

ARTS ADMINISTRATION MINOR

<https://cola.unh.edu/theatre-dance/program/minor/arts-administration>

Description

The Arts Administration Minor is designed to develop the skillset necessary for work in the diverse field of arts management and arts entrepreneurship. You'll gain experience in accounting, marketing, and business administration as well as other critical areas that help prepare students for careers in the nonprofit and for-profit arts sectors. The knowledge acquired in this minor is also designed to be applied to the development, funding, marketing and management of projects created by fine and performing artists.

The award-winning faculty in the UNH Departments of Theatre and Dance, Music and Art offer students an enormous spectrum of fine and performing arts opportunities and learning experiences to connect and enhance the study of Arts Administration. The Paul College of Business and Economics is one of the nation's top ranked business schools with renowned faculty in the areas of marketing, management, finance and accounting. This unique minor is designed to bring exposure to the arts for non-fine and performing arts majors, and business-related skills for those in the arts.

Contact [David Kaye \(david.kaye@unh.edu\)](mailto:david.kaye@unh.edu), (603) 862-0667.

Requirements

Academic policies related to Minors.

Code	Title	Credits
Required Courses		
ACC 501	Survey of Accounting	4
or ADMN 502	Financial Accounting	
MKTG 530	Survey of Marketing	4
or ADMN 585	Marketing	
THDA 541	Arts Administration and Entrepreneurship	4
Elective Courses		8
For students pursuing majors in The Peter T Paul School of Business or the fine and performing arts division of COLA: Two elective courses from the following list (electives must be taken outside your home college unless indicated). For all other students, two elective courses from the following list. At least one elective course must be in the fine or performing arts.		
ARTH 400	Topics in Art History	
ARTH 480	Introduction to Art History	
ARTS 510	Principles of Design ¹	
ARTS 532	Introductory Drawing	
ARTS 552	Introductory Digital Photography	
MGT 520	Topics in Management (Thinking Like an Entrepreneur, Negotiations)	
MGT 540	Leading with Impact: Strategies for Modern Leadership	
MGT 640	Human Resource Management	
MKTG 547	Promotion and Advertising	
MKTG 649	Foundations of Personal Selling	
MKTG 520	Topics in Marketing (Understanding Your Customer)	
PAUL 450	Personal Finance	
THDA 442	Introduction to the Art of Acting	
THDA 459	Stagecraft	
THDA 462	Ballet I	
THDA 463	Theatre Dance I	
THDA 548	Stage Lighting Design and Execution	
THDA 555	Acting The Song	

THDA 641	Stage Management
Total Credits	20

- ¹ This course can be taken by students pursuing majors in the fine and performing arts division of COLA. This course cannot also be used toward completion of any major in Art and Art History.
- ² This course can be taken by students pursuing majors in the fine and performing arts division of COLA. This course cannot also be used toward completion of the Theatre & Dance major. Course must be specifically focused on Arts Administration.