



# Program of Study Request

**Form Id: 12222**

**Form Status: Process**

***Please take action on the form.***

This service has been developed initially to support the conversion of the university's course inventory from a quarters to a semesters curriculum.

**Getting started ...**

## Type of Request:

☒ New
 ☐ Modify
 ☐ Deactivate
 ☐ Terminate
 ☐ Quarter to Semester

For *Deactivate*, the program must be terminated no later than the conclusion of 7 years from the deactivation and all students must complete degree requirements by this date. The Registrar's Office will notify the department when all students have completed degree requirements of the deactivated program.

## Client Info

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**Department:** Music

**Location:** Creative Arts Center M081B, 3640 Colonel Glenn Hw

## Program of Study

LA - Arts Management

**Effective Term:** Summer 2016

**Level:** Undergraduate

College of Liberal Arts

**Degree:** Certificate Program

**Major:** Arts Management \*New

**Minor:**

**Program:** Arts Management \*New

**Concentration:**

## Add'l Info:

This is a proposal for an undergraduate certificate in arts management, to be administered in the College of Liberal Arts.

## Approvals

Activity	Role	Client	Status	Time
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**Primary Route**

Dept_Review	Dept of Music	Randall S. Paul	Review	04/23/2014 12:32:56
CCC_Eval	UG Chair of College of Liberal Arts	Herbert E. Dregalla	Approve	09/15/2014 15:27:45
Dean_Review	Dean of College of Liberal Arts	Herbert E. Dregalla	Review	09/15/2014 15:54:18
UCAP_Eval	UCAP Chair	Karen Meyer	Approve	12/18/2015 15:55:20

**Office Route**

Registrar_Proc	Registrar Office	Pending
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Notes

Attach

Audit

**Share with a colleague (Simple Webmail Client)****3640 Colonel Glenn Highway - Dayton, Ohio - 45435**

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## Academic Program of Study

College:	Liberal Arts
Department:	
Degree (A.A. B.S., B.F.A., etc.) & Title:	
Concentration, Track, Option, Specialization:	
Minor Program Title:	
Certificate Program Title:	Arts Management

Current Program	Hours
<b>I. Wright State Core</b>	
N/A	
<b>II.</b>	
N/A	
<b>III.</b>	
N/A	
<b>IV. Related Course Requirements</b>	

Revised Program	Hours
<b>I. Wright State Core</b>	
N/A	
<b>II. Required Courses</b>	
ENG 3000 Business Writing	3
LA 4000 CELIA Internship (new course)	3
MKT 2500 Principles of Marketing	3
URS 4340 Fundraising and Grant Writing	3
<i>Take either:</i>	
MGT 3100 Management and Organizational Behavior	3
<b>OR</b>	
URS 4300 Nonprofit Administration	3
<b>Total Hours Required</b>	<b>15</b>
<b>III. Electives</b>	
3 credits to be chosen from the following approved list	
ACC 2010	3
ART 2140	3
ART 2430	3
ART 3970	3
COM 3450	3
DAN 2510	3
DAN 2520	1
ENG 3800	1
MGT 3100	3
MIS 3000	3
MIS 3450	3
MKT 3400	3
MKT 4400	3
MP 1310	3
MUS 1170	3
MUS 1180	3
MUS 2140	3
MUS 2420	3
MUS 2900	3
TH 1020	3
TH 1510	3
TH 2140	3
TH 2220	1
URS 3300	3
URS 4330	3
URS 4320	3
<b>Total Hours Required</b>	<b>3</b>
<b>IV. Related Course Requirements</b>	

N/A	
V. General Electives	
<b>Total:</b>	

V. General Electives	
<b>Total:</b>	18

### UNDERGRADUATE CERTIFICATE IN ARTS MANAGEMENT *revised 033114*

- I. **Title.** Certificate in Arts Management, College of Liberal Arts
- II. **Objectives.** Provide a breadth of experience suitable for students interested in a career in arts management.
- III. **Description.** This certificate will provide a breadth of experience suitable for students interested in a career in arts management. Core coursework in marketing, nonprofit administration, fundraising and business writing are augmented by a required arts internship and an elective course targeted to the student's interests.
- IV. **Admission Requirements.** To enter the Arts Management certificate program, students must have completed a minimum of 15 credit hours in fine and performing arts courses. Courses taken as part of the Wright State Core, for arts major requirements, or as part of the certificate program may count toward the admission requirement.
- V. **Program Requirements.** The undergraduate certificate in arts management consists of 18 credit hours distributed as follows:
  - 4 required courses, including an internship
  - an elective course chosen from a list

