Writing for the Arts. ARTM 350 is a required course whose alternate selection is currently MKTG 302: Marketing Concepts. A separate request is also submitted with this Change to Program Request to modify an existing elective, ARTM 370: Building Participation in the Arts, to become a required course with a change of title to ARTM 370: Arts Marketing and Public Relations. The revised syllabus reflecting these changes is attached. MKTG 302: Marketing Concepts will be an alternate choice for ARTM 370.

What was the mission of the major as it was previously conceived? Do the planned changes alter that mission? If so, how do they affect the goals, objectives, and intended outcomes of the major?

The Mission of the Arts Management Program is to prepare students for careers in the rapidly evolving creative sector through a comprehensive program of academics and experiential learning. The program’s multidisciplinary curriculum reinforces the College’s liberal arts foundation while emphasizing management, communication, and innovation in the arts. The planned program changes do not alter the program’s mission, but do strengthen our ability to fulfill that mission, and achieve desired outcomes, reinforcing the liberal arts foundation through strengthening analytical and communication skills.

By adding three additional hours to the major and separating the Arts Marketing focus from Fund Raising and Grant Writing, the Arts Management majors will have more time and opportunities to expand their knowledge and skills related to the following ARTM outcomes in a more substantial way:
1. Students express clear, persuasive ideas that demonstrate communication skills.
2. Students understand and demonstrate knowledge of the support structure of the arts and its relationship to sustainability.
3. Students promote the arts to a wide range of diverse audiences.

Will the changes widen or narrow the major’s larger liberal arts purposes in constructive ways?

These proposed changes will not impact the major’s required liberal arts courses, but will provide students more required opportunities to analyze, think creatively, write and reflect – all important skills encouraged by liberal arts courses.

Are other relevant departments aware of this proposal and its possible effects on their curricula? Will courses be cross-listed, and will an overlap be avoided?

The only impact on another department would be the Marketing Department. ARTM majors are currently required to complete either MKTG 302: Marketing Concepts OR ARTM 350: Marketing, Fund Raising and Grant Writing for the Non-Profit Arts. The MKTG 302: Marketing Concepts course will be offered as an alternative to the revised ARTM 370: Arts Marketing and Public Relations course. Therefore these changes should not have any significant impact on the School of Business which is aware and supportive of the proposed changes. The courses will not be cross-listed and will not overlap with other courses.

How do the changes affect the beginning, middle, and end of the curriculum development built into the major?

Generally these courses will occur during the middle of the ARTM curriculum and will provide a broader and deeper knowledge in both areas before students enter their final year of study.

How will the changes affect students currently enrolled in the major?

Students currently enrolled in the major will not be required to take three additional hours. That requirement will only impact students entering under the 2013-2014 catalog. Current ARTM majors will continue to take the
FACULTY CURRICULUM COMMITTEE
CHANGE/DELETE PROGRAM FORM
ARTM ADDITION OF THREE HOURS TO THE MAJOR

Instructions:
- Please fill out all of the portions of the form that are specified in section B. You must do this before your request can move forward.
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, please start by checking the detailed instructions on the website.
- Please feel free to contact the committee chair with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: Scott Shanklin-Peterson    Phone: 843-953-8241    Email: petersons@cofc.edu

Department or Program: Arts Management Program   School: School of the Arts

Name and Acronym of Major: Arts Management/ARTM

B. CATEGORY OF REVIEW. Please check all that apply, then fill out the specified parts of the form.

☐ Change Request (fill out all sections)
   ☑ Add an existing course to requirements or electives
   ☐ Add a new course to requirements or electives (attach completed course form for each)
   ☐ Delete courses from requirements or electives
   ☐ Add or modify concentration, emphasis, or track (Note that emphases under 18 hours will not be noted on the transcript. All concentrations, emphases, tracks, etc., with 18 hours or more are called "concentration" on the transcript.)

☐ Terminate Program (fill out C, F, G, and H)
   ☐ Terminate degree
   ☐ Terminate major
   ☐ Terminate emphasis, concentration, or track

C. RATIONALE AND EXPLANATION. Please describe the request you are making and explain why you are making it.

The Arts Management Program is requesting the addition of 3 required hours to the major. Two critical fields of knowledge and skills that are demanded by the non-profit arts management field are (1) Arts Marketing and (2) Grant Writing and Fund Raising. ARTM 350 “Marketing, Fund Raising and Grant Writing for Non-Profit Arts Organizations” attempted to cover all three areas in one course. However ARTM majors, as well as our faculty members are requesting more in-depth learning opportunities in these two separate areas of focus and have recommended that ARTM 350 be separated into two different courses and that both be required. This action will add three hours to the major. However, most established arts organizations have staff positions dedicated specifically to marketing and fund raising (development). Employers expect applicants to demonstrate significant knowledge and skills in these two areas. Without required courses specifically focusing on these areas, our CoFC majors are at a disadvantage.

Curriculum Committee request forms are attached to modify the syllabus for ARTM 350: Marketing, Fund Raising and Grant Writing for Non-Profit Arts Organizations, and change the title to ARTM 350: Fund Raising and Grant
FACULTY CURRICULUM COMMITTEE
SIGNATURE PAGE

• In section A, list ALL of the forms covered by this signature page. If you submit a form that is not listed in A, your proposal will be held back until we receive a new, updated signature page.
• You must obtain the signature of your department chair and dean before submitting your proposal.
• If your proposal spans two (or more) departments or schools, submit two (or more) signature forms—one for each.

A. FORMS COVERED BY THIS SIGNATURE PAGE. List each form you are submitting—for instance, PSYC 383, Course Form; PSYC, Change of Major Form; PSYC, Change of Minor Form.

ARTM, Change Program Form: addition of three hours to the major
ARTM 350, Course Form
ARTM 370, Course Form
ARTM 420, Course Form

ARTM 240, Course Form

B. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

[Signature]
Date: 2-19-13

2. Signature of Academic Dean:

[Signature]
Date: 2/19/13

3. Signature of Provost:

[Signature]
Date: ________________

4. Signature of Business Affairs (only for course fees):

[Signature]
Date: ________________

☐ fee approved on __________
☐ BOT approval pending

5. Signature of Curriculum Committee Chair:

[Signature]
Date: ________________

6. Signature of Budget Committee Chair (only for new programs):

[Signature]
Date: ________________

7. Signature of Academic Planning Committee Chair (only for new programs):

[Signature]
Date: ________________

8. Signature of Faculty Senate Secretary:

[Signature]
Date: ________________

Date Approved by Faculty Senate: ________________
required ARTM 350: Fund Raising, Grant Writing and Marketing for the Arts or the School of Business MKTG 302: Marketing Concepts.

Will the changes affect staffing resources and needs?

The proposed addition of one required course will require funding for one or two adjuncts per semester depending on enrollments.

D. CURRICULUM. For revised programs, please attach the complete curriculum. Distinguish between required and elective courses, and note any prerequisites, co-requisites, sequencing, or other restrictions. Provide the catalog description and course list exactly as they should appear in the catalog. For each new course, submit the Curriculum Committee’s Course Form and a sample syllabus.

