

## ARTS MANAGEMENT Spring 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>
36409	005		Online		Regina Chavez Puccetti	rchav217@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>
39094	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. FA 365 may be taken for graduate credit.

### **FA \*370.003 Creating Opportunities in 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>
42522	003	T	1:00pm-3:45pm	Hartung 100	Jessamyn Lovell	jlovell@unm.edu

**Course Description:** This seminar is centered on the unlimited potential of your artistic career identifying and then cultivating a wide range of different audiences for your work. Guest speakers, field trips, and carefully curated reading discussions will offer insight into different approaches to developing a sustainable creative practice tailored to your needs and goals. FA 370 may be taken for graduate credit.

### **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>
38514	001	W	5:30pm-8:15pm	Hartung 100	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. FA 450 may be taken for graduate credit.

### **FA \*470.001 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>
39254	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. FA 470 may be taken for graduate credit.

**FA \*495.002 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>
42526	002	W	5:30pm-8:15pm	Center for Art 1019	Ramsey Lofton	artreach@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 Arts Management staff (Ramsey Lofton, Co-Director) 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. FA 495 may be taken for graduate credit.