

## **INTRODUCTION TO ARTS MANAGEMENT**

**AMG1100**

**Purchase College, Summer 2014 – Session 1**

**Online course**

## **SYLLABUS**

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### **COURSE DESCRIPTION**

This *100% online course* provides an overview of arts management. Topics include arts leadership and management philosophy, organizational structure, financial management, strategic planning and programming, marketing and public relations, fundraising and development (including sponsorship and grants), and arts law. Special attention is given to the application of management principles and skills in the visual and performing arts. **The goal of this class is to provide an understanding of how capable management practices can strengthen the arts, and a new perspective on the role of arts professionals. Successful completion of this class is a requirement of the Certificate in Arts Management.**

### **COURSE LEARNING OUTCOMES**

Students will:

1. Demonstrate knowledge of the various types of arts organizations in the U.S., and their missions and governing structures; and key issues facing contemporary arts organizations.
2. Identify effective techniques for strategic planning, programming, fundraising, audience outreach, marketing, public relations, financial management, and organizational leadership.
3. Practice core skills for the field, including writing for a business environment, problem-solving, and research.
4. Apply concepts from course readings and discussion forums to the analysis of case studies from real-world arts groups.

### **LIBERAL STUDIES OUTCOMES**

This course meets the following outcomes for the Liberal Studies Degree Completion Program:

- The ability to articulate and communicate clearly in written and spoken forms
- Research skills including the ability to analyze and synthesize information
- To think critically, independently and creatively
- ARTS: Core knowledge of the field and related concepts, theories and ideas

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**COURSE REQUIREMENTS** *Note: This course is 100% online. Use of the Moodle system is mandatory. Students are expected to be informed computer users who are familiar with basic problem-solving strategies, including help menus, search engines, and Purchase CTS. Except in extreme circumstances, technological failure (i.e. hard/software malfunction, internet access) will not be accepted as an excuse for late, incomplete, or poorly-realized work.*

**1. Required Texts & Readings:** Students are expected to read all assigned readings and resources, and be prepared to demonstrate familiarity with those resources in forum posts, assignments, and other course activities. There is one required book for this course, which is

available in the PC [bookstore](#): Performing Arts Management: A Handbook of Professional Practices by Tobie Stein and Jessica Bathurst (New York: Allworth Press, 2008).<sup>\*</sup> Other required readings, lectures, and videos are provided on the class Moodle.

**Note: The textbook can be rented from the Purchase bookstore for \$30/semester. Visit [purchasebookstore.net](http://purchasebookstore.net) or contact the bookstore for info on rental and orders.**

**2. Current Events Forum Posts:** Staying current with what's happening in the arts is the best way to learn the field. Students are required to make substantive posts in each of the 5 Current Events Forums and to write at least one substantive response to a classmate's post. (Of course, you are encouraged to read and respond to posts at any time.) Sources for news items can be found in the Arts News Feed on Moodle, but feel free to post from any relevant source of your choosing.

**3. Topic Discussion Forum Posts:** Five topics include a discussion forum question. Response posts are required.

**4. Assignments:** There are written assignments for four topics.

**4. Quizzes:** Three short quizzes will test your grasp of key concepts and terms from the current topic.

**5. Final Exam:** The final exam consists of short answers (such as definitions of terms and concepts) and short essay questions that demonstrate your understanding of topics and issues studied to date. *Late exams will not be accepted.*

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## NETIQUETTE

This is a class of current and future professionals, and professional behavior and communication is expected at all times. "Netiquette" for online courses at Purchase requires students to:

- Communicate respectfully.
- Provide constructive and relevant feedback to peers.
- Be clear, use standard English, and do not abbreviate. Spell-check, revise, and edit before posting. Use appropriate subject headers.
- Be polite and careful. Do not use all UPPERCASE LETTERS or multiple exclamation marks, as they are difficult to read and sometimes it is difficult to understand the tone of the message.
- Avoid sarcasm and irony, which can be misinterpreted by readers.
- Be inclusive: send group messages to all members of the class and the instructor.

