

# PERFORMING ARTS ADMINISTRATION (MPAPA- UE)

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## **MPAPA-UE 1000 Introduction to Performing Arts Administration (2 Credits)**

This course is an introduction to the concepts and techniques used to manage performing arts organizations. Subjects include organizational structure, trustee/staff relations, marketing, audience building, fund-raising, human resources, community engagement, performance measurement, leadership, strategic planning, and diversity, equity, and inclusion. Through readings, class discussion, case exercises, and engaging with professional arts managers, students will acquire an understanding of the challenges and opportunities facing performing arts managers.

**Grading:** Ugrd Steinhardt Graded

**Repeatable for additional credit:** No