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.

Change of Program Form ARTM;
ARTM 255, Course Form;
Change Program Form Music Industry Concentration

B. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

   [Signature]

   Date: 3-1-16

2. Signature of Academic Dean:

   [Signature]

   Date: 3-1-16

3. Signature of Provost:

   [Signature]

   Date: 3-9-16

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: 3-23-16

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: __________
TO: Faculty Curriculum Committee

From: Jeanette Guinn, Director  
Arts Management Program

Date: Tuesday, March 1, 2016

Re: ARTM Program Change and New Course Proposal

We are requesting a adjustment to our arts electives requirements and submitting a new course for approval that. We have taught this course 4 times and want to make it a part of our regular offerings. This new course will be required for the concentration and serve as an pure elective for Arts Management majors and minors. This packet includes the following forms:

1. One signature page

2. Change Program Form revising our arts electives requirements to allow students to choose 9 hours from a list of approved courses with no more than 3 credits in any one DISCIPLINE rather than any one AREA thereby allowing students to use both Theatre and Dance classes towards this requirement and not one or the other.
   a. Letter of Approval from Theatre Dept. Chair Janine McCabe

3. New Course Form: ARTM 255 Fundamentals of Presenting the Performing Arts
   a. Course Syllabus


5. Revised Program of Study worksheet with changes
FACULTY CURRICULUM COMMITTEE
COURSE FORM
ARTM 255 Fundamentals of Presenting the Performing 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: Jeanette Guinn Phone: 843.953.5474 Email: guinnj@cofc.edu
Department or Program: Arts Management Program School: School of the Arts
Subject Acronym and Course Number: ARTM 255
Catalog Year in which changes will take effect: FALL 2016

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)
☐ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J)
☐ Course Number (you must submit a course deactivation request for the old 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)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J)

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

This course has been taught for three consecutive semesters as a special topics course. It will be become one of the required courses (replacing ARTM 360 Case Studies in Venue and Event Management) in the Music Industry Concentration and will be a pure elective for Arts Management majors and minors.

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.

The new course will only impact the Music Industry Concentration. It will replace the ARTM 360 (Venue and Event Management) requirement in the concentration. It will be required for students doing the Music Industry Concentration and will be a pure elective option for Arts Management majors and minors.

This form was last updated on 12/13/13 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:  
School:  
Subject Acronym:  
Course Number:  

Credit hours:  __ lecture  __ lab  __ seminar  __ independent study  
Contact hours:  __ lecture  __ lab  __ seminar  __ independent study  

Course title:  

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

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

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:  255  

Credit hours:  3 hour lecture  
Contact hours:  3 2-hour 45 minute lecture  

Course title:  Fundamentals of Presenting the Performing Arts  

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

An academic and practical application of presenting the performing arts, students will practice the skills necessary for programming, booking and producing performances while increasing their understanding of music, theatre and dance presenting from a local and national perspective including the basic workings of commercial facilities, nonprofit spaces, performing arts centers, festivals, and theatres.

Restrictions (pre-requisites, co-requisites, majors only, etc.): MUSC 131 or THTR 176 or permission of instructor.  

If this is a newly-created course, is it intended to be the equivalent of an existing course?  □ yes  □ no  
If so, which course?  ARTM 360 Special Topic: Case Studies in Venue and Event Management  

If equivalent, will the newly-created course replace the existing course?  □ yes  □ no  
Note: If yes, you must deactivate that course by submitting an additional Course Form.

Cross-listing, if any (submit approval from relevant department):  
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 12/13/13 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.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td><strong>1. Students will be able to define terminology that is common in the music industry and gain fluency in using terminology, verbally and in writing; observe and identify principles and basic operational practices such as programming, booking and producing performances and concerts in commercial facilities, nonprofit spaces, performing arts centers, festivals and theatres, from the mid-20th century to the present; and to develop, critique and defend their responses to current issues in the music business through music, orally and in writing.</strong></td>
<td>Students will complete a final semester project in which they will be required to research and outline a hypothetical concert using a concert concept that includes a stage plot, checklist, and house scale, and present its conclusions in an oral/visual presentation in a cogent and persuasive manner. Students should receive grades no lower than Bs on their semester project and their projects will be evaluated using a rubric that includes specific guidelines that have been reviewed by the instructor with students.</td>
</tr>
<tr>
<td><strong>2. Students will be able to identify, discern and critically analyze theories used in managing current challenges that are inherent in the programming of concerts and other performances of presenting and producing organizations and businesses; and will be able to integrate these relevant theories to an experiential, real-life and current programming situation.</strong></td>
<td>Students will complete a final semester project in which they will be required to research and outline a concert using a concert concept that includes a stage plot, checklist, and house scale, and present its conclusions in an oral/visual presentation in a cogent and persuasive manner. Students should receive grades no lower than Bs on their semester project and their projects will be evaluated using a rubric that includes specific guidelines (e.g., management theories used in analyzing programming challenges and problems among presenting and producing organizations and businesses) that have been reviewed by the instructor with students.</td>
</tr>
<tr>
<td><strong>5. Students will be able to observe management practices involved in operating existing commercial facilities, nonprofit spaces, performing arts centers, festivals and theatres; and to critically assess the functions, and develop an analysis of how these venues operate.</strong></td>
<td>Students will complete a Venue Assessment of six venues including a theatre, music hall or club, performing arts center, festival spaces, and exhibition, screening or other programming space in visual arts spaces, that they have visited, ushered in, and/or shadowed venue managers or other professionals. Students should receive grades no lower than Bs on their Venue Assessment and their assignments will be evaluated using a rubric that includes specific guidelines (e.g., summarizing and assessing the venue’s management practices, and providing the student’s perspective and critical analysis of the venue’s management) that have been reviewed by the instructor with students.</td>
</tr>
</tbody>
</table>
How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

