FACULTY CURRICULUM COMMITTEE
COURSE FORM
ARTM 420: Policy in the Arts

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

A. CONTACT/COURSE INFORMATION.

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

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

Subject Acronym and Course Number: ARTM 420

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.

Faculty has determined that it is not necessary for students to complete ARTM 340: Arts Financial Management before they take ARTM 420: Policy in the Arts. The ability to take these courses concurrently will make it easier for students to complete the Program of Study in a reasonable amount of time, without too many prerequisites affecting their ability to take this last required course.

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

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

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

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

Course title: Policy in the Arts

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

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

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

Junior standing, ARTM 310, ARTM 340, ARTM 350

Cross-listing, if any:

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

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

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

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

Course title: Policy in the Arts

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

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

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

Junior standing, ARTM 310, ARTM 350

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

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

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

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

None.

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

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

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

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

n/a

J. CHECKLIST.

☒ I have completed all relevant parts of the form.

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

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

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

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

☒ I have submitted one Signature Form that lists all of the different forms I am submitting.
List of Approved Arts Management Electives:

* New courses in **BOLD**

**ARTM 210: Introduction to the Music Industry**

**ARTM 230: History of the Recording Industry**

**ARTM 240: Gallery Fundamentals**

**ARTM 325: Understanding Creativity**

**ARTM 330: Music in the Marketplace**

**ARTM 352: Fundraising Event Creation, Planning & Execution for Non-Profit Arts Organizations**

**ARTM 360: Special Topics in Arts Management**

**ARTM 360: Case Studies in Venue & Event Management**

**ARTM 370: Arts Marketing & Public Relations**

**ARTM 380: Independent Study in Arts Management**

**ARTM 390: Legal Aspects of the Entertainment Industry**

**ARTM 400: Internship in Arts Management**

**ARTM 401: Music Industry Internship**

**ARTM 499: Bachelor’s Essay**
FACULTY CURRICULUM COMMITTEE
SIGNATURE PAGE

- In section A, list ALL of the forms covered by this signature page. If you submit a form that is not listed in A, your proposal will be held back until we receive a new, updated signature page.
- You must obtain the signature of your department chair and dean before submitting your proposal.

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 230, Course Form;
    ARTM 390, Course Form;
    ARTM 401, Course Form;
    ARTM 420, Course Form;

B. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

   ________________________________ Date: 9/26/13
   [Signature]

2. Signature of Academic Dean:

   ________________________________ Date: 9/27/13
   [Signature]

3. Signature of Provost:

   ________________________________ Date: ______________

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

   ________________________________ Date: ______________
   [ ] fee approved on __________
   [ ] BOT approval pending

5. Signature of Curriculum Committee Chair:

   ________________________________ Date: ______________

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

   ________________________________ Date: ______________

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

   ________________________________ Date: ______________

8. Signature of Faculty Senate Secretary:

   ________________________________ Date: ______________

Date Approved by Faculty Senate: ______________