Concentration in Arts Management

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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<th>CORE (Junior Year)</th>
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<tr>
<td><strong>Arts core for BBA Students</strong></td>
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<tr>
<td><strong>Art History Focus</strong></td>
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| THEA 240 Arts Administration  
and  
ARTHIST 101 Art and Architecture Prehistory to Renaissance  
or  
ARTHIST 102 Art and Architecture Renaissance to Present |
| **Dance Focus** |
| THEA 240 Arts Administration  
and (take three hours from these courses)  
DANC 150R Movement Improvisation  
DANC 123R, 223R, 323R, 423R Modern Technique courses  
DANC 124R, 224R, 324R, 424R Jazz Technique courses  
DANC 121R, 221R, 321R, 421R Ballet Technique courses  
DANC 222R, 322R Hip Hop Technique courses  
DANC 226 Topics in Somatic Practices |
| **Music Focus** |
| THEA 240 Arts Administration  
and  
MUS 200 Music, Culture and Society |
| **Theater Focus** |
| THEA 240 Arts Administration  
and  
THEA 216 History of Drama & Theater II |
| **Business Core for Arts Students (choose 2)** |
| FIN 320 Corporate Finance  
MKT 340 Marketing Management  
OAM 330 Principles of Organization and Management |

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<tr>
<th>ELECTIVES (Junior or Senior Year)</th>
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<td>Two electives must be completed from the following list. All Arts students must complete THEA 240 as well as one business school elective from the list below. For business students, at least one of these electives must be from the Arts electives within your specific focus. 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.</td>
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<tr>
<th>Concentration Electives offered through the BBA Program</th>
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| 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  
MKT 499R Content Marketing in the Digital Age  
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 421 Philanthropy Lab  
OAM 499R Special Topics: Leading with Evidence |
### Concentration Electives offered through Emory Arts

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<tr>
<th><strong>Concentration Art History Electives</strong></th>
<th><strong>Concentration Music Electives</strong></th>
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<tr>
<td>ARTHIST 101 Art and Architecture Prehistory to Renaissance</td>
<td>MUS 204WR Music Cultures of the World</td>
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<tr>
<td>ARTHIST 102 Art and Architecture Renaissance to Present</td>
<td>MUS 211 Tango Music and Dance <em>(permission of the instructor required)</em></td>
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<td>Any 200- or 300-level Art History course</td>
<td>MUS 215 Jazz Its Evolution and Essence</td>
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<td>MUS 250W Writing About Music</td>
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### Concentration Dance Electives

- DANC 220 History of Western Concert Dance *(requires 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 *(requires permission of the instructor)*
- DANC 494R Special Projects Internship *(1-4 hours - must be taken for at least two hours to satisfy one course in the BBA arts concentration in dance)*

### Concentration Theater Electives

- Any 200 or 300 level 3 credit (or more) classes and above

### CAPSTONE CORE

*(Senior Year)*

- ECS 491 Leadership, Ethics and Organizational Effectiveness

### Co-Curricular Activities

- Speakers and seminars
- Internships
- Field projects