

**Arts Management Minor** 24-36 s.h.

**Arts Management Minor** 23-36 s.h.

**I. Generalist Track** 24 - 27 s.h.

**I. Generalist Track** 23 - 24 s.h.

**A. Core Requirements** 18-21 s.h.

**A. Core Requirements** 20-21 s.h.

**1. Arts**

Select 2 of the following Arts courses: 6

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

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

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

**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.)