



**UNC GREENSBORO**

College of Visual  
and Performing Arts

## Major & Concentration(s)

Arts Administration (BA)

- Art Museum Studies

## Contact

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## Arts Administration Program

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**APPLY ONLINE** *at*  
**APPLY.UNCG.EDU**

# ARTS ADMINISTRATION

*The Arts Administration Program is for students wanting to lead and make a difference in the arts. Students graduate ready to pursue careers in arts and cultural organizations, arts-related businesses, or start their own entrepreneurial venture in the arts. Students who aim for a career as a professional performing or visual artist will also find the major valuable. The Arts Administration degree works well as a second major with art, dance, music, and theatre degrees.*

## Degree Outcomes

- Graduates of the Arts Administration Program are working in companies such as the Charlotte Symphony Orchestra, The Forge, Florida Studio Theatre, Road Nation, Burning Coal Theatre Company, and The Richmond Forum.
- Potential areas of expertise include marketing, fundraising, education, community outreach, finance, cultural planning, union representation, human resources, and consulting.

## The Student Experience

- Project-based learning and career readiness is emphasized.
- Courses and program activities engage working arts professionals and local and regional arts organizations for students to explore career tracks and make professional connections.
- A required internship helps to transition students into the arts profession. Placements are highly individualized based on the student's career goals within arts administration.
- Students also take relevant classes with the Bryan School of Business & Economics and programs including Communication Studies and Political Science.
- The Art Museum Studies concentration provides a foundation in the theory and practice of historic and contemporary art museums and non-collecting visual arts galleries and centers.
  - Students graduate ready for entry-level museum work and/or graduate programs in Museum Studies and Curatorial Studies.
  - An Art History minor is required for the Art Museum Studies Concentration.

## Accreditations & Affiliations

- Association of Arts Administration Educators
- Society for Arts Entrepreneurship Educators