ARTS AND CULTURAL MANAGEMENT – BACHELOR OF FINE ARTS

Overview

The Arts and Cultural Management major prepares students for a management career in the creative sector and encompasses all things arts and culture: working in music, theatre, dance, galleries and museums, archives and heritage conservation, and the literary arts. Students learn the practical skills and specialized knowledge they need to enhance an organization's creative capacity—or to take their own career as an artist to the next level. The core of this major is leadership and project management, supported by community-engaged learning, including eight weeks of practical, hands-on work in the field.

Contact Information
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The Bachelor of Fine Arts

Faculty of Fine Arts and Communications
MacEwan.ca/BFA (https://www.macewan.ca/academics/programs/bachelor-of-fine-arts/)

MacEwan University's new Bachelor of Fine Arts (BFA) with four distinct majors—Arts and Cultural Management, Studio Arts, Music Theatre Performance, and Theatre Production—offers students the opportunity to complete a BFA in a distinct discipline while studying closely with students in other complementary fine arts and communications disciplines. The curriculum explores the interdependent and interdisciplinary nature of contemporary art and the diverse spaces within which artists work.

The BFA provides depth in one of four disciplines while also incorporating breadth though multi- and interdisciplinary studies. All students take several interdisciplinary courses, like *The Arts in Culture* and *First Peoples and the Arts* and can also choose from a range of electives in the social sciences and business. This degree responds to the changing needs of the creative and cultural industries and students graduate with practical management skills and a depth of knowledge, skill, and expertise in their chosen discipline.

Degree Requirements

Program Element	Description	Credits
Major Requirements	Students complete between 69 and 102 credits of required courses, depending on their major. All students complete 6 credits of university English (ENGL) and up to 9 credits of Interdisciplinary Studies in the Arts (INTA) courses.	69-102
Interdisciplinary Options	Students complete between 0 and 6 credits of Interdisciplinary Studies in the Arts (INTA) options, depending on their major.	0-6
Program Options	Students complete between 0 and 24 credits of program options, depending on their major.	0-24
Electives	Students complete between 15 and 27 credits of electives, depending on their major.	15-27

Major Requirements

Code	Title	Credits
AGAD 100	Foundations of Arts and Cultural Management	3
AGAD 105	Accounting in Arts and Cultural Management	3
AGAD 107	Computer Applications in Arts and Cultural Management	3
or MGTS 107	Business Computing	
AGAD 112	Introduction to Audience and Resource Development	3
AGAD 120	Managing and Leading in Arts and Culture	3
AGAD 122	Applied Audience and Resource Development	3
AGAD 123	Human Resources in Arts and Cultural Management	3
AGAD 203	Introduction to Project Management in Arts and Culture	3
AGAD 209	Publicity and Media Relations in the Arts	3
AGAD 223	Applied Project Management in Arts and Culture	3
AGAD 232	Advanced Audience and Resource Development	3
AGAD 250	Fund Development in Arts Management	3
AGAD 301	Cultural Policy and Advocacy	3
AGAD 307	Advanced Accounting	3
AGAD 340	Community Cultural Development and Engagement	3
AGAD 350	Arts Law: Contracts, Copyright and Entertainment	3
AGAD 400	Cultural Entrepreneurship	3
AGAD 420	Senior Leadership Seminar	3
ENGL 102	Analysis and Argument	3
Choose 3 credits of ENGL 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	
INTA 210	The Arts in Culture	3
INTA 362	First Peoples and The Arts	3
Choose 6 credits of the following Work Integrated Learning Preparation and Work Integrated Learning courses:		
AGAD 229	Work Integrated Learning Preparation	0

or		
AGAD 429	Work Integrated Learning Prep	
AGAD 235	Work Integrated Learning	6
or		
AGAD 435	Work Integrated Learning	
Program Options		
Choose 18 credits from the list of program options.		18
Interdisciplinary Options		
Choose 6 credits from available INTA courses.		6
Electives		
Choose 24 credits of electives with at least 3 credits at the senior level. Students must take 9 credits from available ARTE, BCSC, DESN, INTA, MUSC, PREL, THAR, and THPR courses.		24
Total Credits		**120**

Program Options

List of Program Options

AGAD 225	Performing Arts Management	3
AGAD 226	Museum and Gallery Management	3
AGAD 227	Managing in the Music Industry	3
AGAD 240	Event Management	3
AGAD 300	Internal Practicum in Arts Management	3
AGAD 305	Curatorial Studies	3
AGAD 360	Programming and Placemaking in the Public Sphere	3
AGAD 430	Independent Study	3
AGAD 498	Special Topics in Arts and Cultural Management	3

