

# AMGT-ARTS MANAGEMENT

## **AMGT 2013 Marketing in the Arts 3 Credit Hours**

Any entrepreneurial or organizational role in the professional arts industry calls for an understanding of negotiation (advocating for an outcome with multiple parties) and marketing (advocating for one's mission, service, or product). This course explores the basics of negotiations and marketing. There is a particular emphasis on social media and engagement. (Irreg.)

## **AMGT 3013 Fundraising for the Arts 3 Credit Hours**

Prerequisite: Junior standing. An exploration of approaches to the development of capital for projects, whether for artists to arts organizations, including techniques for the facilitation of individual donations, corporate and foundation contributions, and government grants. Students will learn important frameworks and tools for organizing a number of possible avenues of financial support, including workback and follow-up schedules. (Irreg.)

## **AMGT 3023 Entrepreneurial Mindset in the Arts 3 Credit Hours**

Prerequisite: AMGT 2013 and AMGT 3013. This course is designed for students who are intent on developing artistic sustainability, entrepreneurial success, and creative/social change. A career in tomorrow's art industry benefits from a mindset that welcomes change, fast-paced decision-making, and a rock-solid foundation of values, work ethic, and reasoning. This hands-on course is delivered through exercises and mini-projects dealing with ideation, action, marketing, pitching, and strategy. (Irreg.)

## **AMGT 3440 Mentored Research Experience 3 Credit Hours**

0 to 3 hours. Prerequisites: ENGL 1113 or equivalent, and permission of instructor. May be repeated; maximum credit 12 hours. For the inquisitive student to apply the scholarly processes of the discipline to a research or creative project under the mentorship of a faculty member. Student and instructor should complete an Undergraduate Research & Creative Projects (URCP) Mentoring Agreement and file it with the URCP office. Not for honors credit. (F, Sp, Su)

## **AMGT 4030 Internship I in the Arts 1-3 Credit Hours**

1 to 3 hours. (Slashlisted with AMGT 5030) Prerequisite: Junior standing or permission of the instructor; May be repeated; Maximum credit: six hours. Students arrange for and work in a focused professional work experience. No student may earn credit for both 4030 and 5030. (Irreg.)

## **AMGT 4173 Artist Management 3 Credit Hours**

(Slashlisted with AMGT 5173) Prerequisite: Junior standing. This course explores the role, importance, and function of artist managers and artistic teams. How they impact the career of the artist and their brand. Students will examine the principles of leadership dynamics and motivation to focus and empower current and potential managers. This course provides the tools necessary to manage artists' careers across various artistic disciplines. No student may earn credit for both 4173 and 5173. (Sp)

## **AMGT 4213 Arts Incubation Lab 3 Credit Hours**

(Slashlisted with 5213) Prerequisite: Student must be declared as a Arts Management and Entrepreneurship minor; AMGT 3023; permission of instructor. This course is based on experiential learning and runs concurrently with an external competitive program for entrepreneurial projects in the professional arts marketplace. Students in this course will have the opportunity to build on the basics of entrepreneurship and management skills acquired within the courses of the undergraduate minor in Arts Management and Entrepreneurship. No student may earn credit for both 4213 and 5213. (Su)

## **AMGT 4970 Special Topics/Seminar 1-3 Credit Hours**

1 to 3 hours. Prerequisite: Senior standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)

## **AMGT 4990 Independent Study 1-3 Credit Hours**

1 to 3 hours. Prerequisite: Senior standing and permission of instructor. May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)

## **AMGT 5013 Overview of Arts Management and Entrepreneurship 3 Credit Hours**

Prerequisite: graduate standing. This class will present an overview and historical perspective of the field of arts entrepreneurship and management. Readings will be supplemented by guest speakers and visits to professional organizations, enhancing the student's understanding of the diversity of the professional opportunities in arts administration and arts management. (Irreg.)

## **AMGT 5030 Internship I in The Arts 1-3 Credit Hours**

1 to 3 hours. (Slashlisted with AMGT 4030) Prerequisite: Graduate standing, AMGT 5013, and permission of instructor; may be repeated, maximum 6 credits. Students arrange for and work in a focused professional work experience. No student may earn credit for both 4030 and 5030. (Irreg.)

