

ARTS ADMINISTRATION - MICRO-CREDENTIAL

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)

MUSC 4818 Innovative Leadership and Sustainability in the Arts (3)

Criteria

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

MUSC 4978 Introduction to Arts Administration (3): Current Event Briefing, Grant Writing, Arts Industry and Market Analysis, Organizational Evaluation

MUSC 4818 Innovative Leadership and Sustainability in the Arts (3): 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