

Graduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: GRAD 2012-2013 ▼

Master of Arts Mgmt 2012

48 credits required. Grade of B or better required in all coursework.

Master of Arts Mgmt

Arts Mgmt Core

Courses: 9/9

Course	Title	Credits	Grade
28-6116	Economics for Arts Mgrs	2	B
28-6110	Basic Accounting for Graduate Students	1	B
28-6111	Advanced Accounting	3	B
28-6100	Marketing Principles	3	B
28-6127	Leadership in Arts & Media Management	3	B
28-6115	Financial Management	3	B
28-6118	Marketing Strategy	3	B
28-6117	Arts, Media, and the Law	3	B
28-6120	Strategic Planning	3	B

Take a minimum of 24 credits from the following:

Arts Mgmt Electives

Courses: 8/15

Course	Title	Credits	Grade
28-6405	Criticism in Arts, Media and Entertainment	3	B
28-6151	Managing and Licensing Intellectual Property	3	B
28-6161	Project Management	1	B
28-6315	Fundraising	3	B
28-6330	Comparative Cultural Policy	3	B
28-6154	Negotiation Strategies	1	B
28-6114	Labor Relations	1	B
28-6153J	Customer Relationship	1	B
28-6180	Internship	1	B
28-6610	Media Management	3	B
28-6670	Decision Makers in Media	3	B
28-6760	Sponsorship & Broadcasting Rights Management	3	B
28-6815	Revenue Generation Strategies for Live Entertainment	3	B
28-6270	Museum Management	3	B
28-6275	Gallery and Art Market Management	3	B

28-6470	Decision Makers in Music Business	3	B
28-6415	New Media Strategies	3	B
28-6512	Entrepreneurship and New Business Creation	3	B
28-6363	Community Organizing: Theory of Social Change	3	B
28-6187	Thesis Proposal Development	1	B
28-6189	Thesis Continuance	1	B

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