#### **Required (5 courses, 15 credits)**

ENG 3000 Business Writing

Credits: 3

Written business and organizational communication; rhetorical demands of writing in professional settings; attention to various forms including short reports and informal oral presentations.

Prerequisites: ENG 2100

LA 4000 CELIA Internship (new course)

Credits: 3

Internship with a local arts organization under the auspices of CELIA, Wright State's Ohio Center of Excellence in Collaborative Education, Leadership and Innovation in the Arts.

MKT 2500 Principles of Marketing

Credits: 3

Studies processes and activities that direct the flow of goods and services from the producer to the consumer with consideration of the social, ethical, economic, legal, and international environments. No prerequisite required for certification students.

URS 4340 Fundraising and Grant Writing

Credits: 3

Examines the concepts and processes fundamental to fundraising and grant writing. Exploration of tools, techniques and skills needed to raise funds and write grant proposals.

*Take either:*

MGT 3100 Management and Organizational Behavior

Credits: 3

Theories of leadership, management, organizational behavior, and ethics required to exercise leadership and manage in complex organizations.

*OR*

URS 4300 Nonprofit Administration

Credits: 3

Examines the organizational and managerial foundations of nonprofit organizations. Explores areas such as the nature and mission of nonprofit organizations, evaluating performance, resource development/fundraising, and managing volunteers.

**Choose 3 credits**

ACC 2010 Accounting Principles I

Credits: 3

Introduction to accounting for business enterprises. Includes analysis of the effect of transactions on financial position, preparation of financial statements, the recording process, and measurement issues and reporting requirements for assets.

ART 2140 Themes in Visual Culture

Credits: 3

Introduction to the visual arts focusing on selected major works of art throughout history. Discusses comparisons across time, basic art media, and the formal characteristics of art.

ART 2430 Arts of Asia

Credits: 3

Geographical and chronological survey of the art of India and Southeast Asia, East Asia, China, and Japan. Develops and deepens skills of looking and visual thinking. Integrated Writing course.

ART 3970 Introduction to Museum Studies

Credits: 3

History, purposes, and literature of museums and galleries. Various aspects of gallery management, such as planning, organizing, and installing exhibitions. Integrated Writing course.

Prerequisites: ART 2110 and ART 2120

COM 3450 Public Relations: Principles and Practice

Credits: 3

Simulation focusing on the processes of a public-relations campaign: fact finding, action planning, implementation of communication channels, and program evaluation.

DAN 2510 Dance History I

Credits: 1

Survey of Western theatrical dance from its roots in early cultures to the early twentieth century.

Prerequisite: Student must be a Dance major in the Department of Theatre, Dance, and Motion Pictures.

DAN 2520 Dance History II

Credits: 1

Survey of Western theatrical dance of the twentieth and twenty-first centuries. Integrated Writing course.

Prerequisites: DAN 2510; student must be a dance major in the Department of Theatre, Dance and Motion Pictures

ENG 3800 Enhancing Creativity

Credits: 3

Cultural mythology about artists often blocks creativity. Students confront these myths, clear away blocks, and discover and recover their creativity.

Prerequisites: ENG 1100

MGT 3100 Leadership, Management and Organizational Behavior

Credits: 3

Theories of leadership, management, organizational behavior, and ethics required to exercise leadership and manage in complex organizations.

MIS 3000 Fundamentals of Information Systems

Credits: 3

Introduces contemporary information systems and how they add value throughout the global organization. Focuses on key components of information systems: people, software, hardware, data, and network technologies. Students will develop a small business application using database, spreadsheet and web development tools.

