

Arts Management

Program Description

The BA program in arts management at Purchase College prepares a new generation of engaged managers by emphasizing critical inquiry, creative thinking, and the development of skills necessary to support the arts and entertainment industry. Designed for students seeking a foundation for further education or employment, the Arts Management Program develops ethical and responsive professionals who value the arts and express a commitment to the creative process.

The curriculum integrates:

- business courses focused on building the core knowledge and skills vital to leading and supporting a wide variety of arts-based initiatives
- history and current issues relevant to the visual and performing arts
- opportunities to develop leadership potential and to pursue individual interests and career goals through two internships and a year-long independent project
- a broad-based education in the liberal arts and sciences

Arts management students aspire to careers in which they lead organizations that span the non-profit and commercial arts industries, including opera, dance, orchestra, and theatre companies; galleries and museums; festival and concert venues; performing and community art centers; record companies and artist management agencies; and film, television, marketing, and new media-based businesses. The tradition of artistic excellence and diversity at Purchase College, along with its proximity to the vast cultural resources in Westchester and Manhattan, are among the outstanding features enhancing this program.

Representative Elective Courses

Renowned Arts Leaders
Creative Producing
Making the Case for the Arts
The Arts in Society
Gallery Management
Social Media and the Arts
Commercial Theatrical Producing

Requirements for the Major

Freshman and Sophomore Years:
Introduction to Arts Management*
Finance for the Arts* *or*
Arts and Entertainment in Economics*
Junior and Senior Years:
Fundraising and Development in the Arts
Arts and Entertainment Law
Marketing the Arts*
Two courses in performing or visual arts history
Arts Management Internship and Seminar *or*
Arts Management Internship
Arts Management Internship
Senior Project in Arts Management

*Students must maintain a cumulative GPA of 2.5 or higher in these courses. In addition, students must earn a grade of C or higher in all courses required for the major, excluding the internships and senior project.

Students are strongly encouraged to take additional courses in the performing and visual arts, beyond those required for the major.

Arts Management Faculty

Lawrence A. Berglas, JD, Pace University
Antonio C. Cuyler, PhD, Florida State University
Elizabeth Edelson, MA, Columbia University
Annmarie Gatti, BA, City College, City University of New York
Maria Guralnik, MNO, Case Western Reserve University
Barbara Hauptman, MFA, Yale University
Linda Solomon, MBA, Fordham University
Jeff Taylor, PhD, Central European University (Hungary)
Robert F. Thompson, DMA, Eastman School of Music, University of Rochester



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