Arts, Entertainment and Media Management • Curriculum Requirements

DEGREE REQUIREMENTS

Bachelor of Arts in Arts Management requires the following:

AEMM	
Core Courses	30
Concentration Courses	12
Total AEMM Courses	**42 Credit Hours**
Liberal Arts & Sciences (LAS) Courses	42
College-Wide Electives	36
Total LAS and Electives	**78 Credit Hours**
Total Bachelor of Arts in Arts Management	**120 Credit Hours**

PROGRAM OUTCOMES

Successful Arts, Entertainment and Media Management graduates will be able to:

1. Understand the fundamentals of managing creative organizations and professionals
2. Apply critical thinking, problem solving, and communication skills to the entrepreneurial management of the creative sectors
3. Analyze trends, opportunities, and challenges to compete successfully in a rapidly changing global environment
4. Lead the next generation of creative ventures
5. Launch self-sustaining creative careers

AEMM CORE COURSES

The following ten courses must be taken by all AEMM majors (30 credit hours):

28-1110	Introduction to Management
28-1112	Managerial Economics
28-1113	Information Management
28-1115	Entertainment Marketing
28-2110	Accounting
28-2111	Entertainment Law
28-2120	Writing for Managers
28-2130	Entrepreneurship
28-3110	Finance
28-3511	Leadership

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CONCENTRATION REQUIREMENTS

Students choose **one** concentration (12 credit hours):

Live and Performing Arts Management
28-1718 Business of Live and Performing Arts
28-2430 Talent Management
28-3830 Presenting and Booking Live Performances
28-3832 Producing and Touring Live Performances

Media Management
28-1610 Business of Media
28-2610 E-Business
28-3416 New Media Applications
28-3670 Decision Making: Media

Music Business
28-1410 Business of Music
28-2411 Applied Marketing: Music Business
28-2435 Music Publishing
28-3472 Decision Making: Music Business Management

Sports Management
28-1710 Business of Professional Sports
28-2430 Talent Management
28-3755 Sports Law
28-3760 Sponsorship

Visual Arts Management
28-1270 Business of Visual Arts
28-2210 Exhibition Management
28-3270 Decision Making: Visual Arts
28-3330 Cultural Policy

Advanced Management
28-2150 Organizational Behavior
28-3120 Accounting II: Forecasting
28-3123 Marketing II: Research and Analysis
28-3135 Strategic Management

No Concentration
Choose any four (4) courses from the courses listed above.

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This sheet is intended to guide students in course selection. Course requirements are subject to change by the AEMM department. Students are expected to consult their advising guide prior to registration.