This course aligns closely with both Arts Management and Music Industry Program-Related Outcomes through its focus on oral/visual presentational communication and direct observational skills as tools to introduce and reinforce basic terminology, principles and operational practices of commercial and nonprofit performing arts venues. Moreover, the course allows students to apply and integrate industry language, concert programming concepts, and management theories and practices observed in local performing arts venues in the formation (demonstration) of their own perspectives and critical analyses.

The following are specific program-level outcomes for Arts Management (ARTM) and the Music Industry (ARMU) Concentration that the course supports:

**ARTM SLO #1:** Students express clear, persuasive ideas that demonstrate communication skills;

**ARTM SLO #2:** Students understand and demonstrate knowledge of the support structure of the arts and its relationship to sustainability.

**ARMU SLO #1:** Students communicate effectively within music industry environments (musically, orally, and in writing).

**ARMU SLO #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

**ARMU SLO #5:** Students critically analyze the management of music industry businesses and organizations.

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.

This form was last updated on 12/13/13 and replaces all others.
Course Description: This course combines the academic and practical applications of presenting the performing arts. Students will increase their understanding of music, theatre and dance presenting from a local and national perspective including the basic workings of commercial facilities, nonprofit spaces, performing arts centers, festivals, and theatres. Students will practice the skills necessary for programming, booking and producing performances. Industry experts and local leaders will participate by lecturing and demonstrating experience on a variety of topics related to venue and event management. On site visits to venues/events will also be a focus of this course to provide real life interaction with the field.

Prerequisite: MUSC 131 or THTR 176 or instructor permission.

Goal: The purpose of this course is for students to acquire a well-informed understanding of the professional expectations and functions of the presenting world that will strengthen their preparation as arts managers. The main goal of this class is to learn and practice how to book, plan, market, staff, ticket, budget, and settle performing arts events in various nonprofit and commercial venues such as performing arts centers, theatres, music halls, and clubs.

Required Textbook
Performing Arts Management
A Handbook of Professional Practice
Tobis S. Stein and Jessica Bathurst

A how-to guide for aspiring and current professionals who manage theater companies, opera companies, dance companies, music groups, orchestras and festivals.

Additional Readings and examples available on OAKS
Course Objectives:
1. Research, visit, and critically analyze a variety of arts presenting venues in the Charleston area.
2. Examine and understand best practices for audiences including ticketing, accessibility and crowd safety.
3. Gain an understanding of arts programming by researching and utilizing a concert concept.
4. Observe and learn practical, hands-on tasks affiliated with the duties of venue managers through shadowing exercises with professionals in three different Charleston venues.
5. Examine and explore different jobs, responsibilities and opportunities for work and careers in performing arts management while developing a network of relationships with performing arts professionals.

RULES for CLASS:
1. No cell phones in the classroom – please turn them off before class begins.
2. If you missed class or are confused by an assignment, first ask a classmate before contacting me.
3. You must come prepared to EVERY class – make sure you have completed your homework.
4. 3 tardies = 1 unexcused absence
5. Please clean up after yourselves.
   Remove trash and return chairs at the end of class.
6. Come with an open mind, open eyes, and a good work ethic.

Course Work: Students will be responsible for:

ATTENDANCE: The learning is sequential and because a significant percentage of the semester grade will be based on in-class participation, attendance at every Tuesday session as well as shadowing and attending performances is required. Excessive tardiness is rude and will result in a lower grade. If three classes are missed, you will automatically have the opportunity to discuss the attendance problem with the instructor. Because of the nature of our site visits to venues it will be impossible to replicate the experience if you miss class.

CLASS PARTICIPATION: Class includes discussions based on the readings and other assignments. Advanced preparation, challenging questions and inclusive discussion are essential to creating an effective and informative classroom community. Come prepared to each class having studied the assignment in advance and be ready to discuss issues, opinions, perspectives and ideas. Every guest and/or field trip will be preceded by homework to prepare you. Students are expected to complete all assignments, and attend related lectures and events.

VENUE SHADOWING: In addition to class attendance and participation, each student will be required to shadow professional staff at local theatres (nonprofit, college and commercial) and assist each venue for a total of 25 hours. During the semester, students will be tested on their understanding of the venue based on their experience and research.
VENUE ASSESSMENT: Students will be required to critically write about the six venues where they have opportunities to visit, usher and/or shadow professionals. Typed, (12 point, serif font). Do not email papers to the professor. Paper guidelines will be handed out separately.

