MEMORANDUM

TO: Faculty Curriculum Committee

FROM: Scott Shanklin-Peterson, Director
       Arts Management Program

DATE: December 2, 2013

RE: PROGRAM AND COURSE CHANGES

The Arts Management Program is continuing to review its curriculum along with our learning objectives and assessments. As part of this process we have identified the need to replace the current nine-hours of SOTA course requirements with a broader list of options, rename and revise the course descriptions of our two foundational courses, make adjustments to course prerequisites and minor requirements as a result of recent curriculum changes, and make our Special Topics and Independent Study courses 1-3 hour variable credit courses. We are submitting a proposal to add a “Music Industry Concentration” to the Arts Management major.

This packet included the following proposals for your consideration:

1. Change to Program:
   a. Replace the current 9-hours of SOTA course requirements with a broader list of options

2. Change to Course:
   a. ARTM 200: Introduction to Arts Management (course name and description)
   b. ARTM 310: Advanced Arts Management (course name and description)
   c. ARTM 360: Special Topics in Arts Management (variable credit hours and prerequisites)
   d. ARTM 370: Arts Marketing and Public Relations (prerequisite)
   e. ARTM 380: Independent Study in Arts Management (variable credit hours)

3. Changing a Minor:
   a. Add ARTM 401: Music Industry Internship as an equivalent to the ARTM 400: Internship in Arts Management requirements in the minor; and add ARTM 390: Legal Aspects of the Entertainment Industry as an equivalent for the currently BLAW 205: Legal Environment of Business requirement in the minor.

4. Adding a Concentration:
   a. Adding a Music Industry concentration to the Arts Management Program.

ARTM withdrew and modified their previous C- prerequisite proposal. The new proposal is attached at the end.
FACULTY CURRICULUM COMMITTEE
CHANGE/DELETE PROGRAM FORM

Arts Management Program

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

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*
  ☐ Add or modify cognate*

*Note: Only concentrations and cognates requiring 18 or more credit hours will be tracked in Banner and Degree Works and noted on the transcript.

☐ Terminate Program (fill out E, G, H, and I)
  ☐ Terminate degree
  ☐ Terminate major
  ☐ Terminate concentration
  ☐ Terminate cognate

C. GENERAL INFORMATION

Number of Current Credit Hours (for existing program): 45
Number of Proposed Credit Hours (for changed program): 45
Catalog Year in which changes will take effect: FALL 2014

D. CURRICULUM. Please list every change you are making below AND attach the current Program of Study Worksheet for this major (http://registrar.cofc.edu/programs_of_study/program_worksheet/index.php) with changes marked in RED. Additions should show where the course will be inserted, deletions should be noted by crossing out the course, and moves indicated with arrows. 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.

This form was last updated on 6/6/2013 and replaces all others.
Arts Management majors are currently required to take the following 9 hours of courses in the School of the Arts:

1. MUSC 131 Music Appreciation
2. THTR 176 Introduction to Theater
3. One of the following Art History courses: ARTH 101 – History of Art, Prehistoric through Medieval; ARTH 102 – History of Art, Renaissance through Modern; or ARTH 103 – History of Asian Art.

The new option would be as follows:

Arts Electives
choose 9 credit hours from the following approved courses with no more than 3 credit hours from any one area:

ART HISTORY
ARTH 101 History of Art: Prehistoric Through Medieval (3)
ARTH 102 History of Art: Renaissance Through Modern (3)
ARTH 103 Asian Art (3)
ARTH 104 Themes in the History of Art (3)
ARTH 105 Introduction to Architecture (3)
ARTH 190 Special Topics in Art History (3)
ARTH 205 Pre-Columbian Art and Culture (3)
ARTH 210 African Art (3)
ARTH 220 History of Greek and Roman Art (3)
ARTH 225 Medieval Art (3)
ARTH 241 History of the Art of India (3)
ARTH 242 History of the Art of China (3)
ARTH 243 History of the Art of Japan (3)
ARTH 250 American Art (3)
ARTH 255 Latin American Colonial Art (3)
ARTH 260 Addlestone Seminar on the Arts and Culture of the Lowcountry (3)
ARTH 265 The City as a Work of Art (3)
ARTH 275 The History of Land Design (3)
ARTH 277 Renaissance Art (3)
ARTH 280 History of Baroque Art (3)
ARTH 285 Modern Art (3)
ARTH 287 New Media in Contemporary Art (3)
ARTH 290 Selected Topics in Art History (3)
ARTH 293 Introduction to Film Art (3)

COMPUTING IN THE ARTS
CITA 180 Computers, Music, and Art (3)

ENGLISH
ENGL 212 The Cinema: History and Criticism (3) PR: ENGL 110 or equivalent
ENGL 220 Poetry Writing 1 (3) PR: ENGL 110 or equivalent
ENGL 223 Fiction Writing 1 (3) PR: ENGL 110 or equivalent
ENGL 367 Creative Non-Fiction (3)

HISTORIC PRESERVATION
HPCP 199 Introduction to Historic Preservation (3)

MUSIC:
MUSC 131 Music Appreciation (3)
MUSC 222 Special Topics for Non-Majors (3)
MUSC 232 History of Popular Music in the United States (3)

This form was last updated on 6/6/2013 and replaces all others.
MUSC 246 Music Theory I (3)  PR: Instructor/Faculty Permission
MUSC 347 History of Jazz (3)
MUSC 345 Jazz Theory (3)
MUSC 121 Class Piano I (1)

THEATRE and DANCE:
THTR 135 Elementary Jazz Dance (2)
THTR 137 Elementary Modern Dance (2)
THTR 145 Elementary Tap (2)
THTR 176 Introduction to Theatre (3)
THTR 185 Beginning Ballet (2)
THTR 209 Stagecraft 1 (3)
THTR 240 Costuming 1: Introductory Studies (3)
THTR 276 Script Analysis (3)
THTR 316 African American Theatre (3)  PR: junior or senior standing
THTR 318 History of Fashion and Manners (3)

DANC 290 Special Topics in Dance (1-3)
DANC 330 History of Non-Western Dance (3)
DANC 331 History of Western Dance (3)
THTR 200 General Practicum (1)
THTR 201 Production Practicum (1, repeatable)
THTR 202 Performance Practicum (1)

SPOLETO COURSES
SPOL 150 Music and the Arts in the Spoleto Festival (3)  Maymester Only

STUDIO ART
ARTS 119 Drawing I (3)
ARTS 220 Sculpture I (3)

E. RATIONALE AND EXPLANATION. Please provide a narrative addressing the request you are making and why you are making it.

Mission Statement: 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.

