

88-02

April 25, 1988

SUBJECT: GRADUATE CERTIFICATE IN ARTS MANAGEMENT

This policy, recommended by the Academic Senate at its meeting of April 7, 1988, received the concurrence of the President on April 25, 1988.

The Certificate Program in Arts Management is designed to train students to hold administrative positions in visual and performing arts organizations as well as with presenters, booking managements, arts support groups, and arts umbrella organizations.

A. Admissions Criteria:

1. Compliance with all University admissions requirements for graduate standing.
2. Baccalaureate degree or Graduate degree from an accredited institution in Art, Dance, Design, Music, or Theatre Arts with a minimum of 24 semester units of upper-division coursework comparable to those required of an Art, Dance, Design, Music, or Theatre Arts at this University. Under some circumstances, students with other baccalaureate degrees and a background in the arts may be considered for admission.
3. An undergraduate grade point average of 3.0 in the major and/or 2.5 in the most recently completed 60 semester units.
4. Proof of completion of at least one course in Journalism. JOUR 270 -- Introduction to Public Relations is preferred.
5. Three letters of recommendation.
6. Interview with a faculty committee.
7. Successful completion of SFA 510 -- Arts Management: Scope and Sources I (3). Students will be tentatively admitted to the program prior to enrolling in SFA 510. Final acceptance will be granted upon successful completion of this course.
8. Preference will be given to students who have completed at least one course in three different arts fields (a total of three courses) other than the discipline in which the undergraduate degree was earned. The following courses are recommended:

ART 345 -- Introduction to Museums (3)
DANC 441 -- History of Dance (3)
MUS 390 -- Music in Western Civilization (3)
THEA 324 -- World Theatre Today (3)

(These courses are offered on a regular basis.)

B. Requirements for the Certificate:

1. Twenty-seven units are required, as follows:
ACCT 500, PPA 540, SFA 510, 520, 545, 580, 585, 610, and 630.
2. The following elective courses are optional:
ECON 500, HRM 500, MGMT 500, PPA 565, PPA 590, REC 593, and SFA 599.

The Certificate will be awarded upon completion of all required courses with a grade point average of at least 3.0 and successful completion of the CSULB Writing Proficiency Examination. The program must be completed within five calendar years from the completion of the initial coursework.

EFFECTIVE: Upon certification of all courses required for the program and no earlier than Fall 1989.