Sensibility and business acumen. Successful arts administration is a partnership of arts administrators, managers, and entrepreneurs with both aesthetic sensibilities and business acumen. The major includes the following options:

Digital Media Option
Available at the following campuses: Erie, Lehigh Valley

Emphasizes design and social media engagement, so that a student may create and manage online content for cultural organizations. Students develop proficiency in web writing, image editing, layout, and communication-based advertising.

Marketing Option
Available at the following campuses: Erie

Provides a business core for careers that emphasize fiscal planning with arts organizations. The coursework includes statistics, marketing research, and services marketing which is specific to arts and cultural organizations.

What is Arts Administration?
The arts enrich our lives with moments of beauty, humor, surprise, and delight. But the arts are also a business, and like any business, arts organizations need competent, confident professionals who can manage resources and maximize opportunities. Arts administration combines broad exposure to the arts with intensive training in management, marketing, event planning, strategic planning, writing, development, and digital communication.

The interdisciplinary Arts Administration program answers the growing need for leaders and administrators of arts organizations that must compete, survive, and thrive in a corporate world. Recognizing that these organizations have missions that are different from business corporations, the Arts Administration program aims to produce capable arts administrators, managers, and entrepreneurs with both aesthetic sensibilities and business acumen. Successful arts administration is crucial to the continued vitality of modern cultural institutions, creative enterprises, and arts organizations. If the public is to benefit, skilled arts administrators must facilitate the work of artists to realize their artistic vision and share it with the public, by executing the necessary financial, legal, and organizational decisions. In short, talented arts administrators are partners in a collaborative artistic process. The major includes the following options:

You Might Like This Program If...

- You like the idea of combining a liberal arts degree with business education.
- You envision a career in the arts, but are not interested in the unpredictability of a performing or studio art career.
- You have an interest in attending an arts organization.
- You have an interest in attending to determine which options are offered.

Artistic entrepreneurship.

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Available at the following campuses: Erie, Lehigh Valley

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- You envision a career in the arts, but are not interested in the unpredictability of a performing or studio art career.
- You have an interest in attending to determine which options are offered.
credits of the First-Year Seminar, as specified by their college First-Year
Engagement Plan.

Other Penn State colleges and campuses may require the First-Year
Seminar; colleges and campuses that do not require a First-Year Seminar
provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult
their academic adviser for these requirements.

Cultures Requirement
6 credits are required and may satisfy other requirements

• United States Cultures: 3 credits
• International Cultures: 3 credits

Writing Across the Curriculum
3 credits required from the college of graduation and likely prescribed as
part of major requirements.

Total Minimum Credits
A minimum of 120 degree credits must be earned for a baccalaureate
degree. The requirements for some programs may exceed 120 credits.
Students should consult with their college or department adviser for
information on specific credit requirements.

Quality of Work
Candidates must complete the degree requirements for their major and
earn at least a 2.00 grade-point average for all courses completed within
their degree program.

Limitations on Source and Time for Credit Acquisition
The college dean or campus chancellor and program faculty may require
up to 24 credits of course work in the major to be taken at the location or
in the college or program where the degree is earned. Credit used toward
degree programs may need to be earned from a particular source or
within time constraints (see Senate Policy 82-44 (http://senate.psu.edu/policies-and-
rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/
#82-44)). For more information, check the Suggested
Academic Plan for your intended program.

B.A. Degree Requirements

Foreign Language (0-12 credits): Student must attain 12th credit level
of proficiency in one foreign language. See the Placement Policy
for Penn State Foreign Language Courses (http://bulletins.psu.edu/
undergraduate/general-information/academic-information/
#advisingandplanningadegreeprogramtext).

B.A. Fields (9 credits): Humanities, Social and Behavioral Sciences, Arts,
Foreign Languages, Natural Sciences, Quantification (may not be taken in
the area of the student’s primary major; foreign language credits in this
category must be in a second foreign language or beyond the 12th credit
level of proficiency in the first language)

Other Cultures (0-3 credits): Select 3 credits from approved list. Students
may count courses in this category in order to meet other major, minor,
elective, or General Education requirements, except for the General
Education US/IL requirement.

3 of these 24 credits are included in the Requirements for the Major,
General Education, or Electives and 0-12 credits are included in Electives
if foreign language proficiency is demonstrated by examination.

Requirements for the Major
This includes 15-18 credits of General Education courses: 6 credits of GA
courses; 3-6 credits of GQ courses; 3 credits of GS courses, 3 credits of
GWS courses.

To graduate, a student enrolled in the major must earn a grade of C or
better in each course designated by the major as a C-required course, as
specified by Senate Policy 83-80 (http://senate.psu.edu/policies-and-
rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/
#82-44).

