

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

CORE (Junior Year)	
Arts core for BBA Students	
<p style="text-align: center;"><u>Art History Focus</u></p> <p>ARTHIST 243 Arts Administration <u>and</u> ARTHIST 101 Art and Architecture Prehistory to Renaissance <u>or</u> ARTHIST 102 Art and Architecture Renaissance to Present</p>	<p style="text-align: center;"><u>Dance Focus</u></p> <p>DANC 243 Arts Administration <u>and</u> (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</p>
<p style="text-align: center;"><u>Music Focus</u></p> <p>MUS 243 Arts Administration <u>and</u> MUS 200 Music, Culture and Society</p>	<p style="text-align: center;"><u>Theater Focus</u></p> <p>THEA 243 Arts Administration <u>and</u> THEA 216 History of Drama & Theater II</p>
Business Core for Arts Students (choose 2)	
<p>FIN 320 Corporate Finance MKT 340 Marketing Management OAM 330 Principles of Organization and Management</p>	
ELECTIVES (Junior or Senior Year)	
<p>Two electives must be completed from the following list. All Arts students must complete the “Arts Administration” course within your specific focus, 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.</p>	
Concentration Electives offered through the BBA Program	
<p>ACT 399R Spec Top: Strategic Cost Management (<i>please note that ACT 200 Accounting: The Language of Business is a pre-requisite for this course</i>) FIN 321 Finance and Economics of the Film Industry ISOM 450 Foundations of Digital Enterprises and Markets ISOM 499R Spec Top: Project Management MKT 342 Data Driven Market Intelligence (<i>must have completed a statistics class</i>) MKT 343 Digital Marketing and Social Media Strategy MKT 349 Entertainment & Media Fieldwork</p>	<p>MKT 441 Ideation MKT 446 Advertising and Marketing Communications MKT 452 Content Marketing OAM 331 Strategic Management (<i>open to only those who have taken 330</i>) OAM 335 Strategies for Entertainment and Media OAM 421 Philanthropy Lab OAM 431 Social Enterprise and Impact Investing OAM 432 Negotiations OAM 440 Leading with Evidence</p>

Concentration Electives offered through Emory Arts

<u>Concentration Art History Electives</u>	<u>Concentration Music Electives</u>
ARTHIST 101 Art and Architecture Prehistory to Renaissance ARTHIST 102 Art and Architecture Renaissance to Present Any 200- or 300-level Art History course	MUS 204WR Music Cultures of the World MUS 211 Tango Music and Dance (<i>permission of the instructor required</i>) 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
<u>Concentration Dance Electives</u>	
DANC 220 History of Western Concert Dance (<i>requires permission of the instructor</i>) DANC 229 Introduction to Dance DANC/THEA 230 Principles of Design DANC 240 Dance Literacy DANC/THEA 429/429W Art as Work Self, Community and Practice (<i>requires permission of the instructor</i>) DANC 494R Special Projects Internship (<i>1-4 hours - must be taken for at least two hours to satisfy one course in the BBA arts Concentration in dance</i>)	
<u>Concentration Theater Electives</u>	
Any 200 or 300 level 3 credit (or more) classes and above	

CAPSTONE CORE

(Senior Year)

ECS 491 Ethics and Leadership

Co-Curricular Activities

- Speakers and seminars
- Internships
- Field projects

Note: Students who matriculate into the Goizueta Business Minor are not eligible to participate in the Arts Management Concentration. Students may pursue either a Concentration OR a business minor, but not both.