Arts Management Minor (23-42 cr)
OLD

Track I—Generalist (23-24 cr)

A. Core Requirements (20-21 cr)

Select two courses from the following:

- ART 380 - Introduction to Museum Studies credit: 3
- MUS 397 - The Business of Music credit: 3
- THT 324 - The Business of Show Business credit: 3

Select two courses from the following:

- COM 215 - Survey of Public Relations credit: 3
- COM 313 - Writing for Public Relations and Mass Media credit: 3
- COM 415 - Case Studies in Public Relations credit: 3

Select two courses from the following:

- ACC 321 - Accounting as a Management Tool credit: 3
- MKT 250 - Marketing Principles credit: 3
- MGT 261 - Business Organization credit: 3

Select one Internship from the following:

- ART 498 - Internship credit:
- BRC 498 - Broadcasting Internship credit:
- CMA 498 - SCMA Professional Development credit:
- COM 498 - Communication Internship credit:
- MUS 498 - Music Internship credit:
- THT 498 - Internship credit:

B. Elective Requirements (3 cr)

- Elective should be taken in one of the arts management areas outside of the primary major.

Arts Management Minor (19-22)
Proposed

A. Core Requirements 15 credits

CMA 250 – Introduction to Arts Management 3
COM 215 – Survey of Public Relations 3
COM 313- Writing for Public Relations and Mass Media Credit: 3
ECO 101-Principles of Microeconomics 3
MKT 250 – Marketing Principles 3

B. Electives 3 Credits

Select one course from the following:

ART 380 – Introduction to Museum Studies 3
MUS 397 – The Business of Music 3
THT 324 – The Business of Show Business 3

C. Internship 1-4 credits

Select one Internship from the following:

ART 498 – Internship 1-4
BRC 498- Broadcasting Internship 1-4
CMA 498- SCMA Professional Development 1-4
COM 498 Communication Internship 1-4
MUS 498- Music Internship 1-4
THT 498 – Internship 1-4
Arts Management Minor (23-42 cr) OLD
Track II—Pre-MBA (35-42 cr)

A. Core Requirements (29-33 cr)

- **MKT 250 - Marketing Principles** Credit: 3
- **MGT 261 - Business Organization** Credit: 3
- **FIN 325 - Corporate Finance** Credit: 3
- **BLW 355 - Legal and Regulatory Environment of Business** Credit: 3
- **ACC 321 - Accounting as a Management Tool** Credit: 3 -OR-
- **ACC 201 - Principles of Accounting I** Credit: 3
- **ACC 202 - Principles of Accounting II** Credit: 3

Select one of the following internships: (2-3 cr)

- **ART 498 - Internship** Credit:
- **BRC 498 - Broadcasting Internship** Credit:
- **COM 498 - Communication Internship** Credit:
- **MUS 498 - Music Internship** Credit:
- **THT 498 - Internship** Credit:

Select two courses from the following:

- **ART 380 - Introduction to Museum Studies** Credit: 3
- **MUS 397 - The Business of Music** Credit: 3

B. Cognate Requirements (6-9 cr)

- **MAT 158 - Introduction to Statistics** Credit: 3
- **ECO 120 - Survey of Economic Issues** Credit: 3 -OR-
- **ECO 101 - Principles of Microeconomics** Credit: 3
- **ECO 200 - Principles of Macroeconomics** Credit: 3

Note: A minimum grade of C- is required in all courses applied to the pre-MBA track.
Arts Management Minor (19-22 cr) NEW

Track II—Pre-MBA

DISCONTINUE THIS TRACK