

# ARTS ADMINISTRATION, B.A.

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**Begin Campus:** Any Penn State Campus

**End Campus:** Lehigh Valley

## 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>)