

ARTS MANAGEMENT MINOR (24 CREDITS)

(Students must have a 2.00 GPA within the minor upon completion for graduation clearance)

REQUIRED CORE COURSES. 10 CREDITS

Course No.	Course Name	Prerequisites
_____ ACINDP 363	Applied Studies in Arts Marketing	Prereq: None. Coreq: MARKETING 311
_____ ACINDP 364	Issues in Arts Management	Junior status or consent of instructor
_____ ACCOUNT 244	Introduction to Financial Accounting	MATH 141 and minimum of 24 credits completed and 2.5 GPA for minors
_____ MARKETING 311	Principles of Marketing	60 credits completed and 2.0 GPA for non-business minors

APPLIED REQUIREMENTS. (10 CREDITS) CHOOSE 1 OF THE FOLLOWING 2 COURSEWORK GROUPS:

_____ ACINDP 365	Non-Profit Arts Management	None
_____ ACINDP 366	Performing Arts Operations and Management	THEATRE 100 or 110 or consent of instructor
And four credits from:		
_____ ACINDP 200	Arts Management Practicum (1-2 cr.)	ACINDP 361, 362, 363, 364, 365 or 366
_____ ACINDP 493	Arts Management/Merchandising Internship (2-4 cr.)	Junior status or consent of instructor

OR

_____ MANGEMNT 386	Entrepreneurship: Business Feasibility	60 credits completed and 2.0 GPA for non-business minors
And five credits from:		
_____ ACINDP 200	Arts Management Practicum (1-2 cr.)	ACINDP 361, 362, 363, 364, 365 or 366
_____ ACINDP 493	Arts Management/Merchandising Internship (2-4 cr.)	Junior status or consent of instructor

ELECTIVES. CHOOSE 6 CREDITS FROM OF THE FOLLOWING LIST

_____ ACINDP 366	Performing Arts Operations and Management	THEATRE 100 or 110 or consent
_____ BEINDP 290	Business Writing	ENGLISH 102 or 105 or 162
_____ COMM 202	Principles of Public Relations	None
_____ COMM 203	Public Relations Tactics I	Coreq: COMM 203
_____ COMM 204	Public Relations Tactics II	COMM 202 and 203
_____ COMM 242	Communication and Teambuilding (GH)	None
_____ ECON 245	Business Statistics	Either MATH 143, 152, 243, 250, or 253
_____ JOURNLSM 220	Foundations of Advertising	None
_____ JOURNLSM 320	Advertising Copywriting and Layout	JOURNLSM 220 and 241
_____ MANGEMNT 301	Organizational Behavior	60 credits completed and 2.0 GPA for non-business minors
_____ MANGEMNT 320	Human Resource Management	60 credits completed and 2.0 GPA for non-business minors
_____ MANGEMNT 486	Supervisory Management	60 credits completed and 2.0 GPA for non-business minors
_____ MARKETING 321	Marketing Research	MARKETING 311
_____ MARKETING 337	Retail Marketing	MARKETING 311
_____ MARKETING 350	Integrated Marketing Communications	MARKETING 311
_____ MARKETING 432	Marketing in Service Organizations	MARKETING 311

*Or other courses approved by the minor advisor***GRADUATION MILESTONES**

_____ Exit Interview