

AGAD – ARTS & CULTURAL MANAGEMENT

AGAD 100

Foundations of Arts and Cultural Management

3 Credits Weekly (3-0-0)

In this course students examine critical issues and trends facing cultural managers today. Students examine the breadth and diversity of the sector, various organizing models and methods, the contributions of the sector to the Canadian economy and the role of art and culture in society. Students also examine significant historical events that influenced the development of the arts in Canada and explore the challenges inherent in balancing the needs of funders, artists and patrons.

AGAD 105

Accounting in Arts and Cultural Management

3 Credits Weekly (3-0-0)

In this course, students prepare, record and interpret financial information used in decision making. Students practice accounting procedures, prepare statements and reports for analysis and examine differences in the accounting practices of not-for-profit, charitable and for-profit arts and cultural organizations.

AGAD 107

Computer Applications in Arts and Cultural Management

3 Credits Weekly (3-0-0)

Students develop foundational skills in the software applications commonly used by the arts manager including the features, functions and efficiencies of spreadsheet, database, word processing, publishing and presentation software. Producing a range of documents, students focus on readability, visual appeal, form and function, and file management in each application. Projects combine skill development with the ability to connect these applications to subsequent work in the program. Note: Credit can be obtained in only one of AGAD 107 or MGTS 107.

AGAD 112

Introduction to Audience and Resource Development

3 Credits Weekly (3-0-0)

Students explore principles of marketing and fund development and examine how these concepts are used to shape communications and resource development initiatives in the cultural sector. Other topics include various methods of relationship building with audiences for a variety of resource development goals focusing on earned and contributed revenue.

AGAD 120

Managing and Leading in Arts and Culture

3 Credits Weekly (3-0-0)

In this course, students study the principles of management and discuss the complexities of leading in the arts, heritage and cultural sector. Students examine and reflect on the influences of personality type, perception, stress and motivation on interpersonal effectiveness and the impact of power, politics, change and organizational culture on the organization. Note: Credit can be obtained in only one of AGAD 120 OR AGAD 320.

Prerequisites: AGAD 100.

AGAD 122

Applied Audience and Resource Development

3 Credits Weekly (3-0-0)

In this course students research and discuss potential funding and marketing tools and strategies utilized in the cultural sector. Students also develop key messages and plan for the development and use of marketing and fund development tools in various formats and media for a variety of audiences.

Prerequisites: AGAD 112.

AGAD 123

Human Resources in Arts and Cultural Management

3 Credits Weekly (3-0-0)

This course examines the human resources of cultural organizations—the role of boards of directors, volunteers, and paid staff—and teaches the skills necessary to build successful relationships among these groups. Emphasis is placed on the governance function of the board, as well as on the processes of recruitment, selection, orientation and training, motivation and engagement, and termination and transition for all three groups. Learning activities will examine policy development, common practices in human resources management, and how boards, staff, and volunteers work together strategically to advance the work of cultural organizations.

AGAD 203

Introduction to Project Management in Arts and Culture

3 Credits Weekly (3-0-0)

In this course, students develop practical strategies for project planning in an arts and cultural environment. Students focus on the roles and responsibilities of a project manager and the components of a comprehensive project plan including identifying the scope of the project, milestones, resources, communication needs, budget and project evaluation.

Prerequisites: AGAD 120 or AGAD 320, or for non-AACM students, completion of 60 credits.

AGAD 209

Publicity and Media Relations in the Arts

3 Credits Weekly (3-0-0)

In this course, students investigate the importance of publicity and media relations in the arts and cultural sector. Students research, write and edit media tools including media releases, public service announcements, media kits, photocall/op notices and media invitations. They also prepare and plan media strategies including media events, media lists, angles and pitches and develop a publicity campaign with a focus on building relationships with audiences via the media.

AGAD 223

Applied Project Management in Arts and Culture

3 Credits Weekly (3-0-0)

In this course students collaborate with an arts or cultural organization or artist to complete a project of mutual interest. Drawing on the skills developed in previous courses, students review the principles of project management planning, develop a project plan, and where possible execute the plan and evaluate the results.

Prerequisites: AGAD 203.

AGAD 225

Performing Arts Management

3 Credits Weekly (3-0-0)

In this course students analyze performing arts management in terms of space, audiences, content, performances, artists and staff. The course will address live arts, opportunities, risk management, and responsible practice in the Canadian performing arts sector. Note: Credit can be obtained in only one of AGAD 225 OR AGAD 125.

AGAD 226**Museum and Gallery Management****3 Credits Weekly (3-0-0)**

Students examine the functional role of institutions such as museums, public galleries, commercial galleries, art foundations, and artist-run centres, among others; and, their various organizational structures and public programming. Students also explore issues and trends in collections and exhibitions management and learn how to develop mandates, policies, procedures and programming plans. Note: Credit can be obtained in only one of AGAD 226 OR AGAD 126.