Common Requirements for the Major (All Options)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTG 211</td>
<td>Financial and Managerial Accounting for Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>BA 241</td>
<td>Legal Environment of Business</td>
<td>2</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 202D</td>
<td>Effective Writing: Business Writing</td>
<td>3</td>
</tr>
<tr>
<td>MIS 204</td>
<td>Introduction to Business Information Systems</td>
<td>3</td>
</tr>
</tbody>
</table>

Prescribed Courses: Require a grade of C or better

ARTSA 301 Introduction to Arts Administration 3
ARTSA 402 Strategic Management and Planning for the Arts 3
ARTSA 403 Fundraising and Grant Writing 3
ARTSA 404 Event Planning Practicum 3
COMM 370 Public Relations 1 3
MKTG 301 Principles of Marketing 3
MUSIC 5 An Introduction to Western Music 3
THEA 105 Introduction to Theatre 3

Additional Courses

MATH 21 College Algebra I (or higher) 3

Additional Courses: Require a grade of C or better

ARTH 111 Ancient to Medieval Art 1 3
or ARTH 112 Renaissance to Modern Art

ARTSA 401 Arts Event Planning and Project Management 3
or COMM 472 Public Relations Event Planning

ARTSA 495A Arts Administration Off-Campus Internship**SPECIAL TOPICS** 2 3

Requirements for the Option
Select an option 21-22

1 A grade of C or better per course is required for teacher certification.
2 Students desiring to take an internship for ARTSA credit must have a
GPA of 3.00. Students with lower than a 3.00 GPA can: 1) request an
exemption by providing letters of recommendation for the internship
form 2 members of the ARTSA faculty; or 2) enroll in an additional
COMM or MKTG course at the 400 level to develop option-specific
competencies instead of taking ARTSA 495A.

Requirements for the Option
Digital Media Option (21 credits)

Available at the following campuses: Erie, Lehigh Valley

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 320</td>
<td>Introduction to Advertising</td>
<td>3</td>
</tr>
</tbody>
</table>

Prescribed Courses: Require a grade of C or better

Available at the following campuses: Erie, Lehigh Valley
COMM 441  Advanced Graphic Design for Communications  3
ENGL 420  Writing for the Web  3

Additional Courses
COMM 270  Introduction to Multimedia Production  3
or GD 100  Introduction to Graphic Design  3

Select 3 credits of the following:  3
1.
ARTH 111  Ancient to Medieval Art  3
ARTH 112  Renaissance to Modern Art  3
MUSIC 8  Rudiments of Music  3
THEA 102  Fundamentals of Acting  3

Supporting Courses and Related Areas
Select 3 credits of the following:  3
1.
ARTH 111  Ancient to Medieval Art  3
ARTH 112  Renaissance to Modern Art  3
MUSIC 8  Rudiments of Music  3
THEA 102  Fundamentals of Acting  3

Academic Advising
The objectives of the university’s academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of-class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee’s unit of enrollment will provide each advisee with a primary academic adviser, the information need to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy)

Marketing Option (22 credits)
Available at the following campuses: Erie

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 342</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional Courses
Select 3 credits of the following:  3

1.
ARTH 111  Ancient to Medieval Art  3
ARTH 112  Renaissance to Modern Art  3
MUSIC 8  Rudiments of Music  3
THEA 102  Fundamentals of Acting  3

Supporting Courses and Related Areas
Select 6 credits from program approved list in Music, Theatre or Visual Arts in consultation with adviser and according to student interest  6

1 ARTH 111 and COMM 270 require a grade of C or better. ARTH 112, MUSIC 8, THEA 102, COMM 270, and GD 100 require a grade of C or better per course for teacher certification.

Program Learning Objectives
1. Students will demonstrate skills in effective written and oral communication
2. Students will know institutional structures and explain the operation of an arts organization.
3. Students will explain the role of arts organizations in their communities and society at large.
4. Students will design and execute a successful arts event.
Module Section | 3 BA 241 | 2
World Language (Level Three) | 4 Natural Science Selection (GN) | 3

**Third Year**

| Fall | Credits | Spring | Credits |
| ARTSA 301* | 3 ARTSA 495A† | 3 |
| COMM 320 | 3 ENGL 420 | 3 |
| COMM 270 | 3 COMM 370 | 3 |
| ENGL 202D‡ | 3 BA Knowledge Domains | 3 |
| Natural Science Selection (GN) | 3 Qualification Selection (GQ)‡ | 3 |

Total Credits 15.5

**Fourth Year**

| Fall | Credits | Spring | Credits |
| ARTSA 401 or COMM 472* | 3 ARTSA 402* | 3 |
| ARTSA 403* | 3 ARTSA 404* | 3 |
| Humanities Selection (GH; Other Cultures course) | 3 COMM 441 | 3 |
| Natural Science Selection (GN) | 3 BA Knowledge Domains | 3 |
| BA Knowledge Domains | 3 Social and Behavioral Sciences Selection (GS) | 3 |

Total Credits 15

Bachelor of Arts Requirements:

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses may not be taken in the area of the student's primary major. See your adviser and the Degree Requirements section (http://bulletins.psu.edu/undergraduate/general-information/academic-information) of this Bulletin.

