

ARTS AND CULTURAL MANAGEMENT DIPLOMA

Overview

Faculty of Fine Arts and Communications

MacEwan.ca/ArtsManagement (<http://MacEwan.ca/ArtsManagement/>)

MacEwan University's innovative and dynamic two-year 60-credit diploma in Arts and Cultural Management will prepare you for a career in arts management. Whether you are a practicing artist looking for the skill set to manage your own career or someone who loves supporting the creation and development of arts and culture in your community, this diploma will prepare you to take on administrative and management roles in the creative and cultural sectors. Building on the success of almost 40 years of arts management training at MacEwan University, you will leave the program with the skills you need to begin an exciting career in arts and cultural management.

Through the program, you develop close ties to the arts and cultural community, and emerge from your studies ready to assist organizations in the areas of fund/resource and audience development, publicity and media relations, human resource management, special event planning, project management, and much more.

After completing the academic portion of the program, you will practice what you have learned in an exciting two-month field placement with an organization of your choice. This practical experience comprises six credits in the credential and is a key factor for your successful transition into paid employment in the sector.

A variety of international educational opportunities are available to students throughout their course of study, including cultural study tours and international exchange opportunities.

If you have other post-secondary education and want to start working sooner, you may choose to exit the program with a certificate after one year of study. The program is available through classroom study or online, full-time or part-time.

Career Potential

Graduates can be found working across Canada in a wide variety of arts organizations, large and small; as fundraisers and fund development officers for arts organizations, managers of professional theatres; volunteer or marketing coordinators, special event coordinators, publicists, artist managers, and festival directors; or as public programming managers in museums and art galleries. Many graduates transition into starting their own businesses or managing their own artistic practice.

Transferability

Internal Opportunities

MacEwan University is committed to providing bridging and laddering opportunities to its certificate and diploma graduates. Graduates of this diploma may be granted credit towards various MacEwan University diploma and degree programs:

- Bachelor of Arts up to 33 credits
- Bachelor of Commerce up to 42 credits
- Bachelor of Communication Studies up to 51 credits

Students are advised to consult an advisor for specific admission requirements.

External Opportunities

All courses completed for the Arts and Cultural Management diploma are credit courses that may be transferable individually toward further study at other Alberta institutions.

Students presenting a completed diploma in this program may be eligible for a block transfer to other Alberta institutions. University of Alberta students in the Bachelor of Arts in Drama program may complete 18 credits of coursework in this program at MacEwan University and transfer the credit towards a minor in Arts Management at the University of Alberta. For current, detailed information on individual course and diploma transferability, refer to the Learner Pathways System at www.transferalberta.ca (<http://transferalberta.alberta.ca/>) or contact the receiving institution directly.

Technology Integration

Classroom students in the Arts and Cultural Management program are required to purchase a laptop and the necessary software identified by the program. This initiative is designed to maximize student learning through the integration of their coursework and the software used in the field.

For more information, attend a program information session (dates are listed on the program website at MacEwan.ca/ArtsManagement (<http://MacEwan.ca/ArtsManagement/>)), become a student for a day or contact an advisor.

Contact Information

artsmanagement@macewan.ca

Program of Study

Year I		Credits
AGAD 100	Foundations of Arts and Cultural Management	3
AGAD 105	Accounting in Arts and Cultural Management	3
AGAD 107 or MGMTS 107	Computer Applications in Arts and Cultural Management or Business Computing	3
AGAD 112	Introduction to Audience and Resource Development	3
AGAD 120 or AGAD 320	Managing and Leading in Arts and Culture (in Year 1 or 2) or Leadership Seminar	3
AGAD 122	Applied Audience and Resource Development	3
AGAD 123	Human Resources in Arts and Cultural Management	3
ENGL 102 or WRIT 101	Analysis and Argument or First Year Writing	3
Options	Select two AGAD courses (see below)	6
	Credits	30
Year II		
AGAD 203	Introduction to Project Management in Arts and Culture	3
AGAD 223	Applied Project Management in Arts and Culture	3
AGAD 229	Work Integrated Learning Preparation	0
AGAD 232	Advanced Audience and Resource Development	3
AGAD 235	Work Integrated Learning	6
Options	Select two AGAD courses (see below)	6
Electives	Select two electives	6
Choose an ENGL course from the following:		3
ENGL 103	Approaches to Literature: Trends and Traditions	

ENGL 104	Approaches to Literature: Narrative Across Media	
ENGL 105	Approaches to Literature: Contemporary Literature and Culture	
Credits		30
Total Credits		60

Option Courses

Note: Not all option courses are offered every year.

Course ID	Course Name	Credits
AGAD 209	Publicity and Media Relations in the Arts	3
AGAD 225	Performing Arts Management	3
AGAD 226	Museum and Gallery Management	3
AGAD 227	Managing in the Music Industry	3
AGAD 230	Independent Study	3
AGAD 240	Event Management	3
AGAD 300	Internal Practicum in Arts Management	3
AGAD 301	Cultural Policy and Advocacy	3
AGAD 340	Community Cultural Development and Engagement	3

The minimum passing grade for a course at MacEwan University is a D unless otherwise noted next to the appropriate course in the program of study.

Course Substitutions

Credit Earned in:	May Be Substituted for Credit in Program Course:
AGAD 103 and AGAD 127	AGAD 112
AGAD 121 and AGAD 127	AGAD 122
AGAD 129 and AGAD 130	AGAD 120
AGAD 103 and AGAD 127 and AGAD 121	AGAD 232
AGAD 125	AGAD 225
AGAD 126	AGAD 226
AGAD 101 or AGAD 201	AGAD 301
AGAD 109	AGAD 209

Program Regulations

Declaring the Certificate Exit Option

Students who choose the certificate exit option for this program must complete a total of 36 credits – all Year 1 core courses, three English credits, two options, and AGAD 229 Work Integrated Learning Preparation and AGAD 235 Work Integrated Learning per the Program of Study. Students are required to declare their intention for the certificate exit option, in writing, to the Chair by November 30 to ensure an appropriate field placement can be arranged for the Spring/Summer term (May and June).

Field Placement Term

Students taking either the diploma or certificate exit program must successfully complete all courses for the chosen credential with a minimum GPA of 2.0 in order to register in AGAD 235 Work Integrated Learning.

Program of Study

Students taking the diploma must complete six credits of electives and six credits of English. Arts and Cultural Management program courses may not be used as electives.

Students must also take 12 option credits, with a minimum of 9 of those credits coming from Arts and Cultural Management option offerings. The remaining 3 credits may be taken from courses offered in other programs in the Faculty of Fine Arts and Communications from an approved list and pending availability.