

Curriculum map

Arts Management Undergraduate Level Learning Outcomes

Upon successful completion of a BA/BS in Arts Management students will **understand, demonstrate, and value:**

- A. The nature of the creative process; how art and the artist function in societies and organizations in theory and practice
- B. The economic, political, and social environments for the arts based on demographics and diversity
- C. The ethical issues confronting arts managers in the production and presentation of arts and culture
- D. The financial and legal needs and realities as well as marketing and programming strategies of arts and cultural organizations
- E. Knowledge of management functions to support effective operation of an arts and culture organization at entrepreneurial, institutional, and policy levels.

Key: I = introduces outcome; D = develops outcome; A = assesses mastery of outcome

Course(s)	Title/description	LO 1	LO 2	LO 3	LO 4	LO 5
	Required Courses					
Survey Courses	Arts/Humanities Survey Courses (select one category with 3 courses from the category – choices include music history; history of Western Art; history of Asian Art; English literature; folklore; history of theater; dance)	ID	I	I		
Creative Practice Courses	Required creative practice, arts or humanities courses (select one category with 4 courses from the category – choices include a music cluster; an art/design cluster; Asian art cluster; dance and movement cluster; literary theory cluster; folk art and folklore cluster; theatre production and design cluster)	ID	I	I		
AAD 301	Understanding Arts & Creative Sectors	I	I	I		I
AAD 312	Arts Management	I	I	I	I	I
AAD 315	Funding the Arts		I	I	I	I
AAD 420	Event Management			D	D	D
AAD 409	Practicum – This course provides an experiential opportunity for students to practice skills in existing arts and culture organizations. Relationship to degree based learning outcomes (introduce, develop, or master) is highly dependent upon a student’s individual learning outcomes set with the instructor based upon their academic experience, interests, and the nature of the work they are learning and being mentored in at a specific organization, program, or entity.	IDA	IDA	IDA	IDA	IDA
AAD 421	Cultural Programming	D	D	D	D	D
PPPM 422	Grant Writing				D	D
PPPM 481	Fundraising for Nonprofits			D	D	D

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	Capstone Courses (Students take 1 of these 4 choices)					
AAD 471	Performing Arts Management	A	A	A	A	A
AAD 475	Performing Arts Industry	A	A	A	A	A
AAD 427	Planning Interpretive Exhibits	A		A		A
AAD 451	Community Cultural Development		A	A	A	A
	Cluster Elective Choices (4 credits from one of these)					
AAD 425	Ethics in Arts & Museums	D	D	D	D	
AAA 408	Social Action Career	D	D	D	D	D
	Community Arts Cluster of Electives					
AAD 410	Community Arts Management	D	D	D	D	D
AAD 430	Youth Arts Curriculum & Methods	D	D	D		D
AAD 431	Integrated Arts Across the Curriculum	D	D	D		D
	Museum Studies Cluster of Electives					
AAD 410	Cultural Museum	D	D	D	D	D
AAD 410	Museum Theory	D	D	D	D	D
AAD 429	Museum Education	D	D	D	D	D
	Arts Business/Entrepreneurship Cluster of Electives					
AAD 434	Artist Entrepreneur	D	D	D	D	D
AAD 435	Arts Business Development	D	D	D	D	D

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AAA 408	Individual Brand Strategy	D	D	D	D	D
	General Education					
AAD 250	Art & Human Values	I	I	I		I
AAD 251	Art & Visual Literacy	I	I	I		I
AAD 251	Art & Gender	I	I	I		I
AAD 301	Understanding Arts and Creative Sectors	I	I	I		I

Arts & Administration offers the Bachelor of Arts in Arts Management and the Bachelor of Science in Arts Management. An undergraduate minor in Arts Management is also offered. Outcomes and rationales for all degree and program offerings continue to be reviewed and revised based upon assessment plans such as that submitted during the 2016-2017 academic year. We acknowledge this as a living document that continues to be modified based on assessment, evaluation, and revision.

Learning outcomes for Arts & Administration Minors (draft):

Students must take at least 28 credits related to arts and administration. A minimum of 20 credits must come from Arts & Administration courses. Up to 8 upper-division credits may come from the student's major area, with specific approval by the Arts Management Minor advisor. Students receiving the Minor in Arts Management are expected to have similar outcomes as students in the Major but only at a foundational level.

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General Education Rationale

General education requirements in the Arts and Administration program support students in examining, critiquing, and appreciating the creation and practice, study and interpretation, functions and relevance of the arts and the sociocultural factors, contexts, sectors, and settings in which they are produced and presented, managed and funded. These courses address fundamental, theoretical, and practical questions from the view of the arts as powerful political, societal, and cultural forces. Students experience art to examine their own and others' values in order to advance intercultural understanding, equity, and parity. These courses examine underlying societal structures of power, privilege, and difference that affect how art and artists have been defined and ask students to identify and articulate personal critical perspectives, values, and outlooks based in theory, case study, and creative production found in local, national, and international settings. These courses satisfy a general education multicultural requirement in Arts and Letters: Identity, Pluralism, and Tolerance "to gain scholarly insight into the construction of collective identities, the emergence of representative voices from varying social and cultural standpoints, and the effects of prejudice, intolerance, and discrimination. The identities at issue may include ethnicities as well as classes, genders, religions, sexual orientations, or other groups whose experiences contribute to cultural pluralism." (http://www.uoregon.edu/~uopubs/bulletin/registration_and_academi.shtml#MulticulturalRequirement)