

ARTS ADMINISTRATION, B.A. (BEHREND)

Begin Campus: Any Penn State Campus

End Campus: Erie

Program Description

Not all options are available at every campus. Contact the campus you are interested in attending to determine which options are offered.

The Penn State Behrend Arts Administration program is intended for students with an interest in the arts and a desire to pursue careers in the administration or management of arts organizations such as museums, theatre companies, orchestras and choruses. The program combines a broad exposure to the arts with significant 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:

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 marketing, management, event planning, and development to produce capable arts administrators, managers, and entrepreneurs with both aesthetic sensibility and business acumen.

You Might Like This Program If...

- Your happy places are museums, art galleries, theatres, opera houses, orchestra pits, auction houses, and dance studios.
- You envision a career in the arts, but are not interested in the unpredictability of a performing or studio art career.
- You like the idea of combining a liberal arts degree with business education.

Entrance to Major

Students must earn C or better in ARTH 111 or ARTH 112, MUSIC 5, THEA 105 to be eligible for entrance to the major.

Degree Requirements

For the Bachelor of Arts degree in Arts Administration, the Marketing Option requires a minimum of 124 credits and the Digital Media Option requires a minimum of 126 credits:

Requirement	Credits
General Education	45
Bachelor of Arts Degree Requirements	24
Requirements for the Major	72-73

15-18 of the 45 credits for General Education are included in the Requirements for the Major. This includes 6 credits of GA courses; 3-6 credits of GQ courses; 3 credits of GS courses, 3 credits of GWS courses.

3 of the 24 credits for Bachelor of Arts Degree Requirements 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.

Per Senate Policy 83.80.5, the college dean or campus chancellor and program faculty may require up to 24 credits of coursework in the major to be taken at the location or in the college or program where the degree is earned.

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<http://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Knowledge Domains

- **Arts (GA):** 6 credits
- **Health and Wellness (GHW):** 3 credits

- **Humanities (GH):** 6 credits
- **Social and Behavioral Sciences (GS):** 6 credits
- **Natural Sciences (GN):** 9 credits

Integrative Studies (may also complete a Knowledge Domain requirement)

- **Inter-Domain or Approved Linked Courses:** 6 credits

University Degree Requirements

First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 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 83-80 (<http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80>)). 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/advising-planning-degree-program/course-placements/placement-policy-world-language-courses>).

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.

Requirements for the Major

Each student must earn at least a grade of C in each 300- and 400-level course in the major field.

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 82-44 (<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)

Code	Title	Credits
Prescribed Courses		
ACCTG 211	Financial and Managerial Accounting for Decision Making	4
BA 241	Legal Environment of Business	2
ECON 102	Introductory Microeconomic Analysis and Policy	3
ENGL 202D	Effective Writing: Business Writing	3
MIS 204	Introduction to Business Information Systems	3
<i>Prescribed Courses: Require a grade of C or better</i>		
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 or higher		3
<i>Additional Courses: Require a grade of C or better</i>		
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*

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 320	Introduction to Advertising	3
COMM 441	Advanced Graphic Design for Communications	3
ENGL 420	Writing for the Web	3
Additional Courses		
COMM 270	Introduction to Multimedia Production ¹	3
or GD 100	Introduction to Graphic Design	
Select 3 credits of the following: ¹		3
ARTH 111	Ancient to Medieval Art	
ARTH 112	Renaissance to Modern Art	
MUSIC 8	Rudiments of Music	
THEA 102	Fundamentals of Acting	
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.

Marketing Option (22 credits)

Available at the following campuses: *Erie*

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
MKTG 342	Marketing Research	3
Additional Courses		
Select 3 credits of the following: ¹		3
ARTH 111	Ancient to Medieval Art	
ARTH 112	Renaissance to Modern Art	
MUSIC 8	Rudiments of Music	
THEA 102	Fundamentals of Acting	
<i>Additional Courses: Require a grade of C or better</i>		
MKTG 344		3
or MKTG 330	Consumer Behavior	
SCM 200	Introduction to Statistics for Business	4
or STAT 200	Elementary Statistics	
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
<i>Supporting Courses and Related Areas: Require a grade of C or better</i>		
Select 3 credits from a program-approved list of 400 level courses in Marketing		3

¹ ARTH 111, ARTH 112, MUSIC 8, and THEA 102 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.

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 needed 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>)

Erie

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Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2019-20 academic year. To access previous years' suggested academic plans, please visit the archive (<http://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition (*Note: the archive only contain suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin*).

Digital Media 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

Fall	Credits Spring	Credits
ENGL 15 or 30 ^{††}	3 ECON 102 [†]	3
THEA 105 ^{#†}	3 MATH 21	3
MUSIC 5 ^{#†}	3 ARTH 111 or 112 ^{#†}	3
Health and Physical Activity	1.5 World Language (Level Two)	4
World Language (Level One)	4 Module Selection	3
	14.5	16

Second Year

Fall	Credits Spring	Credits
ACCTG 211	4 MKTG 301	3
MIS 204 [*]	3 CAS 100 [†]	3
Health and Physical Activity (GHW)	1.5 Module Selection	3
Module Section	3 BA 241	2
World Language (Level Three)	4 Natural Science Selection (GN)	3
	15.5	14

Third Year

Fall	Credits Spring	Credits
ARTSA 301 [*]	3 ARTSA 495A [*]	3
COMM 320	3 ENGL 420	3
COMM 270 or GD 100	3 COMM 370	3
ENGL 202D [‡]	3 BA Knowledge Domains	3
Natural Science Selection (GN)	3 Quantification Selection (GQ) [‡]	3
	15	15

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
	15	15

Total Credits 120

* 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 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

- # Course is an Entrance to Major requirement
- † Course satisfies General Education and degree requirement
- ¹ 3.0 GPA or instructor permission required.

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

Fall	Credits Spring	Credits
ENGL 15 or 30 [‡]	3 ECON 102	3
First Year Seminar	1 Module Selection	3
THEA 105 [#]	3 ARTH 111 or 112 [#]	3
MUSIC 5 [#]	3 MATH 21 [‡]	3
World Language (Level 1) [#]	4 World Language (Level 2) [#]	4
Health and Physical Activity	1.5 Health and Physical Activity	1.5
	15.5	17.5

Second Year

Fall	Credits Spring	Credits
General Education	1.5 CAS 100 [‡]	3
MIS 204	3 STAT 200 or SCM 200 [‡]	4
ACCTG 211	4 General Education ^{**}	3
World Language (Level 3) [#]	4 BA 241	2
Module Selection	3 MKTG 301	3
	15.5	15

Third Year

Fall	Credits Spring	Credits
ARTSA 301	3 ARTSA 495A ¹	3
MKTG 342	3 MKTG 344 or MKTG 330	3
General Education	3 B A Knowledge Domain	3
General Education	3 Module Selection	3
ENGL 202D	3 COMM 370	3
	15	15

Fourth Year

Fall	Credits Spring	Credits
ARTSA 401 or COMM 472	3 ARTSA 402	3
ARTSA 403	3 ARTSA 404	3
BA Knowledge Domain	3 BA Knowledge Domain	3
Natural Science Selection	3 400- Level Marketing	3
Other Cultures	3 Natural Science	3
	15	15

Total Credits 123.5

- * Course requires a grade of C or better for the major
- ‡ Course requires a grade of C or better for General Education

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 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: ARTSA 301 IS ONLY OFFERED IN THE FALL; ARTSA 495A MUST BE TAKEN IN THE STUDENT'S 6TH SEMESTER; ARTSA 404 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 ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE ARTS ADMINISTRATION PROGRAM (<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 ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<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

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