QUIZZES: Each class will include a quiz. Students will be quizzed on their understanding of each venue and chapter, videos, lectures, speakers and site visits. ANYTHING covered in class or in your homework or preparation for class could be on the quizzes.

FINAL PROJECT: The completion of a semester project is also required. This project consists of researching and outlining a hypothetical concert. The project, in its final form, will consist of a stage plot, checklist, and house scale. Prior to submission, the instructor must approve the concert concept. Projects should follow guidelines distributed by the instructor. A final oral/visual presentation of the project is required.

LINKED IN: Create a Linked in profile with photo and resume. Link to me and each other.

THANK YOUS: Write at least three email thank you’s to people who are guests in our class or host our class for site visits at their venue or who you meet with while working your assistant hours.

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

Class Participation and attendance 25%
Quizzes 10%
Venue/organization one pages (10) 25%
Shadowing (25 hours) 15%
Project and Final Presentation 25%

Arts Management grading scale:

A 94-100  C 76-78
A- 91-93  C- 73-75
B+ 89-90  D+ 70-72
B 85-88  D 65-69
B- 82-84  D- 60-64
C+ 79-81  F below 60
Grading standards used for this course:

A - consistently SUPERIOR work in class (active class participation), and on written assignments; all course assignments completed and of superior quality; no late assignments; no excessive class tardiness;

B - consistently EXCELLENT-VERY GOOD work in class (active class participation), and on written assignments; all course assignments completed and of excellent-very good quality; no late assignments; no excessive class tardiness;

C - SATISFACTORY (AVERAGE-FAIR) work in class (some/limited, and inconsistent class participation), and on written assignments; all course assignments completed and of satisfactory (average-fair) quality; a few late assignments; periodic class tardiness;

D - UNSATISFACTORY (POOR) work in class (little to no, and inconsistent class participation), and on written assignments; most course assignments completed and of unsatisfactory (poor) quality; many late assignments; excessive class tardiness;

F - FAILURE to meet course requirements.

Make-up and Late Work: In the event of an excused absence, make-up assignments will be arranged. Late work will receive partial credit. No homework assignments will be accepted after reading day.

Honor Code and Academic Integrity
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each instance is examined to determine the degree of deception involved.

Incidents where the professor believes the student’s actions are clearly related more to ignorance, miscommunication, or uncertainty, can be addressed by consultation with the student. We will craft a written resolution designed to help prevent the student from repeating the error in the future. The resolution, submitted by form and signed by both the professor and the student, is forwarded to the Dean of Students and remains on file.

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.
It is important for students to remember that unauthorized collaboration—working together without permission—is a form of cheating. Unless a professor specifies that students can work together on an assignment and/or test, no collaboration is permitted. Other forms of cheating include possessing or using an unauthorized study aid (such as a PDA), copying from another’s exam, fabricating data, and giving unauthorized assistance. Remember, research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the professor. Students can find a complete version of the Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Course Schedule: The following schedule is tentative. Be prepared with your reading and other assignments even though in some cases there may be a change in the schedule.

All classes have preparatory reading assignments. Many classes have guest presenters, and field trips. Some may have a written assignment that you will turn in and we will go over in class—always be prepared to discuss the assignment.

January 20  INTRODUCTIONS AND EXPECTATIONS
Guests: Bonny Wolf, box office manager, Charleston Music Hall
        John Barry, production manager, Charleston Symphony Orchestra

January 27  SITE VISIT: Theatre 99
        Hosts: Brandy Sullivan and Greg Tavares
        Reading: Chapter 12 Career Development Strategies and the Role of the Internship (pages 505-525) Job Preparation

February 3  MARKETING THE VENUE
        Commercial and non-profit organizations; Artistic Process
        Guest: Katie Fox, Executive Director, Harbison Theatre, Irmo, SC
        Reading: Chapter 1 Organizational Structures and Managerial Positions (pages 1-50)

February 10  DISABILITY and ACCESS DAY
        504, Americans with Disabilities Act, full access Definitions; core values
        SITE VISIT: Sottile Theatre
        Reading: Chapter 2 Mission, Vision and Strategy (pages 51-80)

February 17  CROWD CONTROL, SAFETY AND EMERGENCY RESPONSE
        Crowd Crush, Alcohol, Weather
        Reading: Chapter 3 Nonprofit Formation and Legal Considerations (pages 81-102) Tax exemption; board of directors
Due: Venue Assessment 1

February 24  SITE VISIT: Woolfe Street Playhouse  
Host: Keely Enright, Artistic Director, Village Repertory Company  
Commercial Production Process  
Reading: Chapter 4 Commercial Producing (pages 103-130)  
Due: Venue Assessment 2