The proposed complete Arts Management curriculum includes:
Credit Hours: 45+

REQUIRED COURSES:
ARTM 200 - Introduction to Arts Management (3) PR: None
ARTM 310 - Advanced Arts Management (3) PR: ARTM 200, or instructor permission
ARTM 340 - Arts Financial Management (3) PR: ARTM 200, ARTM 310 and ACCT 203 or faculty permission
ARTM 350 - Fund Raising and Grant Writing for the Arts (3) PR: ARTM 310
ARTM 400 - Internship in Arts Management (3) PR: Junior standing, ARTM 310 and faculty permission
ARTM 420 - Policy in the Arts (3) PR: ARTM 310, 340, 350 or MKTG 302, and junior standing
ACCT 203 - Financial Accounting (3) PR: Sophomore standing
ECON 200 - Principles of Microeconomics (3) PR: None
ECON 201 - Principles of Macroeconomics (3) PR: ECON 200
MUSC 131 - Music Appreciation (3) PR: None
THTR 176 - Introduction to Theatre (3) PR: None

Choose one of the following:
MKTG 302 - Marketing Concepts (3) PR: ECON 200, 201; junior standing
ARTM 370 - Arts Marketing and Public Relations (3) PR: ARTM 200, ARTM 310 or permission of the instructor

Choose one of the following:
BLAW 205 - Legal Environment of Business (3) PR: Sophomore standing
BLAW 306 - Law for Business Managers (3) PR: Junior Standing; BLAW 205 or instructor permission

Choose one of the following:
PHIL 280 - Aesthetics (3) PR: None OR
ARTM 325 - Understanding Creativity (3) PR: None

Choose one of the following:
ARTH 101 - History of Art: Prehistoric Through Medieval (3) PR: None
ARTH 102 - History of Art: Renaissance Through Modern (3) PR: None
ARTH 103 - History of Asian Art (3) PR: None

OTHER ARTM ELECTIVES:
ARTM 210 - Intro to the Music Industry (3) PR: None
ARTM 240 - Gallery Fundamentals (3) PR: ARTH 102 or ARTS 118 or permission of instructor
ARTM 325 - Understanding Creativity (3) PR: none
ARTM 330 - Music in the Marketplace (3) PR: ARTM 210 or permission of the instructor
ARTM 332 - Promotion and Marketing in the Music Industry (3) PR: ARTM 210
ARTM 352 - Fundraising Event Creation, Planning and Execution for Non Profit Arts Organizations (3)
PR: ARTM 200, 310, 350
ARTM 360 - Special Topics in Arts Management (3) PR: none
ARTM 362 - Events Management (3) PR: JR Standing, ACCT 203; HTMT 210 or ARTM 200; or instructor permission
ARTM 370 - Building Participation in the Arts (3) PR: ARTM 200, 310, 350 or MKTG 302
ARTM 380 - Independent Study in Arts Management (3) PR: Junior Standing, ARTM 200, 310, and written agreement
with the student and instructor
ARTM 499 - Bachelor's Essay (6) PR: Senior standing and departmental approval

E. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the major or program?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Students express clear, persuasive ideas that demonstrate communication skills.</td>
<td>Demonstration of outcome will be measured by quality of advocacy letters and oral presentations at the end of ARTM 420, and in ARTM 400 weekly intern's journal entries, final paper by professor and evaluation of intern's communication skills by sponsoring internship organizations. 90% of enrolled students should be able to achieve objective.</td>
</tr>
<tr>
<td>2. Students understand and demonstrate knowledge of the support structure of the arts and its relationship to sustainability.</td>
<td>Demonstration of outcome will be measured in ARTM 350 by understanding, demonstrated through development of a fundraising support guide (mid-semester) and two written grant application projects by end of semester. 95% of students enrolled in ARTM 350 should be able to achieve objective.</td>
</tr>
<tr>
<td>3. Students promote the arts to a wide range of diverse audiences.</td>
<td>Demonstration of outcome will be measured by quality of the webpages and strategic marketing plans (mid-semester) and related marketing materials (end of semester) created by students completing ARTM 350. 90% of enrolled students should be able to achieve objective.</td>
</tr>
<tr>
<td>4. Students critically analyze the arts from multiple perspectives.</td>
<td>Demonstration of students' ability to critically analyze one art form will be measured through quality of ARTM 325 Pecha Kucha Project. Analysis of multiple art forms will be demonstrated throughout semester in weekly journal entries and reviews of arts events in ARTM 325. 90% of enrolled students should achieve objective.</td>
</tr>
</tbody>
</table>
5. Students critically analyze the management of arts organizations and businesses from a variety of perspectives. Perspectives of Arts Financial policy analysis skills will be individually demonstrated through individual case study and final project paper in ARTM 340. 85% of enrolled students should achieve objective. Journal entries and final paper that reflects management analysis of intern's assigned organization or business from a variety of perspectives. 90% of enrolled students should achieve objective.

Additional Outcomes or Comments:

For specific outcome related to 350 and 370 see those change of course forms.

F. IMPACT ON EXISTING PROGRAMS AND COURSES. Please describe the impact of this request on other programs and courses. If you are deleting a minor, please describe the effect on all programs that will be impacted; if you are adding or changing a minor, please explain any overlap with existing programs at the College.

No impact on other programs and courses.

G. COSTS ASSOCIATED WITH THE REQUESTED ACTION. List all of the new costs or cost savings (including new faculty/staff requests, library, or equipment) associated with your request.

Only the cost of one or two adjuncts per semester, depending on enrollments.

H. CHECKLIST

☒ I have completed all relevant parts of the form.

☒ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☒ I have attached a Course Form for each newly-created or modified course.

☐ (For proposals that affect other departments in any way) I have attached an acknowledgement from the relevant department.

☒ I have provided the complete curriculum for the program, concentration, emphasis, etc., including the description and course list, exactly as it should appear in the catalog.
FACULTY CURRICULUM COMMITTEE
COURSE FORM
CHANGES TO ARTM 350: MARKETING, FUND RAISING AND GRANT WRITING
FOR NON PROFIT ARTS ORGANIZATION

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in part B. **You must do this before your request can move forward!**
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT/COURSE INFORMATION.

Name: Scott Shanklin-Peterson  Phone: 843-953-8241  Email: petersons@cofc.edu

Department or Program: Arts Management Program  School: School of the Arts

Subject Acronym and Course Number: ARTM 350 Fund Raising and Grant Writing for the Arts

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J, K)
☒ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J, K)

☐ Course Number
☒ Course Name
☒ Course Description
☐ Credit/Contact Hours
☐ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)

☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J, K)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J, K)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

Marketing, fund raising and grant writing are critical skills demanded by the non-profit arts management field. Currently, ARTM 350 (Marketing, Fund Raising and Grant Writing for the Arts) covers all three areas in one course. However ARTM majors, as well as our faculty members are requesting more in-depth learning opportunities in these two essential separate areas of focus and have recommended that ARTM 350 be divided into two different courses and that both be required. As such, marketing will be separated from fund raising and grant writing, and will be included in a separate course (ARTM 350 - Fund Raising and Grant Writing for the Arts).

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

These changes to ARTM 350 cause no specific impact on any other program. By focusing ARTM 350: Fund Raising and Grant Writing for Non-Profit Arts and adding it as a requirement for graduation, students will be required to complete three more hours, but will graduate with a deeper essential knowledge and skills in Fund Raising and Grant Writing for Non-Profit Arts Organizations (See related ARTM 370 Change to course description.)
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: Arts Management Program    School: School of the Arts    Subject Acronym: ARTM
Course Number: 350

Credit hours: 3 lecture
Contact hours: 2 hours 45 minutes lecture

Course title: Marketing, Fund Raising and Grant Writing for Nonprofit Arts Organizations

Course description (maximum 50 words, exactly as it appears in the catalog):

This course will examine marketing techniques and materials used in print and electronic publicity and promotions, and will explore the elements, processes and management of philanthropy and development in terms of generating earned revenue, and raising funds from public and private contributed income sources and grantwriting.