As noted in our mission statement, the arts sector is evolving rapidly and students who plan to manage arts organizations or businesses need access to a broad range of courses that will enhance their knowledge of the various arts fields. In many cases students arrive on campus with experience in one or more arts fields that is already deeper than the introductory level courses (MUSC 131 Music Appreciation, THTR 176 Introduction to Theater, and ARTH 101, 102 or 103 History of Art) that ARTM has been requiring. By revising our ARTS ELECTIVES requirements, students will be able to select courses that are more appropriate to their particular arts management interests and learning levels while still getting a broad range of knowledge and experiences.
### F. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
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<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>
</tbody>
</table>

| 1. Students express clear, persuasive ideas that demonstrate communication skills. | ARTM 420: Advocacy letters and oral presentations will demonstrate clear, persuasive ideas. 90% of enrolled students should be able to achieve objective. ARTM 400: Intern's weekly journal entries and final paper reflect clear, persuasive ideas that demonstrate communication skills; and the internship sponsor's final evaluation of interns' communication skills reflects that the student expressed clear, persuasive ideas in the workplace. 90% of enrolled students should be able to achieve objective. |

| 2. Students understand and demonstrate knowledge of the support structure of the arts and its relationship to sustainability. | ARTM 350: MARKETING, FUNDRAISING & GRANT WRITING FOR THE ARTS The fundraising support guide (mid-semester) and one written grant application (end of the semester) created by students demonstrate an understanding and knowledge of the support structure of the arts and its relationship to sustainability. 95% of students enrolled in ARTM 350 should achieve SLO. ARTM 420: POLICY IN THE ARTS The Advocacy Package and assigned policy response paper demonstrate an understanding and knowledge of the support structure of the arts and their relationship to sustainability. 90% of enrolled students should be able to achieve SLO. |

| 3. Students promote the arts to a wide range of diverse audiences. | ARTM 350 FUNDRAISING AND GRANT WRITING: The webpages and strategic marketing plans (created mid-semester) and related marketing materials (completed end of semester) demonstrate students' understanding of methods and ability to reach diverse audiences. 90% of enrolled students should be able to achieve objective. |

| 4. Students critically analyze the arts from multiple perspectives. | ARTM 325 CREATIVITY: Weekly idea book entries class participation and arts events reviews demonstrate critical analysis of art forms from perspectives of creator, audience and stewards. 90% of enrolled students should achieve objective. |

| Additional Outcomes or Comments: | None. |
G. IMPACT ON EXISTING PROGRAMS AND COURSES. Please describe the impact of this request on other programs and courses. If you are deleting a program, please describe the effect on all programs that will be impacted; if you are adding or changing a program; please explain any overlap with existing programs at the College.

The impact to existing programs and courses will be minimal. The current required courses are all Gen Eds so any effect on their enrollments would be minimal at most. Many students will continue to choose these courses as options but will now have a broader range to choose from that will be more in line with their particular interests and help provide a more solid arts background for a career in arts management.

H. 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.

None.

I. 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.

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

**PROPOSED CHANGES**

**Catalog Year:** 2014-15

**Degree:** Bachelor of Arts

**Credit Hours:** 45+

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

Courses within this major may also satisfy general education requirements. Please consult [http://registrar.cofc.edu/general-edu](http://registrar.cofc.edu/general-edu) for more information.

**Required Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
<th>Pre-requisites</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 350</td>
<td>Fund Raising and Grant Writing for the Arts</td>
<td>3</td>
<td>ARTM 310</td>
</tr>
<tr>
<td>ARTM 420</td>
<td>Policy in the Arts</td>
<td>3</td>
<td>ARTM 310, 350 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 Theater</td>
<td>3</td>
<td>None</td>
</tr>
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**Arts Requirements:** Choose 9 credit hours from the following approved courses with no more than 3 credit hours from any one area:

**ART HISTORY**

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<td>ARTH 101</td>
<td>History of Art: Prehistoric Through Medieval</td>
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<td>ARTH 280</td>
<td>History of Baroque Art</td>
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<td>Selected Topics in Art History</td>
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<td>ARTH 293</td>
<td>Introduction to Film Art</td>
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**COMPUTING IN THE ARTS**

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<tr>
<td>CITA 180</td>
<td>Computers, Music, and Art</td>
<td>3</td>
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ENGLISH
ENGL 212 The Cinema: History and Criticism (3) PR: ENGL 110 or equivalent  
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MUSC 121 Class Piano I (1)

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THTR 276 Script Analysis (3)  
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THTR 318 History of Fashion and Manners (3)  
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THTR 200 General Practicum (1)  
THTR 201 Production Practicum (1, repeatable)  
THTR 202 Performance Practicum (1)

SPOLETO COURSES
SPOL 150 Music and the Arts in the Spoleto Festival (3) Maymester Only

STUDIO ART
ARTS 119 Drawing I (3)  
ARTS 220 Sculpture I (3)

Choose one of the following:
BLAW 205 Legal Environment of Business (3) PR: Sophomore standing  
ARTM 390 Legal Aspects of the Entertainment Industry (3) PR: none

Choose one of the following:
ARTM 375 Understanding Creativity (3) PR: None  
PHIL 280 Aesthetics (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

Choose one of the following:

ARTM 370 Arts Marketing and Public Relations (3) PR: ARTM 200, ARTM 310, MUSG 131, THTR 176, and ARTh 101 or 102 or 103 and departmental approval
MKTG 302 Marketing Concepts (3) PR: ECON 200, 201; junior standing

Choose one of the following:

ARTM 400 Internship in Arts Management (3) PR: Junior standing, ARTM 310 and faculty permission
ARTM 401 Music Industry Internship (3) PR: Junior standing, ARTM 310 and faculty permission

NOTES:

- Arts Management majors must earn at least a 2.0 or better in the major in order to graduate
FACULTY CURRICULUM COMMITTEE
COURSE FORM
ARTM 200: Introduction to Arts Management

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 200
Catalog Year in which changes will take effect: FALL 2014

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.

The Arts Management Program has conducted an extensive curriculum review over the past year. During this process we determined the need to adjust and update the syllabi for both ARTM 200 and ARTM 310. Primarily, we saw a need to reshape these two courses and improve the transition between them. In the revised syllabi, the 200 course will primarily focus on students learning about the history, environment and contemporary issues of the arts, culture and arts management, which will be followed by the 310 course where they learn about and experience the application of the concepts and issues introduced in 200.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on your own programs and courses as well 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.

This form was last updated on 06/03/13 and replaces all others.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

**Department:** Arts Management  **School:** School of the Arts  **Subject Acronym:** ARTM  **Course Number:** 200

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

**Course title:** Introduction to Arts Management

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

This course covers the basic principles, concepts, processes, and practices relating to organizations in the arts industry including structure of the arts industry and specifically nonprofits, organization structures, planning, leadership, staffing, financial management, economic impact, fundraising, advocacy, and marketing development.

**Restrictions** (pre-requisites, co-requisites, majors only, etc.): none

**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  **School:** School of the Arts  **Subject Acronym:** ARTM  **Course Number:** 200

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

**Course title:** Contemporary Issues in Arts Management

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

This course introduces students to critical concepts and issues in arts organizations and the historical development of arts management. It provides an overview of the creative industry; fundamental terms, and operations in arts management; roles of arts participants, organizations and businesses; and sustainable practices in producing and presenting arts organizations.

**Restrictions** (pre-requisites, co-requisites, majors only, etc.): none

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

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

**Cross-listing,** if any (submit approval from relevant department): **None**  
Note: Crosslisted courses are equivalent.

