



University of Wisconsin  
**Whitewater**

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Academic Assessment

## ARTS MANAGEMENT MINOR

### MISSION STATEMENT

The mission of the UW-Whitewater Theatre/Dance Department is to provide high quality undergraduate education for students of theatre and dance. This is achieved through extensive programs that emphasize learning both theory and practice of the craft through classroom and laboratory experiences, as well as productions. The Department serves the University's select missions of offering "undergraduate programs and degrees in the arts", producing "research, scholarship, and creative endeavor", and serving "as a regional cultural and resource center". In addition, the Department's mission is to serve the mission of the College of Arts and Communication "to cultivate and inspire creativity, expressions, inquiry and integrity through embodied education in the fine and communicative arts and professions".

The Arts Management Minor is a liberal arts degree which offers the opportunity for broad-based exposure to arts management/promotions-based courses. The accredited curriculum, which strongly complies with the National Association of Schools of Theatre standards, includes basic studies in arts management and promotions. Arts Management Minors have a wide variety of practical "hands-on" opportunities, including a required internship, that enable them to couple their love for arts management with their major degree program.

The mission of the Arts Management Minor is to provide students with a basic background in arts management/promotion theory and practice. Students with majors in other fields are allowed to explore their art management potential as part of their liberal arts education. To accomplish this mission, all Arts Management Minor students take the Arts Management Core Courses which include: Applied Studies in Arts Marketing, Issues in Arts Management, Accounting Concepts, and Principles of Marketing. They also choose from two different 8 unit options/tracks: the Non-Profit Track (including Performing Arts Operations & Management, Non-Profit Arts Management, 1-2 units of Arts Management Practicum, and 2-4 units of Internship) OR the For-Profit Track (including Entrepreneurship: Business Feasibility, 1-2 units of Arts Management Practicum, and 3-5 units of Internship). The course load is rounded out with 6 additional units of approved electives. Graduates will be prepared for wide variety of arts management or arts management-related careers, often mixing their Arts Management Minor with their Major degree program in selecting their career path.

## STUDENT LEARNING OUTCOMES

*Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.*

Upon completion of the ARTS MANAGEMENT Minor, students will be able to successfully:

- **[Critical Thinking]** Summarize the breadth of opportunities in the arts management field, as well as the role of arts organizations in society;
- **[Inquiry & Analysis; Problem Solving; Synthesis and advanced accomplishment across general and specialized studies]** Demonstrate ability in and knowledge of the fundamentals of Arts Management topics (such as organizational structures, mission/strategic planning, personnel management, budgeting, fundraising, and/or marketing).
- **[Inquiry & Analysis; Problem Solving; Teamwork; Synthesis and advanced accomplishment across general and specialized studies]** Demonstrate ability in and knowledge of the fundamentals of Arts Marketing topics (such as promotional plans and writing, advertising design, sponsorship, development, merchandising and/or marketing research).
- **[Critical Thinking; Problem Solving; Teamwork; Synthesis and advanced accomplishment across general and specialized studies]** Demonstrate the ability to think critically and work effectively in “real world” arts management situations.
- **[Oral and Written Communication]** Demonstrate the ability to communicate critically and effectively, whether orally or in writing.
- **[Information Literacy]** Demonstrate competence in the use of existing and new/emerging technologies.