Restrictions (pre-requisites, co-requisites, majors only, etc.):

ARTM 200, ARTM 310

Cross-listing, if any: none

Is this course repeatable? □ yes  □ no  If yes, how many total credit hours may the student earn? ___

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use **boldface** for the information that is changing.

Department: Arts Management Program    School: School of the Arts    Subject Acronym: ARTM
Course Number: 350

Credit hours: 3 lecture
Contact hours: 2 hours 45 minutes lecture

Course title: Fund Raising and Grant Writing for the Arts

Course description (maximum 50 words, exactly as it appears in the catalog):

This course will explore the elements, processes and management of philanthropy, fund raising, and development in terms of generating earned revenue, and raising funds from public and private contributed income sources and grantwriting among artists, arts managers, non-profit arts organizations, and artistic enterprises.

Restrictions (pre-requisites, co-requisites, majors only, etc.):

ARTM 200, ARTM 310

Cross-listing, if any: none
Is this course repeatable? ☐ yes ☒ no  If yes, how many total credit hours may the student earn? __________

Note: The Senate cannot approve new fees; Business Affairs will submit any such request to the Board of Trustees. The course can still be created, but the fee will not be attached until the Board has approved it.

If this is a newly-created course, is it intended to be the equivalent of an existing course?  ☐ yes ☒ no If so, which course? __________

Note: You must deactivate that course by submitting an additional Course Form.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

May need to add one adjunct professor, depending on enrollments each semester.

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Students will understand the nature of domestic philanthropy and its relationship to American arts and cultural institutions; study management, leadership, fiscal, planning, and other factors that affect an institution's financial health; and examine traditional and unconventional relationships, sources, methods, and technology for securing earned and contributed income, and for building a strong fundraising program.</td>
<td>Demonstration of outcome will be measured by weekly quizzes and 2 tests (mid-semester and late semester) by students. 95% of students enrolled should be able to achieve objective.</td>
</tr>
<tr>
<td>2. Students will use marketing concepts and skills learned in previous classes to examine and create print and electronic fundraising materials to promote to donors, sponsors and advertisers for sustained giving.</td>
<td>Demonstration of outcome will be measured by the development of a packaged Guide for Support for sponsors, donors, and advertisers (mid-semester) by students. 95% of enrolled students should be able to achieve objective.</td>
</tr>
<tr>
<td>3. Students will examine fundraising plans and develop grant writing skills to secure funding from individuals, foundations, businesses and corporations, and federal, state, regional and local government sources.</td>
<td>Demonstration of outcome will be measured by 1 test (late semester), 2 written grant proposals, budgets/narratives (end of semester), and grant review panel (final) by students. 95% of enrolled students should be able to achieve objective.</td>
</tr>
<tr>
<td>4. Students will understand the role of season packages, memberships, subscriptions and flex packages, sponsorships, direct mail, annual, capital, endowment, planned and deferred gifts, and special events in the fundraising process.</td>
<td>Demonstration of outcome will be measured by weekly quizzes, 2 tests (mid-semster and late semester), and the development of a packaged Guide for Support for sponsors, donors, advertisers, season and special event ticket holders, members, exhibitors, vendors and subscribers (mid-semster) by students. 95% of enrolled students should be able to achieve objective.</td>
</tr>
</tbody>
</table>
I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? If so, please explain briefly and attach a Change Minor and/or Change Major/Program Form as appropriate.

Yes, this course, ARTM350 will become a required course for the major and will add 3 hours to the major. Previously ARTM350 was an alternative to MKTG 305 but now ARTM 370 will become the alternative selection to MKTG 305.

J. CHECKLIST.

☐ I have completed all relevant parts of the form.

☐ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☐ (For new courses only) I have attached a syllabus.

☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.

☒ I have submitted one Signature Form that lists all of the different forms I am submitting.
ARTM 350
FUND RAISING AND GRANT WRITING FOR THE ARTS

Professor: Karen Chandler
Office: 323 Simons Center for the Arts
Phone: (843) 953-5474
E-mail: chandlerk@cofc.edu

The organization may claim a right to raise money by asking for the tax-deductible gift. It must earn the privilege to ask for gift support by its management’s responsiveness to needs, by the worthiness of its programs, and by the stewardship of its governing board.

Henry A. Rosso in Achieving Excellence in Fund Raising

COURSE DESCRIPTION: Through lectures, class discussions, in- and out-of-class assignments, and readings, this course will examine fund raising techniques and materials and how these materials assist artists, arts managers, nonprofit arts organizations, and artistic enterprises in balancing earned revenue and contributed income streams. The course will also explore the elements, processes and management of philanthropy and development in terms of raising money for nonprofit arts organizations from public, private and governmental sources through prospect research, cultivation, solicitation and grant writing.

PREREQUISITES: ARTM 310 – Advanced Arts Management or permission of the instructor.

COURSE OBJECTIVES / LEARNING OUTCOMES: This course will prepare the student interested in the arts management field to:

- understand the nature of domestic philanthropy and its relationship to American arts and cultural institutions;
- study management, leadership, fiscal, planning, and other factors that affect an institution's financial health;
- examine traditional and unconventional relationships, sources, methods, techniques, technology, and skills for securing earned and contributed income, and for building a strong fund raising program;
- use marketing concepts and skills learned in previous classes to examine and create print and electronic fund raising materials to promote to donors for sustained giving;
- examine and create fund raising plans and an array of fund raising materials including grant proposals and applications used to secure funding from individuals, foundations, businesses and corporations, and federal, state, regional and local government sources;
- understand the role of subscriptions, memberships, sponsorship packages, direct mail, annual, capital, endowment, planned and deferred gifts, and special events in the marketing and fund raising process; and to
- develop grant writing skills to raise funds from individual, foundation, and corporate/business sources.

HONOR CODE AND ACADEMIC INTEGRITY: Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are clearly related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed by both the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty
will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration—working together without permission—is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information stored on a cell phone), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor. Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php.

**DISABILITY STATEMENT:** This College abides by section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act that stipulates that no student shall be denied access to an education “solely by reason of a handicap.” Disabilities covered by law include, but are not limited to, learning disabilities and hearing, sight or mobility impairments. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please see an administrator at the Center of Disability Services, (843) 953-1431 or me so that such accommodation may be arranged.

**TECHNOLOGY:** All course materials are included on OAKS. Additionally, some course assignments must be uploaded in the OAKS Dropbox and Discussion (see course schedule for OAKS-related assignment submissions). From time to time, the professor will include additional course materials on OAKS. Students will be notified when to check for additional course material, though you should make it a point to regularly check OAKS.

**USE OF ELECTRONICS IN CLASS:** Cell phones must be turned off or in silent mode during class. Texting while in class is not acceptable under any circumstances. Laptop computers will be allowed for note taking only. Any violations of this policy will result in an immediate lowering of your final grade in the class by one letter grade. From time to time and for tests and classwork, students will need a calculator; however, calculators on cell phones cannot be used for tests.


**ATTENDANCE & TARDINESS POLICY:** Attendance in this course is mandatory; students are expected to attend all classes and to be on time. You are allowed two unexcused/undocumented absences before your grade will be reduced by one letter grade. Excessive tardiness may also result in a grade reduction. If you miss or will need to miss class, go to the Absence Memo Office at 67 George Street (the white house next to the Stern Center) to discuss your absences and complete the appropriate forms. Forms are also online at www.cofc.edu/studentaffairs/general_info/absence and they also can be faxed to their office at 843-953-2290. You will need documentation for health, personal or emergency situations for an Absence Memo to be completed. When this information is complete, your professor will be sent an email from the Absence Memo Office that explains your absence as either “documented” or “undocumented.” Documented absences won’t count against your grade but undocumented absences will. See page 4 to see how your grade will be determined. Don’t email the professor about a missed class; all absences go through the Absence Memo office.
TESTS AND EXAMS: There will be 2 tests during the semester. The final exam will consist of a completed/revised grant proposal and grant review panel.

