

ARTS ADMINISTRATION, B.A.

Begin Campus: Any Penn State Campus

End Campus: Lehigh Valley

PROGRAM CURRENTLY ON HOLD; NOT ACCEPTING NEW STUDENTS

Begin Date of Enrollment Hold: June 7, 2021

Program Description

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: *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: *None*

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 world 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.

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 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>).

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 Management Information Systems | 3 |
| <i>Prescribed Courses: Require a grade of C or better</i> | | |
| ARTSA 301 | Introduction to Arts Administration | 3 |
| ARTSA 402W | 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 | 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: *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: *None*

| 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.

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 (<https://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 and Inter-Domain courses do not meet this requirement.)

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

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits
- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

Integrative Studies

- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration

- **GN**, may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 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 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>)). For more information, check the Suggested Academic Plan for your intended program.

B.A. Degree Requirements

World Language (0-12 credits): Student must attain 12th credit level of proficiency in one world language in addition to English. This proficiency must be demonstrated by either examination or course work. See the Placement Policy for Penn State World Language Courses (<https://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, World Languages, Natural Sciences, Quantification (may not be taken in the area of the student's primary major; world language credits in this category must be in a second world language in addition to English or beyond the 12th credit level of proficiency in the first language). Credits must be selected from the list of approved courses.

World 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 University Cultural Diversity (US/IL) requirement.

Program Learning Objectives

- Students will demonstrate skills in effective written and oral communication
- Students will know institutional structures and explain the operation of an arts organization.
- Students will explain the role of arts organizations in their communities and society at large.
- 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 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

Lehigh Valley

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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 2025-26 academic year. To access previous years' suggested academic plans, please visit the archive (<https://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition.

Digital Media Option: Arts Administration, B.A. at Lehigh Valley 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 30H [‡] | 3 ECON 102 [†] | 3 |
| PSU 8 | 3 MATH 21 [*] | 3 |
| THEA 105 ^{*†#} | 3 ARTH 111 ^{*†} | 3 |
| MUSIC 5 ^{*#†} | 3 Module Selection | 3 |
| World Language Level 1 ¹ | 4 World Language Level 2 ¹ | 4 |
| | 16 | 16 |

Second Year

| Fall | Credits Spring | Credits |
|-------------------------------------|----------------------------|-----------|
| MIS 204 | 3 MKTG 301 | 3 |
| ACCTG 211 | 4 CAS 100A [‡] | 3 |
| ARTH 111 (IL) ^{*#†} | 3 General Education Course | 3 |
| General Education Course (GHW) | 1.5 Module Selection | 3 |
| World Language Level 3 ¹ | 4 BA 243 | 4 |
| | 15.5 | 16 |

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 or MKTG 310 | 3 |
| ENGL 202D [‡] | 3 BA Knowledge Domain | 3 |
| General Education Course | 3 General Education Course (GQ) [‡] | 3 |
| | 15 | 15 |

Fourth Year

| Fall | Credits Spring | Credits |
|---|----------------------------|-----------|
| ARTSA 401 or COMM 472 [*] | 3 ARTSA 402W [*] | 3 |
| ARTSA 403 [*] | 3 ARTSA 404 [*] | 3 |
| BA Knowledge Domain | 3 COMM 441 | 3 |
| General Education Course (World Cultures) | 3 General Education Course | 3 |
| General Education Course | 3 BA Knowledge Domain | 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

Course is an Entrance to Major requirement

† Course satisfies General Education and degree requirement

¹ Students must demonstrate or complete the third level of proficiency in one world language

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity 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.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

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.

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.

Professional Resources

- Association of Arts Administration Educators (<https://artsadministration.org>)
- College Art Association (<https://www.collegeart.org>)

Contact

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