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 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 - 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 - 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.

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 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>For the Bachelor of Arts degree in Arts Administration, a minimum of 121 credits is required:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Education</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>Bachelor of Arts Degree Requirements</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Common Requirements for the Major (All Options)</td>
<td>72-73</td>
</tr>
</tbody>
</table>

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

15-18 of these 45 credits are included in the Requirements for the Major.

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). 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. 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 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>Prescribed Courses:</td>
<td></td>
<td></td>
</tr>
<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 3
- MKTG 301: Principles of Marketing 3
- MUSIC 5: An Introduction to Western Music 3
- THEA 105: Introduction to Theatre 3

**Additional Courses**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 21</td>
<td>College Algebra I (or higher)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Additional Courses:** Require a grade of C or better

- ARTH 111: Ancient to Medieval Art 3
- ARTH 112: Renaissance to Modern Art 3
- ARTSA 401: Arts Event Planning and Project Management 3
- COMM 472: Public Relations Event Planning 3
- ARTSA 495A: Arts Administration Off Campus Internship**SPECIAL TOPICS** 3

**Requirements for the Option**

**Digital Media Option (21 credits)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescribed Courses:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 320</td>
<td>Introduction to Advertising</td>
<td>3</td>
</tr>
<tr>
<td>COMM 441</td>
<td>Advanced Graphic Design for Communications</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 420</td>
<td>Writing for the Web</td>
<td>3</td>
</tr>
</tbody>
</table>

**Additional Courses**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 270</td>
<td>Introduction to Multimedia Production</td>
<td>3</td>
</tr>
<tr>
<td>or GD 100</td>
<td>Introduction to Graphic Design</td>
<td>3</td>
</tr>
</tbody>
</table>

Select 3 credits of the following:

- ARTH 111: Ancient to Medieval Art 3
- ARTH 112: Renaissance to Modern Art 3

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.
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

**  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)

<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:  

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

Additional Courses: Require a grade of C or better

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 344</td>
<td>Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>or MKTG 330</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>SCM 200</td>
<td>Introduction to Statistics for Business</td>
<td>4</td>
</tr>
<tr>
<td>or STAT 200</td>
<td>Elementary Statistics</td>
<td></td>
</tr>
</tbody>
</table>

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

Select 3 credits from a program-approved list of 400 level courses in Marketing

**  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 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)

Erie
Sharon Dale
Professor of Art History
136 Kochel
Erie, PA 16563
814-898-6208
sxd4@psu.edu

Lehigh Valley
Elizabeth R. Flaherty, Ph.D.
Coordinator of Arts Administration
2809 Saucon Valley Road
Center Valley, PA 18034
610-285-5073
erf11@psu.edu

Suggested Academic Plan

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>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 15 or 30</td>
<td>3</td>
<td>ECON 102</td>
<td>3</td>
</tr>
<tr>
<td>First Year Seminar</td>
<td>1</td>
<td>Modular Selection</td>
<td>3</td>
</tr>
<tr>
<td>THEA 105</td>
<td>3</td>
<td>Modular Selection</td>
<td>3</td>
</tr>
<tr>
<td>MATH 21</td>
<td>3</td>
<td>ARTH 111 or 112</td>
<td>3</td>
</tr>
<tr>
<td>Health and Physical Activity</td>
<td>1.5</td>
<td>World Language (Level 2)</td>
<td>4</td>
</tr>
<tr>
<td>World Language (Level 1)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>15.5</td>
<td></td>
<td>16</td>
</tr>
</tbody>
</table>

Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health and Physical Activity</td>
<td>1.5</td>
<td>CAS 100</td>
<td>3</td>
</tr>
<tr>
<td>MIS 204</td>
<td>3</td>
<td>STAT 200 or SCM 200</td>
<td>4</td>
</tr>
<tr>
<td>MATH 21</td>
<td>3</td>
<td>Natural Science</td>
<td>3</td>
</tr>
<tr>
<td>ACCTG 211</td>
<td>4</td>
<td>BA 241</td>
<td>2</td>
</tr>
<tr>
<td>World Language (Level 3)</td>
<td>4</td>
<td>MKTG 301 or COMM 370</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>15.5</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTSA 301</td>
<td>3</td>
<td>ARTSA 495A</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 342</td>
<td>3</td>
<td>MKTG 344 or 330</td>
<td>3</td>
</tr>
<tr>
<td>Humanities Selection</td>
<td>3</td>
<td>B A Knowledge Domain</td>
<td>3</td>
</tr>
<tr>
<td>Social Science</td>
<td>3</td>
<td>Modular Selection</td>
<td>3</td>
</tr>
</tbody>
</table>
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).

---

**Fourth Year**

<table>
<thead>
<tr>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 202D</td>
<td>3</td>
<td>COMM 370</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

**Fall**

<table>
<thead>
<tr>
<th>Credits</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTSA 401 or COMM 472</td>
<td>3</td>
</tr>
<tr>
<td>ARTSA 403</td>
<td>3</td>
</tr>
<tr>
<td>BA Knowledge Domains</td>
<td>3</td>
</tr>
<tr>
<td>Natural Science Selection</td>
<td>3</td>
</tr>
<tr>
<td>Humanities Selection</td>
<td>3</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

---

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

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 of Music 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, or Medieval ART H 112 (3) introduction to Western Art, Renaissance to Modern Students completing Module 3 must complete both ART H 111 and 112; one is taken as a prescribed course. Also select 3 credits from a program-approved list of art history courses.

**ART H 111**

Students may take ART H 111 OR 112, but students selecting the Visual Arts Module must take both courses.

**ART H 112**

Students may take ART H 111 or 112 but students selecting the Visual Arts Module must take both courses.

---

Foreign Language

Foreign Language

Foreign Language

BA Knowledge Domains

---

Students are permitted to complete all 9 credits in any one of six domains or a combination thereof, but courses may not be taken in the area of the student’s primary major. The six domains are Arts (GA), Humanities (GH), social & Behavioral Sciences (GS), Natural Sciences (GN), Quantification (GQ), and Foreign Language if the coursework is in a second foreign language or beyond the 12th credit proficiency of the first foreign language.

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 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 3 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