



UNC GREENSBORO

College of Visual
and Performing Arts

vpa.uncg.edu

Majors & Concentrations

Arts Administration (BA)

Contact

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Contact the Arts Administration Program

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ARTS ADMINISTRATION

The Bachelor of Arts in Arts Administration is an interdisciplinary liberal arts degree applying leadership and management theory and training within a cultural and creative arts context. Often pursued in conjunction with creative studies within arts disciplines, this degree is ideal for students pursuing leadership and administrative roles within arts and cultural organizations, arts-related businesses, or entrepreneurship in the arts. Students managing a career in the arts – a performer or visual artist, for example – will find the major valuable. The degree works well as a second major with art, dance, music, and theatre degrees.

Degree Outcomes

- Careers include positions in arts organizations such as theaters, performing arts centers, museums, galleries, ballet and dance companies, orchestras, choral and music groups, operas, arts councils, community arts organizations, arts education organizations, labor unions, professional associations, and philanthropic foundations.
- Potential areas of expertise include marketing, development, education, community outreach, finance, cultural planning, union representation, human resources, IT, grant writing, and consulting.
- Potential professional roles include executive director/managing director; president/CEO; artistic director; program director/officer; operations manager; curator; and cultural planner.
- Students with the goal of launching an arts-related enterprise would benefit from partnering the degree with the entrepreneurship program from the Bryan School of Business & Economics.
- Double-majoring, minoring, or taking courses in arts administration benefits students seeking a solo performance or visual arts career.

The Student Experience

- Organizations within the College of Visual and Performing Arts include music ensembles, theatre groups, and dance companies.
- Internships in arts administration are available for course credit and can include marketing and design, curatorial assistant, special events, and outreach programming.
- The program offers flexibility in selecting an arts discipline to extend leadership and management theory and training, and students may take courses in music, theatre, dance, and entrepreneurship to gain experience in multiple fields.

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APPLY ONLINE at **APPLY.UNC.G.EDU**

ARTS ADMINISTRATION

The Student Experience (continued)

- Access to outstanding resources of UNCG College of Visual and Performing Arts, the largest arts college in North Carolina and one of the largest in the Southeast.
- Opportunities for cross-curriculum collaboration with the Bryan School of Business & Economics and programs including Communication Studies and Political Science.
- Arts-based living community, “Studio 91” in Cone Residence Hall, featuring music, theater, and dance practice rooms; music composition computer lab; drawing lounge; and arts-related programs and events.

Accreditations & Affiliations

- Student internship partnerships with organizations such as the Greensboro Symphony Orchestra, Dance Project, Burning Coal Theatre Company, Greensboro Project Space, and Center for Visual Artists.