SPRING BREAK

March 10  AGENTS, MANAGERS, PROMOTERS, PRODUCERS AND ARTISTS  
Skype guest: Jennifer Morris, Siegel Artist Management  
Job descriptions and organizational charts  
Budgets; Accountability, booking the tour  
Reading: Chapter 5 Financial Management (pages 131-166)

March 17  TECHNICAL TRAINING  
SITE VISIT: Sottile Theatre  
Host: David Inabinette, Technical Director  
Reading: Chapter 6 Developing a Funding Base (page 166-274)  
Earned and Contributed income  
Due Venue Assessment 3

March 24  MARKETING PLAN AND SOCIAL MEDIA  
Publicity; Ticket Packages  
Guest: Melanie C Quick, Marketing Manager, North Charleston, PAC  
Reading: Chapter 7 Strategies for Selling Tickets (pages 275-340)  
Due: Venue Assessment 4

March 31  FESTIVALS  
Guests: Sara Bennett, Artist Services, Spoleto Festival USA  
Katie Kinard, Box office manager, Spoleto Festival USA  
Reading: Chapter 8 Performing Arts Education (pages 341-364)  
Programs and best practices; box office and ticketing  
Due: Venue Assessment 5

April 7  UNIONS: THE GOOD AND THE BAD  
Guest: Kathleen Wilson, Musicians Union, Charleston City Council  
Reading: Chapter 9 Labor Relations (pages 365-394)  
Contracts; collective bargaining
Due Venue Assessment 6

April 14
TOURING, CONTRACTS, ROUTING  
Guest: Stephen Pond, Tour Manager  
Road market  
Video: Ben Cameron, The Real Power of the Performing Arts  
Reading: Chapter 10 Touring Productions (pages 395-424)

April 21
TECHNICAL RIDERS AND VENUE MAINTENANCE  
Site visit and usher training: Gaillard Center  
Guest: Kelly Biscopink, Production Manager, Gaillard Center  
Reading: Chapter 11 Facility Management (pages 425-504)  
Front of house

Saturday, May 2  
Class presentations of projects  
4-7pm

Center for Student Learning offers assistance in study strategies, speaking & writing skills. They offer tutoring, supplemental instruction, study skills appointments, a Writing Lab, an Accounting Lab and workshops. Services are available to you at no additional cost. For more information please visit the CSL website at csl.cofc.edu or call 843.953.5635.
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: Jeanette Guinn Phone: 843-953-8241 Email: guinnj@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 2016

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/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, 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 5
Arts Electives

Choose 9 credit hours from the following approved courses with no more than 3 credit hours from any one DISCIPLINE:

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)
ARTS 119 Drawing I (3)
ARTS 220 Sculpture I (3)
CITA 180 Computers, Music, and Art (3)
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)
DANC 290 Special Topics in Dance (1-3)
DANC 330 History of Non-Western Dance (3)
DANC 331 History of Western Dance (3)
HPCP 199 Introduction to Historic Preservation (3)
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)
THTR 135 Elementary Jazz Dance (2)
Arts Electives

**ARTM MAJOR**
Choose 9 credit hours from the following approved courses with no more than 3 credit hours from any one discipline:

**ARTM MINOR**
Choose at least 3 credit hours from the following approved courses:

- 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 214 History of Greek Art (3)
- ARTH 215 History 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)
- ARTS 119 Drawing I (3)
- ARTS 220 Sculpture I (3)
- CITA 180 Computers, Music, and Art (3)
- ENGL 212 The Cinema: History and Criticism (3) PR: ENGL 110 or equivalent
- ENGL 220 Poetry Writing I (3) PR: ENGL 110 or equivalent
- ENGL 223 Fiction Writing I (3) PR: ENGL 110 or equivalent
- ENGL 367 Creative Non-Fiction (3)
- DANC 290 Special Topics in Dance (1-3)
- DANC 330 History of Non-Western Dance (3)
- DANC 331 History of Western Dance (3)
- HPCP 199 Introduction to Historic Preservation (3)
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)
SPOL 150 Music and the Arts in the Spoleto Festival (3) Maymester Only
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)
THTR 200 General Practicum (1)
THTR 201 Production Practicum (1, repeatable)
THTR 202 Performance Practicum (1)
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)
THTR 200 General Practicum (1)
THTR 201 Production Practicum (1, repeatable)
THTR 202 Performance Practicum (1)
SPOL 150 Music and the Arts in the Spoleto Festival (3) Maymester Only

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

This change would allow students to take a class from Theatre AND Dance toward the arts requirement not Theatre OR Dance. Students will then be required to take 9 hours of arts courses with no more than 3 in any one discipline.

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?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Students express clear, persuasive ideas that demonstrate communication skills.</td>
<td>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.</td>
</tr>
<tr>
<td>2. Students understand and demonstrate knowledge of the support structure of the arts and its relationship to sustainability.</td>
<td>ARTM 350: MARKETING, FUNDRAISING &amp; 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.</td>
</tr>
</tbody>
</table>
| 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. |
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Students promote the arts to a wide range of diverse audiences.</td>
</tr>
</tbody>
</table>
| 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**

- [x] I have completed all relevant parts of the form.
- [x] I have attached a cover letter that describes my request and lists all the documents I am submitting.
- [x] 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.
- [x] 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.
- [x] I have submitted one Signature Form that lists all of the different forms I am submitting.