SEMESTER ASSIGNMENTS: Over the course of the semester, there will be quizzes each day of readings, podcasts, videos and other material as well as three (3) major assignments to complete. These assignments will be completed based on a non-profit arts organization of your choice.

#1 - Guide for Support (sponsors, donors, advertisers, exhibitors, members, subscribers, season or special event ticket holders, and/or vendors) based on a non-profit arts organization of your choice. This will be an individually-completed assignment that will include promotional material, an introductory appeal letter, funding support information and reply forms based on a program, event, season, arts series, outreach activity, artist or performing group from a non-profit arts organization of your choice.

#2 and #3 – DRAFT – Lowcountry Quarterly Arts Grant Program AND Coastal Community Foundation and National Endowment for the Arts Grant Proposals, Budget and Budget Narrative and Grant Review. These will be individually-completed assignments based on a grant need of a non-profit arts organization of your choice. Each student will complete these grant proposals as working drafts and have them reviewed by a team member in the class in a 3-page proposal of recommendations. NOTE: Each student will submit the Coastal Community Foundation proposal as a revised and final grant proposal for the final exam (grant review panel).

COURSE ASSIGNMENT POLICY: All assignments are mandatory and should be submitted on OAKS or in class on their due dates and times and in formats stipulated in the assignment guidelines. Specific classes will be set aside to workshop your assignments. Grades for late assignments for an “undocumented” reason will be reduced by one letter grade for each day the assignment is late. For a missed assignment, test or exam without a “documented” excuse, a student will earn a 0/F. Make-up tests and assignments are not typical for this class. Only in extreme/rare situations and only with an official Absence Memo for a “documented” excuse, will make-up tests and assignments be given at the professor’s discretion.

GRADES: A 100 point grading scale will be used. Students will receive a grade reflective of a percentage of the overall points. Grades will be assigned as follows:

A 94-100  C 76-78
A- 91-93  C- 73-75
B+ 89-90  D+ 70-72
B 85-88  D 65-69
B- 82-84  D- 60-64
C+ 79-81  F Below 60

Final grades will be determined by the following weighting:

* 10 quizzes @ 10 pts each (25%)
* 3 semester assignments @ 100 pts each (25%)
* 2 - 100 pt. Tests @ 10% each (20%)
* Final Exam -- Completed/Revised Grant Proposal and Grant Panel Review (20%)
* Attendance (10%)
GRADING STANDARDS

Attendance (based on “undocumented” absences)
100/A 0 absences
95/A  1 absence
91/A- 2 absences
85/B  3 absences
76/C  4 absences
65/D  5+ absences

A - consistently SUPERIOR work in class and on assignments, tests, and final; all course assignments completed and of superior quality; very limited comments given for improvement of course assignments; no late assignments; 2 “undocumented” class absences or less

B – consistently EXCELLENT-VERY GOOD work in class and on assignments, tests, and final; all course assignments completed and of excellent-very good quality; several comments given for improvement of course assignments; no or a few late assignments; 2 “undocumented” class absences or less

C – SATISFACTORY (AVERAGE-FAIR) work in class and on assignments, tests and final; all course assignments completed and of satisfactory (average-fair) quality; many comments given for improvement of course assignments; several late assignments; more than 2 “undocumented” class absences

D - UNSATISFACTORY (POOR) work in class and on assignments, tests, and final; most course assignments completed and of unsatisfactory (poor) quality; an excessive amount of comments given for improvement of course assignments; many late assignments; more than 2 “undocumented” class absences

F - FAILURE to meet course requirements.
ARTM 350
FUND RAISING AND GRANT WRITING FOR THE ARTS

COURSE SCHEDULE

Week 1
COURSE OVERVIEW; REVIEW SYLLABUS AND COURSE REQUIREMENTS;
DISCUSSION OF SEMESTER ASSIGNMENTS; PREPARING/POSITIONING THE
ARTS ORGANIZATION TO FUNDRAISE AND MANAGE RESOURCES
Let’s view/discuss “Philanthropy Chat: Tobie Stein Discusses Performing Arts
Management” (Also see http://foundationcenter.org/focus/arts/)

Week 2
FUND RAISING PLANNING; EARNED INCOME AND
INTERRELATIONSHIPS TO MARKETING (season packages, subscriptions and
flex packaging, single tickets, memberships, group sales; sponsorships, special events,
Guides for Support)

Reading: Kaiser - Chapter 8
Hopkins & Friedman – Chapters 1-2; 8

Week 3
PHILANTHROPY AND CHARITABLE GIVING IN THE ARTS

Listening: Listen to Ambassadors for Philanthropy video clips of philanthropists:
George Soros; Warren Buffet, Oprah Winfrey, and Bill/Melinda Gates

Week 4
FUND RAISING/DEVELOPMENT’ (raising contributed income from individuals, and
private, community, family and corporate foundations)

Reading: Hopkins & Friedman – Chapter 5-6
Kaiser – Chapter 9

Week 5
FUND RAISING/DEVELOPMENT (raising contributed income from private,
community, family and corporate foundations, continued, businesses/corporations, and
government agencies on the local, state and national levels)

Reading: Hopkins & Friedman – Chapter 4-5, 7
Kaiser – Chapter 9

Week 6
FUND RAISING/DEVELOPMENT (lower-level and major gifts, moves management,
online giving, in-kind gifts, prospect research, identification, cultivation, solicitation and
the ask; fund raising software including Raiser’s Edge)

Reading/Listening: Blackbaud – The Raiser’s Edge (review webpage)
Review material on OAKS

Week 7
FUND RAISING/DEVELOPMENT (annual, capital, planned and endowment
giving/campaigns, case statements, feasibility studies, naming opportunities)

Reading: Hopkins & Friedman – Chapter 3, 9 and Appendix K-L
Kaiser – Chapter 11
Review material on OAKS
Week 8
FALL OR SPRING BREAK

Week 9
FUND RAISING/DEVELOPMENT (fund raising campaigns, continued)

Reading: Hopkins & Friedman – Chapter 3, 9 and Appendix K-L
Kaiser – Chapter 11
Review material on OAKS

Week 10
GRANT WRITING (reviewing grant guidelines and RFP’s, LOIs, organizing material/forms, components of grant proposals; writing appeals and proposals to individuals for project support)

Reading/Review: Grant guidelines and applications on OAKS
Hopkins & Friedman, Appendix K

Week 11
GRANT WRITING (writing grant proposals/applications, budgets and narratives to private, community and corporate foundations and businesses/corporations for general operating support)

Reading/Review: Grant applications/proposals on OAKS
Hopkins & Friedman, Appendix K

Week 12
GRANT WRITING (writing grant proposals/applications, budgets and narratives to private, community and corporate foundations and businesses/corporations for project/program support)

Reading/Review: Grant applications/proposals on OAKS
Hopkins & Friedman, Appendix K

Week 13
GRANT WRITING (writing grant proposals/applications to local and state government arts agencies)

Reading/Review: Grant applications on OAKS including NEA – Access to Artistic Excellence Grant

Week 14
GRANTSMANSHIP / STEWARDSHIP (managing grant funds and tasks, reporting, writing annual reports)

Reading/Review: See final grant reports on OAKS

Week 15
WORKSHOP/REVIEW FOR FINAL GRANT PROPOSAL, BUDGET AND BUDGET NARRATIVE / GRANT PANEL
FACULTY CURRICULUM COMMITTEE
COURSE FORM
CHANGES TO ARTM 370: BUILDING PARTICIPATION IN THE ARTS

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in Part B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT/COURSE INFORMATION.