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? $_____

This form was last updated on 06/03/13 and replaces all others.
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.

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: N/A

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</tr>
<tr>
<td>1.</td>
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<tr>
<td>2.</td>
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<tr>
<td>3.</td>
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</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?

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? □ yes □ no

If yes, please attach a Change Minor and/or Change Major/Program Form as appropriate.

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 310: Advanced Arts Management

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.
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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 310

Catalog Year in which changes will take effect: FALL 2014

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.

The Arts Management Program has conducted an extensive curriculum review over the past year. During this process we determined the need to adjust and update the syllabi for both ARTM 200 and ARTM 310. Primarily, we saw a need to reshape these two courses and improve the transition between them. In the revised syllabi, the 200 course will primarily focus on students learning about the history, environment and contemporary issues of the arts, culture and arts management, which will be followed by the 310 course where they learn about and experience the application of the concepts and issues introduced in 200.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on your own programs and courses as well 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

This form was last updated on 06/03/13 and replaces all others.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: Arts Management  School: School of the Arts  Subject Acronym: ARTM  Course Number: 310

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

Course title: Advanced Arts Management

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

Students in this course apply the principles, concepts, processes, and practices learned in the introductory course to the creation and management of various types of nonprofit arts organizations including such aspects as planning, evaluation, programming, special events, financial planning, marketing, fundraising, and proposal writing.

Restrictions (pre-requisites, co-requisites, majors only, etc.): ARTM 200

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  School: School of the Arts  Subject Acronym: ARTM  Course Number: 310

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

Course title: Principles and Practices in Arts Management

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

This course provides in depth investigation of the unique aspects and practices of arts organizations and businesses in relation to arts management operations, programming, marketing, fund raising, financial management, advocacy etc. Students will volunteer with, and learn from, local arts managers in arts organizations and businesses.

Restrictions (pre-requisites, co-requisites, majors only, etc.): ARTM 200

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

If so, which course? ________________

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

Cross-listing, if any (submit approval from relevant department): None

Note: Cross-listed courses are equivalent.

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

This form was last updated on 06/03/13 and replaces all others.
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.

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: N/A

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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?

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? □ yes ☒ no

If yes, please attach a Change Minor and/or Change Major/Program Form as appropriate.
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 360: Special Topics in Arts Management

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 360

Catalog Year in which changes will take effect: FALL 2014

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 changing the Special Topics in Arts Management (ARTM 360) course to variable credit of 1-3 hours to give us more flexibility when developing certain special topics courses, such as a 1 credit senior seminar.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on your own programs and courses as well 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

This form was last updated on 06/03/13 and replaces all others.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: Arts Management  School: School of the Arts  Subject Acronym: ARTM  Course Number: 360

Credit hours: 3 hours lecture  Contact hours: 3 hours lecture

Course title: Special Topics in Arts Management

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

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.

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

Cross-listing, if any: none

Is this course repeatable? ☒ yes  ☐ no  If yes, how many total credit hours may the student earn? 6

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  School: School of the Arts  Subject Acronym: ARTM  Course Number: 360

Credit hours: 1-3 hours lecture  Contact hours: 1-3 hours lecture

Course title: Special Topics in Arts Management

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

Special topics courses are offered periodically to supplement program electives. Please check each semester's list of arts management special topics courses.

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

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

If so, which course? _______________

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

Cross-listing, if any (submit approval from relevant department): None

Note: Cross-listed courses are equivalent.

Is this course repeatable? ☒ yes  ☐ no  If yes, how many total credit hours may the student earn? Students will not be limited in the total number of Special Topics courses they may take.

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.

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. N/A

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</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?

Because each special topics course is different, the student learning outcomes, assessment methods and performance expectations will be developed for each special topics course individually.

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? ☐ yes ☒ no

If yes, please attach a Change Minor and/or Change Major/Program Form as appropriate.
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 370: Arts Marketing and Public Relations

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

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

Subject Acronym and Course Number: ARTM 370

Catalog Year in which changes will take effect: FALL 2014

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.

The current prerequisites for this course include the 9 hours of arts courses required for the major (MUSC 131, THTR 176, and ARTH 101 or 102 or 103). We are changing those requirements (see previous change to program form) to include a broader selection of courses for the students to choose from and will require students to get departmental permission before registering for this course.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on your own programs and courses as well 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.

This form was last updated on 06/03/13 and replaces all others.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

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

Credit hours: 3 hour lecture
Contact hours: 2 hour 45 minute 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.): Prerequisites: ARTM 200, ARTM 310, MUSC 131, THTR 176; and ARTH 101 or 102 or 103

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    School: School of the Arts    Subject Acronym: ARTM    Course Number: 370

Credit hours: 3 hours
Contact hours: 2 hour 45 minute 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.): Prerequisites: ARTM 200, ARTM 310, and departmental permission.

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

Cross-listing, if any (submit approval from relevant department): None
Note: Cross-listed courses are equivalent.

This form was last updated on 06/03/13 and replaces all others.
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.

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. N/A

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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?

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? ☐ yes ☒ no

If yes, please attach a Change Minor and/or Change Major/Program Form as appropriate.

This form was last updated on 06/03/13 and replaces all others.
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 380: Independent Study

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

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

Subject Acronym and Course Number: ARTM 380

Catalog Year in which changes will take effect: FALL 2014

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 changing the independent Study (ARTM 380) to variable credit of 1-3 hours, repeatable up to 6 hours to give our students more flexibility when selecting an independent study opportunity.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on your own programs and courses as well 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.

This form was last updated on 06/03/13 and replaces all others.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: Arts Management    School: School of the Arts    Subject Acronym: ARTM    Course Number: 380

Credit hours: 3 hours
Contact hours: 3 hours independent study

Course title: Independent Study in Arts Management

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

A study, reading, or research project concerning subject matter not available in other college courses.

Restrictions (pre-requisites, co-requisites, majors only, etc.): Junior standing, ARTM 200, 310, and written agreement with the student and the instructor.

Cross-listing, if any: none

Is this course repeatable? ☒ yes   ☐ no   If yes, how many total credit hours may the student earn? 6

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    School: School of the Arts    Subject Acronym: ARTM    Course Number: 380

Credit hours: 1-3 hours
Contact hours: 1-3 hours independent study

Course title: Independent Study in Arts Management

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

A study, reading, or research project concerning subject matter not available in other college courses.

Restrictions (pre-requisites, co-requisites, majors only, etc.): Junior standing, ARTM 200, 310, and written agreement with the student and the instructor.

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

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

Cross-listing, if any (submit approval from relevant department): none
Note: Cross-listed courses are equivalent.

Is this course repeatable? ☒ yes   ☐ no   If yes, how many total credit hours may the student earn? 6

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.

This form was last updated on 06/03/13 and replaces all others.
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. N/A

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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?

Because each independent study is different, the student learning outcomes, assessment methods and performance expectations will be developed for each one individually.