This form was last updated on 6/6/2013 and replaces all others.
Arts Management Major Requirements
Catalog Year: 2015-16
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 for more information.

Required Courses

☐ ARTM 200  Contemporary Issues in Arts Management (3) PR: None
☐ ARTM 310  Principles and Practices in Arts Management (3) PR: ARTM 200 with a C- or better
☐ ARTM 340  Arts Financial Management (3) PR: ACCT 203, 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 400  Internship in Arts Management (3) PR: Junior standing, ARTM 310 with a C- or better, and faculty permission
☐ OR
☐ ARTM 401  Music Industry Internship (3) PR: Junior standing, ARTM 200 with a C- or better, ARTM 210, ARTM 310 with a C- or better, and faculty permission
☐ ARTM 420  Policy in the Arts (3) PR: Junior standing, ARTM 310 with a C- or better, and ARTM 350
☐ ACCT 203  Financial Accounting (3) PR: Sophomore standing
☐ ECON 200  Principles of Microeconomics (3) PR: None
☐ ECON 201  Principles of Macroeconomics (3) PR: ECON 200

Choose one of the following:

☐ __________
☐ ARTM 390  Legal Aspects of the Entertainment Industry (3) PR: Junior Standing or instructor permission
☐ BLAW 205  Legal Environment of Business (3) PR: Sophomore standing

Choose one of the following:

☐ __________
☐ ARTM 325  Understanding Creativity (3) PR: None
☐ PHIL 185  Philosophy and Film (3) PR: None
☐ PHIL 280  Aesthetics (3) PR: None
☐ PHIL 282  Philosophy and Music (3) PR: None

Choose one of the following:

☐ __________
☐ ARTM 370  Arts Marketing and Public Relations (3) PR: ARTM 200, ARTM 310, and departmental permission
☐ MKTG 302  Marketing Concepts (3) PR: ECON 200, 201; junior standing

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

☐ __________  ☐ __________  ☐ __________
ART HISTORIE

ARTH 101  History of Art: Prehistoric to Medieval (3) PR: None
ARTH 102  History of Art: Renaissance to Modern (3) PR: None
ARTH 103  Asian Art (3) PR: None
ARTH 104  Themes in History of Art (3) PR: None
ARTH 105  Introduction to Architecture (3) PR: None
ARTH 190  Special Topics in Art History (3) PR: None
ARTH 205  Pre-Columbian Art and Culture (3) PR: None
ARTH 210  African Art (3) PR: None
ARTH 214  Ancient Roman Art (3) PR: None
ARTH 215  Ancient Greek Art (3) PR: None
ARTH 225  Medieval Art (3) PR: None
ARTH 241  Art of India (3) PR: None
ARTH 242  Art of China (3) PR: None
ARTH 243  Art of Japan (3) PR: None
ARTH 250  American Art (3) PR: None
ARTH 255  Latin American Colonial Art (3) PR: None
ARTH 260  Addlestone Seminar on the Arts and Culture of the Lowcountry (3) PR: None
ARTH 265  The City as a Work of Art (3) PR: None
ARTH 275  The History of Land Design (3) PR: None (Cross-listed with HPCP 275)
ARTH 277  Renaissance Art (3) PR: None
ARTH 280  Baroque Art (3) PR: None
ARTH 285  Modern Art (3) PR: None
ARTH 287  New Media in Contemporary Art (3) PR: None
ARTH 290  Selected Topics in Art History (3) PR: None
ARTH 293  Introduction to Film Art (3) PR: None

COMPUTING IN THE ARTS

CITA 180  Computers, Music and Art (3) PR: None (Cross-listed with CSCI 180)

