ARTS ADMINISTRATION, MINOR (443)

Program Coordinator
Carol Jordan, carol.jordan@wku.edu, (615) 682-3597

Does the business side of the arts interest you? Are you thinking of opening a dance studio, working in the development office of a theatre company, or starting a youth theatre program? The Minor in Arts Administration is an introduction to the field. You'll need to take at least 9 credit hours of classes in the arts (art, dance, music, theatre, musical theatre, theatre design or technology), as well as taking one of two foundational courses, either ART 496: Special Topics in Studio Art with the Topic of Gallery Management, or PERF 423: Performing Arts Management. After that, you will take 12 credit hours from a long list of possible classes to begin developing your knowledge of topics like grant-writing, accounting, social media marketing, leadership, and entrepreneurship. At least 12 hours of coursework in this minor must be at the upper division level.

Please note: ART 496: Special Topics in Studio Art with the Topic of Gallery Management is not offered every semester. PERF 423: Performing Arts Management is typically offered as an online class, usually in the fall semester.

Program Requirements (24 hours)

Code	Title	Hours
Required Courses:		
9 Arts Content credits in any combination from the following from the following subject areas: Art, Dance, Music, or Theatre		9
PERF 423	Performing Arts Management	3
or ART 496	Special Topics in Studio Art	
Students must take PERF 423 or the Special Topics in Gallery/Museum Studies to satisfy this requirement.		
12 credits in any combination from the following:		12
ACCT 220	Principles of Financial Accounting	
BA 110	Introduction to Business and Entrepreneurship	
ENT 312	Entrepreneurship	
LEAD 300	Leadership Theory and Application	
LEAD 475	Leadership Studies Special Topics	
MGT 210	Organization and Management	
MGT 333	Management of Nonprofit Organizations	
MKT 220	Basic Marketing Concepts	
MKT 322	Integrated Marketing Communications	
MKT 325	Personal Selling	
MKT 331	Social Media Marketing	
PR 255	Fundamentals of Public Relations	
REC 220	Understanding the Nonprofit Sector	
REC 460	Grant Writing for Nonprofit Organizations	
Total Hours		**24**