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? □ yes  ✗ no

If yes, please attach a Change Minor and/or Change Major/Program Form as appropriate.
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
MINOR FORM
Arts Management Minor

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

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

Name and Acronym of Major: Arts Management/ARTM

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

☐ Add a New Minor (complete all portions)

☒ Change an Existing Minor (complete C, D, E, G, H, and I)
  ☐ Add existing course or courses to requirements or electives
  ☐ Add new course(s) to requirements or electives (attach completed course form for each)
  ☐ Delete courses from requirements or electives

☐ Terminate a Minor (complete E, G, H, and I)

C. GENERAL INFORMATION.

Number of Current Credit Hours (for existing minors): 18-21
Number of Proposed Credit Hours (for new or changing minors): 18-21

Catalog year in which changes will take effect: FALL 2014

☐ Interdisciplinary (please see guidelines on the Curriculum Committee website and include acknowledgments from relevant departments)

According to academic policy, students may not obtain a major/concentration and minor in the same subject. Will students in specific majors be prohibited from declaring this minor because of this policy?

☐ Yes—Which major(s) or concentration(s)?

☒ No

D. CURRICULUM. For a changed minor, please list every change you are making below AND attach the current catalog entry for this minor (from the Minor Requirements section) with changes marked in RED. Additions should show where the course will be inserted, deletions should be noted by crossing out the course, and moves indicated with arrows. Distinguish between required and elective courses, and note any prerequisites, co-requisites, sequencing, or other restrictions. For each new course, submit the Curriculum Committee’s Course Form and a sample syllabus. For a new program, please submit the complete curriculum and catalog description exactly as they should appear in the catalog.

This form was last updated on 6/6/2013 and replaces all others.
E. RATIONALE AND EXPLANATION. Please provide a narrative addressing the request you are making and why you are making it. In addition, for a new minor, please address its objectives, provide evidence of student interest (e.g., interviews with student focus groups, enrollment in special-topics courses in this area), and explain how the minor supports the liberal arts tradition as well as the mission of the institution.

We are making adjustments to the Minor offerings to accurately reflect the changes we have made in the Major. These include adding the appropriate substitutions or alternative options for currently required courses.

1. Currently, all minors are required to do an internship (ARTM 400: Internship in Arts Management). We are now including the recently added second internship option (ARTM 401: Music Industry Internship) as an equivalent to the ARTM 400 requirement for all minors.

2. We are adding our new course ARTM 390: Legal Aspects of the Entertainment Industry as an equivalent to the BLAW 205 Legal Environment of Business course required of some Arts Management minors.

3. We are changing the arts electives required of minors whose majors are NOT in School of the Arts to match our arts electives requirements in the Arts Management major (see Change to Program Form included in this packet).

F. STUDENT LEARNING OUTCOMES AND ASSESSMENT. N/A

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How does this minor 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 minor?

G. 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 identify all programs that will be affected. If you are adding or changing a minor, please explain any overlap with existing programs at the College.

None.
H. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

None.

I. 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 minor, including the description and course list, exactly as it should appear in the catalog.

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

Scott Shanklin-Peterson, Director
Phone: 843.953.6301

An Arts Management minor prepares students to become art managers, members of arts organizations and work with artists. This minor is especially relevant to students majoring in an arts discipline who need to develop skills to manage their career or work with arts organizations. It is also relevant to Business School majors who have an interest in relating their business skills to the arts industry. The School of Humanities and Social Sciences majors (Communication, Political Science, and Psychology, etc.) are also often involved in careers that relate to arts management.

The courses emphasize management, organizational skills and arts disciplines relevant to the unique world of the visual and performing arts industry. Internships and participation in the School of the Arts and community arts organizations reinforce classroom experiences. Professional artists and art industry leaders augment the perspective of the courses.

Minor Requirements for School of the Arts majors: 18 hours
At least nine hours in the minor at the 200 level or above must be earned at the College of Charleston.

Required: (15 hours)

ARTM 200  
ARTM 310  
ARTM 350  
ARTM 400 or ARTM 401  
BLAW 205 or ARTM 390

Introduction to Arts Management (Pre-req for ARTM 310)  
Advanced Arts Management (Pre-req for ARTM 350 & ARTM 400)  
Fund Raising and Grant Writing for the Arts  
Internship in Arts Management or Music Industry Internship  
Legal Environment of Business or Legal Aspects of the Entertainment Industry

Select one course from the following: (3 hours)

ACCT 203  
ECON 200  
ARTM 210  
ARTM 240

Financial Accounting  
Principles of Microeconomics  
Introduction to the Music Industry  
Gallery Fundamentals

Minor Requirements for School of Business majors: 18 hours
At least nine hours in the minor at the 200 level or above must be earned at the College of Charleston.

Required: (9 hours)

ARTM 200  
ARTM 310  
ARTM 400 or ARTM 401

Introduction to Arts Management (Pre-req for ARTM 310)  
Advanced Arts Management (Pre-req for ARTM 400)  
Internship in Arts Management or Music Industry Internship

Select one course from the following: (3 hours)

ARTM 325  
PHIL 280

Creativity in the Arts  
Aesthetics

Select two courses from the following: (6 hours)

SPOL 150  
MUSC 131  
THTR 176  
ARTM 210  
ARTM 240  
ARTH 101  
ARTH 102  
ARTH 103

Music and the Arts in the Spoleto Festival-USA (Maymester only)  
Music Appreciation  
Introduction to Theatre  
Introduction to the Music Industry  
Gallery Fundamentals  
History of Art: Prehistoric Through Medieval or  
History of Art: Renaissance Through Modern or  
History of Asian Art

Select two courses from the following: (6 hours)

ART HISTORY

ARTH 101 History of Art: Prehistoric Through Medieval (3)  
ARTH 102 History of Art: Renaissance Through Modern (3)  
ARTH 103 Asian Art (3)  
ARTH 104 Themes in the History of Art (3)  
ARTH 105 Introduction to Architecture (3)
ARTH 190 Special Topics in Art History (3)
ARTH 205 Pre-Columbian Art and Culture (3)
ARTH 210 African Art (3)
ARTH 220 History of Greek and Roman Art (3)
ARTH 225 Medieval Art (3)
ARTH 241 History of the Art of India (3)
ARTH 242 History of the Art of China (3)
ARTH 243 History of the Art of Japan (3)
ARTH 250 American Art (3)
ARTH 255 Latin American Colonial Art (3)
ARTH 260 Addlestone Seminar on the Arts and Culture of the Lowcountry (3)
ARTH 265 The City as a Work of Art (3)
ARTH 275 The History of Land Design (3)
ARTH 277 Renaissance Art (3)
ARTH 280 History of Baroque Art (3)
ARTH 285 Modern Art (3)
ARTH 287 New Media in Contemporary Art (3)
ARTH 290 Selected Topics in Art History (3)
ARTH 293 Introduction to Film Art (3)

COMPUTING IN THE ARTS
CITA 180 Computers, Music, and Art (3)

