

Graduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: GRAD 2014-2015 ▼

Master of Arts Mgmt 2014

48 credits required.

Grade of B or better required in all coursework.

Master of Arts Mgmt

Arts Mgmt Core

Courses: 8/8

Course	Title	Credits	Grade
28-6116	Behavioral Economics	3	B
28-6111	Accounting for Decision Making	3	B
28-6100	Marketing Principles	3	B
28-6127	Leadership in the Arts, Entertainment & Media	3	B
28-6115	Financial Management	3	B
28-6117	Arts, Media, and the Law	3	B
28-6120	Strategic Planning	3	B
28-6415	New Media Strategies	3	B

Take a minimum of 24 credits from the following:

Arts Mgmt Electives

Courses: 8/23

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	Cultural Policy and Planning	3	B
28-6154	Negotiation Strategies	1	B
28-5154J	Customer Relationship	1	B
28-6180	Internship	1	B
28-6815	Revenue Generation Strategies for Live Entertainment	3	B
28-6760	Sponsorship & Broadcasting Rights Management	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
28-5010	Curatorial Practicum	3	B

28-5020	Gallery Management: Practicum	3	B
28-5040	AEMMP Record Label: Practicum	3	B
28-5060	AEMMP Digital Distribution and Promotion Agency: Practicum	3	B
28-5065	AEMMP Music Publishing: Practicum	3	B
28-5070	Talent Agency: Practicum	3	B
28-5080	Club Management: Practicum	3	B
28-5090	Events Management: Practicum	3	B
28-5178J	Exhibition Management: International Perspectives	3	B
28-6195	Directed Study	1	B
28-5550	Executive Management for Film & Television Practicum	3	B
28-6198	Independent Project	1	B

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