ENGLISH

ENGL 212  The Cinema: History and Criticism (3) PR: ENGL 110 or equivalent
ENGL 220  Poetry Writing I (3) PR: ENGL 110 or equivalent
THTR 276  Script Analysis (3) PR: None
THTR 316  African American Theatre (3) PR: None
THTR 318  History of Fashion and Manners (3) PR: None
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>PR Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 223</td>
<td>Fiction Writing I (3)</td>
<td>ENGL 110 or equivalent</td>
</tr>
<tr>
<td>ENGL 367</td>
<td>Creative Nonfiction (3)</td>
<td>ENGL 110 or equivalent</td>
</tr>
<tr>
<td>HPCP 199</td>
<td>Introduction to Historic Preservation (3)</td>
<td>None</td>
</tr>
<tr>
<td>HPCP 275</td>
<td>The History of Land Design (3)</td>
<td>None (Cross-listed with ARTH 275)</td>
</tr>
<tr>
<td>MUSC 121</td>
<td>Class Piano (1)</td>
<td>Limited enrollment by audition.</td>
</tr>
<tr>
<td>MUSC 131</td>
<td>Music Appreciation (3)</td>
<td>None</td>
</tr>
<tr>
<td>MUSC 222</td>
<td>Special Topics for Non-Majors (3)</td>
<td>None</td>
</tr>
<tr>
<td>MUSC 232</td>
<td>History of Popular Music in the United States (3)</td>
<td>None</td>
</tr>
<tr>
<td>MUSC 246</td>
<td>Music Theory I (3)</td>
<td>Instructor/Faculty permission</td>
</tr>
<tr>
<td>MUSC 345</td>
<td>Jazz Theory (3)</td>
<td>None</td>
</tr>
<tr>
<td>MUSC 347</td>
<td>History of Jazz (3)</td>
<td>None</td>
</tr>
<tr>
<td>SPOL 150</td>
<td>Music and the Arts in the Spoleto Festival USA (3)</td>
<td>None (Maymester only)</td>
</tr>
<tr>
<td>ARTS 119</td>
<td>Drawing I (3)</td>
<td>None</td>
</tr>
<tr>
<td>ARTS 220</td>
<td>Sculpture (3)</td>
<td>None</td>
</tr>
<tr>
<td>DANC 290</td>
<td>Special Topics in Dance (1-3)</td>
<td>None</td>
</tr>
<tr>
<td>DANC 330</td>
<td>History of Non-Western Dance (3)</td>
<td>None</td>
</tr>
<tr>
<td>DANC 331</td>
<td>History of Western Dance (3)</td>
<td>None</td>
</tr>
<tr>
<td>THTR 135</td>
<td>Elementary Jazz Dance for Non-Majors (2)</td>
<td>None</td>
</tr>
<tr>
<td>THTR 137</td>
<td>Elementary Modern Dance for Non-Majors (2)</td>
<td>None</td>
</tr>
<tr>
<td>THTR 145</td>
<td>Elementary Tap (2)</td>
<td>None</td>
</tr>
<tr>
<td>THTR 176</td>
<td>Introduction to Theatre (3)</td>
<td>None</td>
</tr>
<tr>
<td>THTR 185</td>
<td>Beginning Ballet for Non-Majors (2)</td>
<td>None</td>
</tr>
<tr>
<td>THTR 200</td>
<td>General Practicum (1)</td>
<td>Permission of Instructor</td>
</tr>
<tr>
<td>THTR 201</td>
<td>Production Practicum (1)</td>
<td>Permission of Instructor</td>
</tr>
<tr>
<td>THTR 202</td>
<td>Theatre Performance Practicum (1)</td>
<td>Permission of Instructor</td>
</tr>
<tr>
<td>THTR 209</td>
<td>Stagecraft I (3)</td>
<td>None</td>
</tr>
<tr>
<td>THTR 240</td>
<td>Costume I: Introductory Studies (3)</td>
<td>None</td>
</tr>
</tbody>
</table>
Arts Management Minor Requirements

Jeanette Guinn, 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)

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)
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 I (3)
THTR 240 Costuming I: 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
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

Introduction to Arts Management (Pre-req for ARTM 310)
Advanced Arts Management (Pre-req for ARTM 350 & ARTM 400)
Internship in Arts Management or Music Industry Internship

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

Principles of Microeconomics
Financial Accounting
Legal Environment of Business or Legal Aspects of the
Entertainment Industry

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

Marketing, Fundraising & Grant Writing for Nonprofit Arts Orgs.
Introduction to the Music Industry
Gallery Fundamentals

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

Creativity in the Arts
Aesthetics

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 I (3) PR: ENGL 110 or equivalent
ENGL 223 Fiction Writing I (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)
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 I (3)
THTR 240 Costuming I: 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)
Arts Electives

**ARTM MAJOR**
Choose 9 credit hours from the following approved courses with no more than 3 credit hours from any one discipline:

**ARTM MINOR**
Choose at least 3 credit hours from the following approved courses:

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 214 History of Greek Art (3)
ARTH 215 History 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)
ARTS 119 Drawing I (3)
ARTS 220 Sculpture I (3)
CITA 180 Computers, Music, and Art (3)
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)
DANC 290 Special Topics in Dance (1-3)
DANC 330 History of Non-Western Dance (3)
DANC 331 History of Western Dance (3)
HPCP 199 Introduction to Historic Preservation (3)
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)
SPOL 150 Music and the Arts in the Spoleto Festival (3) *Maymester Only*
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)
THTR 200 General Practicum (1)
THTR 201 Production Practicum (1, repeatable)
THTR 202 Performance Practicum (1)
Subject: Re: Curriculum Change
Date: Thursday, February 26, 2015 at 2:27:16 PM Eastern Standard Time
From: McCabe, Janine Marie <McCabeJ@cofc.edu>
To: Urbanski Kelley, Anja <UrbanskiA@cofc.edu>

Hi Anja. That sounds like a good change to me!

Thank you.

