

Graduate Curriculum

Core and Required Courses **31**

Specialty Courses **18**
(See reverse side)

Total Masters of Arts Management: 49 Credit Hours

Core and Required Courses:

All courses below must be taken by all AEMM Live & Performing Arts Management Graduate Students:
(31 Total Credit Hours)

28-6100 Marketing Principles I	1
28-6101 Introduction to Arts Management Seminar	1
28-6108 Applied Marketing: Performing Arts Management	1
28-6110 Basic Accounting for Graduate Students	3
28-6111 Advanced Accounting for Decision Making	3
28-6113 Human Resources	2
28-6114 Labor Relations	1
28-6115 Financial Management	3
28-6116 Economics for Arts Managers	2
28-6117 Arts, Media, and the Law	3
28-6118 Marketing Principles II	2
28-6120 Planning and Policy Making	3
28-6122 Data Analysis and Statistics	3
28-6180 Internship	2
28-6187 Thesis/Comprehensive Exam	1



This sheet is intended to guide students in course selection. Course requirements are subject to change by the Arts, Entertainment & Media Management Department. Students are expected to be aware of AEMM Department policies and are advised to read the Columbia College Chicago catalog and department materials each semester before registering. In addition, students are required to meet with their faculty advisor at least once each semester.

Specialty Courses

Students must select a **minimum of 18 credit hours** from the following:

28-5123 Arts Management Experiential Research	1
28-5150 Workshop Negotiation Techniques	1
28-5330 Comparative Cultural Policy	3
28-5340 Advocacy for Arts Managers: Building Relationships with Elected Officials	1
28-5345 Working with Non-Profit Boards	1
28-5350J European Experiments in Arts Policy and Management	3
28-5760 Sponsorship for Sports and Live Entertainment	3
28-5815 Box Office and Beyond: Revenue Generation Strategies for Live Entertainment	3
28-5830 Presenting Live Performances	3
28-5831 Touring Live Entertainment	3
28-6121 Presentation Skills	1
28-6125 Seminar: AEMM	3
28-6153J Customer Relationship Management Workshop	1
28-6310 Grant Proposal Planning and Writing	3
28-6315 Fund Raising	3
28-6316 Major Gifts	3
28-6512 Graduate Arts Entrepreneurship I	3

Students must consult with their faculty advisor before choosing specialty courses and workshops.

Sample Two Year Plan

Fall (Semester 1)

28-6100 Marketing Principles I	1
28-6101 Introduction to Arts Management Seminar	1
28-6110 Basic Accounting for Graduate Students	3
28-6116 Economics for Arts Managers	2
28- Specialty Course(s)	3
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Total Credits: 10	

Spring (Semester 2)

28-6108 Applied Marketing: Performing Arts Management	1
28-6111 Advanced Accounting for Decision Making	3
28-6117 Arts, Media, and the Law	3
28-6118 Marketing Principles II	2
28- Specialty Course(s)	3
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Total Credits: 12	

Summer*

28-6113 Human Resources	2
28-6114 Labor Relations	1
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Total Credits: 3	

Fall (Semester 3)

28-6115 Financial Management	3
28-6122 Data Analysis and Statistics	3
28- Specialty Course(s)	3
28- Specialty Course(s)	3
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Total Credits: 12	

Spring (Semester 4)

28-6120 Planning and Policy Making	3
28-6187 Thesis/Comprehensive Exam	1
28-6180 Internship	2
28- Specialty Course(s)	3
28- Specialty Course(s)	3
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Total Credits: 12	

**Financial Aid may not apply for the summer semester. For more information, please contact Student Financial Services at 866.705.0200 no later than January 2010.*