

## 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 |
|---------------------------|---|------|------|------|------|------|
|                           | <b>Required Courses</b>   |      |      |      |      |      |
| Survey Courses            | <b>Arts/Humanities Survey Courses</b> (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 | <b>Required creative practice, arts or humanities courses</b> (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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|         | <b>Capstone Courses (Students take 1 of these 4 choices)</b>  |   |   |   |   |   |
|---------|---|---|---|---|---|---|
| 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 |
|         |   |   |   |   |   |   |
|         | <b>Cluster Elective Choices (4 credits from one of these)</b> |   |   |   |   |   |
| AAD 425 | Ethics in Arts & Museums                                      | D | D | D | D |   |
| AAA 408 | Social Action Career  | D | D | D | D | D |
|         |   |   |   |   |   |   |
|         | <b>Community Arts Cluster of Electives</b>                    |   |   |   |   |   |
| 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 |
|         |   |   |   |   |   |   |
|         | <b>Museum Studies Cluster of Electives</b>                    |   |   |   |   |   |
| 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 |
|         |   |   |   |   |   |   |
|         | <b>Arts Business/Entrepreneurship Cluster of Electives</b>    |   |   |   |   |   |
| 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 |
|         |   |   |   |   |   |   |
|         | <b>General Education</b>                |   |   |   |   |   |
| 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](http://www.uoregon.edu/~uopubs/bulletin/registration_and_academi.shtml#MulticulturalRequirement))