MINOR IN ARTS ADMINISTRATION AND CULTURAL ADVOCACY

CONTACT:
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19 Credits Required

Core Requirements (7 credits):
AAC 200 - Topics in Arts Administration and Cultural Advocacy (3 credits)
AAC 497 - Internship in Arts Administration and Cultural Advocacy (4 credits required)
Note: AAC 497 is a variable credit course (1-6 credits) that may only be repeated for up to 6 credits.

Areas of Professional Focus (6 Credits):
Select 6 credits from one of the following 3 areas:
Leadership and Management; Marketing, Social Media and Development; Budget and Accounting

Note that courses may require prerequisites or corequisites.

Leadership and Management
COM 300 Organizational Communication
COM 315 Team and Project Management
MGT 200 Managerial Communication
MGT 300 Management and Organization
MGT 301 Entrepreneurship and Small Business Development
MGT 305 Organizational Behavior
MGT 402 Managing Diversity
MGT 414 Creativity and Innovation
MGT 415 Developing Team Managerial Skills
MGT 418 Negotiation and Conflict Resolution
MGT 440 Mindful Leadership
REC 363 Event Management
REC 390 Grant Writing
THE 364 Event Management Advanced Applications
THE 365 Event Planning and Production
THR 460 Theater Management

Marketing, Social Media, and Development
COM 212 Visual Communication
COM 221 Advertising and Public Relations Theories and Concepts
COM 234 Copywriting and Creative Concepts
COM 335 Advertising Strategy and Planning
COM 340 Brand Management
JRN 230 Fundamentals of Public Relations
JRN 330 Advanced Integrated Public Relations
MDS 261 Managing Social Media
MDS 361 Managing Social Media II
MDS 441 Content Development for Social Media
MKT 200 Principles of Marketing
MKT 331 Principles of Advertising
MKT 341 Digital Marketing
MKT 342 Social Media Marketing
REC 390 Grant Writing

Budget and Accounting
ACC 200 Principles of Financial Accounting
ACC 210 Managerial Accounting
REC 390 Grant Writing

Knowledge of Artistic Practice (6 Credits)
Select 3 credits from each of the following areas:
Applied Skills in the Arts; Arts and Cultural Knowledge

Applied Skills in the Arts:
ART 215 Principles of Graphic Design
ART 216 Typography
ART 264 Introduction to Digital Photography
ENG 304 Technical Writing and Communication
ENG 316 Writing for Business and Industry
ENG 318 Writing for the Web
HIS 259 Digital New Haven
JRN 305 Precision Editing
JRN 306 Digital News Design
MDS 333 Media Research
MUS 329 Producing Music for Visual Media
MUS 428 Electronic Music
THR 415 The Critical Eye
THR 460 Theater Management

Arts and Cultural Knowledge:
ART 215 Principles of Graphic Design
ART 216 Typography
ART 264 Introduction to Digital Photography
ART 300 History of Modern Art
ART 301 History of Italian Renaissance Art
ART 302 History of Art of the United States
ART 303 History of the Art of East Asia
ART 306 History of Medieval Art
ART 307 History of Baroque Art
ART 311 History of Chinese Art
ART 315 Advanced Problems in Design
ART 317 History of Women and Art
ART 322 History of Northern Renaissance Art
ART 400 History of Architecture
ART 429 History of Dutch Art in the Age of Rembrandt

ENG 201 Intro to Creative Writing
ENG 202 Intro to Poetry Writing
ENG 203 Intro to Fiction Writing
ENG 342 Shakespeare I
ENG 343 Shakespeare II
ENG 367 Modern Comedy
ENG 371 Literature into Film
ENG 423 Contemporary African-American Novelists
ENG 424 The Harlem Renaissance
ENG 447 American Drama
ENG 462 Gay and Lesbian Film and Literature
ENG 463 20th Century American Novel
ENG 465 Postcolonial Literature

HIS 200 The Historian's Craft
HIS 259 Digital New Haven Project
HIS 262 Connecticut
HIS 315 American Roots
HIS 349 Dress in Recent U.S. History: Lives and Times of Ten Iconic Fashions
HIS 480 Seminar in Oral History

LIT 406 Classical Drama
LIT 431 Contemporary Drama: Brecht to Present

MUS 210 Music History I
MUS 211 Music History II
MUS 300 Beethoven and Revolution
MUS 301 American Music
MUS 303 In Search of Mozart
MUS 311 Jazz History
MUS 314 Music of the Jewish People
MUS 315 Jazz History since 1945
MUS 428 Electronic Music
MUS 429 Producing Music for Visual Media
MUS 430 Advanced Audio Recording

THR 122 Professional Voice and Diction
THR 131 Principles of Theatrical Design
THR 211 History of Theatre 1
THR 212 History of Theatre 2
THR 220 Acting 1
THR 223 Historic Dance for Actors
THR 240 Play Analysis and Dramaturgy
THR 315 The American Musical
THR 415 The Critical Eye
THR 460 Theater Management