Name: Scott Shanklin-Peterson  Phone: 843-953-8241  Email: petersons@cofc.edu

Department or Program: Arts Management Program  School: School of the Arts

Subject Acronym and Course Number: ARTM 370 Arts Marketing and Public Relations

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J, K)
☒ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J, K)

☐ Course Number
☒ Course Name
☒ Course Description
☐ Credit/Contact Hours
☒ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)

☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J, K)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J, K)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

Marketing, fund raising and grant writing are critical skills demanded by the non-profit arts management field. Currently, ARTM 350 (Marketing, Fund Raising and Grant Writing for Non-Profit Arts Organizations) covers all three areas in one course. However ARTM majors, as well as our faculty members are requesting more in-depth learning opportunities in these two distinct areas of focus and have recommended that ARTM 350 be separated into two different courses (ARTM 350 – Fund Raising and Grant Writing for the Arts) and (ARTM 370: Arts Marketing and Public Relations) and that both courses be required for all ARTM majors, beginning with majors entering with the 2013-2014 catalog. As such, marketing content and learning objectives will be addressed in a specific revised course ARTM 370 (currently Building Participation in the Arts) and renamed Arts Marketing and Public Relations with a revised syllabus. MKTG 302 will then be listed as an alternative to ARTM 370, rather than ARTM 350.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

There will be no impact on other programs or courses, other than within ARTM as explained above. This proposed change will require three additional hours for ARTM majors (from 42 hours to 45 hours). No other program requires this course.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: Arts Management Program  School: School of the Arts  Subject Acronym: ARTM
Course Number: 370

Credit hours: 3 lecture
Contact hours: 2 hours 45 minutes lecture

Course title: (Current Title) Building Participation in the Arts

Course description (maximum 50 words, exactly as it appears in the catalog):

This class will explore the steps non-profit arts organizations take to understand their audience and to program and promote their offerings to the public. The class will work with managers of two specific non-profit arts organizations helping them market one of their events during the semester. Students will create and implement a marketing plan, evaluate the success of their plans, prepare a presentation for the organization they assisted and meet with the organization managers to present their analysis and receive feedback from the organization.

Restrictions (pre-requisites, co-requisites, majors only, etc.):

ARTM 200, ARTM 310, ARTM 350 or MKTG 302

Cross-listing, if any: none

Is this course repeatable? ☐ yes  ☒ no  If yes, how many total credit hours may the student earn? _____

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use boldface for the information that is changing.

Department: Arts Management Program  School: School of the Arts  Subject Acronym: ARTM
Course Number: 370

Credit hours: 3 lecture
Contact hours: 2 hours 45 minutes per week lecture

Course title: Arts Marketing and Public Relations

Course description (maximum 50 words, exactly as it appears in the catalog):

Students will analyze and develop market research and learn practices to increase cultural participation and develop arts audiences. We will assess current and potential audiences and demographics, examine lifestyle, leisure time habits, national and international trends and social values, and participate in different types of arts experiences.

Restrictions (pre-requisites, co-requisites, majors only, etc.):

ARTM 200, ARTM 310, MUSC 131, THTR 176, and ARTH 101 or 102 or 103
Cross-listing, if any: none

Is this course repeatable? □ yes ☒ no If yes, how many total credit hours may the student earn? ___

Is there an activity, lab, or other fee associated with this course? □ yes ☒ no What is the fee? $____
Note: The Senate cannot approve new fees; Business Affairs will submit any such request to the Board of Trustees. The course can still be created, but the fee will not be attached until the Board has approved it.

If this is a newly-created course, is it intended to be the equivalent of an existing course? □ yes ☒ no
If so, which course? __________________________
Note: You must deactivate that course by submitting an additional Course Form.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

One additional adjunct

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Students promote the arts to a wide range of diverse audiences.</td>
<td>Demonstration of the outcome will be measured by the quality of market analysis (mid-term) and marketing materials (final) created by students. 90% of enrolled students should be able to achieve objective.</td>
</tr>
<tr>
<td>2. Understand marketing concepts.</td>
<td>Demonstration of the outcome will be measured by Testing (mid-term) marketing plan (final) created by students. 90% of enrolled students should be able to achieve objective.</td>
</tr>
<tr>
<td>3. Understand the arts participant decision-making process and how to influence it.</td>
<td>Demonstration of the outcome will be measured by Testing (mid-term) marketing plan (final) created by students. 90% of enrolled students should be able to achieve objective.</td>
</tr>
<tr>
<td>4. Analyze research on arts participation.</td>
<td>Demonstration of the outcome will be measured by the quality of Class participation and written analysis papers. 90% of enrolled students should be able to achieve objective.</td>
</tr>
</tbody>
</table>

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

Number one above is a program level outcome for the Arts Management major.
Students will demonstrate skills introduced in ARTM 200 and reinforced in ARTM 310.
I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? If so, please explain briefly and attach a Change Minor and/or Change Major/Program Form as appropriate.

Yes. It will be added to the existing degree requirements of the Arts Management major.

J. CHECKLIST.

☒ I have completed all relevant parts of the form.

☒ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☒ (For new courses only) I have attached a syllabus.

☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.

☒ I have submitted one Signature Form that lists all of the different forms I am submitting.
ARTM 370
Arts Marketing and Public Relations

If you don’t exist in the media, for all practical purposes, you don’t exist.
– Daniel Schorr, Commentator, National Public Radio

Course Description
Assess current and potential audiences and demographics, examine lifestyle, leisure time habits, national and international trends and social values, and engagement in different types of arts experiences. Analyze and develop market research and learn practices to cultivate demand and develop arts audiences.

PREREQUISITES: ARTM 310, MUSC 131, THTR 176, and ARTH 101 or 102 03 103

Course Objectives
The objective of this study is to learn effective audience development principles, techniques, and strategies by:

1. Understanding the dynamic process by which individuals decide to participate, identifying the stages in the decision-making process and identifying the ways to influence that process.

2. Developing knowledge of marketing and development. Foundational marketing concepts of product, price, promotion, and place will be applied to nonprofit and commercial arts and media organizations. Students will develop competency in the marketing techniques of public relations, publicity, promotion, and advertising. Students will evaluate marketing materials and develop a strategic marketing plan using the integrative approach to building participation.

3. Studying models and guidelines that can be distilled into career enduring transferable concepts.

4. Learning to do market research and analyze data, including recently developed empirical data on public participation in the arts, to develop an understanding of how cultural experiences are stimulated.

5. Examining and understanding the national debate on the role of culture and the arts in society.

6. All if this will be accomplished in the context of the complex differences between arts forms and for profit and not for profit organizations. We will discuss the commonalities and differences of engagement in dance, theatre, music, opera, visual arts, literature, film, broadcast, traditional and functional forms. European “high” art and popular culture will be contrasted.
Texts
- A New Framework for Building Participation in the Arts
  Kevin F. McCarthy and Kimberly Jinnett (Rand)
- Movin' On Up: One Theater's Struggle to Change the Face of Its Audience
  Kathie deNobriga (National Endowment for the Arts)
- From Nascar to Cirque du Soleil: Lessons in Audience Development
  Executive Report and Summary (WESTAF)
- Survey of Public Participation in the Arts
  (National Endowment for the Arts)

Supplementary Material
- Handouts as assigned
- Articles posted on Oaks
- Web sites as assigned
- Guest speakers

Every reading assignment is accompanied by a writing assignment.
It is the student’s responsibility to obtain handouts from the instructor.