Janine

---

Janine McCabe
Chair - Department of Theatre and Dance
Associate Professor of Costume Design
College of Charleston
CATO Room 301
mccabej@cofc.edu
843-953-8219

From: "<Urbanski Kelley>" <UrbanskiA@cofc.edu>
Date: Wednesday, February 25, 2015 3:21 PM
To: Cofc Cofc <McCabeJ@cofc.edu>
Cc: "Chandler, Karen A" <ChandlerK@cofc.edu>
Subject: Re: Curriculum Change

Realized I did not attach the list of classes.
Here it is.
Anja

ANJA URBANSKI KELLEY '93
Arts Management, Program Coordinator

COLLEGE OF CHARLESTON
54 St. Philip Street | 315-B Stiterson Center for the Arts | Charleston, SC 29404
tel. 843.953.6301 | fax.843.953.7068 | umbankskia@cofc.edu | artsmanagement.cofc.edu

From: "<Urbanski Kelley>" <UrbanskiA@cofc.edu>
Date: Wednesday, February 25, 2015 at 2:43 PM
To: "McCabe, Janine Marie" <McCabeJ@cofc.edu>
Cc: Karen Chandler <chandlerk@cofc.edu>
Subject: Curriculum Change

Janine

As you may be aware, Arts Management majors are required to take 9 hours of arts courses from three different areas. I am attaching the list of approved courses. Because they are in the same department, Theatre and Dance courses have been grouped together as one “area”. We have been running into a problem with students who take Dance and Theatre classes only being allowed to use one of these to fulfill their major requirements because they are in the same “area”. The Registrar has suggested that we re-word our requirements to say “9 credits from these approved courses with no more than 2 hrs in any one DISCIPLINE” rather than “in any one AREA”. This would allow students to take both a theater course and a dance course towards these requirements.
We would like to submit this change to the curriculum committee as soon as possible. Could you please email me with a brief response that you approve this curriculum request?

Thanks!
Anja

ANJA URBANSKI KELLEY '93
Arts Management, Program Coordinator

COLLEGE OF CHARLESTON
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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: Jeanette Guinn  Phone: 843-953-5474  Email: guinnj@cofc.edu

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

Name and Acronym of Major: Arts Management/ARTM with ARMU concentration

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 (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, 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.
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 255: Fundamentals of Presenting the Performing Arts (3) PR: MUSC 131 or THTR 176 or permission of instructor
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.

The concentration course (ARTM 360 Case Studies in Venue & Event Management) is being replaced by the new course (ARTM 255 Presenting the Performing Arts), which was developed to address the needs of the music industry concentration while also serving as an elective that will be relevant to Arts Management majors and minors who are not pursuing the concentration.

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>ARTM255: 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</td>
</tr>
</tbody>
</table>
4. **Students critically analyze various forms of music.**

   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.

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.

Additional Outcomes or Comments:

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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.

None.

**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 with Concentration in Music Industry Requirements
Catalog Year: 2015-16
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.coic.edu/general-edu for more information.

Required Courses

☐ ARTM 200 Contemporary Issues in Arts Management (3) PR: None
☐ ARTM 310 Principles and Practices in Arts Management (3) PR: ARTM 200 with a C- or better
☐ ARTM 340 Arts Financial Management (3) PR: ACCT 203, 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 401 Music Industry Internship (3) PR: Junior standing, ARTM 200, 210, 310 and faculty permission
☐ ARTM 420 Policy in the Arts (3) PR: Junior standing, ARTM 310 with a C- or better, and ARTM 350
☐ ACCT 203 Financial Accounting (3) PR: Sophomore standing
☐ ECON 200 Principles of Microeconomics (3) PR: None
☐ ECON 201 Principles of Macroeconomics (3) PR: ECON 200

Choose one of the following:

☐ ARTM 390 Legal Aspects of the Entertainment Industry (3) PR: Junior Standing or instructor permission
☐ BLAW 205 Legal Environment of Business (3) PR: Sophomore standing

Choose one of the following:

☐ ARTM 325 Understanding Creativity (3) PR: None
☐ PHIL 185 Philosophy and Film (3) PR: None
☐ PHIL 280 Aesthetics (3) PR: None
☐ PHIL 282 Philosophy and Music (3) PR: None

Choose one of the following:

☐ ARTM 370 Arts Marketing and Public Relations (3) PR: ARTM 200, ARTM 310, and departmental permission
☐ MKTG 302 Marketing Concepts (3) PR: ECON 200, 201; junior standing

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 to Medieval (3) PR: None
ARTH 102 History of Art: Renaissance to Modern (3) PR: None
ARTH 103 Asian Art (3) PR: None
ARTH 104 Themes in History of Art (3) PR: None
ARTH 105 Introduction to Architecture (3) PR: None
ARTH 190 Special Topics in Art History (3) PR: None
ARTH 205 Pre-Columbian Art and Culture (3) PR: None
ARTH 210 African Art (3) PR: None
ARTH 214 Ancient Roman Art (3) PR: None
ARTH 215 Ancient Greek Art (3) PR: None
ARTH 225 Medieval Art (3) PR: None
ARTH 241 Art of India (3) PR: None
ARTH 242 Art of China (3) PR: None
ARTH 243 Art of Japan (3) PR: None
ARTH 250 American Art (3) PR: None
ARTH 255 Latin American Colonial Art (3) PR: None
ARTH 260 Addlestone Seminar on the Arts and Culture of the Lowcountry (3) PR: None
ARTH 265 The City as a Work of Art (3) PR: None
ARTH 275 The History of Land Design (3) PR: None (Cross-listed with HPCP 275)
ARTH 277 Renaissance Art (3) PR: None
ARTH 280 Baroque Art (3) PR: None
ARTH 285 Modern Art (3) PR: None
ARTH 287 New Media in Contemporary Art (3) PR: None
ARTH 290 Selected Topics in Art History (3) PR: None
ARTH 293 Introduction to Film Art (3) PR: None

