Arts and Administration

The Arts and Administration Program combines knowledge in the visual, literary, and performing arts with social, cultural, managerial, and educational concerns that pertain to administering nonprofit, for-profit, and public arts organizations and programs. The field of specialization, arts management, is a multidisciplinary field, dedicated to increasing opportunities in arts and culture for individuals and society.

The program is in the process of merging with the School of Planning, Public Policy and Management. As part of this merger, undergraduate and graduate programs of study are being modified. For more information, please contact pppm@uoregon.edu (aadinfo@uoregon.edu)**.**

Faculty

Lisa Abia-Smith, senior instructor (art and special populations, art and museum education, arts in health care); director, educational outreach, Jordan Schnitzer Museum of Art. BA, 1989, St. Mary's College of California; MA, 1992, John F. Kennedy. (1997)

Doug Blandy, professor (art and community service, art and special populations); associate dean, academic affairs. BS, 1974, Ohio; MA, 1979, PhD, 1983, Ohio State. (1987)

Greg Gurley, senior instructor (theater). BA, 1979, LaGrange; MA, 1984, West Georgia; MA, 1997, Washington State; PhD, 2006, Arizona State. (2006)

Scott Huette, senior instructor (arts entrepreneurship, art and contemplative practice, educational technology). BFA, 1993, Ohio; MS, 1997, Oregon. (1998)

Patricia Lambert, professor (performing arts, cultural policy). BM, 1990, Indiana; MA, 1997, Webster; MAS, 1998, International Center for Culture and Management; PhD, 2004, Ohio State. (2003)

Eleonora Redaelli, associate professor. Laurea, 1997, Università degli Studi di Milano; DMA, 2000, Conservatorio di Musica Giuseppi Verdi; PhD, 2008, Ohio State. (2014)

David Turner, senior instructor (museum and heritage studies, museum leadership and ethics, visual literacy). BBA, 1971, Southern Methodist; MA, 1974, Oregon. (2007)

Julie Voelker-Morris, senior instructor. BA, 1996, Augustana College; MS, 2002, Oregon. (2014)

Emeriti

Gaylene Carpenter, associate professor emerita. BA, 1965, MS, 1973, California State, Long Beach; EdD, 1980, Temple. (1983)

Rogena M. Degge, professor emerita. BA, 1964, Fresno State; MS, 1972, PhD, 1975, Oregon. (1979)

Linda F. Ettinger, associate professor emerita. BFA, Southwest Missouri State; MS, 1973, Illinois State; PhD, 1983, Oregon. (1982)

Jane Gehring, associate professor emerita. BS, 1940, Michigan State Teachers; MS, 1960, Oregon. (1958)

Beverly J. Jones, associate professor emerita. BS, 1967, Oregon College of Education; MS, 1976, PhD, 1977, Oregon. (1977)

The date in parentheses at the end of each entry is the first year on the University of Oregon faculty.

Undergraduate Studies

The arts management minor is designed for students with an interest in participating in, leading, and managing arts organizations and activities across the arts sector.

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Undergraduate courses that are approved for the arts and letters group requirement are listed on the registrar's website (https://registrar.uoregon.edu/current-students/group-satisfying-and-multicultural-courses).

Code	Title	Credits
AAD 312	Arts Management	4
AAD 451	Community Cultural Development	4
Select one of the following:		4
AAD 250	Art and Human Values	
AAD 251	The Arts and Visual Literacy	
AAD 252	Art and Gender	
16 upper-division credits selected from the following approved courses:		16
AAD 301	Understanding Arts and Creative Sectors	
AAD 315	Funding the Arts	
AAD 409	Practicum: [Topic]	
AAD 420	Event Management	
AAD 421	Cultural Programming	
AAD 429	Museum Education	
AAD 430	Youth Arts Curriculum and Methods	
AAD 434	Entrepreneurship and the Arts	
AAD 435	Arts Business Development	
AAD 471	Performing Arts Management	
Total Credits		28

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Course	Title	Credits	Milestones
First Year			
Fall			
WR 121	College Composition I	4	
First term of first-year second-language sequence		4	
General education group-satisfying courses		8	
	Credits	16	

