

UNIVERSITY OF WISCONSIN WHITEWATER

Degree Requirements

for

ARTS MANAGEMENT MINOR

24 Units

		<u>UNITS</u>	<u>YR/SEM</u>	<u>GR</u>
1.	ACINDP-363 Applied Studies in Arts Marketing	2	_____	_____
	ACINDP-364 Issues in Arts Management	2	_____	_____
2.	ACCOUNT-244 Accounting Concepts	3	_____	_____
	MARKETNG-311 Principles of Marketing (Co-req. for ACINDP-363)	3	_____	_____
3.	Select 8 Units from 1 of these 2 Groups:	8		
	a. OPTION A: Non-Profit Track			
	ACINDP-361 Performing Arts Operations & Management (2 u.)		_____	_____
	ACINDP-362 Non-Profit Arts Management (2 u.)		_____	_____
	AND			
	4 units from:			
	ACINDP-200 Arts Management Practicum (1-2 u.)		_____	_____
	ACINDP-493 Arts Management Internship (2-4 u.)		_____	_____
	b. OPTION B: For-Profit Track			
	MANGEMNT-386 Entrepreneurship: Business Feasibility (3 u.)		_____	_____
	AND			
	5 units from:			
	ACINDP-200 Arts Management Practicum (1-2 u.)		_____	_____
	ACINDP-493 Arts Management Internship (3-5 u.)		_____	_____
4.	Select 6 units from the following:	6		
	ACINDP-361 Performing Arts Operations & Management (2 u.)		_____	_____
	ARTSTDIO-180 Introduction to Advertising Design (3 u.)		_____	_____
	JOURNLSM-220 Foundations of Advertising (prereq. for 320 &321) (3 u.)		_____	_____
	JOURNLSM-320 Advertising Copywriting & Layout (3 u.)		_____	_____
	COMM-202 Principles of Public Relations (3 u.)		_____	_____
	COMM-203 Public Relations Tactics I (3 u.)		_____	_____
	COMM-204 Public Relations Tactics II (3u.)		_____	_____
	COMM-242 Communications and Team Building (GH) (3 u.)		_____	_____
	ITBE-353 Business Communications (3 u.)		_____	_____
	ECONOMIC-245 Business Statistics (3 u.)		_____	_____
	MANGEMNT-301 Organizational Behavior (3 u.)		_____	_____
	MANGEMNT-320 Human Resource Management (3 u.)		_____	_____
	MANGEMNT-486 Supervisory Management (3 u.)		_____	_____
	MARKETNG-321 Marketing Research (3 u.)		_____	_____
	MARKETNG-337 Retail Management (3 u.)		_____	_____
	MARKETNG-350 Promotional Policies and Strategies (3 u.)		_____	_____
	MARKETNG-432 Marketing in Service Organizations (3 cr.)		_____	_____
	OR OTHER COURSES APPROVED BY THE MINOR ADVISOR ASSIGNED BY THE COLLEGE DEAN.			