AGAD 227**Managing in the Music Industry****3 Credits Weekly (3-0-0)**

In the context of the Canadian music industry, students examine the dynamic role of the artist manager including key competencies required to be successful in the field. Students also explore a manager's role in developing an artist's career by working directly with an independent artist on their upcoming project. With their artist, they will develop critical artist assessment skills; create short and long-term goals for the artist, plan and budget for the artist's next project. Students will work through the marketing aspects of that project, starting with "pitching" and promoting ideas, negotiating, audience development, branding, merchandising, marketing and funding. Finally, students will recognize how to establish a career as a competent and ethical manager.

AGAD 229**Work Integrated Learning Preparation****0 Credits Total (20-0-0)**

Through classroom workshops and meetings with the instructor, this course provides the preparation that students need to secure an appropriate and meaningful placement within the arts and cultural sector. Students set learning goals, develop professional resumes, hone their interview skills and research, and interview with potential host organizations. Note: Credit can be obtained in only one of AGAD 229 OR AGAD 429.

AGAD 230**Independent Study****3 Credits Total (45-0-0)**

In this capstone course, students write a major research paper on a topic of interest or complete a comprehensive independent project. Students prepare a project or research proposal early in the term to ensure that the work is of sufficient depth and breadth and then proceed to complete the project plan or research or to write the final paper.

Prerequisites: AGAD 120 or AGAD 320.

AGAD 232**Advanced Audience and Resource Development****3 Credits Weekly (3-0-0)**

Students apply advanced techniques and strategies related to marketing and fund development in the cultural sector. Working with an organization in the community, students engage in audience research to identify consumer trends and audience preferences and use this information to prepare a comprehensive audience and resource development plan for the organization.

Prerequisites: AGAD 122.

AGAD 235**Work Integrated Learning****6 Credits Total (0-0-295)**

Students complete a full-time supervised workplace learning experience where they apply and test their arts management skills and knowledge. Students choose from a wide range of potential placements and work in a variety of arts management functions including marketing, fund development, volunteer and/or event management, publicity, and general arts administration. A series of seminars are held concurrently with the placement in which best practices and arts management principles are revisited in the context of students' real-world field placement assignments. In addition to providing opportunities to examine and reflect upon workplace learning, these seminars include career preparation activities. Note: Credit can be obtained in only one of AGAD 235 or AGAD 435.

AGAD 240**Event Management****3 Credits Weekly (3-0-0)**

Cultural and community events are integral to community life and events management has grown into an industry within arts management. Students examine the phenomenon and situate cultural events in context – community, quality of life, economic and political. The complexities of events management, including risk management, are the focus of this course.

Prerequisites: AGAD 120 and AGAD 122, or for non-AACM students, completion of 60 credits.

AGAD 250**Fund Development in Arts Management****3 Credits (3-0-0)**

In this course, students examine the importance of relationship development and how to capitalize on donor-centred motivations in a changing giving environment. Students will analyze current and emerging trends and study best practices in creating effective donor/stakeholder communications and making meaningful connections with donors/stakeholders.

Prerequisites: AGAD 232.

AGAD 300**Internal Practicum in Arts Management****3 Credits Total (0-0-120)**

This course provides students with the opportunity to engage in a practicum experience, internally at MacEwan. Depending on the practicum experience chosen, students may assist with front of house and box office, opening exhibitions or artist spotlights, and the planning and promotion of MacEwan student and faculty performances and exhibitions. Students may also work on the development and administration of other special projects in the Faculty of Fine Arts and Communications or elsewhere in the University.

Prerequisite: Consent of department required.

AGAD 301**Cultural Policy and Advocacy****3 Credits Weekly (3-0-0)**

Students explore the concept of advocacy and develop skills required to analyze and influence policy in the cultural sector. Legislative processes at the three levels of government and policy issues affecting the arts and cultural industries in Canada are examined followed by an exploration of the practice of advocacy and lobbying, including strategies and techniques.

Prerequisites: AGAD 100 or 60 credits.

AGAD 305**Curatorial Studies****3 Credits Weekly (3-0-0)**

Students are introduced to the curator's responsibility to care for objects, publics and cultures; and, to the contexts and ethics that shape modes of display. Practical considerations of a curator, including writing exhibition proposals, didactic materials, and project budgets are explored. As well, students will learn about histories, research methods and theories that inform curatorial practice.

Prerequisites: AGAD 100.

AGAD 307**Advanced Accounting****3 Credits (3-0-0)**

In this course, students build on the basic knowledge of accounting and financial management for the arts and cultural sector acquired in AGAD 105 and develop further skills in analyzing and interpreting financial statements. Students also practice more advanced accounting procedures such as those relating to merchandising, inventory, assets and liabilities, and prepare reports that enable them to understand and explain the financial results to other stakeholders. This course will cover incorporated companies, proprietorships and not-for-profit organizations.

Prerequisites: Minimum grade of C- in AGAD 105.

AGAD 320**Leadership Seminar****3 Credits Weekly (3-0-0)**

In this seminar, students explore principles and theoretical concepts of management and leadership in relation to the nature and structure of arts and cultural organizations. Topics include decision-making, strategic planning, organizing, controlling, leadership, organizational design, communication, teams, motivation, conflict and change. Students are engaged in case study analysis, developing key competencies in leadership and management problem solving within the organizational context of the arts, heritage and cultural sectors. Note: Credit can be obtained in only one of AGAD 320 or AGAD 120.