ENGLISH
ENGL 212 The Cinema: History and Criticism (3) PR: ENGL 110 or equivalent
ENGL 220 Poetry Writing 1 (3) PR: ENGL 110 or equivalent
ENGL 223 Fiction Writing 1 (3) PR: ENGL 110 or equivalent
ENGL 367 Creative Non-Fiction (3)

HISTORIC PRESERVATION
HPCP 199 Introduction to Historic Preservation (3)

MUSIC:
MUSIC 131 Music Appreciation (3)
MUSIC 222 Special Topics for Non-Majors (3)
MUSIC 232 History of Popular Music in the United States (3)
MUSIC 246 Music Theory I (3) PR: Instructor/Faculty Permission
MUSIC 347 History of Jazz (3)
MUSIC 345 Jazz Theory (3)
MUSIC 121 Class Piano I (1)

THEATRE and DANCE:
THTR 135 Elementary Jazz Dance (2)
THTR 137 Elementary Modern Dance (2)
THTR 145 Elementary Tap (2)
THTR 176 Introduction to Theatre (3)
THTR 185 Beginning Ballet (2)
THTR 209 Stagecraft 1 (3)
THTR 240 Costuming 1: Introductory Studies (3)
THTR 276 Script Analysis (3)
THTR 316 African American Theatre (3) PR: junior or senior standing
THTR 318 History of Fashion and Manners (3)
DANC 290 Special Topics in Dance (1-3)
DANC 330 History of Non-Western Dance (3)
DANC 331 History of Western Dance (3)
THTR 200 General Practicum (1)
THTR 201 Production Practicum (1, repeatable)
THTR 202 Performance Practicum (1)

SPOLETO COURSES
SPOL 150 Music and the Arts in the Spoleto Festival (3) *Maymester Only*

STUDIO ART
ARTS 119 Drawing I (3)
ARTS 220 Sculpture I (3)

Minor Requirements for Majors from other Schools: 21 hours
At least nine hours in the minor at the 200 level or above must be earned the College of Charleston
Required: (9 hours)
ARTM 200
ARTM 310
ARTM 400 or ARTM 401

Select one course from the following: (3 hours)
ECON 200
ACCT 203
BLAW 205 or ARTM 390

Select one course from the following: (3 hours)
ARTM 350
ARTM 210
ARTM 240

Select one course from the following: (3 hours)
ARTM 325
PHIL 280

Select one course from the following: (3 hours)
SPOL 150 — Music and the Arts in the Spoleto Festival USA (Maymester only)
MUSC 131 — Music Appreciation
THTR 176 — Introduction to Theatre
ARTH 101 — History of Art: Prehistoric Through Medieval or
ARTH 102 — History of Art: Renaissance Through Modern or
ARTH 103 — History of Asian Art

Select one course from the following: (3 hours)

ART HISTORY
ARTH 101 History of Art: Prehistoric Through Medieval (3)
ARTH 102 History of Art: Renaissance Through Modern (3)
ARTH 103 Asian Art (3)
ARTH 104 Themes in the History of Art (3)
ARTH 105 Introduction to Architecture (3)
ARTH 190 Special Topics in Art History (3)
ARTH 205 Pre-Columbian Art and Culture (3)
ARTH 210 African Art (3)
ARTH 220 History of Greek and Roman Art (3)
ARTH 225 Medieval Art (3)
ARTH 241 History of the Art of India (3)
ARHT 242 History of the Art of China (3)
ARHT 243 History of the Art of Japan (3)
ARHT 250 American Art (3)
ARHT 255 Latin American Colonial Art (3)
ARHT 260 Addlestone Seminar on the Arts and Culture of the Lowcountry (3)
ARHT 265 The City as a Work of Art (3)
ARHT 275 The History of Land Design (3)
ARHT 277 Renaissance Art (3)
ARHT 280 History of Baroque Art (3)
ARHT 285 Modern Art (3)
ARHT 287 New Media in Contemporary Art (3)
ARHT 290 Selected Topics in Art History (3)
ARHT 293 Introduction to Film Art (3)

COMPUTING IN THE ARTS
CITA 180 Computers, Music, and Art (3)

ENGLISH
ENGL 212 The Cinema: History and Criticism (3) PR: ENGL 110 or equivalent
ENGL 220 Poetry Writing 1 (3) PR: ENGL 110 or equivalent
ENGL 223 Fiction Writing 1 (3) PR: ENGL 110 or equivalent
ENGL 367 Creative Non-Fiction (3)

HISTORIC PRESERVATION
HPCP 199 Introduction to Historic Preservation (3)

MUSIC:
MUSC 131 Music Appreciation (3)
MUSC 222 Special Topics for Non-Majors (3)
MUSC 232 History of Popular Music in the United States (3)
MUSC 246 Music Theory I (3) PR: Instructor/Faculty Permission
MUSC 347 History of Jazz (3)
MUSC 345 Jazz Theory (3)
MUSC 121 Class Piano I (1)

THEATRE and DANCE:
THTR 135 Elementary Jazz Dance (2)
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THTR 145 Elementary Tap (2)
THTR 176 Introduction to Theatre (3)
THTR 185 Beginning Ballet (2)
THTR 209 Stagecraft 1 (3)
THTR 240 Costuming 1: Introductory Studies (3)
THTR 276 Script Analysis (3)
THTR 316 African American Theatre (3) PR: junior or senior standing
THTR 318 History of Fashion and Manners (3)
DANC 290 Special Topics in Dance (1-3)
DANC 330 History of Non-Western Dance (3)
DANC 331 History of Western Dance (3)
THTR 200 General Practicum (1)
THTR 201 Production Practicum (1, repeatable)
THTR 202 Performance Practicum (1)
SPOLETO COURSES
SOL 150 Music and the Arts in the Spoleto Festival (3) Maymester Only

STUDIO ART
ARTS 119 Drawing I (3)
ARTS 220 Sculpture I (3)
FACULTY CURRICULUM COMMITTEE
CHANGE/DELETE PROGRAM FORM
Music Industry Concentration in the Arts Management Program

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

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

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*
   □ Add or modify cognate*

*Note: Only concentrations and cognates requiring 18 or more credit hours will be tracked in Banner and Degree Works and noted on the transcript.

□ Terminate Program (fill out E, G, H, and I)
   □ Terminate degree
   □ Terminate major
   □ Terminate concentration
   □ Terminate cognate

C. GENERAL INFORMATION

Number of Current Credit Hours (for existing program):
Number of Proposed Credit Hours (for changed program): 18
Catalog Year in which changes will take effect: FALL 2014

D. CURRICULUM. Please list every change you are making below AND attach the current Program of Study Worksheet for this major (https://registrar.cofc.edu/newcoastalprogram-worksheet/index.php) with changes marked in RED. Additions should show where the course will be inserted, deletions should be noted by crossing out the course, and moves indicated with arrows. Distinguish between required and elective courses, and note any prerequisites, corequisites, 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.

