

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

__x__ Transfer course __x__ A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE:

AMS/ART/DNCE/MUS 182 Introduction to Arts Management

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 144

BASIC SKILLS REQUIREMENTS:

Appropriate language skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: None.

COREQUISITE: None.

RECOMMENDED PREPARATION: None.

SCOPE OF COURSE:

An introduction to the principles and practices of arts management through an interdisciplinary study of management topics in the visual and performing arts.

SPECIFIC COURSE OBJECTIVES:

Upon completion of course successful student will:

1. Synthesize a broad overview of management topics in the visual and performing arts;
2. Analyze the structure of contemporary arts institutions and organizations;
3. Synthesize different management needs of the visual arts (museums and galleries) versus the performing arts (dance, music and theatre);
4. Identify basic techniques of community outreach, such as the press release and flyer;
5. Apply principles to pursue further job opportunities in arts management.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

- I. Arts organizations - planning, staffing, organizing
 - A. Overview of the position of the arts in contemporary society
 - B. Current funding and organizational concerns
- II. Community outreach and marketing
 - A. Basic goals of marketing
 - B. Basic forms of publicity
 - 1. Press release
 - 2. Flyer/mailer
 - 3. Radio/TV
- III. Discipline-specific topics
 - A. Art/Galleries
 - 1. Collections management
 - 2. Curating exhibitions
 - 3. Exhibition design and installation
 - B. Museums
 - 1. Development, conservation and registration of museum collections.
 - 2. Curation of exhibits
 - 3. Archival management
 - 4. Security
 - C. Musical Performances
 - 1. Preparing the printed program
 - 2. Logistical needs of the musical performance
 - D. Dance Performances
 - 1. Differences between dance and musical programs
 - 2. Logistical needs of the dance performance
 - E. Theatre (Drama) Performances
 - 1. Differences from dance and music performances
 - 2. Logistical needs

REQUIRED READING:

Witleborg, Lothar P. *Good Show! A Practical Guide for Temporary Exhibitions*. Washington D.C.: Smithsonian Institution Traveling Exhibition Service, 1991.

Handouts from the instructor.

SUGGESTED READING:

None.

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

Notebook and bibliography 40%
Graded on completeness,
accuracy, and content

Final project 50%
Graded on completeness,
accuracy and content

Participation 10%

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes ___ No Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: Robert Gilson, ext. 2316

SIGNATURES ON FILE
