Minor in PERFORMING ARTS MANAGEMENT

The minor in Performing Arts Management (PAM) invites exceptional undergraduate students to add arts business training and entrepreneurship to their academic portfolio. Such training is intended to amplify the careers of students engaged with performance through knowledge and skills that increase and broaden the impact of their artistic talents. Similarly, students in business or other programs throughout the University can add a performing arts dimension to their education.

Understanding organizational, promotional, and fundraising techniques can help advance all work in the arts. Whether teaching, creating, or working within a traditional performing arts institution (such as an orchestra, theatre or dance company), management training amplifies the symbiosis of artistry, institution, and community and enriches the performing arts and culture as a whole.

How to Apply:

The School of Music, Theatre & Dance offers a minor in PAM to eligible U-M students in the SMTD, LSA, and the Ross School of Business.

The academic minor in PAM is developed in consultation with the undergraduate advisor. Please contact Professor Greg Poggi at gpoggi@umich.edu.
Requirements for the Performing Arts Management Minor

At least 15 credits with a minimum of five courses to be chosen from the following two categories. Eligible courses taken prior to acceptance to the minor can be used to fulfill the 15-credit hour requirement.

1. **Required Topics Courses:** Complete at least 10 credit hours in the following courses:
   a. Theatre & Drama 385 (Performing Arts Management) - 2 credits
   b. Arts Administration 406.001 (Marketing and Social Media)- 1 credit
   c. Arts Administration 406.002 (Cultural Entrepreneurship)- 1 credit
   d. Arts Administration 406.003 (The Recording Industry)- 1 credit
   e. Theatre & Drama 426 (Fundraising and the Arts) - 2 credits
   f. Theatre & Drama 435 (Producing in the American Theatre) - 3 credits
   g. Theatre & Drama 438 (Legal Issues in the Arts) - 3 credits
   h. Musicology 406 (History of the Music Business)- 3 credits
   i. Performing Arts Technology 472 (Business of Music)- 3 credits
   j. Jazz 480 (Career Development for Jazz Musicians) - 2 credits
   k. Arts Admin 591 (Internship) - 1-2 credits
   l. Organizational Studies 495 (Non-Profit Organizations: Theory and Practice only) - 3 credits

2. **Electives:** Remaining credit hours can be earned in courses chosen from the list below:
   a. Acc 300 (Financial)
   b. Acc 301 (Managerial)
   c. Acc 471 (Financials for Non-Majors)
   d. Comm 101 (The Mass Media)
   e. Comm 102 (Media Processes and Effects)
   f. Comm 351 (Understanding Media Industries)
   g. Comm 371 (Media, Culture, and Society)
   h. Comm 454 (Media Economics)
   i. Comm 462 (Designing Persuasive Communication)
   j. Comm 463 (Computer Mediated Communication)
   k. Comm 466 (Internet, Society and the Law)
   l. Econ 101 (Introduction to Economics I)
   m. Econ 102 (Introduction to Economics II)
   n. MKT 300 (Marketing Management)
   o. MKT 301 (Marketing Management II)
   p. MKT 310 (Fundamentals of Sale Management)
   q. Orgstudy 215 (Organization and Society)
   r. Orgstudy 305 (Inside Organizations)
   s. Orgstudy 310 (Formal Organizations and Environments)
   t. Orgstudy 395 (Current Issues in Organizational Studies)
   u. Orgstudy 495 (Special Topics other than Non-Profit Organizations)
   v. Psych 260 (Introduction to Organizational Psychology)
   w. RCHUMS 334 (Topics in Humanities: Community Empowerment through the Arts)
   x. Stats 250 (Introduction to Statistical Data Analysis)
   y. SW 300: Leadership in the Nonprofit Sector

*Production practica are not eligible courses for the minor; no more than one course fulfilling a requirement in the PAM minor may be simultaneously be counted to cover another degree requirement; AP credits may not be used to satisfy minor requirements.*