



## ARTS MANAGEMENT

» Theatres. Museums. Galleries. These places typically come to mind when you hear the phrase arts management, but they're only part of the picture. Arts management is a broad field where people who love being around the arts can work in almost any setting – from corporations to restaurants and from municipalities to rock bands.

Our minor in arts management places a strong emphasis on nonprofit organizations, but professionals in this field can include band promoters and special-event planners as well as museum and art gallery directors. Whether you're scheduling exhibitions for the Smithsonian Institution, lining up acts for a festival or negotiating contracts for musicians, you're working in arts management.

At the College of Charleston, we offer a broad-based curriculum to support this program. Some of the courses in this program include:

- » Principles of Microeconomics
- » Marketing, Fundraising and Grantwriting for Non-Profit Arts Organizations
- » Advanced Arts Management
- » Music Appreciation: The Art of Listening.

Our program is tied closely to the College's School of Business, so our students build a strong foundation in marketing, accounting and economics – the business of the arts.

This is one of the few colleges in the Southeast – and the only one in South Carolina – that offers both a minor and a major in arts management. In addition, Charleston's role as an arts destination presents unique opportunities for internships, research projects and networking that can range from positions with the world-famous Spoleto Festival USA to serving as an extra in movies and TV shows that are frequently produced here.

So, if you're interested in the arts, or in supporting the work of artists – whether they're musicians, dancers, poets, painters, sculptors, photographers, filmmakers, or they work in some other media – check out the College of Charleston's Arts Management Program.

**"I chose the arts management minor because it really enhances my degree in business. This program encompasses a unique fusion of business and the arts, and to me, that means it will be an important advantage when I begin applying for jobs."**  
— Caroline Kraich '12