Attendance and Tardiness Policy
Regular attendance is necessary to achieve success in this class; active participation is expected and evaluated. Every absence will count against your grade. If circumstances necessitate an absence, you are responsible for obtaining class notes and assignments from a classmate and corresponding with the instructor about your absences as soon as possible. Prior to the missed class is best.

I will make every effort for class to begin on time; please make every effort to arrive early enough that we can begin together. Should unavoidable circumstances make you late to class, still come. It is always better to be late than miss class entirely.

Academic and Personal Integrity
Students must adhere to the college honor code. This class is about each student learning not just getting a grade. Good learning takes place in an atmosphere of openness and honesty. Students will be expected to demonstrate a high degree of personal integrity with the instructor and each other.
Plagiarism (representing as one's own the ideas or work of another) is just wrong. Research conducted, events attended, volunteer work done and papers written for other classes cannot be used for any assignment in this class. Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code. Other forms of cheating include possessing or using an unauthorized study aid (includes accessing information on a cell phone), copying from others’ exams, fabricating data, and giving unauthorized assistance. If you copy text from a web site or book and do not footnote the source of this text, I will consider this plagiarism. Find the complete Honor Code at www.cofc.edu
CLASS is Unplugged
Cell phones must not be seen or heard during class. Texting or checking your phone while in class is not acceptable. Laptop computers and tablets are not allowed for note taking. Calculators, calendars and clocks on cell phones cannot be used.

Missing and Late Assignments
If an assignment is turned in after the due date, the score will be reduced. Missing assignments receive a zero. Students need to complete all assignments to do well in this course. Even if it will be late, complete the assignment. A reduced grade is better than a zero, not to mention what you will learn.

Students with DISABILITIES
I am committed to full access to all students, including those with disabilities. Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act stipulate that no student shall be denied access to an education “solely by reason of a handicap” including learning disabilities and hearing, sight, or mobility impairments. If you have a documented disability that may impact on your work and for which you require accommodations, please see the Center of Disability Services, (843) 953-1431 or me.

Course Requirements

1. Attendance at and active participation in each class.
   Have fun and enjoy class; play well with others.
2. Written evaluations of 6 diverse arts experiences.
3. Reading assignments on the texts prior to each class and written questions about it.
4. Reviews of 3 related articles from any newspaper, magazine, or Internet site.
5. 2 tests (no midterm and no final exam).
6. Strategic marketing plan.
7. Other assignments. Each will be explained fully in class.
Arts Experience Analysis
Participate in and write a brief analysis of six arts experience. Choose a diverse range of experiences. At least two should be something you have not done before. If you have any questions about your choice of experience, please ask.

After your name, at the top of the page please list:
-the experience
-type of experience
-location
-date and time

Example:
Jeanette Guinn
Beauty and the Beast
Broadway Musical
Lunt-Fontaine Theatre, New York City
8 pm Wednesday, July 31, 2013

Each analysis should include the following elements:
1. A clever headline.
2. How did you find out about it? Why did you want to participate?
3. What did it cost you in money, time and effort?
4. A description of the physical space. Estimate the capacity.
5. What happened the first 15 minutes of your experience?
6. Describe the audience? What was their response to the experience?
7. What was your response? What did you think or feel?
8. Suggest ways that attendance could have been increased.
9. Suggest ways the experience could have been made better.

Your analysis should be two page(s), no more.

Attach a memory solicitation device from the experience: an advertisement, program, or review. Cleverness is honored, perhaps, an autographed picture of the band. I’ll keep these to use in class unless you let me know that it is something you want to keep.

Due dates for each Arts Experience Papers are: September 7
September 21
October 12
November 2
November 16
December 10

You are encouraged plan ahead and work ahead. You do not need to wait for the due date to turn in an analysis.
Trend Tracking Articles
Find three articles that connect to our study. Articles can be from any reliable source. Your three articles should be from three different sources. If you have questions about whether or not to use an article, please ask.

Some good places to start:

Grantsmakers in the Arts Reader
Wilson Quarterly
Wired
Utne (www.utne.com)
American Demographics
Wall Street Journal
Washington Post
Variety
Rolling Stone
Futurist

Do not limit yourself to this list. It is only a starting place if you need help.

At the top of the page, below your name, please list:
-name of the article
-source
-publication date

Example:

Jeanette Guinn
Desire for Meaning
New York Times
September 29, 2013

Your paper should briefly summarize the article and combine ideas from the article with what we are learning about audience development to help us understand or see something new or better.

Do not exceed one page.
Attach a copy of the article that I can keep.

Dues dates for each article papers are:  
August 31
October 5
November 30

You are encouraged plan ahead and work ahead.
You do not need to wait for the due date to turn in reviews.
Writing is an important skill in the field of arts management. These guidelines apply all of your assignments.

- Correct structure (a strong beginning, middle and end), grammar, punctuation and spelling are expected on all written work and email correspondence. This will affect your grade. It is not possible to succeed in the field of arts management without excellent written communication skills. Imagine I am someone with which you will be applying for a job.

- Written work should be typed with a font size of 12, and an easily readable serif font like Times New Roman with 1.5 line spacing. Assume all assignments must be typed unless it is specifically stated that they may be hand written. Number the pages. Acceptations to this are resumes and cover letters.

**Ariel and Verdana are sans serif font.**
**Goudy and Times New Roman are serif fonts.**

- To be counted as turned in on time, homework must be printed and turned in at the beginning of the class time it is due.

- Your full name and section number must appear appear at the top right hand corner of the page. Acceptations to this are resumes and cover letters.

- Observe page limits. Learn to express your ideas concisely.

- Please keep a copy of your paper when you turn it in. I will take the utmost care with your work, but it is just smart to be able to reproduce a copy.

- No cover sheets, binders, folders are needed. Save your energy for something else.

- Cite all sources. Cite web sites with full URL.

- **THE WRITING LAB**
  Individual help for any written assignment
  First Floor, Addlestone Library
  Monday-Thursday 10am-9pm; Friday 10am-12noon
  843.953.5635
➢ All work must be your own and prepared for this class.
   Plagiarism Tutorial
   http://tutorials.library.cofc.edu/research/plagiarism/index.html
   This self-paced tutorial lasts approximately 10 minutes

➢ All work must be your own and prepared for this class.

➢ Emails should include a salutation, properly spelled and punctuated body and your name as a signature at the bottom. Again, imagine I am someone to whom you are applying for a job.

➢ Please help me respond to your email by always including a clear subject line.
FACULTY CURRICULUM COMMITTEE
COURSE FORM
ARTM 420: Policy in the Arts

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in part B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT/COURSE INFORMATION.

Name: Scott Shanklin-Peterson Phone: 843-953-8241 Email: petersons@cofc.edu

Department or Program: Arts Management Program School: School of the Arts

Subject Acronym and Course Number: ARTM 420 Policy in the Arts

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J, K)
☒ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J, K)
       ☐ Course Number
       ☐ Course Name
       ☐ Course Description
       ☐ Credit/Contact Hours
       ☒ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J, K)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J, K)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

We are removing the MKTG 302: Marketing Concepts course as a prerequisite to reflect the changes being made to the Arts Management Program requirements. It is not necessary for students to complete the marketing requirement before they take ARTM 420 and they will be able to take these courses concurrently. It will also make it less difficult for students to complete the Program of Study in a reasonable amount of time, without too many prerequisites affecting their ability to take this last required course.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

None.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: Arts Management Program  School: School of the Arts  Subject Acronym: ARTM
Course Number: 420

Credit hours: 3 lecture
Contact hours: 2 hours 45 minutes lecture

Course title: Policy in the Arts

Course description (maximum 50 words, exactly as it appears in the catalog):

An exploration of the role of federal, state, and local government and the private sector in arts and public policy development. Policy issues include arts education, arts advocacy, freedom of artistic expression, tax policy, cultural equity, and the applications of policy decisions on organizations missions, strategic planning, ethics, board of directors and organizational management.