This form was last updated on 6/6/2013 and replaces all others.  
Page 1 of 4
The Arts Management Program’s Music Industry Concentration will enable Arts Management majors interested in focusing on a career in the music industry to expand their knowledge and skills through specific course work, and other learning opportunities, such as internships, in a variety of areas such as record company operations, artist management, venue management, legal issues, marketing, public relations, and merchandising. Students will learn skills, concepts, and methodologies related to the legal, financial, artistic, and ethical issues that face the contemporary music business professional. Combined with their Liberal Arts education and Arts Management major, those students selecting to add the Music Industry Concentration will be well prepared for careers in both the non-profit and for-profit sectors of the arts sector.

ARTM MUSIC INDUSTRY CONCENTRATION COURSE REQUIREMENTS (18 HOURS)

ARTM 210: Introduction to the Music Industry (3) PR: none
ARTM 230: History of the Recording Industry (3) PR: none
ARTM 330: Music in the Marketplace (3) PR: ARTM 210 or permission of instructor
ARTM 360: Case Studies in Venue and Event Management (3) PR: junior standing, ARTM 310
ARTM 390: Legal Aspects of the Entertainment Industry (3) PR: junior standing or permission of instructor
ARTM 401: Music Industry Internship (3) PR: junior standing, ARTM 310 and faculty permission

E. RATIONALE AND EXPLANATION. Please provide a narrative addressing the request you are making and why you are making it.

In 2008, in response to students’ interest in learning about the music industry, the Arts Management Program began working with Mark Bryan, lead guitarist and founder of the Grammy Award-winning “Hootie and the Blowfish” to develop an “Introduction to the Music Industry” course. In the last three years music industry enrollments have risen dramatically from 57 students enrolled in courses during the 2009-2010 academic year to 159 in 2012-2013. The trend continues in Fall 2013 with an all-time high of 105 music industry enrollments for the semester compared to 87 enrollments during the previous fall.

It is evident from the enthusiastic student participation in music industry courses that a significant number of students are interested in combining their College of Charleston liberal arts studies and the arts management knowledge and skills developed through their major with additional specific music industry courses. Many of the Arts Management majors enrolled in these classes have indicated a desire to complete a Music Industry Concentration that will be noted on their transcript. The availability of this concentration would also enable students to develop a deeper understanding and broader skills in both non-profit arts management and the for-profit arts industry, thus preparing art management graduates for greater career options.

A Music Industry concentration will not overlap with any other programs. According the College policy all students enrolling in the Music Industry concentration must be Arts Management majors. However, the availability of these courses will enable students from other majors or minors (i.e. business, music, and communications), to enroll in music industry electives enabling them to enhance their own studies, and their knowledge of the music industry.

The Arts Management Program’s Music Industry Concentration will enable Arts Management majors interested in focusing on a career in the music industry to expand their knowledge and skills through specific course work related to record company operations, artist management, venue management, licensing and copyright issues, marketing and public relations, merchandising, and other learning opportunities such as internships. Students will learn skills, concepts, and methodologies related to the legal, financial, artistic, and ethical issues that face the contemporary
music business professional. Combined with their Liberal Arts education and Arts Management major, those students selecting to add the Music Industry Concentration will be well prepared for careers in both the non-profit and for-profit arts sectors.

F. 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? Music Industry Concentration Outcomes listed below are directly related to the ARTM Outcomes, only specific to the music industry.</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 communicate effectively within music industry environments (musically, orally, and in writing).</td>
<td>ARTM360: Students demonstrate the ability, via both written and spoken word, to effectively present, critique and defend ideas in a cogent, persuasive manner. Outcome will be measured by students writing a resume, as well as a minimum five page midterm exam outlining their qualifications for an event/venue management position, and an oral final exam involving all aspects presented in class. 95% of students will achieve objective.</td>
</tr>
<tr>
<td>2. Students demonstrate the ability to apply management and administration theory in the music industry to problems that have a strong aesthetic and artistic dimension.</td>
<td>ARTM230: Students demonstrate the ability to track the emergence of the popular song, and explain how the recording industry was promoted and developed around radio and track changes and music industry deals over the years, as well as what prompted those changes. Outcome will be measured by the final exam. 95% of students enrolled should be able to achieve objective.</td>
</tr>
<tr>
<td>3. Students demonstrate the knowledge and ability to develop effective promotion and marketing mechanisms for the advancement of music to a diverse range of audiences.</td>
<td>ARTM 230: Students demonstrate ability to plan and promote a release event to launch the class single, including budget, venue booking, poster design and distribution, ticket sales, and promotion of the event to local press and social media. Demonstration of outcome will be measured by accuracy of prepared budgets, clarity of written press release, increase in social media traffic, participation in pre-event ticket sales, and ability to stick to timeline. Outcome will also be measured by a 300-400 word blog post analyzing the event. 95% of students should be able to achieve this objective.</td>
</tr>
<tr>
<td>4. Students critically analyze various forms of music.</td>
<td>ARTM 330: Students demonstrate ability to analyze forms of music in the selection of a local artist, release and promote the artist through researching and working together to make decisions about genre, promotion plans, release format, artwork, and use of press releases and social media. Demonstration of outcome will be measured by an individual 300-400 word blog post analyzing the success of the project including the genre and artist selected in relation to the promotion and community participation in the project. 95% of students should be able to achieve objective.</td>
</tr>
</tbody>
</table>
5. Students critically analyze the management of music industry businesses and organizations.

ARTM 210: Students demonstrate the ability to critically analyze changes and current trends in management of artists, musical production and merchandise and trends in innovative management and marketing of successful artists NOT affiliated with traditional labels and/or publishers. A final project reflecting the contrast between recent history and current trends in management, including new income streams such as internet based ‘performance art’ and videos and direct corporate sponsorships of touring and internet artists, the implications of mega trends in management. 95% of students achieve the outcome.

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

None. Students who are interested in the Music Industry courses are currently taking them as electives.

H. 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.

None. The only costs associated with adding a concentration are the salary of the adjuncts who teach the Music Industry courses. However, since these courses are already being offered as electives in the program, this would not be a new expense.

I. 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.

☑ I have submitted one Signature Form that lists all of the different forms I am submitting.
FACULTY CURRICULUM COMMITTEE
SIGNATURE PAGE
ARTS MANAGEMENT PROGRAM

• 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.

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;
ARTM 200, Course Form;
ARTM 310, Course Form;
ARTM 360, Course Form;
ARTM 370, Course Form;
ARTM 380, Course Form;
ARTM, Change Minor Form;
ARTM, New Concentration Form;

B. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:
   [Signature]
   Date: 12-2-13

2. Signature of Academic Dean:
   [Signature]
   Date: 12/9/13

3. Signature of Provost:
   [Signature]
   Date: 1/5/14

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: ____________________
FACULTY CURRICULUM COMMITTEE
CHANGE/DELETE PROGRAM FORM
Arts Management Program

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
School: School of the Arts     Department or Program: Arts Management
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
  X Add a new course to requirements or electives (attach completed course form for each)
  □ Delete courses from requirements or electives
  □ Add or modify concentration*
  □ Add or modify cognate*
  *Note: Only concentrations and cognates requiring 18 or more credit hours will be tracked in Banner and Degree Works and noted on the transcript.

