.

Credits: 3

Course Notes: Consent of department

ARTM 365 - FUNDAMENTALS OF FINANCE IN PERFORMING ARTS ORGANIZATIONS

Financial planning and budgeting, cash flow projection, balance sheets, operating statements, non-profit finance vs. for profit finance, earned vs. contributed income, fixed vs. variable expense.

Credits: 3

Attributes: Humanities

Prerequisites: ENG 102

Course Notes: No additional credit for ARTM 365 as FUNDAMENTALS OF FINANCE

ARTM 370 - FACILITIES MGMT AND OPERATIONS

Specifics of producing the performance at your home venue; Basics of facilities management, including the relationship between facilities personnel and the audience; the relationship between a performing organization and its home facility; logistics, budgeting, and operations for touring.

Credits: 3

ARTM 375 - FUNDRAISING AND DEVELOPMENT FOR PERFORMING ARTS ORGANIZATIONS

Strategies and issues for fund raising and development in non-profit arts organizations, including public funding, grants, and philanthropic sources.

Credits: 3

Course Notes: Consent of department

ARTM 380 - TECHNOLOGY STRATEGY AND ITS ROLE IN THE ARTS

The role of technology in the marketing and distribution of your product, including social media, the internet, radio, TV, and recordings; the use of technology to increase access; the use of technology to expand and sustain audiences.

Credits: 3

Course Notes: Consent of department