

ARTS MANAGEMENT Fall 2017 Course Offerings

FA 250.005 Intro to Arts Management (3 crs) ** Online course fee: \$100

<u>CRN</u>	<u>Section</u>	<u>Days</u>	<u>Times</u>	<u>Location</u>	<u>Instructor</u>	<u>Email</u>
47479	005		Online		Jessamyn Lovell	jlovell@unm.edu

Course Description: This course is designed to provide a foundation for students in any discipline of the arts who may be entrepreneurially-minded and/or desiring a successful career in the arts or as a practicing creative or innovator in any of the many complementary arts professions. Through video lectures, readings, exercises and assignments the course will introduce students to fundamentals of business planning, intellectual property concepts, and career development strategies. Students will be guided through a personal/professional strategic planning process as a basis for developing their own career. Students will explore the financial and legal requirements of starting an arts business including an introduction of branding and marketing basics. The course will conclude with students having created their own arts career plan as a platform for entering the creative sector.

FA *365.001 Social Media Arts Marketing (3 crs) ** Online course fee: \$100

<u>CRN</u>	<u>Section</u>	<u>Days</u>	<u>Times</u>	<u>Location</u>	<u>Instructor</u>	<u>Email</u>
51265	001		Online		Paul Rhien	paulrhien@unm.edu

Course Description: The purpose of this course is to facilitate students toward developing a social media presence for arts marketing and promotion. Real world projects and case discussions will assist in understanding social media marketing practices and strategies. Social Media has become much more than a means for person-to-person communication and content sharing. Brands, both personal and corporate, have had to adapt to find their place in the conversation. This course will integrate today's best practices with tools and strategies to move at the pace of the "new" social media content world. Arts managers and arts entrepreneurs have to find their place in the online conversation without becoming added noise. Meaning, standing out, and engaging your audience is more important than ever. We will explore several social media channels and how they're used, identifying which may and may not work and why. FA365 may be taken for graduate credit.

FA *370.001 Making the Promotional Video (3 crs)

<u>CRN</u>	<u>Section</u>	<u>Days</u>	<u>Times</u>	<u>Location</u>	<u>Instructor</u>	<u>Email</u>
59778	001	T	2:30pm-5:00pm	Hartung 100	Adam Turner	adam00@unm.edu

Course Description: Learn to market yourself and your artwork. Acquire the skills to promote a business or non-profit organization. In this course, you will learn the latest strategies for creating promotional videos: short, eye-catching movies for distribution on social media, websites, or TV. Plan, shoot, and edit promos that will capture the attention of your target audience. Discover the tactics that will ensure your message gets through. Promotional video making is one of the most sought after skills in the digital media marketplace. Become an expert in the art of visual persuasion. Crosslisted with IFDM491.021 and MA429.009.

FA *450.001 Professional Arts Management Practices (3 crs)

<u>CRN</u>	<u>Section</u>	<u>Days</u>	<u>Times</u>	<u>Location</u>	<u>Instructor</u>	<u>Email</u>
59096	001	W	5:30pm-8:00pm		Regina Chavez Puccetti	rchav217@unm.edu

Course Description: Professional Arts Management Practices is designed to provide emerging arts professionals with the knowledge base and case study opportunities to formulate strategies for building stronger arts organizations. We will begin the course by analyzing the life cycle of a business and how an idea becomes a business. Students will apply the four principles of management practices: planning, organizing, leadership, and control to select case studies in the arts. We will examine various capacity building strategies with a focus on creating value for successful arts and cultural organizations. Throughout the semester, students will engage in an on-going discussion about ethics and what it means to be a professional. Their work will culminate by developing an arts business plan as their final project. Classroom activities will include lectures, videos, readings, discussion, exercises, presentations, and exams. FA450 may be taken for graduate credit.

FA *470.001 Cave Paintings to Graffiti Murals (3 crs)

<u>CRN</u>	<u>Section</u>	<u>Days</u>	<u>Times</u>	<u>Location</u>	<u>Instructor</u>	<u>Email</u>
60028	001	MW	2:00pm-3:15pm	Center for Art 1019	Dr. Kymberly Pinder	kpinder@unm.edu

Course Description: Murals have communicated religious, political, and personal messages to communities for millennia. Course topics include Michelangelo's Sistine Chapel, Mexican muralists and revolution, civic mural movements in the U.S., graffiti as a global phenomenon, and murals in Albuquerque. This class combines history and practice to create a more integrated way of learning

the history of mural making from prehistory to the present and will participate in all aspects of planning, designing, and creating a local mural. FA470 may be taken for graduate credit. Crosslisted with ARTH429.004 and ARTS429.003.

FA *470.002 Arts Entrepreneurship (3 crs) ** Online course fee: \$100

<u>CRN</u>	<u>Section</u>	<u>Days</u>	<u>Times</u>	<u>Location</u>	<u>Instructor</u>	<u>Email</u>
54031	001		Online		CK Barlow	ckbarlow@unm.edu

Course Description: This course explores a variety of topics in the realm of Arts Entrepreneurship, including strategies for determining a path, the evolving definition of “making it,” and our own thinking about the relationship between art and business. Our sources and activities will incorporate interviews with working artists, readings, exercises, and discussions along with a unique self-directed selection of major projects. FA470 may be taken for graduate credit. Crosslisted with MUS435.002, IFDM491 and MA429.

FA *470.005 Fundraising for the Arts (3 crs)

<u>CRN</u>	<u>Section</u>	<u>Days</u>	<u>Times</u>	<u>Location</u>	<u>Instructor</u>	<u>Email</u>
55115	005	T	5:30pm-8:00pm	CERIA 360	Regina Chavez Puccetti	rchav217@unm.edu

Course Description: In this course, students will evaluate how professional fundraisers prepare to ask for funds, what tools they use, what and how they research, how they develop budgets and plans, and what the career options are for the profession. Through research, assignments, readings, discussion, presentations, guest speakers, and lectures, we will explore tools and strategies to create targeted fundraising campaigns and a fundraising plan to complement a non-profit arts organization’s mission. Students will analyze a variety of development tools including events, annual giving, major gifts, crowd funding, corporate and foundation giving, and grant proposal writing. The course will conclude with students having created a case statement of support, targeted fundraising campaign plans, a grant proposal, and a development plan. In addition, they will have polished their persuasive and presentation skills useful in any career path. FA470 may be taken for graduate credit.

FA *495.001 Arts Management Internship (3 crs)

<u>CRN</u>	<u>Section</u>	<u>Days</u>	<u>Times</u>	<u>Location</u>	<u>Instructor</u>	<u>Email</u>
56206	001		Arranged		Dr. James Stone	jstone@unm.edu

Course Description: The Arts Management internship is a pre-professional development experience emphasizing the applied practice of arts management and/or community arts principles acquired through arts management core courses required prior to participating in an internship (see catalogue and/or program website). Interns will work under the supervision of a designated mentor within the organization. Additionally, there will be site visits made by staff member Diahndra Grill to support the intern’s professional development within the organization’s staffing needs. While working on tasks as assigned, interns should seek to make connections between knowledge gained from prior arts management courses and the reality of the work experience. Self-reflection and self-evaluation assignments are a significant part of the internship experience. A brief weekly summary of on-site interning is required per compliance to the Federal Clery Act (<http://www.cleryact.info>) to increase the safety of individuals attending institutions of higher education.

Prerequisites: Undergraduates must have successfully completed FA250 Intro to Arts Management and FA395 Community Arts Practice. Graduate students need to have completed FA450 Seminar: Professional Arts Management. FA495 may be taken for graduate credit.