Prerequisites: AGAD 100.

AGAD 340**Community Cultural Development and Engagement****3 Credits Weekly (3-0-0)**

Managers in the cultural sector can facilitate creative, arts-based projects that bring meaningful change in the quality of life of a community. This course focuses on collaborative and participatory processes that will involve arts organizations, government, and community stakeholders, in planning and implementing arts and culturally-based projects, which have sustainable, long-term positive impacts on people. Students explore topics including artists as facilitators, mentors and teachers; social enterprise; public art; risk and responsibility; leadership; needs assessment and strategic planning; urban and rural regeneration; policies; and project evaluation methods.

Prerequisites: AGAD 203.

AGAD 350**Arts Law: Contracts, Copyright and Entertainment****3 Credits (3-0-0)**

This course is designed to identify the legal principles underlying business activities. Topics include analysis of legal implications of managing an arts institution; organizational structures and tax implications; contracts and negotiating strategies; copyright and trademark ownership; licensing and use; royalties and artists' economic rights; the rights and limitations of free expression; and the international treaties and laws, regulations, and policies that impact arts and culture.

Prerequisites: One of AGAD 225, AGAD 226, AGAD 227, or AGAD 250 or for non-BFA students, completion of 60 credits.

AGAD 360**Programming and Placemaking in the Public Sphere****3 Credits (3-0-0)**

This course aims to provide an understanding of issues related to the creation of spaces, structures, installations, and events within the public sphere. Through project-based studies, students develop an appreciation for the contextual and physical components that determine the quality and success of urban environments. Students will engage with appropriate and challenging spatial design interventions within specific contexts in urban spaces. Topics include the development of cultural districts and creative industry clusters; public art; artists' space projects; definition and practice of creative placemaking concepts, approaches and practices; and the strategic planning of creative placemaking in different places, cultures, and communities.

Prerequisites: AGAD 203.

AGAD 400**Cultural Entrepreneurship****3 Credits (3-0-0)**

In this course, students identify opportunities and develop action plans for creating socio-cultural capital, and entrepreneurial and intrapreneurial enterprises. Human and financial capital, the influence of culture and diversity, cultural access and the impact of arts education are examined. Students engage with definitions of social and cultural enterprise, discuss geographical and political influences and funding at local, national, and international levels, and evaluate cultural policies and their impact on entrepreneurialism in the sector as they create a vision and plan for post-graduation start-up activities.

Prerequisites: AGAD 301.

AGAD 420**Senior Leadership Seminar****3 Credits Weekly (3-0-0)**

This course aims to provide students with a higher level of understanding about the complex environment of small- and medium-sized enterprises, building leadership skills, dealing with challenging people/issues, thinking strategically, beginning market analysis and penetration, project/enterprise funding, and communications. Topics include cultural policy and its context; art management and leadership; arts organizations and governance; strategic planning and managing volunteers; board management and ethical and legal context in various countries; identifying challenges caused by technological, economic, and political change; and developing creative strategies, entrepreneurship, and innovation in the sector.

Prerequisites: AGAD 223, AGAD 301 and AGAD 350.

AGAD 429**Work Integrated Learning Prep****0 Credits Total (20-0-0)**

Through classroom workshops and meetings with the instructor, this course provides the preparation that students need to secure an appropriate and meaningful placement within the arts and cultural sector. Students set learning goals, develop professional resumes, hone their interview skills and research, and interview with potential host organizations. Note: Credit can be obtained in only one of AGAD 229 OR AGAD 429.

AGAD 430**Scholarly & Creative Research****3 Credits Weekly (3-0-0)**

This course invites students to join a community of peer researchers. Students develop a research question to pursue independently. They select appropriate research methodologies, analyze ethical considerations related to their research, produce a research proposal and plan, develop an outcome, and disseminate and assess the results. Projects should be embedded in the arts and cultural sector and can be scholarly, creative, community-engaged, business-oriented, or be an otherwise research-driven project.

AGAD 435**Work Integrated Learning****6 Credits Weekly (0-0-15)**

Students complete a full-time supervised workplace learning experience where they apply and test their arts management skills and knowledge. Students choose from a wide range of potential placements and work in a variety of arts management functions including marketing, fund development, volunteer and/or event management, publicity, and general arts administration. A series of seminars are held concurrently with the placement in which best practices and arts management principles are revisited in the context of students' real-world field placement assignments. In addition to providing opportunities to examine and reflect upon workplace learning, these seminars include career preparation activities. Note: Credit can be obtained in only one of AGAD 235 or AGAD 435.

AGAD 498**Special Topics in Arts and Cultural Management****3 Credits (3-0-0)**

Students develop specialized knowledge in a selected concept, idea or issue within contemporary art practice. The topic is determined in consultation with the instructor and varies with the expertise of the instructor. Students demonstrate the capacity for independent intellectual work. Outcomes of the course are intended to inform current practice and students will be encouraged to present concepts, ideas and even controversies to a critical audience.

Prerequisites: Minimum grade of C- in AGAD 301 or 60 credits.