



OFFICE
OF THE
ARTS



The logo features a light yellow background with a central yellow triangle. Four circles are arranged around the triangle: a purple circle at the top left, a blue circle at the top right, a large purple circle on the left, and a purple circle at the bottom right. Each circle contains a word in white, uppercase letters. The central triangle contains the text 'OFFICE OF THE ARTS' in blue and white, uppercase letters.

STUDY

EXPERIENCE

CONNECT

CREATE

**OFFICE
OF THE
ARTS**

ARTS MANAGEMENT & LEADERSHIP CERTIFICATE

Info Session - February 26, 2021

- ▶ What is Arts Management?
- ▶ Who is the certificate for?
- ▶ What is the student experience like?
- ▶ How will AMLC help me?

- ▶ Eligibility & Requirements
- ▶ Recommended Course Map
- ▶ Internship Capstone
- ▶ Q&A

What is this?

ARTS MANAGEMENT

Arts management is a burgeoning field that brings business practices and organizational expertise to the creation and dissemination of art.

Think of it as the “business side” of the arts.



ARTS MANAGEMENT

Careers in Arts Management include

- ▶ Marketing Director
- ▶ Development/Fundraising Director
- ▶ Program Manager
- ▶ Theatre Producer
- ▶ Arts Festival Director
- ▶ Venue Manager
- ▶ Chief Financial Officer
- ▶ Lawyer for the Arts
- ▶ Public Arts Administrator
- ▶ Self-Producing Artist
- ▶ City Cultural Planner
- ▶ Tour Manager
- ▶ Operations Manager
- ▶ Artistic Director
- ▶ Community Relations Manager
- ▶ The list goes on!

Who is this for?

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Students who love the arts and want to support artists and the arts community.

Students pursuing a career in the arts and want to work their way up to the management level.

Students who want to develop their business administration skills for an arts or arts-adjacent field.

Artists who want to establish their own nonprofit or for-profit business.

Activists who want to impact cultural policy and promote the role of the arts in civic life.

Really, any Hunter student who is interested!

STUDENT EXPERIENCES

Cailynn Fortune, Class of 2021

Major: Theatre, Minor: Legal Studies

Muse Scholar

Internship: Atlantic Theater Company,

off-Broadway producer, presenter, and educator of theater

Natalie Ward, Class of 2022

Major: Music, Minor: Media Studies

Muse Scholar

Internship: Entertainment for Change,

a nonprofit dedicated to amplifying youth voices and creating new leaders to make the social and environmental change necessary for a sustainable future

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- ▶ A foundational understanding of the field of Arts Management and the associated business practices.
- ▶ Accreditation and training to enter the professional world.
- ▶ Hands-on experience in the form of an internship and the capstone internship course.
- ▶ A network of fellow students and alumni across majors who are pursuing arts management-- it's all about who you know!

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Before we get into the details...

Any questions?

ARTS MANAGEMENT & LEADERSHIP CERTIFICATE ELIGIBILITY

Matriculated Hunter
College student in a
degree program

Minimum
2.5 GPA

Interest form: **bit.ly/hunteramlc**

No other application... so far!

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REQUIRED COURSEWORK

15 Credits Total

- ▶ URBS 20300: Intro to Arts Management
- ▶ BUS 22500: Survey of Accounting
- ▶ BUS 23000: Essentials of Business Law
- ▶ MEDP 39991: Strategic Communication and Marketing for the Arts
- ▶ URBS 4031Z: Internship Capstone

ARTS MANAGEMENT & LEADERSHIP CERTIFICATE RECOMMENDED COURSE MAP

Four Semester Track

- ▶ Fall 1
 - ▶ URBS 20300: Intro to Arts Management
 - ▶ Review course plan with AMLC Coordinator

- ▶ Spring 1
 - ▶ BUS 22500: Survey of Accounting*
 - ▶ BUS 230000: Business Law*
 - ▶ Declare the AMLC on your transcript after completing URBS 20300 and speaking with AMLC Coordinator

* Offered only in Spring — We are working on additional sections

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RECOMMENDED COURSE MAP

Four Semester Track

- ▶ Fall 2
 - ▶ MEDP 39991: Strategic Communication and Marketing for the Arts**
 - ▶ Apply for and secure an internship for the following semester
- ▶ Spring 2
 - ▶ URBS 4031Z: Internship Seminar
 - ▶ Prerequisite: Completed URBS 20300
 - ▶ Declared the certificate
 - ▶ Secured an approved internship prior to registering for the course

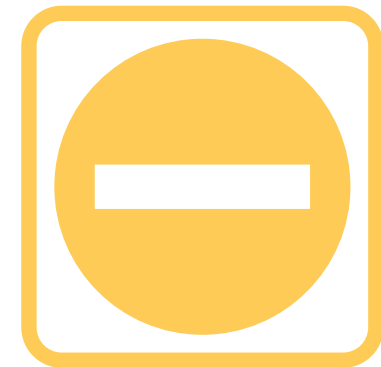
** Department prerequisite can be waived for AMLC students

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RECOMMENDED COURSE MAP



- ▶ Minimum of two semesters.
- ▶ Get credit for classes you have already completed.
- ▶ “Double count” up to 6 credits with your major/minor/other certificate.



- ▶ BUS 22500 & BUS 23000 do not count toward an Economics major.

QUESTIONS?

ARTS MANAGEMENT & LEADERSHIP CERTIFICATE INTERNSHIP CAPSTONE

Maribel Mayz

mm5042@hunter.cuny.edu

- ▶ What counts as an eligible internship?
- ▶ What are the internship requirements?
- ▶ Can I get help landing an internship?
- ▶ What is the course like?
- ▶ How do I register for the course?

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ONE MORE THING!

Certificate in Business Studies

- ▶ 15 credit program
- ▶ BUS 22500 is also a core requirement
- ▶ BUS 23000 is an elective

Questions: Arabella Pollack,
ap5472@hunter.cuny.edu

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Website & Interest Form:

bit.ly/hunteramlc

Contact:

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