Winter		
WR 122 or WR 123	College Composition II or College Composition III	4
Second term of first-year second-language sequence		4
General education group-satisfying course		8
	Credits	16
Spring		
Third term of first-year second-language sequence		4
General education group-satisfying course		12
	Credits	16
	Total Credits	48

Course	Title	Credits	Milestones
Second Year			
Fall			
EC 201	Introduction to Economic Analysis: Microeconomics	4	
First term of second-year second-language sequence		4	
General education group-satisfying course		8	
	Credits	16	
Winter			
PPPM 205	Introduction to City Planning	4	
Second term of second-year second-language sequence		4	
General education group-satisfying course		8	
	Credits	16	
Spring			
Third term of second-year second-language sequence		4	
General education group-satisfying course		4	
General education elective courses		8	
	Credits	16	
	Total Credits	48	

Course	Title	Credits	Milestones
Third Year			
Fall			
PPPM 201	Introduction to Public Policy	4	
PPPM 413	Quantitative Methods	4	
Elective courses		8	
	Credits	16	
Winter			
PPPM 280	Introduction to the Nonprofit Sector	4	
PPPM 415	Policy and Planning Analysis	4	
Elective courses		8	
	Credits	16	
Spring			
Upper-division elective courses with PPPM subject code		8	
Elective courses		8	
	Credits	16	
	Total Credits	48	

Course	Title	Credits	Milestones
Fourth Year			
Fall			
Upper-division elective courses with PPPM subject code		8	
Elective courses		8	
	Credits	16	
Winter			
PPPM 434	Urban Geographic Information Systems	4	
Elective course		4	
Upper-division elective courses with PPPM subject code		8	
	Credits	16	
Spring			
PPPM 494	Practice of Leadership and Change	4	
Upper-division elective courses with PPPM subject code		8	
Elective course		4	
	Credits	16	
	Total Credits	48	

Bachelor of Science in Arts Management

Course	Title	Credits	Milestones
First Year			
Fall			
WR 121	College Composition I	4	
Mathematics course		4	
General education group-satisfying courses		8	
	Credits	16	
Winter			
WR 122 or WR 123	College Composition II or College Composition III	4	
Mathematics course		4	
General education group-satisfying courses		8	
	Credits	16	
Spring			
Mathematics course		4	
General education group-satisfying courses		12	
	Credits	16	
	Total Credits	48	

Course	Title	Credits	Milestones
Second Year			
Fall			
EC 201	Introduction to Economic Analysis: Microeconomics	4	
General education group-satisfying courses		8	
General education elective course		4	
	Credits	16	
Winter			
PPPM 205	Introduction to City Planning	4	
General education elective course		4	

General education group-satisfying courses		8
	Credits	16
Spring		
General education elective courses		12
General education group-satisfying course		4
	Credits	16
	Total Credits	48

Course	Title	Credits	Milestones
Third Year			
Fall			
PPPM 201	Introduction to Public Policy	4	
PPPM 413	Quantitative Methods	4	
Elective courses		8	
	Credits	16	
Winter			
PPPM 280	Introduction to the Nonprofit Sector	4	
PPPM 415	Policy and Planning Analysis	4	
Elective courses		8	
	Credits	16	
Spring			
Upper-division elective courses with PPPM subject code		8	
Elective courses		8	
	Credits	16	
	Total Credits	48	

Course	Title	Credits	Milestones
Fourth Year			
Fall			
Upper-division elective courses with PPPM subject code		8	
Elective courses		8	
	Credits	16	
Winter			
PPPM 434	Urban Geographic Information Systems	4	
Upper-division elective courses with PPPM subject code		8	
Elective course		4	
	Credits	16	
Spring			
PPPM 494	Practice of Leadership and Change	4	
Upper-division elective courses with PPPM subject code		8	
Elective course		4	
	Credits	16	
	Total Credits	48	

Graduate Studies

Arts management is a multidisciplinary field focused on promoting the arts and culture for individuals and societies. Knowledge and expertise from the arts and culture is combined with social, cultural, managerial, and educational perspectives for the purpose of creating, implementing, and administering cultural programs in nonprofit, for-profit, and unincorporated organizations and institutions.

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Courses

AAD 198. Workshop: [Topic]. 1-5 Credits.
Repeatable.

