



# CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS POLICY MANUAL

**Division of Academic Affairs**

**Approved By:** Academic Senate  
March 24, 2015

**Policy Number:** SP.14.11

**Effective Date:** August 19, 2015

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## Arts Management Minor

### PROGRAM IDENTIFICATION

*NAME OF THE MINOR*

Arts Management

*ACADEMIC PROGRAM PROPOSING THE MINOR*

Art, Business and Economics, Communication

### PROGRAM DESCRIPTION

*DESCRIPTION OF THE MINOR AND STUDENT LEARNING OUTCOMES*

The Minor in Arts Management aims to provide CI students with an understanding of the artistic significance and the main management and marketing strategies and tools of cultural /educational institutions such as museums, theaters, art and entertainment foundations, and archives. This interdisciplinary minor will give the students the knowledge needed to recognize the way in which art, art history, communication and business/econ are intertwined within institutional environments and will prepare them with the training necessary to work in such institutions or to pursue graduate work in this field. The courses required for this minor are offered on a regular basis.

*Student Learning Outcomes*

Upon successful completion of the Minor in Art Management, a student will be able to:

- Demonstrate creative, critical thinking and analytical skills by identifying, analyzing, and assessing the political, social, technological, communicative, and economic impact on and connection to the field of arts management.
- Demonstrate understanding of the contemporary culture and institutions through projects that address existing issues.
- Demonstrate understanding of the implications of management in art institutions through projects and presentations that benefit the general public and local community.
- Demonstrate effective collaboration skills by working successfully in groups (with CI and other students, CI staff and faculty, and outside professionals).
- Demonstrate a solid understanding of the complex ethical issues of arts management, communication, business, and art/ art history.
- Use and apply marketing theories and concepts to develop audiences, promote the nonprofit arts as a valuable social sector, and develop marketing plans and strategies for this sector.



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### *HOW THE MINOR SUPPORTS THE UNIVERSITY'S MISSION AND STRATEGIC GOALS*

The minor strongly supports interdisciplinary studies and not only prepares students for a growing job market in this field, but also provides them with a valuable foundation for a graduate program in arts management. This is a student initiated curriculum development: students interested in the relationships between art, business, and communication in the context of cultural institutions have suggested to Professor Irina D. Costache that CI create a minor in this field. The minor effectively seizes upon a key strategic opportunity within the greater Los Angeles metropolitan area. CSUCI's location in a region rich with cultural and artistic institutions (museums, galleries and alternative spaces, theaters, performance groups and venues, archives, not-for-profit arts and cultural organizations and foundations) provides an opportunity to use local resources and offers exciting possibilities for student internships, graduate studies and job placement.

### *PROVIDE A CATALOG DESCRIPTION OF THE MINOR (include a program description, careers associated with the minor, and faculty names and titles)*

The Arts Management minor provides CI students from all majors the opportunity to learn about the practical and theoretical mechanisms of administration and marketing in cultural institutions. The curriculum is focused on interdisciplinary courses and includes many projects with real-life applications. Students are required to complete a minimum of 18 units, of which 12 must be upper division.

Arts managers help connect art and artists to audiences and as such play an essential role in transforming minds, lives, and communities through creative expression.

Careers associated with the minor: Within the art management sector (includes but not limited to):

- Communication, Marketing and Public Relations
- Membership Programs (Museum/Art organizations)
- Outreach Programs (for art organizations)
- Development and Fundraising
- Visitor Services (for art organizations/museums)
- Gallery Manager
- Art Consultant
- Arts Education Specialist
- Publicity and Artist Development
- Gifts Officer



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## Arts Management Minor

GPS Steering Committee:

Art:

Irina D. Costache, PhD, Professor of Art History

Luke Matjas, MFA, Chair, Associate Professor of Art

Christophe Bourely, MA, MBA, MFA, Lecturer in Art

Anette Kubitza, PhD, Lecturer in Art History

Business:

J. Andrew Morris, PhD, Professor of Management

Dax Jacobson, PhD, Assistant Professor MIS

Susan Andrzejewski, PhD, Assistant Professor of Marketing

Communication:

Tracylee Clarke, PhD, Associate Professor of Communication

Jacob Jenkins, PhD, Assistant Professor of Communication

### CURRICULUM

- (a) Lower and Upper Division Course Requirements (including pre- and co- requisites.)  
Identify required elective courses. Identify currently available course in the catalog,  
and separately identify newly developed courses.

