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.

- [x] 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/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, and ACCT 203

   C-prerequisite deferred--not currently before Senate (DLG 10/23/2013)

   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.

   ACCT 203: Financial Accounting: students will be required to earn a C-minus or better in this course in order to enroll in ARTM 340: Arts Financial Management for which it is a prerequisite.

2. Add ARTM 390: Legal Aspects of Entertainment Law as an equivalent for the BLAW 205 requirement in place of the current BLAW 306 option.

3. Add ARTM 401: Music Industry Internship as an equivalent for the ARTM 400: Internships in Arts Management course requirement.

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, and ACCT 203: Financial Accounting 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; and at least a C-minus in ACCT 203 to move on to ARTM 340: Arts Financial Management. 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.

C-prerequisite deferred--not currently before Senate (DLG 10/23/2013)

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.

2. The newly developed course ARTM 390: Legal Aspects of Entertainment Law (new course proposal is attached) is better suited as an equivalent for the BLAW 205 major requirement. Developing an understanding of specific legal issues related to the arts world, music and entertainment industries is critical to arts management students as well as students interested in the music industry specifically. The current equivalent, BLAW 306, is only open to business majors and has BLAW 205 as a prerequisite, making it irrelevant as a substitution or equivalent for the BLAW 205 requirement.

3. We would like to include the new course ARTM 401: Music Industry Internship (new course proposal is attached), as an equivalent to the ARTM 400: Internships in Arts Management requirement. Currently – students doing an internship with either a non-profit, traditional arts management organization or a for-profit music industry related business are registered in the same internship course. Students will have a richer experience if the syllabus, the weekly journals and the rubric for the final paper are different for each of these areas and more specific to the industry the students are working in.

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>
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<tr>
<td>1. Students express clear, persuasive ideas that demonstrate communication skills.</td>
<td>Demonstration of outcome will be measured by quality of advocacy letters 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.</td>
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| 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. |
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<td>3. Students promote the arts to a wide range of diverse audiences.</td>
<td>Demonstration of outcome will be measured by quality of the webpages and strategic marketing plans (mid-semester) and related marketing materials (end of semester) created by students completing ARTM 350. <strong>90% of enrolled students should be able to achieve objective.</strong></td>
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<td>4. Students critically analyze the arts from multiple perspectives.</td>
<td>Demonstration of students' ability to critically analyze one art form will be measured through quality of ARTM 325 Pecha Kucha Project. Analysis of multiple art forms will be demonstrated throughout semester in weekly journal entries and reviews of arts events in ARTM 325. <strong>90% of enrolled students should achieve objective.</strong></td>
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<tr>
<td>5. Students critically analyze the management of arts organizations and businesses from a variety of perspectives.</td>
<td>Perspectives of Arts Financial policy analysis skills will be individually demonstrated through individual case study and final project paper in ARTM 340. <strong>85% of enrolled students should achieve objective.</strong> Journal entries and final paper that reflects management analysis of intern's assigned organization or business from a variety of perspectives. <strong>90% of enrolled students should achieve objective.</strong></td>
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Additional Outcomes or Comments:

None.

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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.

We do not expect the addition of another internship option (ARTM 401: Music Industry Internships) to have any impact on existing programs or courses. And the replacement of the BLAW 306 option with ARTM 390: Legal Aspects of Entertainment Law should have little to no impact since few, if any, of our majors take the BLAW 306 course and students will continue to take BLAW 205.

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

☒ 1 have completed all relevant parts of the form.

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

☒ 1 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.

☒ 1 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.

☒ 1 have submitted one Signature Form that lists all of the different forms I am submitting.