

# bachelor of arts degree in ARTS MANAGEMENT

## ➔ the credit hours

A total of 122 credit hours are required to complete a Bachelor of Arts Degree in Arts Management:

- 56 credit hours General Education
- 39 credit hours Arts Management
- 27 credit hours Electives

## ➔ the curriculum

The curriculum includes studies in strategic planning, fund raising, grant writing, programming, special event planning, audience development, volunteerism, board development, financial management, and arts policy.

The program has a close relationship with the School of Business and Economics. Through this alliance, students are provided with a strong foundation in course work in business law, accounting and economics.

Local artists, administrators, managers and guest speakers augment students' practical application of arts management in classes. The program is further enriched by frequent student contact with arts professionals through the School of the Arts' programs and events, and those in the City of Charleston and across the field.

## ➔ the faculty

SCOTT SHANKLIN-PETERSON, PROGRAM DIRECTOR  
B.A., VISUAL ARTS, HARVARD INSTITUTE OF ARTS ADMINISTRATION

Scott has served as Executive Director of the South Carolina Arts Commission from 1980 - 1994. She was appointed Deputy Chairman for Partnership at the National Endowment for the Arts (NEA) in 1994 and later as Senior Deputy Chairman. She was chairman of the Board of Directors of the Southern Arts Federation, and on the boards of the National Assembly of State Arts Agencies and the American Council for the Arts.

KAREN A. CHANDLER, Ph.D, ASSOCIATE PROFESSOR  
B.A., MUSIC EDUCATION, HAMPTON UNIVERSITY;  
M.A., MUSIC EDUCATION, COLUMBIA UNIVERSITY-TEACHERS COLLEGE; Ph.D, ARTS & HUMANITIES STUDIES, NYU.

She served as Director of the University of Virginia's African-American Cultural Center and as an Assistant Professor of Arts Management at American University in Washington, D.C.

LORI KORNEGAY, VISITING ASSISTANT PROFESSOR

B.A., CLEMSON UNIV., M.A., ART HISTORY, UNIV. OF SOUTH CAROLINA  
Kornegay formerly served as Assistant Curator at the State Museum in Columbia; as Grants Coordinator and Assistant Visual Arts Coordinator at the South Carolina Arts Commission and recently as Curator of the Halsey Gallery at the College of Charleston.

# REQUIRED COURSE WORK

## ➔ arts management (5 courses)

### ARTM 200

#### Introduction to Arts Management

Covers the basic principles, concepts, processes and practices relating to organizations in the arts industry including planning, organizational structures, leadership, staffing, volunteerism, fundraising, artistic programming, advocacy and audience development.

### ARTM 310

#### Advanced Arts Management

This course applies the principles, concepts, processes, and practices learned in the intro course to the creation and management of various types of arts organizations including audience development, special event planning, program planning, financial planning and proposal writing.

### ARTM 340

#### Arts Financial Management

A study of the financial aspects of non-profit arts organizations including budgeting, earned and unearned income, fund management, accounting and bookkeeping systems, financial statements, cash management, reporting requirements, cost-benefit analysis, and financial decision-making.

### ARTM 400

#### Internship

A capstone structured learning experience with an arts-oriented organization.

### ARTM 420

#### Policy in the Arts

Explores the development and impact of policies that affect arts and non-profit arts organizations. Includes the impact of federal, state and local government legislation and budget appropriations on artists, arts organizations and arts education.

## ➔ school of the arts (3 courses)

### MUSC 131

#### Music Appreciation

### THTR 176

#### Introduction to Theater

### ARTH 101, 102, or 103

#### History of Art

## ➔ school of business and economics (5 courses)

### ACCT 203

#### Financial Accounting

### ECON 201

#### Principles of Macroeconomics

### ECON 202

#### Principles of Microeconomics

### MKTG 302

#### Marketing Concepts

### Business Law 205 or 306

#### (Legal Environment of Business or Law for Business Managers)

## ➔ school of humanities & social sciences (1course)

### PHIL 280

#### Aesthetics

# SPECIAL topics and ELECTIVES

### Gallery Fundamentals

Academic and practical applications of museum studies and fundamentals of gallery work.

### Building Participation in the Arts

Students will analyze and develop market research and learn practices to increase cultural participation and develop art audiences.

### Creativity in the Arts

The process of creativity, the components of creative behavior, techniques to enhance creative thinking and doing, and developing organizational climates and cultures to encourage creative efforts.

### Arts in Education

Examines the trends in arts education. Dealing primarily from an administrative viewpoint, the course will focus on government funding, arts education organizations, specific pilot programs, and individual teaching situations.

### Development and Fundraising

Fundamentals of fundraising for the arts and other non-profit organizations.

## graduate studies in ARTS MANAGEMENT

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