AAD 199. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

AAD 250. Art and Human Values. 4 Credits.
Addresses fundamental aesthetic theory and practice questions resulting from viewing art as a powerful communicator of social and cultural values. Values, rights, and responsibilities of the contemporary visual environment.

AAD 251. The Arts and Visual Literacy. 4 Credits.
Explores ways in which physical, perceptual, affective, and cognitive modes of learning interact when viewing, interpreting, and assessing designed visual information within sociocultural contexts.

AAD 252. Art and Gender. 4 Credits.
Addresses sociocultural factors influencing roles of women and men in arts disciplines. Examines underlying social structures that affect how we define art and artists.

AAD 301. Understanding Arts and Creative Sectors. 4 Credits.
Mapping the concepts of "art world" and "creative sector" as they relate to each other and to the practice of arts administration.

AAD 312. Arts Management. 4 Credits.
Introduces the field of professional management of arts organizations such as museums, galleries, community arts centers, and performing arts centers.

AAD 315. Funding the Arts. 4 Credits.
Introduces the marketing and fundraising management functions in arts organizations such as museums, galleries, community arts centers, and performing arts organizations.

AAD 399. Special Studies: [Topic]. 1-5 Credits.
Repeatable.

AAD 401. Research: [Topic]. 1-18 Credits.
Repeatable.

AAD 404. Internship: [Topic]. 1-18 Credits.
Repeatable.

AAD 405. Reading and Conference: [Topic]. 1-18 Credits.
Repeatable.

AAD 406. Special Problems: [Topic]. 1-18 Credits.
Repeatable.

AAD 407. Seminar: [Topic]. 1-5 Credits.
Repeatable.

AAD 408. Workshop: [Topic]. 1-18 Credits.
Repeatable.

AAD 409. Practicum: [Topic]. 1-18 Credits.
Repeatable.

AAD 410. Experimental Course: [Topic]. 1-5 Credits.
Repeatable. Current topics are The Cultural Museum, The History Museum, Performing Arts Policy and Administration.

AAD 420. Event Management. 4 Credits.
Examines management practices and trends of special events, festival, celebrations, and fundraisers sponsored by organizations.

AAD 421. Cultural Programming. 4 Credits.
Explores the practice and theory related to arts and cultural programming in the public sector.

AAD 422. Arts Program Theory. 4 Credits.
Explores program theory, principles, and practices associated with comprehensive arts programs.

AAD 425. Ethics in the Arts and Museums. 4 Credits.
Introduces current ethical concerns relevant to museums and the audiences they serve and focuses on the philosophical and practical dilemmas faced by exhibiting institutions.

AAD 429. Museum Education. 4 Credits.
Examines theory and practice of museum education. Analyzes program-development approaches for university and community audiences; creates educational materials for campus and local museums.

AAD 430. Youth Arts Curriculum and Methods. 4 Credits.
Teachers in training are provided introductory knowledge and skills necessary for implementing arts instruction as an integral part of the core curriculum for younger learners.

AAD 434. Entrepreneurship and the Arts. 4 Credits.
Provides exploration into the evolution of entrepreneurship in the arts; instructs emerging artists to assess their entrepreneurial potential and develop strategic planning skills in finance, legal issues, and cultural leadership.

AAD 435. Arts Business Development. 4 Credits.
Integrating the entrepreneurial startup process with business skills; developing the strategies needed to transform creative ideas into successful ventures.

AAD 450. Art in Society. 4 Credits.
Concepts derived from anthropology, philosophy, sociology, and art education are used to examine fine, popular, folk, industrial, and environmental art forms in contemporary society.

AAD 451. Community Cultural Development. 4 Credits.
Overview of services that art and art educators perform in the community. Explores settings, constituencies, philosophical approaches, methodologies, planning, and funding of community art programs.

AAD 462. Cultural Policy. 4 Credits.
Examines the impact of cultural policies and institutions on opportunities of the artistic community, on what art forms are made accessible, and on the general aesthetic welfare of the public.

AAD 471. Performing Arts Management. 4 Credits.
Examines development of cultural-policy institutions and processes worldwide; emphasis on understanding contemporary American cultural-policy issues. Governance and strategic planning; executive leadership; management; revenue; developing audiences; cross-cultural interactions.