Restrictions (pre-requisites, co-requisites, majors only, etc.):

Junior standing, ARTM 310, ARTM 340, ARTM 350 or MKTG 302

Cross-listing, if any:

Is this course repeatable? ☑ yes  ☐ no  If yes, how many total credit hours may the student earn? ____

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use boldface for the information that is changing.

Department: Arts Management Program  School: School of the Arts  Subject Acronym: ARTM
Course Number: 420

Credit hours: 3 lecture
Contact hours: 2 hours 45 minutes lecture

Course title: Policy in the Arts

Course description (maximum 50 words, exactly as it appears in the catalog):

An exploration of the role of federal, state, and local government and the private sector in arts and public policy development. Policy issues include arts education, arts advocacy, freedom of artistic expression, tax policy, cultural equity, and the applications of policy decisions on organizations missions, strategic planning, ethics, board of directors and organizational management.

Restrictions (pre-requisites, co-requisites, majors only, etc.):

Junior standing, ARTM 310, ARTM 340, and ARTM 350

Cross-listing, if any (submit approval from relevant department):

Is this course repeatable? ☑ yes  ☐ no  If yes, how many total credit hours may the student earn? ____
Is there an activity, lab, or other fee associated with this course? □ yes ✗ no What is the fee? $_____.

Note: The Senate cannot approve new fees; Business Affairs will submit any such request to the Board of Trustees. The course can still be created, but the fee will not be attached until the Board has approved it.

If this is a newly-created course, is it intended to be the equivalent of an existing course? □ yes ✗ no
If so, which course? ______________

Note: You must deactivate that course by submitting an additional Course Form.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

None.

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Students demonstrate clear persuasive written communication skills</td>
<td>Demonstration of outcome will be measured by quality of editorials, advocacy letters, and cover letters</td>
</tr>
<tr>
<td></td>
<td>90% of enrolled students should be able to achieve objective.</td>
</tr>
<tr>
<td>2. Students understand public arts funding and its importance for sustainability and equal access.</td>
<td>Demonstration of outcome will be measured by test scores the content of the editorial and advocacy letter.</td>
</tr>
<tr>
<td></td>
<td>90% of enrolled students should be able to achieve objective.</td>
</tr>
<tr>
<td>3. Students learn skills of consensus building by critically analyzing multiple perspectives on the arts.</td>
<td>Skills will be individually demonstrated through written policy brief and news brief, oral presentation and discussion</td>
</tr>
<tr>
<td></td>
<td>85% of enrolled students should achieve objective.</td>
</tr>
</tbody>
</table>

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

Outcome 1 contributes to the department outcome regarding communication skills. Outcome 2 contributes to the department outcome regarding knowledge of support structure. Outcome 3 is practice and demonstration of the department outcome to analyze the arts from multiple perspectives.
I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? If so, please explain briefly and attach a Change Minor and/or Change Major/Program Form as appropriate.

n/a

J. CHECKLIST.

☑ I have completed all relevant parts of the form.

☑ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☐ (For new courses only) I have attached a syllabus.

☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.

☑ I have submitted one Signature Form that lists all of the different forms I am submitting.
FACULTY CURRICULUM COMMITTEE
COURSE FORM
ARTM 240: Gallery Fundamentals

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in part B. **You must do this before your request can move forward!**
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT/COURSE INFORMATION.

Name: Scott Shanklin-Peterson        Phone: 843-953-8241        Email: petersons@cofc.edu
Department or Program: Arts Management Program    School: School of the Arts
Subject Acronym and Course Number: Arts Management/ARTM

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J, K)
☒ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J, K)
   ☐ Course Number
   ☐ Course Name
   ☒ Course Description
   ☐ Credit/Contact Hours
   ☒ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J, K)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J, K)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

We are updating the course description based on small changes and adjustments that have been made to the syllabus over the years as the instructors have changed.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

None.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: Arts Management Program  
School: School of the Arts  
Subject Acronym: ARTM  
Course Number: 240

Credit hours: 3 lecture  
Contact hours: 2 hours 45 minutes lecture

Course title: Gallery Fundamentals

Course description (maximum 50 words, exactly as it appears in the catalog):
This is a course to survey the purposes, procedures, and functions of art museums and galleries. It provides an introduction to such tasks as exhibition design and the installation, care, handling, identification, and research of art objects. Students will participate directly in mounting and maintaining exhibitions in the Halsey Gallery.

Restrictions (pre-requisites, co-requisites, majors only, etc.):

ARTH 102 or ARTS 118 or permission of the instructor.

Cross-listing, if any:

Is this course repeatable?  □ yes  □ no  If yes, how many total credit hours may the student earn? 

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use boldface for the information that is changing.

Department: Arts Management Program  
School: School of the Arts  
Subject Acronym: ARTM  
Course Number: 240

Credit hours: 3 lecture  
Contact hours: 2 hours 45 minutes lecture

Course title: Gallery Fundamentals

Course description (maximum 50 words, exactly as it appears in the catalog):

This course combines academic and practical applications of gallery studies. Students gain an increased understanding of exhibition venues from a local and national perspective, including: commercial, nonprofit, and museum galleries. Students also acquire basic practical skills for mounting exhibitions, as well as experience in research and presentation. The purpose of this course is for students to acquire a well-informed understanding of the professional expectations and functions of the gallery.

Restrictions (pre-requisites, co-requisites, majors only, etc.):

ARTH 102 or ARTH 104 or ARTH 285 or permission of the instructor

Cross-listing, if any (submit approval from relevant department):

Is this course repeatable?  □ yes  □ no  If yes, how many total credit hours may the student earn?
Is there an activity, lab, or other fee associated with this course?  □ yes  ☒ no  What is the fee? $______
Note: The Senate cannot approve new fees; Business Affairs will submit any such request to the Board of Trustees. The course can still be created, but the fee will not be attached until the Board has approved it.

If this is a newly-created course, is it intended to be the equivalent of an existing course?  □ yes  ☒ no
If so, which course? ________________
Note: You must deactivate that course by submitting an additional Course Form.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

None.

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Students express clear, persuasive ideas that demonstrate communication skills.</td>
<td>Demonstration of outcome will be measured by quality of final projects and oral presentations at the end of ARTM 240. For the semester project, each student is to choose a theme or concept to create an exhibition featuring the work of at least four artists, two of which need to be living artists. Through pacing and juxtaposition, the art in the show should create a kind of dialogue between and among the individual works included.</td>
</tr>
<tr>
<td>2. Students promote the arts to a wide range of diverse audiences.</td>
<td>Demonstration of outcome will be measured by quality of the press releases, invitations and other related marketing materials (to promote the student's hypothetical exhibition) created by students completing ARTM 240.</td>
</tr>
<tr>
<td>3. Students critically analyze the arts from multiple perspectives.</td>
<td>Demonstration of students' ability to critically analyze one art form will be measured through quality of art reviews. Throughout the semester, each student writes three visual art reviews about organized exhibitions taking place at a nonprofit, museum and commercial gallery.</td>
</tr>
</tbody>
</table>
How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

The Arts Management major prepares students for careers in the rapidly evolving creative sector through a comprehensive program of academics and experiential learning. The multidisciplinary curriculum reinforces the College’s liberal arts foundation while emphasizing management, communication, and innovation in the arts.

