

## TRANSDISCIPLINARY STUDIES

# Arts and Cultural Management

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The School of the Arts and Humanities and the Peter F. Drucker and Masatoshi Ito Graduate School of Management jointly offer the Master of Arts in arts and cultural management.

## **Academic Program**

The Master of Arts in Arts and Cultural Management (M.A.A.C.M.) is designed for students with a strong background in the arts and/or humanities. The purpose of the program is to combine management, policy, and decision-making training with advanced study in the arts/humanities. Arts and cultural managers are required to play multiple roles in arts organizations. They function as community leaders, planners, educators, facilitators, and fund-raisers. They must know how to interpret, influence, and set art and cultural policies. They must know how to advocate and communicate the value and mission of an organization to diverse constituencies, including artists, business people, government officers, and members of local communities and associations. The program in arts and cultural management strives to prepare students through the optimal balance of advanced study in arts and cultural theory, policy, management, and hands-on experience.

The program combines training in the techniques of humanities research and writing, applied research analysis, management, policy and decision making skills. First-hand experience in the arts and cultural management field is gained through an internship normally completed within the first year. A final thesis or advanced writing project requires students to synthesize their skills and knowledge on some policy or management-related problem in the area of arts and cultural management.

## **Admissions Requirements**

The admissions committee, composed of Drucker School as well as arts and humanities faculty, reviews applicants for clear indications of leadership ability, and a strong background in the arts/humanities. An applicant must submit a completed application, application fee, transcripts of all undergraduate and graduate work completed, three letters of reference, résumé, personal statement, and GMAT or GRE scores to the Office of Admission and Records at Claremont Graduate University. Non-native speakers of English also must submit TOEFL test scores.

## **MASTER'S PROGRAM**

### **Master of Art in Arts and Cultural Management (M.A.A.C.M.)**

**Course Requirements.** The program consists of 11 courses of 4-units each, and 4-units of directed thesis/advanced writing work for a total of 48 units. There are five required courses in management and six required courses in the humanities. Each student chooses an area of concentration to fulfill 12 of the units in the humanities. The program is designed so that students may complete it in two years of full-time study. The student, with the help and approval of an advisor, determines the actual arrangement and sequence of courses taken.

**Internship.** An important component of the Arts and Cultural Management degree is an internship that places candidates in an arts or cultural organization providing them with practical experience. Depending upon student and sponsor needs, internships can be structured on a full or part-time basis. The internship is not a degree requirement but will provide invaluable hands-on experience.

**Final Research Paper.** The master's research paper demonstrates the student's ability to integrate arts and cultural theory with techniques of applied research analysis in the area of arts and cultural management. Students will select a topic of interest that reflects an understanding of key issues and/or challenges in the areas of arts and cultural management, theory, and/or policy. Students will complete a master's research paper or field study demonstrating effective writing ability and substantial research skills. This degree requirement may be fulfilled by a faculty-directed independent study, or an approved advanced course in writing and research.

Upon completion of the M.A.A.C.M. degree the student should demonstrate:

- familiarity with current arts and cultural theory and policy.
- experience in the theories and practices of arts and cultural management.
- a demonstrated ability to conduct humanities and applied research.
- the skills necessary to research, write, and direct grants and projects.
- knowledge in a specific area of concentration in the arts/humanities.
- proficiency in integrating arts and cultural principles with effective management techniques.

**Additional Requirements and Policies.** Subject to faculty approval, a student may transfer up to 8 graduate-level semester units of credit towards the M.A.A.C.M.

## TOPICS OF INTEREST

There is flexibility in the program for students to pursue their interests. Students can pursue topics of interest in the humanities, which include: art history and theory, museum studies, literature and film, non-fiction writing and composition, cultural studies, ethics, policy & philosophy, music theory and history, literary theory and criticism, American studies, intellectual and cultural history, oral history. Students who already possess a strong humanities background may pursue topics of interest in management, such as leadership, marketing, strategy, etc.

## Courses

### Core Courses

#### MANAGEMENT (20 units)

- Financial Accounting (4 units)\*
- Corporate Financial Management (4 units)\*
- Organizational Theory and Behavior (4 units)
- Marketing Management (4 units)
- Leadership Elective (4 units)

#### HUMANITIES (28 units)

- Theory and Practice of Arts and Cultural Management (4 units)
- Arts and Cultural Policy (4 units)
- 4 courses in a topic of interest/electives (16 units)
- \*\*Research Technologies and Methods – (fulfills research tool requirement)
- Master's Research (4 units)

**Select electives with the assistance of the M.A.A.C.M. program coordinator.**

### Management Electives

- Morality and Leadership
- Creativity and Innovation
- New Venture Finance and Conflict Resolution
- Negotiation
- Leadership in the 21st Century
- Revitalization
- Drucker on Management
- Corporate Governance
- Entrepreneurship
- Self Management
- The Non-Profit Leader
- Consumer Behavior
- Flow and Motivation

### Humanities Electives

- American Public Art and Political Controversy
- Writing About Performance
- Television and American Culture
- Globalism and Modernity
- Cultural Property and Identity
- Critical Theory
- Modern Art History
- Contemporary Art History
- Experimental, Alternative, and Avant-Garde Documentary
- Origins of the American Novel
- Contemporary British Literature and Culture
- Thirties America
- American Literature and Culture
- American Modernism
- Contemporary American Drama
- Primitivism and Modernism
- American Literature and Culture
- Topics in American Intellectual History
- Topics in American Popular Culture
- Advanced Writing/Research
- Oral History
- History of Modern Philosophy
- Logic and Argumentation
- Ancient Greek Moral Theory
- Seminar in Ethics
- Interdisciplinary Music Criticism
- History of Performance Practices

\*Financial Accounting and Corporate Financial Management normally require a prerequisite of MGT 306: Quantitative Methods. Students who have had training in quantitative methods may request a waiver of this prerequisite. Note that MGT 306 or its approved equivalent satisfies the research tool discussed in \*\* below.

\*\*Only approved courses will satisfy this requirement. Depending on the needs and interests of the student, this may include statistics, quantitative methods, or digital humanities.