□ Terminate Program (fill out E, G, H, and I)
  □ Terminate degree
  □ Terminate major
  □ Terminate concentration
  □ Terminate cognate

C. GENERAL INFORMATION
Number of Current Credit Hours (for existing program): 45
Number of Proposed Credit Hours (for changed program): 45
Catalog Year in which changes will take effect: FALL 2014

D. CURRICULUM. Please list every change you are making below AND attach the current Program of Study Worksheet for this major (http://registrar.cofc.edu/program-of-study-worksheets/index.php) with changes marked in RED. Additions should show where the course will be inserted, deletions should be noted by crossing out the course, and moves indicated with arrows. 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.

This form was last updated on 6/6/2013 and replaces all others.
1. Establish a C-minus minimum grade requirement for foundation courses ARTM 200, ARTM 310.

ARTM 200: Intro to Arts Management: a C-minus or better will be required in this course in order to enroll in
ARTM 310: Advanced Arts Management for which it is a prerequisite.

ARTM 310: Advanced Arts Management: a C-minus or better will be required in this course in order to enroll in
any of the upper level ARTM courses for which it is a prerequisite.

E. RATIONALE AND EXPLANATION. Please provide a narrative addressing the request you are making and why you
are making it.

Mission Statement: 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.

The Arts Management Program is an inter-disciplinary major that requires a unique blend of artistic knowledge,
experience and skills, with a solid foundation in business principles. As a result the Arts Management Program
requires curriculum standards to attract and retain students with the ability and commitment necessary for success in
arts management. To achieve this goal the Arts Management Program requires all majors to complete foundation
coursework from the School of the Arts, School of Business and one course from the Philosophy Department.

1. The Arts Management Program proposes that all majors must complete the foundational courses with no grade
less than a “C-minus”. Although a D is a passing grade, it is proposed that a student must complete ARTM 200
Introduction to Arts Management, ARTM 310: Advanced Arts Management,

with a C-minus or better and that the student may not continue in the next course of a sequence until
he/she has earned the required C-minus or better in the prerequisite. This would mean that a student would need
at least a C-minus in ARTM 200 to move on to ARTM 310; at least a C-minus in ARTM 310 to move on to all the
upper level courses;

Failure to earn the required grade on the second attempt will result in ineligibility to graduate with an Arts
Management major. (Refer to Course Repetition Policy in the catalog under Academic Regulations). Students are
also urged to declare their intent to major in Arts Management by their sophomore year, if graduation within four
years is anticipated.

This policy change will help insure that all Arts Management majors:

- develop a strong foundation of knowledge and skills in both the arts and business;
- are well prepared to move through the higher level required courses in this major;
- have a more thorough understanding of the content of higher level courses, thus improving class
  participation and performance;
- are able to achieve learning outcomes related to both the arts and business;
- are equipped to graduate as highly qualified Arts Management majors prepared for careers in the rapidly evolving creative sector through a comprehensive program of academics and experiential learning, as noted in our program mission.

### F. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

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<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
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<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>
</tbody>
</table>

| 1. Students express clear, persuasive ideas that demonstrate communication skills. | Demonstration of outcome will be measured by quality of advocacy letters at the end of ARTM 420, and in ARTM 400 weekly interns' 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. |

| 2. Students understand and demonstrate knowledge of the support structure of the arts and its relationship to sustainability. | Demonstration of outcome will be measured in ARTM 350 by understanding, demonstrated through development of a fundraising support guide (mid-semester) and one written grant application projects by end of semester. 95% of students enrolled in ARTM 350 should be able to achieve SLO. |

Demonstration of outcome will be measured in ARTM 420 by development and completion of Advocacy Package or by development and completion of response papers. 90% of enrolled students should be able to achieve SLO. Demonstration of outcome will be measured by weekly and final reports submitted by students enrolled in ARTM 400: Internship. 90% of enrolled students should be able to achieve SLO. |
3. Students promote the arts to a wide range of diverse audiences.

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.**

4. Students critically analyze the arts from multiple perspectives.

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.**

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:**

**None.**

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

The impact to existing programs and courses will be minimal. Most students do not earn below a C-minus in these foundational courses. We believe that even fewer students will earn D's in these classes once the requirement is in place and students are aware of it. In spring 2013, only 5.2% of grades assigned in these three courses were below a C-minus.

**H. 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.

None other than the possible cost to a student for repeating a course.
I. 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.

☒ I have submitted one Signature Form that lists all of the different forms I am submitting.
Arts Management Program
C- minimum grade requirements for the following courses:

- ARTM 200  Introduction to Arts Management
- ARTM 310  Advanced Arts Management

will affect the following classes:

- ARTM 310  Advanced Arts Management (3) PR: ARTM 200 (with a C- or better) or instructor permission
- ARTM 340  Arts Financial Management (3) PR: ARTM 200 (with a C- or better), ARTM 310 (with a C- or better),
- ARTM 350  Fund Raising and Grant Writing for the Arts (3) PR: ARTM 310 (with a C- or better)
- ARTM 370  Arts Marketing & Public Relations (3) PR: ARTM 200 (with a C- or better), ARTM 310 (with a C- or better), MUSC 131, THTR 176, and ARTH 101, 102 or 103
- ARTM 400  Internship in Arts Management (3) PR: Junior standing, ARTM 310 (with a C- or better) and faculty permission
- ARTM 401  Music Industry Internship (3) PR: Junior standing, ARTM 310 (with a C- or better) and faculty permission
- ARTM 420  Policy in the Arts (3) PR: ARTM 310 (with a C- or better), 350 and junior standing
MEMO TO:

Dan Greenberg, Faculty Curriculum Committee Chairman
Cathy Boyd, Registrar
Franklin Czwazka, Catalog Manager

This email is to confirm that the Arts Management Program proposes delaying implementation of the proposed C-pre-requisite requirement for ARTM 200 and ARTM 310 until Fall 2015 in order to provide our students with sufficient notification of the requirements.

Thank you for your assistance.

Scott Shanklin-Peterson, Director
Arts Management Program

Hi everyone,

I agree that this has been very confusing, and that we need new paperwork that lays things out clearly. Fortunately, I have that paperwork, and I’ve posted it on the Curriculum Committee website (Franklin—it’s on OAKS at the very end of the ARTM packet). If the ARTM folks can confirm that they want this in the fall of 2015, I can print out that email, attach it to the packet, and hand-note it on the form wherever needed.

Franklin et al.—please let me know if that’s sufficient for your purposes. Believe me, I don’t want any of us to be trying to sort through email chains somewhere down the road. My apologies again for not letting the RO know about the deferral of the C-prereq; I notified everyone in the next step of the chain, but forgot to notify people in the previous steps.....

DG

In that case, we really a new form, if there isn’t one already, for this.
I’m sorry but this has been so confusing and I really think we need “clean” paperwork showing things as they’re finally intended to be (only for ARTM 200 and 310) and something like what is on page 4 of this PDF showing which courses’ prerequisites will be affected as a result. Not something that we have to sift through and refer to other emails showing what is really supposed to happen (it’ll be helpful down the road when looking back on this—trust me). On the form we also need to nail down in writing what term this will be implemented in (Fall 2014 or 2015) that way it’s clear to everyone what is happening and when.

