

## Graduate Program Requirements

### Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: GRAD 2016-2017 ▼

#### Master of Arts Mgmt 2016

**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
<b>28-6116</b>	<b>Behavioral Economics</b>	<b>3</b>	<b>B</b>
<b>28-6111</b>	<b>Accounting for Decision Making</b>	<b>3</b>	<b>B</b>
<b>28-6100</b>	<b>Marketing Principles</b>	<b>3</b>	<b>B</b>
<b>28-6127</b>	<b>Leadership in the Arts, Entertainment &amp; Media</b>	<b>3</b>	<b>B</b>
<b>28-6115</b>	<b>Financial Management</b>	<b>3</b>	<b>B</b>
<b>28-6117</b>	<b>Arts, Media, and the Law</b>	<b>3</b>	<b>B</b>
<b>28-6120</b>	<b>Strategic Planning</b>	<b>3</b>	<b>B</b>
<b>28-6415</b>	<b>New Media Strategies</b>	<b>3</b>	<b>B</b>

Take a minimum of 24 credits from the following:

##### Arts Mgmt Electives

Courses: 8/23

Course	Title	Credits	Grade
<b>28-5010</b>	<b>Curatorial Practicum</b>	<b>3</b>	<b>B</b>
<b>28-5020</b>	<b>Gallery Management: Practicum</b>	<b>3</b>	<b>B</b>
<b>28-5040</b>	<b>AEMMP Record Label: Practicum</b>	<b>3</b>	<b>B</b>
<b>28-5060</b>	<b>AEMMP Digital Distribution and Promotion Agency: Practicum</b>	<b>3</b>	<b>B</b>
<b>28-5065</b>	<b>AEMMP Music Publishing: Practicum</b>	<b>3</b>	<b>B</b>
<b>28-5070</b>	<b>Artist Services: Practicum</b>	<b>3</b>	<b>B</b>
<b>28-5080</b>	<b>Club Management: Practicum</b>	<b>3</b>	<b>B</b>
<b>28-5090</b>	<b>Events Management: Practicum</b>	<b>3</b>	<b>B</b>
<b>28-5123</b>	<b>Creative Agency: Practicum</b>	<b>3</b>	<b>B</b>
<b>28-5154J</b>	<b>Customer Relationship</b>	<b>1</b>	<b>B</b>
<b>28-5178J</b>	<b>Exhibition Management: International Perspectives</b>	<b>3</b>	<b>B</b>
<b>28-5550</b>	<b>Executive Producing for Film andTV: Practicum</b>	<b>3</b>	<b>B</b>
<b>28-6151</b>	<b>Managing and Licensing Intellectual Property</b>	<b>3</b>	<b>B</b>
<b>28-6154</b>	<b>Negotiation Strategies</b>	<b>1</b>	<b>B</b>
<b>28-6161</b>	<b>Project Management</b>	<b>1</b>	<b>B</b>

<b>28-6180</b>	<b>Internship</b>	<b>1</b>	<b>B</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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