All courses are currently offered on a regular basis.

#### LOWER DIVISION: 6 Units

Two courses from the list below.

*Students must take lower division courses outside their major program of study.*

ART 101: What Is Art?

BUS 110: Business Law

ECON 110: Principles of Microeconomics

COMM 220: Group Communication

#### UPPER DIVISION: 10 – 12 Units

One course from the following group (3 units):

ART/COMM 331: Art, Society, and Mass Media



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ART/BUS/EDU 434: The Museum: Culture, Business and Education  
ART/BUS 334: The Business of Art

Required courses (6 units):

MKT 310: Principles of Marketing  
COMM/BUS/POLS 333: Nonprofit Leadership and Innovation

Elective (1 – 3 units):

One course from following group:

ENGL 480: Intro to Grant Writing (recommended)  
ART/COMM 331: Art, Society and Mass Media  
ART/BUS/EDUC 434: The Museum: Culture, Business and Education-  
ART/BUS 334: The Business of Art  
ART or COMM 492: Internships in the Arts/Communication  
ART or COMM 494: Directed Independent Study  
PA 335: Business and the Performing Arts (cross-listed as BUS 335)  
PA 492: Internship in Performing Arts

Enrollment in 492 and 494 courses requires approval of the Program and supervising faculty.

(b) Total number of units in the Minor (including pre- and co-requisites)

16-18 units

### ACADEMIC STRUCTURE AND ENROLLMENT

(a) Identify the program area and persons responsible for program management and oversight.

ART/ Luke Matjas, MFA, Chair, Associate Professor of Art

(b) Estimate number of students enrolling in the minor in the initial year, and after three (3)



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and five (5) years.

	Number of Students in the Minor
<b>Initiation Year:</b>	4
<b>Third Year:</b>	7
<b>Fifth Year:</b>	20

### FACULTY AND STAFF RESOURCES

- (a) Existing faculty and staff qualified to each in and support the minor, including the percent of their work assignment contributing to the minor

No additional work is required from faculty beyond courses already offered.

Minimal administrative oversight from Art Program (2.5% or less)

#### Faculty

##### Art

Irina D. Costache, PhD, Professor of Art History

Luke Matjas, MFA, Chair, Associate Professor of Art

Christophe Bourely, MA, MBA, MFA, Lecturer in Art

Anette Kubitza, PhD, Lecturer in Art History

##### Business

J. Andrew Morris, PhD, Professor of Management

Dax Jacobson, PhD, Assistant Professor MIS

Susan Andrzejewski, PhD, Assistant Professor of Marketing

##### Communication

Tracylee Clarke, PhD, Associate Professor of Communication

Jacob Jenkins, PhD, Assistant Professor of Communication

Program Analyst, Art



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Hilda Ocampo

*Plus any other faculty teaching courses listed within the minor.*

- (b) Additional faculty and staff needed for the minor and the areas of expertise needed.

No new faculty and staff are needed. The minor comprises courses already offered on a regular basis by all programs involved.

### **FACILITIES, EQUIPMENT, FINANCIAL AND INFORMATION RESOURCES**

- (a) Existing facilities, equipment, and information resources available to support the minor.

The current facilities, equipment, and information resources are adequate to support this minor.

- (b) External funding already in progress or anticipated

No external funding is needed.

- (c) Facilities, Equipment, and Information Resources Needed to Support the Minor

No additional/new resources are needed. The minor is an effective alignment of existing courses, which provides a valuable road map for students to maximize their course work.