

# ARTS ADMINISTRATION - MICRO-CREDENTIAL

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The Arts Administration micro-credential is a credit-bearing credential for undergraduate music majors who have an interest in gaining knowledge about management, leadership, and administration within arts organizations. Such interest may lead to additional work in the field of arts administration as a career pursuit.

- Marketing and Publicity
- Mission Planning
- Operations Management
- Organization Structures
- Organizational Assessment
- Ticketing
- Venue Management

## Eligibility

CU Boulder students (degree seeking only): Active undergraduate music majors

## Delivery Mode

Hybrid of in-person and online delivery.

## Credit Status

For credit

## Academic Level

Undergraduate

## Fee

No

## Requirements

MUSC 4978, Introduction to Arts Administration, 3 credits

MUSC 5938, Arts Management and Leadership, 3 credits [4000-level version of this course is being proposed to the College of Music Curriculum Committee in fall 2021 for formal implementation in fall 2022 at which time MUSC 4938 will replace MUSC 5938]

## Criteria

Learning outcomes and measurements of such competencies will be fulfilled through successful completion of the courses according to the course syllabi.

MUSC 4978: Current Event Briefing, Grant Writing, Arts Industry and Market Analysis, Organizational Evaluation

MUSC 5938: Examination of Concepts and Approaches for leaders of small, medium, and large arts organizations (both the for-profit and nonprofit sectors), Human Resource Management, Problem Solving, Effective Communication and Ethics, Practice and Refine Written Communication Skills, Leader-Member Exchange Theory, Servant, Transformational, Authentic, Adaptive and Team Leadership

## Skills

- Advancement, Development and Fundraising
- Communication
- Community Engagement
- Contract Negotiations
- Governance and Boards
- Grant Writing
- Industry Market Analysis
- Leadership