## MOODLE & EMAIL

This course is 100% online. Students are required to use Moodle, an online course management system. *Note: The instructor will NOT accept assignments by email. All assignments must be uploaded to Moodle as indicated.*

1. Open web browser to <http://moodle.purchase.edu/moodle2/course/view.php?id=8321>
2. Log in to the Moodle system with your Purchase account username and password. (Do not use the domain name to log in; i.e., leave off the '@purchase.edu' part.) If you are officially registered for the course, you will be automatically “enrolled”.
3. Going forward, when you log in to Moodle, you will see this course listed in your “My Courses” block on the Moodle front page. Or you can go directly to your course using the HTML link in Step 1.
4. For technical/email assistance, CTS: (914) 251-6465 or [Helpdesk@purchase.edu](mailto:Helpdesk@purchase.edu)  
For Moodle-specific questions, email [TLTC@purchase.edu](mailto:TLTC@purchase.edu)

Regular use of your Purchase email is a requirement of course enrollment, so be sure to check your email daily. Students are responsible for keeping Purchase email accounts open and ensuring that there is room for incoming messages. Failure to check your Purchase email and/or not receiving messages for any reason are NOT excuses for ignorance of materials and assignments sent by email. Go to <http://studentservices.purchase.edu/> to activate your account.

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## ACADEMIC INTEGRITY POLICY

Academic dishonesty is a serious offence at Purchase College. The Purchase College [Academic Integrity Policy](#) explicitly forbids cheating, plagiarism, and other forms of academic dishonesty. [“Plagiarism” is the appropriation or imitation of the language, ideas, and/or thoughts of another person and the representation of them as one's own original work. See these [Citation Tutorials](#) for more information on how to attribute and cite work by others in your own assignments.] Students are responsible for familiarizing themselves with the definition of plagiarism and acceptable methods of attribution.

Violation of any of the above may lead to formal disciplinary action and the following sanctions:

- Minimum Sanction: Failing grade on the assignment or examination.
- Maximum Sanction: Expulsion
- Recommended Sanction (First Offense): Failing grade for the course
- Recommended Sanction (Second Offense): Expulsion

Students who have any questions or doubts about whether any activity is academically permissible should check with me first.

## DOCUMENTED DISABILITIES

Students with documented physical, learning, psychological and other disabilities are entitled to receive reasonable accommodations. If a student needs accommodations, s/he must first register with the Office of Special Student Services. Call (914) 251-6390 x6035 or contact [accommodations@Purchase.edu](mailto:accommodations@Purchase.edu). *If you require accommodation for a disability, it is your responsibility to notify me within the first 3 days of class.*

[Here](#) is a description of special student services provided by the Counseling Center. Moodle is ADA compliant (see the [accessibility specification](#) for Moodle).

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## GRADING POLICY

Current Events Forum Posts & Responses	20%
Topic Discussion Forum Posts (5)	25%
Quizzes (3)	15%
Assignments (4)	25%
Final Exam	15%

## GRADING CRITERIA

*A Work: (A+ = 96-100%, A = 93-95%, A- = 90-92%)*

- Assignment is carefully and systematically completed.
- Response illustrates the student's thorough understanding of the subject matter as evidenced through appropriate illustration of key concepts, and a high level of critical engagement.
- Responses are thoroughly researched and completed according to assignment parameters.
- Projects are well developed and show evidence of solid creative engagement and reflection.
- Thesis is clearly communicated and supported.

*B Work: (B+ = 87-89%, B = 83-86%, B- = 80-82%)*

- All major pieces of the assignment are responded to.
- Responses illustrate basic understanding of the subject matter as evidenced through appropriate illustration of key concepts; limited level of critical engagement.
- Responses are researched and completed according to assignment parameters.
- Projects are developed and show evidence of creative engagement and reflection.
- Finished projects and written responses clearly communicates the thesis.

*C Work: (C+ = 77-79%, C = 73-76%, C- = 70-72%)*

- Student responds to most elements of the assignment.
- Response illustrates basic understanding of subject matter.
- Limited amount of research and adherence to basic parameters.
- Ideas are not fully developed.

- The student's lack of engagement makes it difficult to communicate intent.

*D Work: (60-69%)*

- Student responds to some elements of the assignment.
- Response illustrates limited understanding of subject matter.
- Little to no research and adherence to basic parameters of assignment.
- The intent is not clearly communicated.

*F Work: (59% or less)*

- Student does not respond to the components of the assignment.
- Response does not illustrate an understanding of the subject matter.
- No research or adherence to basic parameters of assignment.
- The intent is not communicated.