

# EMORY UNIVERSITY

## CONCENTRATION IN ARTS MANAGEMENT



EMORY  
arts



EMORY  
GOIZUETA  
BUSINESS  
SCHOOL

APPLICATION 2020-21

BUSINESS

ART  
HISTORY

THEATER

DANCE

MUSIC

# Concentration in Arts Management

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The Concentration in Arts Management is a collaboration between the department of Art History, Music, and Theater and Dance in Emory College and the Goizueta Business School BBA Program. Participation is limited to BBA students and students who are Art History, Music, Theater, or Dance majors.

The Arts Management Concentration enhances perspectives and competencies by providing context outside the discipline and integrating theory with practice. The concentration provides knowledge, competencies and experiences for BA and BBA students interested in pursuing administrative and management careers in the performing arts. BBA students focus on the history, politics and practice of the arts field of their choice within Emory College. Arts students acquire grounding that enables them to understand the organizational and market mechanisms underlying the creation and dissemination of the arts. All students pursue business-related and arts focused electives and participate in a capstone course that provides the opportunity to synthesize and validate their evolving perspectives in both an academic and an applied environment.

## Requirements for Concentration

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### **CORE** (Junior Year)

Arts core for BBA Students:

#### Art History Focus

Art History 101 Art and Architecture Prehistory to Renaissance  
*and*

Art History 102 Art and Architecture Renaissance to Present

#### Dance Focus

DANC 229 Introduction to Dance

*and* one of the following courses:

DANC 150R: Movement Improvisation (highly recommended)

DANC 123R, 223R, 323R, 423R: Modern Technique courses (highly recommended)

DANC 124R, 224R, 324R: Jazz Technique courses

DANC 121R, 221R, 321R, 421R: Ballet Technique courses

#### Music Focus

MUS 114: Introductory Theory & Composition

*and* a total of **three** electives from the list below (*at least two must be MUS electives*)

#### Theater Focus

TS 216: Theater History II

*and* one of the following courses:

TS 210: Reading for Performance

TS 230: Principles of Design

TS 240: Arts Administration

TS 250: Directing (Theater 201 or a 200-level acting course, or permission of instructor)

Business Core for Arts Students:

Two of the following three BBA Core Classes:

FIN 220: Finance for Non-Business Students

*or*

MKT 340: Marketing Management

*or*

OAM 330: Principles of Organization and Management

## **ELECTIVES** (Junior or Senior Year)

Two electives must be completed from the following list. At least one of these electives must be in the program that is not the student's own school of enrollment (with the exception of BBA students enrolled in the Music Concentration who must complete an additional Music Department elective in lieu of a 2nd core elective). Students may not count core classes in their own program as electives towards the concentration. Note that many courses require core classes as prerequisites. Consult advisors or the course catalog for complete information. All students are strongly encouraged to take TS240, Arts Administration.

### **Concentration Electives offered through the BBA Program**

- FIN 321 Finance and Economics of the Film Industry
- ISOM 352 Project Management and Collaboration
- ISOM 450 Foundations of Digital Enterprises and Markets
- MKT 342 Market Intelligence and Customer Insights (must have completed a statistics class)
- MKT 343 Digital Marketing and Social Media Strategy
- MKT 441 Ideation
- MKT 446 Advertising and Marketing Communications
- OAM 331 Strategic Management (open to only those who have taken 330)
- OAM 335 Strategies for Entertainment and Media
- OAM 336 Catalyzing Social Impact
- OAM 431 Social Enterprise
- OAM 432 Negotiations
- OAM 499R Philanthropy Lab

### **Concentration Art History Electives**

Students may complete any 200- or 300-level Art History course to fulfill the elective requirement.

### **Concentration Dance Electives**

- DANC 220 History of Western Concert Dance (permission of the instructor)
- DANC 229 Introduction to Dance
- DANC/THEA 230 Principles of Design
- DANC 240 Dance Literacy
- DANC/THEA 329 Art as Work: Self, Community and Practice.
- THEA 240 Arts Administration (All students STRONGLY encouraged to take this class)

### **Concentration Music Electives**

- MUS 204WR: Music Cultures of the World
- MUS 211: Tango Music and Dance (permission of the instructor required)
- MUS 215: Jazz: Its Evolution and Essence
- MUS 250W Writing About Music
- MUS 270.270W Special Topics in Music
- MUS 280: Early Music Explorations
- MUS 281: Baroque Music
- MUS 282: Haydn, Mozart, and Beethoven
- MUS 283: 19th-Century Music
- MUS 284: Music and Contemporary Society
- MUS 303: Black Music: Culture, Commerce, and the Racial Imagination
- MUS 304: Music & Cultural Revolution in the 1960s
- MUS 306: Music of the Harlem Renaissance
- MUS 307: Bebop and Beyond
- MUS 347: Elec Music/Midi Technology
- MUS 370/370W Special Topics in Music

**Concentration Theater Electives**

- Any 200 or 300 level 3 credit (or more) classes and above: THEA 240 Arts Administration is strongly encouraged.