Bachelor of Arts students must take 3 credits in Other Cultures. See your adviser and the full list of courses approved as Other Cultures courses (http://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-other-cultures).

**Additional Notes**

**Scheduling patterns for courses not taught each semester:** COMM 270, COMM 320, ARTSA 301, ARTSA 401 & ARTSA 403 are only offered in the fall; COMM 370 and COMM 441 are only offered in the spring. ARTSA 404 & ARTSA 402 must be taken in the student's final semester.

**Academic Advising Notes:** The course series listed above is only one of many possible ways to move through this curriculum. The number of electives required varies per student. Please be sure to consult with an adviser about your intended plan. Must include a US or International Cultures.

**Module Selection:** After successful completion of the required core courses in the arts, students will be admitted to the major and must choose their preferred module: Music, Theatre, or Visual Arts.

**Module 1 Music (9 credits)**

- MUSIC 8 (3) Rudiments
- Select three credits from a program-approved list of music history courses
- Select three credits from a program-approved list of music practicum courses

**Module 2 Theater (9 credits)**

- THEA 102 (3) Introduction to Acting
- Also, select six credits from a program-approved list of theatre courses

**Module 3 Visual Arts (9 credits)**

- ARTH 111 (3) Introduction to Western Art, Ancient to Medieval
- ARTH 112 (3) Introduction to Western Art, Renaissance to Modern

Students completing Module 3 must complete both ARTH 111 and ARTH 112, one is taken as a prescribed course. Also, select six credits from a program-approved list of art or art history courses.

**Marketing Option at Erie Campus**

The course series listed below provides only one of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an Academic Requirements or What If report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

**First Year**

<table>
<thead>
<tr>
<th>Credits</th>
<th>Spring</th>
<th>Fall</th>
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<tbody>
<tr>
<td>ENGL 15 or 30‡</td>
<td>3 ECON 102</td>
<td>3</td>
</tr>
<tr>
<td>First Year Seminar</td>
<td>1 Modular Selection</td>
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</tr>
<tr>
<td>THEA 105‡</td>
<td>3 Modular Selection</td>
<td>3</td>
</tr>
<tr>
<td>MUSIC 5§</td>
<td>3 ARTH 111 or 112§</td>
<td>3</td>
</tr>
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</table>
Bachelor of Arts Requirements:

**Health and Physical Activity**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>World Language (Level 2)†</td>
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<td>World Language (Level 2)†</td>
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**World Language (Level 1)‡**

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<tr>
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<tbody>
<tr>
<td></td>
<td>4</td>
<td>World Language (Level 1)‡</td>
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**Second Year**

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<thead>
<tr>
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<tbody>
<tr>
<td>Fall</td>
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<td></td>
<td>16</td>
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**Fall**

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<thead>
<tr>
<th>Course</th>
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<th>Description</th>
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<tbody>
<tr>
<td>General Education†</td>
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<td>General Education†</td>
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<tr>
<td>MIS 204</td>
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<tr>
<td>MATH 21†</td>
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<td>MATH 21†</td>
</tr>
<tr>
<td>ACCTG 211</td>
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<td>ACCTG 211</td>
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<tr>
<td>World Language (Level 3)‡</td>
<td>4</td>
<td>World Language (Level 3)‡</td>
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**Third Year**

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<thead>
<tr>
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<tbody>
<tr>
<td>Fall</td>
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<td></td>
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**Fall**

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<tr>
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<tbody>
<tr>
<td>ARTSA 301</td>
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<td>MKTG 342</td>
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<td>General Education†</td>
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<td>General Education†</td>
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<tr>
<td>General Education‡</td>
<td>3</td>
<td>General Education‡</td>
</tr>
<tr>
<td>ENGL 202D</td>
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<td>ENGL 202D</td>
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**Fourth Year**

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<th>Credits</th>
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</tr>
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<tr>
<td>Fall</td>
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<td></td>
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<tr>
<td></td>
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</tbody>
</table>

