

# **AMAE 3301**

## INTRODUCTION TO ARTS MANAGEMENT

Right brain, meet left brain.

## Exploring the Business Side of the Arts

#### THE COURSE:

AMAE 3301, Introduction to Arts Management, will be offered at Taos during the August term, 2013.

This course introduces arts management theories, practices and trends affecting a variety of disciplines across the visual and performing arts. Students will explore key issues in management of arts organizations and events at local, regional, national and international levels. Topics also covered in this course: organizational formation and structure, governance, funding, strategic planning and implementation, and organizational relationships with artists, employees, audiences, supporters and other sectors of the public. This course fulfills a requirement for a Minor in either Arts Management or Arts Entrepreneurship.

Instructor: Professor Susan Bruning, Assistant Professor of Arts and Law in the Meadows School of the Arts.

#### THE SCHEDULE:

ARRIVE FORT BURGWIN/ ORIENTATION August 5, 2013

BEGIN CLASS: August 6, 2013

FINAL EXAMINATION: August 21, 2013

DEPART: August 22, 2013

For additional information, please visit Smu.edu/taos OR contact Susan Bruning at Sbruning@smu.edu