

# 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.