AAD 472. Artistic Administration in the Performing Arts. 4 Credits.
Focuses on developing leadership and management skills for professional nonprofit performing arts administration (e.g., theater, music, opera, dance). Topics in artistic administration, programming, artist management, and operations and production management.

AAD 503. Thesis. 1-16 Credits.
Repeatable.

AAD 507. Seminar: [Topic]. 1-5 Credits.
Repeatable.

AAD 508. Workshop: [Topic]. 1-18 Credits.
Repeatable.

AAD 510. Experimental Course: [Topic]. 1-5 Credits.
Repeatable. Current topics are The Cultural Museum, The History Museum, Performing Arts Policy and Administration.

AAD 520. Event Management. 4 Credits.
Examines management practices and trends of special events, festival, celebrations, and fundraisers sponsored by organizations.

AAD 521. Cultural Programming. 4 Credits.
Explores the practice and theory related to arts and cultural programming in the public sector.

AAD 522. Arts Program Theory. 4 Credits.
Explores program theory, principles, and practices associated with comprehensive arts programs.

AAD 525. Ethics in the Arts and Museums. 4 Credits.
Introduces current ethical concerns relevant to museums and the audiences they serve and focuses on the philosophical and practical dilemmas faced by exhibiting institutions.

AAD 529. Museum Education. 4 Credits.
Examines theory and practice of museum education. Analyzes program-development approaches for university and community audiences; creates educational materials for campus and local museums.

AAD 530. Youth Arts Curriculum and Methods. 4 Credits.
Teachers in training are provided introductory knowledge and skills necessary for implementing arts instruction as an integral part of the core curriculum for younger learners.

AAD 550. Art in Society. 4 Credits.
Concepts derived from anthropology, philosophy, sociology, and art education are used to examine fine, popular, folk, industrial, and environmental art forms in contemporary society.

AAD 551. Community Cultural Development. 4 Credits.
Overview of services that art and art educators perform in the community. Explores settings, constituencies, philosophical approaches, methodologies, planning, and funding of community art programs.

AAD 562. Cultural Policy. 4 Credits.
Examines the impact of cultural policies and institutions on opportunities of the artistic community, on what art forms are made accessible, and on the general aesthetic welfare of the public.

AAD 571. Performing Arts Management. 4 Credits.
Examines development of cultural-policy institutions and processes worldwide; emphasis on understanding contemporary American cultural-policy issues. Governance and strategic planning; executive leadership; management; revenue; developing audiences; cross-cultural interactions.

AAD 572. Artistic Administration in the Performing Arts. 4 Credits.
Focuses on developing leadership and management skills for professional nonprofit performing arts administration (e.g., theater, music, opera, dance). Topics in artistic administration, programming, artist management, and operations and production management.

AAD 601. Research: [Topic]. 1-16 Credits.
Repeatable.

AAD 602. Supervised College Teaching. 1-5 Credits.
Repeatable.

AAD 604. Internship: [Topic]. 1-16 Credits.
Repeatable.

AAD 605. Reading and Conference: [Topic]. 1-16 Credits.
Repeatable.

AAD 606. Special Problems: [Topic]. 1-16 Credits.
Repeatable.

AAD 607. Seminar: [Topic]. 1-5 Credits.
Repeatable.

AAD 608. Workshop: [Topic]. 1-16 Credits.
Repeatable.

AAD 609. Practicum: [Topic]. 1-16 Credits.
Repeatable.

AAD 610. Experimental Course: [Topic]. 1-5 Credits.
Repeatable.

AAD 612. Cultural Administration. 4 Credits.
Provides a grounded foundation for course work in the Arts and Administration Program.

AAD 616. Arts Marketing, Media & Communication I. 4 Credits.
This class is the first part of a two-course sequence introducing students to issues shaping relationships between marketing, media, and communication in arts and culture sector work.

AAD 617. Arts Marketing, Media & Communication II. 4 Credits.
This class is the second part of a two-course sequence introducing students to issues shaping relationships between marketing, media, and communication in arts and culture sector work.
Prereq: AAD 616.

AAD 630. Research Methodology. 4 Credits.
Scientific bases and classification of research; methodologies used in descriptive, analytical, and experimental research. Development of research proposals and critique of research reports.

AAD 631. Research Proposal Development. 3 Credits.
Conceptualize, research, and develop proposal for graduate thesis or project.
Prereq: AAD 630