

ALI PLUS-ART BUSINESS (APBA1-CE)

APBA1-CE 9700 Managing the Arts (0 Credits)

<P>Survey the principal tasks, concerns, and skill requirements of the nonprofit arts manager. Topics include the history of the arts and arts management in the United States, legal obligations of the board, organizational structures, fundraising, audience development, economic development and the arts, working with artists, and the budget process. Also study personnel issues, programming, developing partnerships, planning, advocacy, and job searches.</P>

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

APBA1-CE 9701 Marketing the Arts (0 Credits)

<P>Examine what a nonprofit arts manager must know about the business of both performing and visual arts marketing. Learn how to identify and develop arts audiences and increase earned income through the creation and implementation of a comprehensive marketing plan. Topics include market research, pricing, budgeting and income projections, branding and graphic design, direct marketing techniques, promotions, advertising, public relations, and digital and interactive marketing. Case studies and guest speakers aid in analyzing current marketing trends and developing effective marketing strategies.</P>

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes