

ARTS ADMINISTRATION

(ARTSA – B.A., 120 Credits)

The Penn State Erie Arts Administration program is intended for students with an interest in the arts and a desire to pursue careers in the administration or management of arts organizations such as museums, theatre companies, orchestras and choruses. The program combines a broad exposure to the arts with significant training in management, marketing, event planning, strategic planning, writing, development, and digital communication.

The interdisciplinary Arts Administration program answers the growing need for leaders and administrators of arts organizations that must compete, survive, and thrive in a corporate world. Recognizing that these organizations have missions that are different from business corporations, the Arts Administration program aims to produce capable arts administrators, managers, and entrepreneurs with both aesthetic sensibilities and business acumen. Successful arts administration is crucial to the continued vitality of modern cultural institutions, creative enterprises, and arts organizations. If the public is to benefit, skilled arts administrators must facilitate the work of artists to realize their artistic vision and share it with the public, by executing the necessary financial, legal, and organizational decisions. In short, talented arts administrators are partners in a collaborative artistic process. The major includes the following options:

Digital Media Option - emphasizes design and social media engagement, so that student may create and manage online content for cultural organizations. Students develop proficiency in web writing, image editing, layout, and communication-based advertising.

Marketing Option - provides a business core for careers that emphasize fiscal planning with arts organizations. The coursework includes statistics, marketing research, and services marketing which is specific to arts and cultural organizations.

CAREER OPPORTUNITIES

The Arts Administration major prepares students for a diverse range of employment positions. Selected post-graduate opportunities, based upon existing job position announcements, include: grant writer, grant program coordinator, major gifts officer, special events manager, communications writer, fashion arts educational manager, development associate, arts grant associate, artist liaison, director of art gallery, manager of new media, or manager of creative marketing.

The Arts Administration program helps to prepare students for careers in museums, theater companies, orchestras, choruses, and limitless other arts-related fields. Internships provide valuable hands-on experience, which improves students' prospects with employers upon graduation.

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behrend.psu.edu/ARTSA

GENERAL EDUCATION (45 credits)

Key to Symbols

* Students may complete any 9 credits of GN sciences.

** Students may complete any 3 credits of GHA as long as the total equals 3 or more credits.

*** A student may request an exception in order to establish a focus in one area. For example, a student may opt to take *one* course in the Social and Behavioral Sciences, *two* in the Arts, and *three* in the Humanities—referred to as the 3-6-9 sequence.

Writing/Speaking Courses (9 credits)	Your Courses	Credits
ENGL 015 or 030H (GWS)		3
ENGL 202A, B, C or D (GWS)		3
CAS 100A, B, C, or H (GWS)		3
Natural Science Courses (GN)* (9 credits)	Your Courses	Credits
		3
		3
		3
Quantification Courses (GQ) (6 credits)	Your Courses	Credits
STAT 200 or SCM 200		3
		3
Health and Physical Activity (GHA)** (3 credits)	Your Courses	Credits
		1.5
		1.5
Arts Courses (GA)*** (6 credits)	Your Courses	Credits
MUSIC 005, THEA 105, ART H 111 or ART H 112		3
MUSIC 005, THEA 105, ART H 111 or ART H 112		3
Humanities Courses (GH)*** (6 credits)	Your Courses	Credits
		3
		3
Social/Behavioral Courses (GS)*** (6 credits)	Your Courses	Credits
		3
		3

Additional Graduation Requirements

Key to Symbols

** Can also be counted toward General Education or major requirements.

+ Effective for students enrolling in or after summer session 2005.

Course Type: Additional Requirements	Your Courses	Credits
First-Year Seminar (Included in electives or general education)		1
Writing Across the Curriculum in the major (W)**		3
International Cultures (IL)**+		3
United States Cultures (US)**+		3

Bachelor of Arts Degree Requirements (12–24 credits)

FOREIGN LANGUAGE (0–12 credits): students must attain 12th credit level proficiency.

This requirement is governed by a placement policy dictated by the number of levels of foreign language completed prior to admission to college.

