

## Graduate Program Requirements

### Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: GRAD 2015-2016 ▼

#### Master of Arts Mgmt 2015

**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
28-5010	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
28-5154J	Customer Relationship	1	B
28-5178J	Exhibition Management: International Perspectives	3	B
28-5550	Executive Producing for Film andTV: Practicum	3	B
28-6151	Managing and Licensing Intellectual Property	3	B
28-6154	Negotiation Strategies	1	B
28-6161	Project Management	1	B
28-6180	Internship	1	B

<b>28-6187</b>	<b>Thesis Proposal Development</b>	<b>1</b>	<b>B</b>
<b>28-6189</b>	<b>Thesis Continuance</b>	<b>1</b>	<b>B</b>
<b>28-6195</b>	<b>Directed Study</b>	<b>1</b>	<b>B</b>
<b>28-6198</b>	<b>Independent Project</b>	<b>1</b>	<b>B</b>
<b>28-6315</b>	<b>Fundraising</b>	<b>3</b>	<b>B</b>
<b>28-6330</b>	<b>Cultural Policy and Planning</b>	<b>3</b>	<b>B</b>
<b>28-6405</b>	<b>Criticism in Arts, Media and Entertainment</b>	<b>3</b>	<b>B</b>
<b>28-6512</b>	<b>Entrepreneurship and New Business Creation</b>	<b>3</b>	<b>B</b>
<b>28-6760</b>	<b>Sponsorship &amp; Broadcasting Rights Management</b>	<b>3</b>	<b>B</b>
<b>28-6815</b>	<b>Box Office &amp; Revenue Management</b>	<b>3</b>	<b>B</b>

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