Computing in the Arts
CITA 180 Computers, Music and Art (3) PR: None (Cross-listed with CSCI 180)

English
ENGL 212 The Cinema: History and Criticism (3) PR: ENGL 110 or equivalent
ENGL 220 Poetry Writing I (3) PR: ENGL 110 or equivalent
ENGL 223 Fiction Writing I (3) PR: ENGL 110 or equivalent
ENGL 367 Creative Nonfiction (3) PR: ENGL 110 or equivalent
<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>HPCP 199</td>
<td>Introduction to Historic Preservation</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>HPCP 275</td>
<td>The History of Land Design</td>
<td>3</td>
<td>None (Cross-listed with ARTH 275)</td>
</tr>
<tr>
<td>MUSC 121</td>
<td>Class Piano</td>
<td>1</td>
<td>Limited enrollment by audition.</td>
</tr>
<tr>
<td>MUSC 131</td>
<td>Music Appreciation</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>MUSC 222</td>
<td>Special Topics for Non-Majors</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>MUSC 232</td>
<td>History of Popular Music in the United States</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>MUSC 246</td>
<td>Music Theory I</td>
<td>3</td>
<td>Instructor/Faculty permission</td>
</tr>
<tr>
<td>MUSC 345</td>
<td>Jazz Theory</td>
<td>3</td>
<td>None</td>
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<tr>
<td>MUSC 347</td>
<td>History of Jazz</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>SPOL 150</td>
<td>Music and the Arts in the Spoleto Festival USA</td>
<td>3</td>
<td>None (Maymester only)</td>
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<tr>
<td>ARTS 119</td>
<td>Drawing I</td>
<td>3</td>
<td>None</td>
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<tr>
<td>ARTS 220</td>
<td>Sculpture</td>
<td>3</td>
<td>None</td>
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<tr>
<td>DANC 290</td>
<td>Special Topics in Dance</td>
<td>1-3</td>
<td>None</td>
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<tr>
<td>DANC 330</td>
<td>History of Non-Western Dance</td>
<td>3</td>
<td>None</td>
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<tr>
<td>DANC 331</td>
<td>History of Western Dance</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>THTR 135</td>
<td>Elementary Jazz Dance for Non-Majors</td>
<td>2</td>
<td>None</td>
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<tr>
<td>THTR 137</td>
<td>Elementary Modern Dance for Non-Majors</td>
<td>2</td>
<td>None</td>
</tr>
<tr>
<td>THTR 145</td>
<td>Elementary Tap</td>
<td>2</td>
<td>None</td>
</tr>
<tr>
<td>THTR 176</td>
<td>Introduction to Theatre</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>THTR 185</td>
<td>Beginning Ballet for Non-Majors</td>
<td>2</td>
<td>None</td>
</tr>
<tr>
<td>THTR 200</td>
<td>General Practicum</td>
<td>1</td>
<td>Permission of Instructor</td>
</tr>
<tr>
<td>THTR 201</td>
<td>Production Practicum</td>
<td>1</td>
<td>Permission of Instructor</td>
</tr>
<tr>
<td>THTR 202</td>
<td>Theatre Performance Practicum</td>
<td>1</td>
<td>Permission of Instructor</td>
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<tr>
<td>THTR 209</td>
<td>Stagecraft I</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>THTR 240</td>
<td>Costume I: Introductory Studies</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>THTR 276</td>
<td>Script Analysis</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>THTR 316</td>
<td>African American Theatre</td>
<td>3</td>
<td>None</td>
</tr>
<tr>
<td>THTR 318</td>
<td>History of Fashion and Manners</td>
<td>3</td>
<td>None</td>
</tr>
</tbody>
</table>
Optional: Students may add a concentration in Music Industry (18 credit hours)

Required Courses

☐ 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 the instructor

☐ ARTM 255  Fundamentals of Presenting (4) PR MUSC 131 or THTR or permission

☐ ARTM 360* Special Topics in Arts Management (1-3) PR: Permission of the instructor

☐ ARTM 390  Legal Aspects of the Entertainment Industry (3) PR: Junior standing or permission of the instructor

☐ ARTM 401  Music Industry Internship (3) PR: Junior standing, ARTM 200 with a C- or better, ARTM 210, ARTM 310 with a C- or better, and faculty permission

Note: *When section covers, “Case Studies in Venue and Event Management”.