

# PERFORMING ARTS ADMINISTRATION (MPAPA- GE)

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## **MPAPA-GE 2001 Internship Performing Arts Admin I (1-3 Credits)**

*Typically offered Fall, Spring, and Summer terms*

Assigned, supervised, and evaluated responsibilities at major New York cultural centers, including training in programming, publicity, development, marketing, general management, and fiscal affairs. Open to matriculated students in the program.

**Grading:** Grad Steinhardt Graded

**Repeatable for additional credit:** Yes

## **MPAPA-GE 2002 Internship Performing Arts Admin II (1-3 Credits)**

*Typically offered Fall, Spring, and Summer terms*

Assigned, supervised, and evaluated responsibilities at major New York cultural centers, including training in programming, publicity, development, marketing, general management, and fiscal affairs. Open to matriculated students in the program.

**Grading:** Grad Steinhardt Graded

**Repeatable for additional credit:** Yes

## **MPAPA-GE 2008 Law & Performing Arts (3 Credits)**

*Typically offered Spring*

Issues of law that affect the arts, e.g., contracts, liability, copyright, and labor relations. Analyzes important legal practices that have shaped cultural institutions in this century and examines legal relationships of procedures, artists, and presenters in the performing arts.

**Grading:** Grad Steinhardt Graded

**Repeatable for additional credit:** No

## **MPAPA-GE 2105 Marketing The Performing Arts (3 Credits)**

*Typically offered Fall*

Investigation and application of marketing techniques and practices for performing arts organizations. The aim is to develop student's abilities to select and identify effective marketing applications to increase earned revenue from all sources. Promotional techniques such as telemarketing, brochure and advertising, and merchandising-related artistic products are examined. Participants are required to propose, present, and defend assigned projects.

**Grading:** Grad Steinhardt Graded

**Repeatable for additional credit:** No

## **MPAPA-GE 2110 Audience and Community Engagement in Community Arts Organizations (1.5 Credits)**

In today's society, the need for diversity, equity, access, and inclusion in the workplace has significantly increased. This course empowers students to become dynamic leaders in the development and implementation of this process. Students explore the fundamental tools of audience development and community engagement and develop an understanding of the challenges and opportunities of building diverse audiences and organizations through visiting multicultural arts centers and meeting with leaders of community arts organizations.

**Grading:** Grad Steinhardt Graded

**Repeatable for additional credit:** No

## **MPAPA-GE 2111 Introduction to Commercial Theatre Management (1.5 Credits)**

This course is a deep examination of the commercial theater business model, including how commercial productions get made and the role of management in shepherding that process. Topics will include key players and organizational structures; the development life cycle of a show; how money is raised, earned, and spent; union relations; and the challenges currently faced by the industry. Students will also have the opportunity to examine and reflect on their leadership principles.

**Grading:** Grad Steinhardt Graded

**Repeatable for additional credit:** No

## **MPAPA-GE 2120 Plngg & Fin F/ The P/a (3 Credits)**

*Typically offered Spring*

Techniques for strategic planning and managerial finance in the performing arts organization from the perspective of its chief executive officer. Integration of skills in organizational evaluation, strategic planning, mission formulation, operations management, and finance. Students are required to write a strategic plan for a performing arts organization.

**Grading:** Grad Steinhardt Graded

**Repeatable for additional credit:** No

## **MPAPA-GE 2130 Environment of Performing Arts Administration. (3 Credits)**

*Typically offered Fall*

Introduction to the controlling elements affecting performing arts organizations in the United States. In addition to examining the position of the artist in society and in the labor market, the course analyzes the relationship of the environment to the production, marketing, and distribution of artistic services. Students study the derivation of the present environment, the relevance and import of tax exemption and nonprofit status, the organizational structures for arts organizations, the role of funding on all levels, and the strategies and techniques needed to manage performing arts organizations effectively.

**Grading:** Grad Steinhardt Graded

**Repeatable for additional credit:** No

## **MPAPA-GE 2131 Prin/Prac Performing Arts Administration (3 Credits)**

*Typically offered Fall*

Covers the areas of long-range planning, application for tax exemption, program budgeting, incorporation, demographics, board and constituency building, staff development, and community development as related to the establishment and viability of performing arts organizations. Students participate in a class project and case studies that integrate administrative, planning, programing development, and marketing skills.