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? If so, please explain briefly and attach a Change Minor and/or Change Major/Program Form as appropriate.

This course will be included in the list of approved electives.

J. CHECKLIST.

☒ I have completed all relevant parts of the form.

☒ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☐ (For new courses only) I have attached a syllabus.

☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.

☒ I have submitted one Signature Form that lists all of the different forms I am submitting.
# Arts Management Major Requirements

Degree: Bachelor of Arts  
Credit Hours: 42+  

"PR" indicates a pre-requisite. "CO" indicates a co-requisite.  

Courses within this major may also satisfy general education requirements. Please consult http://advising.cofc.edu/general-edu for more information.

**Required Courses**  
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
<th>PR/CO</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTM 200</td>
<td>Introduction to Arts Management</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>ARTM 310</td>
<td>Advanced Arts Management</td>
<td>3</td>
<td>ARTM 200, or instructor permission</td>
</tr>
<tr>
<td>ARTM 340</td>
<td>Arts Financial Management</td>
<td>3</td>
<td>ARTM 200, ARTM 310, and ACCT 203 or instructor permission</td>
</tr>
<tr>
<td>ARTM 400</td>
<td>Internship in Arts Management</td>
<td>3</td>
<td>Junior standing, ARTM 310 and faculty permission</td>
</tr>
<tr>
<td>ARTM 420</td>
<td>Policy in the Arts</td>
<td>3</td>
<td>ARTM 310, 340, 350 or MKTG 302, and junior standing</td>
</tr>
<tr>
<td>ACCT 203</td>
<td>Financial Accounting</td>
<td>3</td>
<td>Sophomore standing</td>
</tr>
<tr>
<td>ECON 200</td>
<td>Principles of Microeconomics</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>ECON 201</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
<td>ECON 200</td>
</tr>
<tr>
<td>MUSC 131</td>
<td>Music Appreciation</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>THTR 176</td>
<td>Introduction to Theatre</td>
<td>3</td>
<td>None</td>
</tr>
</tbody>
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</thead>
<tbody>
<tr>
<td>ARTM 350</td>
<td>Marketing, Fund Raising and Grant Writing for Nonprofit Arts Organizations</td>
<td>3</td>
<td>ARTM 310</td>
</tr>
<tr>
<td>MKTG 302</td>
<td>Marketing Concepts</td>
<td>3</td>
<td>ECON 200, 201; junior standing</td>
</tr>
</tbody>
</table>

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</tr>
</thead>
<tbody>
<tr>
<td>BLAW 205</td>
<td>Legal Environment of Business</td>
<td>3</td>
<td>Sophomore standing</td>
</tr>
<tr>
<td>BLAW 306</td>
<td>Law for Business Managers</td>
<td>3</td>
<td>Junior Standing; BLAW 205 or instructor permission</td>
</tr>
</tbody>
</table>

Choose one of the following:  
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>ARTM 325</td>
<td>Understanding Creativity</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>PHIL 280</td>
<td>Aesthetics</td>
<td>3</td>
<td>None</td>
</tr>
</tbody>
</table>

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</tr>
</thead>
<tbody>
<tr>
<td>ARTH 101</td>
<td>History of Art: Prehistoric Through Medieval</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>ARTH 102</td>
<td>History of Art: Renaissance Through Modern</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>ARTH 103</td>
<td>History of Asian Art</td>
<td>3</td>
<td>None</td>
</tr>
</tbody>
</table>
ART 325 Understanding Creativity (3)
This course will explore the anatomy of the creative process by observation and participation in the visual, performing, media, and literary arts. The importance of intuition, thinking skills, risk taking, problem solving, and collaboration will be stressed.

ART 330 Music in the Marketplace (3)
This course will introduce students to the CD release process of recording, manufacturing, distribution, and promotion. Emphasis will be on the legal and financial challenges faced by small labels, how labels and musicians work together in the new music marketplace, and the development of skills to help manage artists and the use of social media marketing.

Prerequisites: ARTM 210 or permission of the instructor

ART 340 Arts Financial Management (3)
A study of the financial aspects of nonprofit arts organizations to include budgeting, earned and unearned income, fund management, accounting systems, financial statements, bookkeeping systems, cash management, reporting requirements, cost-benefit analysis, and financial decision-making.

Prerequisites: ARTM 200, ARTM 310 and ACCT 203 or permission of the instructor.

ART 350 Marketing, Fund Raising and Grantwriting for Nonprofit Arts Organizations (3)
This course will examine marketing techniques and materials used in print and electronic publicity and promotions, and will explore the elements, processes and management of philanthropy and development in terms of generating earned revenue, and raising funds from public and private contributed income sources and grantwriting.

Prerequisite: ARTM 310.

ART 352 Fundraising Event Creation, Planning and Execution for Nonprofit Arts Organizations (3)
This course will provide students with a hands-on learning arts fundraising event development and management experience. Working as a group and in sub-committees, students will implement a special fundraising event either in conjunction with the School of the Arts or with an outside arts non-profit. The project will encompass the full range of tasks related to an event, including initial research and planning, logistics, marketing, location, staffing, budgeting, and post-event evaluation/ follow up.

Prerequisites: ARTM 200, ARTM 310, ARTM 350

ART 360 Special Topics in Arts Management (3)
Special topics courses such as Theatre and Performance Management, Arts Education, and Grants Writing and Fundraising are offered periodically to supplement program electives. Please check each semester’s list of arts management special topics courses.

ART 362 Events Management (3)
Focuses on the cultural origins and significance of celebration within society; an introduction to management of special events and festivals from initial planning through delivery: questions of event feasibility, cost and financial management, assessing and meeting communication objectives; merchandising and marketing; staffing and task analysis; safety and security; debriefing and evaluation.

Prerequisites: Junior standing; ACCT 203; HTMT 210 or ARTM 200; or permission of the instructor.

ART 370 Building Participation in the Arts (3)
This class will explore the steps non-profit arts organizations take to understand their audience and to program and promote their offerings to the public. The class will work with managers of two specific non-profit arts organizations helping them market one of their events during the semester. Students will create and implement a marketing plan, evaluate the success of their plans, prepare a presentation for the organization they assisted and meet with the organization managers to present their analysis and receive feedback from the organization.

Prerequisite: ARTM 200, ARTM 310, ARTM 350 or MKTG 302.
ARTM 380 Independent Study in Arts Management (3)
A study, reading, or research project concerning subject matter not available in other college courses.
Prerequisites: Junior standing, ARTM 200, 310, and written agreement with the student and the instructor.

ARTM 400 Internship in Arts Management (3)
Provides students an experiential learning and research opportunity with a sponsoring arts-oriented organization.
Prerequisites: Junior standing, ARTM 310 and permission of faculty.

ARTM 420 Policy in the Arts (3)
An exploration of the role of federal, state, and local government and the private sector in arts and public policy development. Policy issues include arts education, arts advocacy, freedom of artistic expression, tax policy, cultural equity, and the applications of policy decisions on organizational missions, strategic planning, ethics, boards of directors and organizational management.
Prerequisites: Junior standing, ARTM 310, 340, 350 or MKTG 302.

ARTM 499 Bachelor's Essay (6)
A year-long research and writing project done during the senior year in consultation with and under the supervision of a faculty advisor. The student must take the initiative in seeking a faculty advisor to help in both the design and the supervision of the project. A project proposal must be submitted in writing and approved by the department prior to registration for the course.
Prerequisites: Senior standing and departmental approval.