Arts Management Minor 24-36 s.h.

I. Generalist Track 24 - 27 s.h.

A. Core Requirements 18-21 s.h.

1. **Arts**
   Select 2 of the following Arts courses: 6 s.h.
   - ART 380 Introduction to Museum Studies
   - MUS 397 The Business of Music
   - THT 324 The Business of Show Business

   Select 2 from the following Public Relations courses: 6 s.h.
   - COM 215 Survey of Public Relations
   - COM 313 Writing for Public Relations & Mass Media
   - COM 415 Advanced Public Relations

   Select 2 of the following Business courses: 6 s.h.
   - ACC 321 Accounting as a Management Tool
   - MKT 250 Marketing Principles
   - MGT 261 Business Organization

2. **Public Relations** 6 s.h.
   Choose 2 of the following:
   - COM 215 Survey of Public Relations
   - COM 313 Writing for Public Relations & Mass Media
   - COM 415 Advanced Public Relations

3. **Business** 6 s.h.
   Choose 2 of the following:
   - ACC 321 Accounting as a Management Tool
   - MKT 250 Marketing Principles
   - MGT 261 Business Organization

4. **Internship** 0-3 s.h.

B. Electives 3-6 s.h.
   Selected under advisement

Arts Management Minor 23-36 s.h.

I. Generalist Track 23 - 24 s.h.

A. Core Requirements 20-21 s.h.

1. **Arts**
   Choose 2 of the following: 6 s.h.
   - ART 380 Introduction to Museum Studies
   - MUS 397 The Business of Music
   - THT 324 The Business of Show Business

2. **Public Relations** 6 s.h.
   Choose 2 of the following:
   - COM 215 Survey of Public Relations
   - COM 313 Writing for Public Relations & Mass Media
   - COM 415 Advanced Public Relations

3. **Business** 6 s.h.
   Choose 2 of the following:
   - ACC 321 Accounting as a Management Tool
   - MKT 250 Marketing Principles
   - MGT 261 Business Organization

4. **Internship** 2-3 s.h.
   Choose 1 of the following:
   - ART 498, BRC 498, COM 498, MUS 498, THT 498

B. Electives 3 s.h
   The elective should be taken in one of the arts management areas outside of the primary major. (For example, majors from the school of business would need to take the elective in either Public Relations or the Arts.)