Also, I forgot to attach a PDF showing what we on this already, so here it is since I did reference page numbers.

Franklin J. Czwazka, M.A. | Catalog Manager
Registrar’s Office, College of Charleston
Charleston, SC 29424
(p) 843.953.5421 (f) 843.953.6560 (e) czwazkaf@cofc.edu

From: Greenberg, Dan
Sent: Monday, January 13, 2014 11:46 AM
To: Boyd, Cathy; Shanklin-Peterson, Scott S
Cc: Urbanski Kelley, Anja; Czwazka, Franklin James; Chapman, Cheryl B
Subject: RE: Two FYIs about curricular proposals

Sorry—I think I forgot to update everyone about this. After the meeting at which the C- prereqs were approved, ARTM contacted me and asked that the prereq *not* be applied to ACCT 203. The Committee did not have time to hold a re-vote before the Senate meeting, and several Committee members expressed concern with the idea that the proposal was changing after we had approved it. I therefore wasn’t comfortable moving it forward on my own. The revised proposal—that is, with the C- prereq on ARTM 200 and ARTM 310—is up for a re-vote at this Friday’s meeting.

In the last meeting, we had generally agreed on a fall 2015 implementation. If the ARTM folks are still OK with that, it seems like the best all around.

DG

From: Boyd, Cathy
Sent: Monday, January 13, 2014 11:35 AM
To: Greenberg, Dan; Shanklin-Peterson, Scott S
Cc: Urbanski Kelley, Anja; Czwazka, Franklin James; Chapman, Cheryl B
Subject: RE: Two FYIs about curricular proposals

Scott,
The RO believes that the C- minimum grade requirement was approved for ACCT203, ARTM200 and ARTM310. Is this not correct for ACCT203? We also believed that the implementation had been delayed to fall 2015. If for fall 2014, then the C- requirements will be implemented for fall 2014 registration...which begins in March. This does not allow any time to communicate the changes to your students. Therefore, if you want to move forward for fall 2014, then be aware that this might affect registration for your juniors and seniors who have not met the C- requirement. The students will not be able to register themselves online but your department does have the ability to override the prerequisite and register them in the classes with less than a C- on the prerequisites.

Franklin will follow up this email with an email containing the attachments which said this proposal was to be deferred to fall 2015.
Best,
Cathy

Catherine C. Boyd
Registrar
College of Charleston
Charleston, SC 29424
Phone: 843.953.1826
Fax: 843.953.6389/6560

From: Greenberg, Dan
Sent: Friday, January 10, 2014 4:28 PM
To: Shanklin-Peterson, Scott S; Boyd, Cathy
Cc: Urbanski Kelley, Anja
Subject: RE: Two FYIs about curricular proposals

OK. I’ll move it forward. I defer to Cathy on the issue of implementation....

DG
--
Daniel Greenberg, PhD
Assistant Professor, Department of Psychology
College of Charleston
Office location: 57 Coming St., Rm. 203
Mailing address: 66 George St., Charleston, SC 29424
Email: greenbergdl@cofc.edu
Phone: (843) 953-5825
Fax: (843) 953-7151

From: Shanklin-Peterson, Scott S
Sent: Friday, January 10, 2014 4:22 PM
To: Greenberg, Dan; Boyd, Cathy
Cc: Urbanski Kelley, Anja
Subject: Re: Two FYIs about curricular proposals

Dan and Cathy,
Our faculty is still interested in having the C- requirement because it only applies to the two ARTM foundation courses that all students must complete before moving into higher level ARTM required courses. However, I need the answer to one question.

Once the requirement passes the Senate, I assume it is implemented as of next Fall, or is it implemented immediately, thus affecting those students who have completed the two courses or those enrolled in the two courses this semester. If it does affect those who have completed the courses or are taking the courses, does our program have the ability to "grandfather" them in, since they were not aware of the requirement, and basically begin the requirement either next fall or as of Summer 1 if one of the courses is taught then?

Thanks for your continuing help.
Scott

Scott Shanklin-Peterson
Director And Senior Fellow
Arts Management Program
On Jan 8, 2014, at 8:55 PM, "Greenberg, Dan" <greenbergdl@cofc.edu> wrote:

Thanks. I've modified the ARTH 220 listing accordingly. Sorry the C- issue has been such a hassle, but the implications are complex and the circumstances seem to be changing constantly....

DG

--

Daniel Greenberg, PhD
Assistant Professor, Department of Psychology
College of Charleston

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Phone: (843) 953-5825

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1) You listed ARTH 220 (History of Greek and Roman Art) as one of the qualifying electives in Art History. ARTH just submitted a proposal to split that course into two (ARTH 214 and ARTH 215, one of which is Greek and one of which is Roman). If you’re OK with this, I can just manually make the change on your proposal—no need to submit anything else. (If students had previously taken 220, they would still get credit for it.) Please let me know what you’d prefer.

2) I have recently been informed that Business is abolishing its C- prerequisites (according to their statement, they caused massive problems and were ineffective anyway). Your own proposal for C- prerequisites had been deferred after it had been modified to remove one course. Since Business is removing its prerequisites, ARTM might well end up with fewer “refugees”, and you might no longer need the C- prereqs or their logistical issues. If you still want these to move forward, that’s fine—just let me know either way.

As for those logistical issues, below I’ve pasted part of a memo that describes them in more detail. You (meaning Anja, presumably) would need to be able to address all of these for the policy to be effective….

DG
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Departments desiring C- prerequisites will need to do the following. (Note that the case studies are not hypothetical—each has actually occurred.)

* Review the Missing Prerequisite lists every semester and strike those students who do not qualify. (That’s the easy part.)

* Ensure that the students in ARTM 200 and ARTM 310 are aware that they must get a C- or better to continue.

* Enforce this requirement at the program level. Suppose a student takes ARTM 310 and earns a D. She tries to enroll in ARTM 350 fall semester senior year, but can’t. She comes to you and begs for an exception because she has a job lined up/has been admitted to graduate school/is moving across the country/etc. Will you allow her to enroll, undermining your policy, or will you insist that she retake the course, increasing her time to degree because of a bad semester several years ago?

* Identify and handle students who can no longer complete the major because of this policy. Our Course Repetition Policy says that students may repeat a passed course only once. Consider a student who gets a D- in ARTM 310 the first time through, then a D+ the second time. Technically, this student can no longer earn an ARTM major at C of C. Are you prepared to find these students? When they beg for an exception, will you grant it (undermining your policy) or tell them that their time and money on ARTM is wasted and they have to start over?

* Live with perverse incentives. Students have come up with a number of creative ways to avoid the above outcomes. Consider students who earned a D in a course the first time, then found themselves at risk of earning another D upon retaking it. Some students in these circumstances have decided to deliberately fail the course. This is because they can take the course a third time if they fail it, whereas if they pass it a second time (even with a D), they cannot take it again. Do you find this acceptable? If not, what would you advise such a student to do?

--
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