## **AMGT 5033 Entrepreneurial Mindset in the Arts 3 Credit Hours**

Prerequisite: Graduate standing, AMGT 5013 or concurrent enrollment, and departmental permission. This course is designed for students who are intent on developing artistic sustainability, entrepreneurial success, and creative/social change. A career in tomorrow's art industry benefits from a mindset that welcomes change, fast-paced decision-making, and a rock-solid foundation of values, work ethic, and reasoning. This course is delivered through various arts-focused exercises/projects dealing with ideation, action, marketing, pitching, plans and strategy. (F, Sp)

## **AMGT 5173 Artist Management 3 Credit Hours**

(Slashlisted with AMGT 4173) Prerequisite: Graduate standing, AMGT 5013, and permission of instructor. This course explores the role and importance and function of artist managers and artistic teams, and how they impact the career of the artist and their brand. Students will examine the principles of leadership dynamics and motivation to focus and empower current and potential managers. This course provides the tools necessary to manage artists' careers across various artistic disciplines. No student may earn credit for both 4173 and 5173. (Sp)

## **AMGT 5213 Arts Incubation Lab 3 Credit Hours**

(Slashlisted with AMGT 4213) Prerequisite: Graduate standing, AMGT 5013, and permission of instructor. This course is based on experiential learning and runs concurrently with an external competitive program for entrepreneurial projects in the professional arts marketplace. Students in this course will have the opportunity to build on the basics of entrepreneurship and management skills acquired within the courses of the Graduate Certificate in Arts Management and Entrepreneurship. No student may earn credit for both 4213 and 5213.

**AMGT 5223 Marketing in the Arts****3 Credit Hours**

Prerequisite: Graduate standing, AMGT 5013 or concurrent enrollment, and departmental permission. This course will examine the challenges of audience development and discussion of the role of art in contemporary society. This course will explore the basics of negotiations (distributive and integrative bargaining) before delving into current examples in the arts industry and explores the basics of marketing (planning, implementation, analysis) as well as how these principles relate to social media. (F, Sp)

**AMGT 5233 Financial Management and Budgeting in the Arts****3 Credit Hours**

Prerequisite: Graduate standing, AMGT 5013 or concurrent enrollment, and departmental permission. This class will examine financial models, accounting, and contractual practices of successful cultural-based organizations. Arts managers are expected to understand how to apply best financial management and budgeting practices to cultural organizations. This course provides an overview of best practices to budgeting for artistic ideas for entrepreneurs and will explore long-range planning implications and budget forecasting models for arts organizations. (F, Sp)

**AMGT 5243 Leadership and Strategic Thinking in the Arts****3 Credit Hours**

Prerequisite: Graduate standing, AMGT 5013 or concurrent enrollment, and departmental permission. This course is for students who are intent on developing sustainability and use design-thinking strategies to achieve their goals as entrepreneurial artists or by serving culture-based organizations. The course provides best strategic practices for leaders of arts organizations, encouraging students to determine the importance of planning and decision-making, and will address the importance of strategic thinking, change management, and leadership. (F, Sp)

**AMGT 5263 Fundraising and Development in the Arts****3 Credit Hours**

Prerequisite: Graduate standing, AMGT 5013 or concurrent enrollment, and departmental permission. This course explores approaches to the development of capital for projects, whether for artists or arts organizations, including techniques for facilitation of individual donations, corporate/foundation contributions, and government grants. Students will learn important frameworks and tools for organizing avenues of financial support, including workback and follow-up schedules, drafting appeal letters, managing deadlines, cultivating requests, and writing with key governing values. (F, Sp, Su)

**AMGT 5273 Innovative Approaches to Museum Leadership****3 Credit Hours**

Prerequisite: Graduate standing and Arts Management majors only. This course prepares students to lead effectively in the constantly evolving museum landscape. It cultivates the field knowledge, professional skills, and innovative mindset necessary to practice leadership at all organizational levels. Students will be introduced to the organizational structures, policies, and practices of museum governance, including topics such as museum mission, strategy, and administration. (Sp)

**AMGT 5283 The Global Arts Market****3 Credit Hours**

Prerequisite: Graduate standing and Arts Management majors only. This course offers an in-depth exploration of the art business world. It equips students with practical understanding of the various aspects of the art industry, including galleries, auction houses, art fairs, foundations, museums, and artist collectives. Through the analysis of case studies and real-world examples, students will learn about the economic, legal, and ethical considerations underpinning the art market. (F)

**AMGT 5853 Theatre Management****3 Credit Hours**

Prerequisite: Graduate standing, AMGT 5013 or concurrent enrollment, and majors only or permission of Program Director. This course focuses on the study of the fundamental operations of commercial, professional non-profit, stock, dinner, and university theatre in the United States. Reserved for students in the OU Online MA in Arts Management. (F, Sp)

**AMGT 5960 Directed Readings****1-3 Credit Hours**

1 to 3 hours. Prerequisite: graduate standing or permission of instructor. May be repeated; maximum credit six hours. Directed readings and/or literature review on selected topics under the direction of a faculty member. (Irreg.)

**AMGT 5970 Special Topics/Seminar****1-3 Credit Hours**

1 to 3 hours. Prerequisite: Graduate standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)

**AMGT 5990 Independent Study****1-3 Credit Hours**

1 to 3 hours. Prerequisite: Graduate standing and permission of instructor; May be repeated; maximum credit nine hours. Contracted independent study for a topic not currently offered in regularly scheduled courses. Independent study may include library and/or laboratory research and field projects. (Irreg.)