MIS 3450 Web Application Development

Credits: 3

Introduces web design and development. Students will examine electronic methods of delivering products and services between organizations and consumers via the web. A solution to an e-business case will be developed and uploaded to a web server.

MKT 3400 Integrated Marketing Communications

Credits: 3

Introduces integrated marketing communications including advertising, direct marketing, public relations and sales promotion. Includes discussion of creative and media strategies.

Prerequisites: MKT 2500 with min. grade of C

MKT 4400 Services Marketing

Credits: 3

Explores the seven Ps of marketing relating to the marketing of services. Explores emerging theories and strategies for effective implementation.

Prerequisites: MKT 2500 with min. grade of C

MP 1310 The Moving Image

Credits: 3

Introduction to Film Appreciation and Analysis. Surveys basic theoretical and philosophical approaches to the study of film. Explores what it means to be “literate” in the language of film through study of key terms and concepts used in analyzing film. Topics include what it means to be a film spectator, how films create meaning, the political aspects of filmmaking, and various approaches to film criticism.

Prerequisite: Student must be a Film major in the Department of Theatre, Dance & Motion Pictures

MUS 1170 Jazz History and Music

Credits: 3

Historical survey of jazz and related styles from the late 19th century to the present.

MUS 1180 Popular Musical Theatre

Credits: 3

Survey of popular musical theatre from its origin in classic comic opera to the present. Emphasis on the Broadway musical since the 1940s.

MUS 2140 Music in Western Culture

Credits: 3

Introduction to the music of Western culture from the Middle Ages to the present. Emphasis on listening skills; elements of music; major styles, genres, and composers; and cultural context.

MUS 2420 Comparative Nonwestern Cultures: Music

Credits: 3

Introduction to the music and cultural diversity and uniqueness of selected areas of the globe. Study of indigenous folk music and instruments of Asia, India, Africa, North America, Central and southeast Europe. Integrated Writing course.

MUS 2900 African American Music: America and Beyond

Credits: 3

Survey of the development of African American music from a historical, sociological, and cultural perspective. Analysis of the genres, influences, and impact on American and world culture. Integrated Writing course.

TH 1020 Introduction to Technical Theatre

Credits: 3

Theory and practice of theatre technology including study of theatre organization, scenery construction, lighting and sound technology, and backstage operating systems.

TH 1510 Introduction to the Performance Process

Credits: 3

Introduction to the working methods of the actor and director. Includes exploration of process through acting and directing exercises as well as discussion of the director's collaboration with the production's design team.

Prerequisite: Student must be a major in the Department of Theatre, Dance and Motion Pictures.

#### TH 2140 Theatre in Western Culture

Credits: 3

Introduction to the many arts of the theatre including the roles of the actor, playwright, director, designer, critic, and audience. Selected scripts from representative historical periods are examined as an aid in understanding the theatrical event.

#### TH 2220 Theatre Production

Credits: 1

Practical experience in technical theatre through serving on run crew for theatre department productions. For non-Design/Technology majors.

#### URS 3300 Ethics in Public Service

Credits: 3

Study of what constitutes ethical behavior in public service, and the ethical role of public service professionals. Integrated Writing course.

#### URS 4330 Strategic Planning

Credits: 3

Theory and practice of strategic thinking, planning, and management in public and nonprofit organizations.

#### URS 4320 Managing Volunteer Organizations

Credits: 3

Management principles for volunteer organizations including program design, recruitment, retention, training, placement and assessment.

- VI. **Program Quality.** The certificate requires predominantly upper division courses. There are lower division courses available as elective options for students who wish a general introduction to an unfamiliar art form.
- VII. **Student Performance.** There are no student performance requirements beyond the university standards.
- VIII. **Curriculum coordination.** This program has been reviewed and accepted by all departments offering courses as part of the certificate: the departments of Accountancy, Art and Art History; Communication; English; Management and International Business; Marketing; Music; Theatre, Dance and Motion Pictures; and Urban Affairs and Geography.
- IX. **Resource Coordination.** No additional CATS or Library resources will be needed to offer the Certificate in Arts Management.
- X. **Program Staffing.** No additional staffing will be needed to offer the Certificate in Arts Management.