Courses: Foreign Language	Credits
	4
	4
	4

B.A. KNOWLEDGE DOMAINS (9 credits)

Formerly, students were required to complete 3 credits in each of three domains (Arts, Humanities, Social & Behavioral Sciences). Effective Summer 2005, students are permitted to complete all 9 credits in any one of six domains or a combination thereof, but *courses may not be taken in the area of the student's primary major*. The six domains are Arts (GA), Humanities (GH), Social & Behavioral Sciences (GS), Natural Sciences (GN), Quantification (GQ), and Foreign Language *if* the coursework is in a second foreign language or beyond the 12th credit proficiency of the first foreign language.

See complete list of courses at: <http://bulletins.psu.edu/undergrad/barequirements/>

Courses: Knowledge Domains	Credits
	3
	3
	3

OTHER CULTURES (3 cr)†

Key to Symbol

† Cannot be used to satisfy the U.S. & International Cultures requirement.

See: <http://bulletins.psu.edu/undergrad/barequirements/otherCultures>

Course: Other Cultures	Credits
	3

REQUIREMENTS FOR THE MAJOR (73 credits)

(This includes 15-18 credits of General Education courses: 6 credits of GA courses; 3-6 credits of GQ courses; 3 credits of GS courses, 3 credits of GWS courses.)

PRESCRIBED COURSES: (42 credits)

Courses: Prescribed	Credits	Courses (continued)	Credits
ECON 102	3	MKTG 301	3
MUSIC 005	3	ENGL 202D	3
THEA 105	3	ARTSA 301	3
ACCTG 211	4	ARTSA 495A	3
B A 241	2	ARTSA 401	3
ARTSA 402W	3	ARTSA 495B	3
ENGL 479	3	MIS 204	3

ADDITIONAL COURSES (9 credits)

Courses: Additional	Credits
MATH 021 or higher	3
ART H 111 or ART H 112	3
COMM 370 or MKTG 310	3

For the B.A. degree in Arts Administration, a minimum of 120 credits is required. Students must earn C or better in ART H 111 GA;IL(3) or ART H 112 GA;IL(3), MUSIC 005 GA(3), THEA 105 GA(3) to be eligible for entrance to the major.

REQUIREMENTS FOR EACH OPTION (18-22 credits)

DIGITAL MEDIA OPTION (18 credits)

Students must take the following courses and an additional 6 credits of supporting courses from a program-approved list in Music, Theatre or Visual Arts in consultation with adviser.

Courses: Digital Media Option	Credits
COMM 320	3
ENGL 420	3
COMM 270 or GD 100	3
ART H 111, ART H 112, MUSIC 007, MUSIC 009, or THEA 102	3
	3
	3

MARKETING OPTION (22 CREDITS)

Students must take the following courses and an additional 6 credits of supporting courses from a program-approved list in Music, Theatre or Visual Arts in consultation with adviser.

Courses: Marketing Option	Credits
MKTG 330	3
MKTG 342	3
MKTG 440	3
SCM 200 or STAT 200	4
ART H 111, ART H 112, MUSIC 007, MUSIC 009, or THEA 102	3
	3
	3

Program-Approved Arts Modules

Module 1 Music (9 credits)

MUSIC 008 (3) Rudiments of Music

Select 3 credits from a program-approved list of music history courses

Select 3 credits from a program-approved list of music practicum courses

Module 2 Theater (9 credits)

THEA 102 (3) Introduction to Acting

Also select 6 credits from a program-approved list of theatre courses

Module 3 Visual Arts (9 credits)

ART H 111 (3) Introduction to Western Art, Ancient to Medieval

ART H 112 (3) Introduction to Western Art, Renaissance to Modern

Students completing Module 3 must complete *both* ART H 111 and 112; one is taken as a prescribed course.

Also select 3 credits from a program-approved list of art history courses

For a full list of faculty in the School of Humanities and Social Sciences, visit <http://psbehrend.psu.edu/school-of-humanities-social-sciences/faculty-staff-directory>

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