**Grading:** Grad Steinhardt Graded

**Repeatable for additional credit:** No

## **MPAPA-GE 2132 Devel for The Perf Arts (3 Credits)**

*Typically offered Spring*

Revenue generation for the performing arts organization. Examines development and fund-raising in the performing arts organization with a view to students learning strategies and acquiring skills to raise funds from disparate sources. Development is examined in its potential for fulfilling planning objectives, community development, and stability for the performing arts organization.

**Grading:** Grad Steinhardt Graded

**Repeatable for additional credit:** No

**MPAPA-GE 2133 Governance of Perf Arts (3 Credits)***Typically offered Spring*

The roles and responsibilities of trustees and officers who govern nonprofit, tax-exempt arts organizations. How the planning, budgeting, personnel development, and marketing policies of arts endeavors are determined.

**Grading:** Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAPA-GE 2205 Introduction to Marketing (3 Credits)**

This course is designed to provide students with an understanding of the basic concepts of marketing management and experience in making marketing decisions in uncertain environments. Students examine issues relating to developing marketing strategy and planning marketing tactics. Approach is largely from a practical perspective with an emphasis on managerial decision-making.

**Grading:** Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAPA-GE 2215 Iss/Pract Art in Admin: European Context (3-6 Credits)***Typically offered Summer term of even numbered years*

This course offers the student, whether graduate or arts administration practitioner, an intensive experience in learning about cultural policies and arts management practices in at least two European countries. The Arts Administration Study Abroad is comprised of a series of lectures, site visits, case studies, discussion sessions and presentations. Issues change from year to year as cultural policies develop in chosen venues. Students examine a combination of policy and practice, meet with arts administrators and policy makers, and present case study analyses on the basis of their lectures and onsite visits.

**Grading:** Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAPA-GE 2217 Professional Development in Performing Arts Administration (0 Credits)**

A sequence of activities to develop and expand students' career planning skills and abilities. With guidance and support from the instructor, students design and pursue an individualized set of experiences – attending workshops and seminars, completing targeted career development activities, and more – to help them achieve their professional and personal goals.

**Grading:** Grad Steinhardt Pass/Fail**Repeatable for additional credit:** Yes**MPAPA-GE 2222 Sem Cult Pol:Issues in Current Perf Arts Admin (3 Credits)***Typically offered Spring*

Study and preparation of papers on selected issues and cases in arts administration. Selected readings. Major papers required.

**Grading:** Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAPA-GE 2225 Cultural Tourism in Arts (1.5 Credits)***Typically offered Spring*

This course examines the interactive relationship between culture and tourism. By taking a case approach the class analyzes the business practices of the arts as a tourism enterprise. The cases will highlight marketing principles drawn from readings, discussions, and guest lectures. Lectures, discussions and guest speakers will accompany text and journal readings. Case studies will provide concrete examples to accompany theoretical concepts.

**Grading:** Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAPA-GE 2230 Creative and Cultural Industries (3 Credits)**

Drawing on the resources of New York University's global campuses, this course examines the nature of the Creative and Cultural Industries in the US and other regions of the world. Utilizing readings, lectures, and visits to important international cultural venues, we explore how and why the creative and cultural industries play a vital social and economic role in these regions.

**Grading:** Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAPA-GE 2231 Creative and Cultural Industries: East Asia (3 Credits)**

Drawing on the resources of NYU Shanghai, this course examines the nature of the Creative and Cultural Industries in East Asia. Utilizing readings, lectures, and visits to important international cultural venues, we explore how and why the creative and cultural industries play a vital social and economic role in this region.

**Grading:** Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAPA-GE 2232 Creative and Cultural Industries: US and UK (3 Credits)**

Drawing on the resources of New York University in New York and London, this course examines the nature of the Creative and Cultural Industries in the US and UK. Utilizing readings, lectures, and visits to important international cultural venues, we explore how and why the creative and cultural industries play a vital social and economic role in these countries. Finally, we will learn how the UK communicates its success to the world through cultural diplomacy initiatives.

**Grading:** Grad Steinhardt Graded**Repeatable for additional credit:** No**MPAPA-GE 2300 Ind Study (1-6 Credits)***Typically offered Fall, Spring, and Summer terms*

It should be noted that independent study requires a minimum of 45 hours of work per point. Independent study cannot be applied to the established professional education sequence in teaching curricula. Each departmental program has established its own maximum credit allowance for independent study. This information may be obtained from a student's department. Prior to registering for independent study, each student should obtain an Independent Study Approval Form from the adviser.

**Grading:** Grad Steinhardt Graded**Repeatable for additional credit:** Yes