**Fall**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Description</th>
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<tbody>
<tr>
<td>ARTSA 401 or COMM 472</td>
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<td>ARTSA 401 or COMM 472</td>
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<tr>
<td>ARTSA 403</td>
<td>3</td>
<td>ARTSA 403</td>
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<tr>
<td>BA Knowledge Domain</td>
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<td>BA Knowledge Domain</td>
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<tr>
<td>Natural Science Selection</td>
<td>3</td>
<td>Natural Science Selection</td>
</tr>
<tr>
<td>Humanities Selection</td>
<td>3</td>
<td>Humanities Selection</td>
</tr>
</tbody>
</table>

**Total Credits 122**

*Course requires a grade of C or better for the major

‡Course requires a grade of C or better for General Education

# Course is an Entrance to Major requirement

†Course satisfies General Education and degree requirement

**University Requirements and General Education Notes:**

US and IL are abbreviations used to designate courses that satisfy University Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of ‘C’ or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses may not be taken in the area of the student’s primary major. See your adviser and the Degree Requirements section (http://bulletins.psu.edu/undergraduate/general-information/academic-information) of this Bulletin.

Bachelor of Arts students must take 3 credits in Other Cultures. See your adviser and the full list of courses approved as Other Cultures courses (http://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-other-cultures).

THEA 105

Students can double count US & IL requirements for general education courses but not for the Other Cultures requirement. THEA105 must be taken.

Music 005

Students can double count US & IL requirements for general education courses but not for the Other Cultures requirement. MUSIC 005 must be taken.

Foreign Language

This requirement is governed by a placement policy dictated by the number of levels foreign language completed prior to admission to college.

Module Selection

**Bachelor of Arts Requirements:**

ARTSA 301 IS ONLY OFFERED IN THE FALL; ARTSA 495A MUST BE

Additional Notes

SCHEDULING PATTERNS FOR COURSES NOT TAUGHT EACH SEMESTER:
TAKEN IN THE STUDENT'S 6TH SEMESTER; ARTSA 495B MUST BE TAKEN IN THE STUDENT'S FINAL SEMESTER.

Program Notes:

• Students can double count US 7 IL requirements for general education courses but not for the Other Cultures requirement.
• Bachelor of Arts Other Cultures Course needs to be fulfilled in the Requirements for the Major, General Education, or Electives. Both MUSIC 005 and THEA 105 must be taken. Students may take ART H 111 or 112, but students selecting the Visual Arts Module must take both courses.

Academic Advising Notes:

• The course series listed above is only one of many possible ways to move through curriculum. The number of electives required varies per student. Please be sure to consult with an adviser about your intended plan.
• Must include a US or International Cultures

Module Selection: After successful completion of the required core courses in the arts, students will be admitted to the major and must choose their preferred module: Music, Theatre, or Visual Arts.

Module 1 Music (9 credits)
MUSIC 008 (3) Rudiments.
Select 3 credits from a program-approved list of music history courses.
Select 3 credits from a program-approved list of music practicum courses.

Module 2 Theater (9 credits)
THEA 102 (3) Introduction to Acting
Also select 6 credits from a program approved list of theatre courses

Module 3 Visual Arts (9 credits)
ART H 111 (3) Introduction to Western Art, Ancient to Medieval.
ART H 112 (3) Introduction to Western Art, Renaissance to Modern
Student completing Module 3 must complete both ART H 111 and 112; one is taken as a prescribed course.
Also select 6 credits from a program-approved list of art history courses.

Career Paths
Based on your career goals, you’ll choose one of three modules within the program—Music, Theatre, or Visual Arts—as an area of concentration for your coursework. From there, you’ll pick one of two options for further skills development, Digital Media or Marketing.

Careers
There are more than 100,000 arts organizations in the United States, all of which require executive directors, gallery and company managers, tour directors, marketing and public relations specialists, social media managers, fundraisers, event planners, volunteer supervisors, and archivists, to list only a few of your career possibilities.

MORE INFORMATION (http://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/arts-administration)

Opportunities for Graduate Studies
A B.A. in Arts Administration can be the starting point for graduate-level education in more specialized fields, including contemporary art markets, public relations, art conservation, cultural management, cultural tourism, museum services, visual arts management, arts education, arts production and technology, or arts marketing.

MORE INFORMATION (http://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/arts-administration)

Professional Resources
• Association of Arts Administration Educators (https://www.artsadministration.org)
• College Art Association (http://www.collegeart.org)

Contact
Erie
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
170 Irvin Kochel Center
4951 College Drive
Erie, PA 16563
814-898-6108
HumSocSci@psu.edu
http://behrend.psu.edu/school-of-humanities-social-sciences

Lehigh Valley
2809 Saucon Valley Road
Center Valley, PA 18034
610-285-5073
ArtsAdmin@psu.edu
http://lehighvalley.psu.edu/arts-administration