**CAPSTONE CORE****SENIOR YEAR**

ECS 491: Leadership, Ethics and Organizational Effectiveness

**CO-CURRICULAR ACTIVITIES**

- Speakers and seminars
- Internships
- Field projects

## Application Checklist

- A completed application
- A short (300- 500 word) statement of purpose as requested below
- A resume or other one page document listing your college, extracurricular and/or professional activities related to your interests in arts management
- One completed recommendation form from someone in a capacity to provide insights with respect to your fit for this concentration (this is optional but highly encouraged)

### Transcripts

By completing this application, you are granting us the right to access your Emory transcript. **You do not need to submit this material.**

### Short Statement of Purpose

On a separate sheet of paper, provide a statement of purpose as outlined below. Please limit your typed response to 300-500 words

Explain how you believe that completion of the concentration will assist you in achieving your intellectual and professional goals. In your response, please describe the particular skills and talents you will be bringing to the concentration and those you hope to acquire.

### Resume

Please include a resume or other one-page document listing your college, extracurricular and/or professional activities related to your interests in arts management. In the case of extracurricular and community activities, include years involved and offices held.

### Deadline

**Applications are accepted on a rolling basis but in all cases, must be submitted no later than September 6<sup>th</sup> for rising seniors.** It is to your advantage to apply prior to entering your junior year. The cohort is limited by course capacity. Selection is based on information provided through the application but applications for each cohort can only be considered on a space-available basis.

**Please attach three separate PDF documents: your completed application, your statement of purpose and your resume.**

**Please email to: [concentration.applications@emory.edu](mailto:concentration.applications@emory.edu)**

# Application for Arts Management Concentration

Full Legal Name: \_\_\_\_\_  
Last First Middle Suffix (Jr., III, etc.)

Preferred Name: \_\_\_\_\_ Emory ID Number: \_\_\_\_\_

Expected Graduation: \_\_\_\_\_ E-mail address: \_\_\_\_\_ Cell #: \_\_\_\_\_

## Address Information

Temporary Address (Oxford P.O. Box)

\_\_\_\_\_  
Street City State Zip

Permanent Home Address:

\_\_\_\_\_  
Street City State Zip

## Enrollment

Current Arts major

Art History

Dance

Music

Theater

Pending declaration of Arts major

Current BBA Student

BBA Applicant

Participation is strictly limited to BBA students or Emory College students who are Arts majors. The Arts Management Concentration will be awarded only to those participants who successfully complete a major in Art History, Theater, Dance, or Music, or the requirements for BBA degree. Continuation in the concentration is contingent upon acceptable standards of academic and professional performance in a team-based and applied setting.

## Personal Information

*The information requested below is voluntary and refusal to provide it will not subject you to any adverse treatment. It will be kept confidential and will be used only in accordance with Title IV of the Civil Rights Act of 1964.*

Sex: Male Female

Race/Ethnic Category:

American Indian or Alaskan Native

Asian or Pacific Islander

Black, not of Hispanic Origin

Hispanic

White, not of Hispanic Origin

Other \_\_\_\_\_

Citizenship: \_\_\_\_\_  
Country

## Conduct Issues

Check here if you have any court convictions other than parking violations.\*

Check here if you have ever been subject to any school-related disciplinary action for violation of school rules, misconduct, conduct infraction, academic dishonesty or otherwise. \*

*\*Please attach a separate sheet to explain.*

# OPTIONAL RECOMMENDATION FORM

## Arts Management Concentration

Please email completed recommendation to: [concentration.applications@emory.edu](mailto:concentration.applications@emory.edu)

### TO BE COMPLETED BY STUDENT

Please fill in your name and address below, sign electronically, and email this form to the individual you have chosen to write on your behalf. The recommender should complete this form and return it via email to: [concentration.applications@emory.edu](mailto:concentration.applications@emory.edu)

### APPLICANT'S WAIVER OF RIGHT TO ACCESS TO CONFIDENTIAL STATEMENT

Name of Applicant: \_\_\_\_\_  
Last First Middle

Address:

\_\_\_\_\_  
Street City State Zip

I hereby freely and voluntarily waive my right to any information contained in this recommendation and agree that the statement shall remain confidential.

\_\_\_\_\_  
Date Signature of Applicant

### TO THE RECOMMENDER

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Recommendations are used for selection purposes only and do not become part of any record file upon a student's inclusion in the program. Therefore, recommendations are not subject to the provisions of the Family Educational Rights and Privacy Act of 1974.

After completing this form, please sign it electronically and attach it to an email. Please send email to: [concentration.applications@emory.edu](mailto:concentration.applications@emory.edu)

How long have you known the applicant and in what capacity?

Please give us your appraisal of the applicant relative to his or her peer group across the following criteria

Commitment to the performing arts:	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments:

Capacity for innovative problem-solving:	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments:

Ability to accomplish self-directed tasks:	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments:

Teamwork:	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments:

Communication skills:	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments:

Maturity:	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments:

Motivation and enthusiasm:	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments:

Overall assessment of candidate's fit for and ability to gain value from a concentration in Arts Management

Strongly recommend

Recommend

Recommend with reservations

Do not recommend

Name of recommender \_\_\_\_\_ Title \_\_\_\_\_

Institution \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Thank you for your time.

*Emory University is committed to a policy of nondiscrimination on the basis of race, color, national origin, religion, sex, sexual orientation, age, handicap, or veteran status.*