INTERDISCIPLINARY OPTIONS

List of Interdisciplinary Options

INTA 220	Cultural Theory	3
INTA 240	Arts/Practice-Based Research	3
INTA 300	Confluence and Culture	3
INTA 310	The Arts in Urban Regeneration	3
INTA 360	The Arts and Pedagogy	3
INTA 412	Interdisciplinary Arts Project	3

course substitutions

List of 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 121 and AGAD 127	AGAD 232
AGAD 125	AGAD 225
AGAD 126	AGAD 226
AGAD 101 or AGAD 201	AGAD 301
AGAD 109	AGAD 209
AGAD 131 or AGAD 231 or AGAD 235	AGAD 435
AGAD 133 or AGAD 229 or AGAD 233	AGAD 429
AGAD 230	AGAD 430

* Please note that if you took AGAD 131, 231, 133, and 233 courses and graduated in Spring 2019 and onwards then your substitution to AGAD 429/435 is valid. If you graduated prior to Spring 2019 then please speak with an Arts and Cultural Management advisor as the transfer credit will need to be determined on a case-by-case basis.

Diploma Exit

Code	Title	Credits
AGAD 100	Foundations of Arts and Cultural Management	3
AGAD 105	Accounting in Arts and Cultural Management	3
AGAD 107	Computer Applications in Arts and Cultural Management	3
or MGTS 107	Business Computing	
AGAD 112	Introduction to Audience and Resource Development	3
AGAD 120	Managing and Leading in Arts and Culture	3
AGAD 122	Applied Audience and Resource Development	3
AGAD 123	Human Resources in Arts and Cultural Management	3
AGAD 203	Introduction to Project Management in Arts and Culture	3
AGAD 209	Publicity and Media Relations in the Arts	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
ENGL 102	Analysis and Argument	3
Choose 3 credits of ENGL 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	
INTA 210	The Arts in Culture	3
Electives		
Choose 12 credits of electives. Students must take a minimum of 6 credits up to a maximum of 9 credits from available ARTE, BCSC, DESN, INTA, MUSC, PREL, THAR, and THPR courses.		12
Total Credits		**60**

Degree Regulations

Progression of Studies

Students are responsible for ensuring they meet the prerequisite and co-requisite requirements for all courses.

Junior- and Senior-Level Courses

Courses numbered from 100 to 199 are considered junior level, and courses numbered from 200 to 499 are considered senior level.

Senior-Level Coursework Requirements

A minimum of 72 credits of the total 120 program credits must be at the senior level. Additional courses at the 100-level will be declared extra to the 120 credits required to complete the degree and will not be counted toward fulfillment of graduation requirements.

English, Option and Elective Requirements

Students must review their major area Program of Study to ensure that they are familiar with the major requirements as well as the English, Options and Electives (and required number of senior-level credits) required for successful completion of their degree. Periodic meetings with an Academic Advisor are strongly recommended.

Residency Requirements

Students must complete 50% of the total credit requirements for the BFA at MacEwan University, as governed by Academic Policy Graduation (https://www.macewan.ca/c/policies/graduation.pdf).

Graduation Grade Point Average

Students must achieve and maintain a minimum Graduation Grade Point Average of 2.00 on the 4.00 scale.

Declaring Your Major

Applicants must declare their major when applying to the BFA. A second-choice option may also be declared at that time.

Changing from one Major to another BFA Major

Students who wish to change their major area of study must reapply to the BFA before the next published application deadline and indicate the new major to which they are applying. In order to be considered for a different major, applicants must be able to fulfill the other admission requirements for that major. See the Admission Criteria for more information on specific requirements for each major.

Work Integrated Learning

Work Integrated Learning opportunities are threaded throughout the Bachelor of Fine Arts program and provide students with important skills, creative industry knowledge and practical experience to succeed in their chosen field of study. To learn more about Work Integrated Learning opportunities for a particular major, please see the Program of Study.

Students completing their field placement courses in the Arts and Cultural Management major must comply with the Academic Policy Work Integrated Learning (https://www.macewan.ca/c/policies/work_integrated_learning.pdf). The University will facilitate the assignment of students in work placements; however, students must take responsibility for securing an acceptable placement and must work collaboratively with a university supervisor before and during their placement. Students are required to comply with any employer policies, including, but not limited to: confidentiality, hours of work, intellectual property rights and privacy protection.

Diploma Requirements

Students are eligible for a diploma after the completion of 60 credits as specified by the Program of Study in each major. In the Arts and Cultural Management major, that declaration must occur by the add/drop date at the beginning of their second year of study in order for arrangements to be made for the student to complete their required field placement. Failure to declare this intention will result in a delay in obtaining the diploma.

In the three other majors, declaration must occur by the graduation deadline of the year in which they wish to exit with a diploma.

Learning Outcomes

Bachelor of Fine Arts Learning Outcomes

1. Use creative methodologies and scholarly research in professional practice.
2. Advocate for the arts in a variety of communities.
3. Collaborate with artists and scholars toward the fulfillment of a vision, goal, initiative, or project.
4. Analyze scholarly works in arts and culture.
5. Engage communities through art with respect for cultural and social differences.
6. Communicate effectively and respectfully through a variety of media and in a range of contexts.
7. Employ ethical and sustainable strategies to support a career in the arts.
8. Respond to the ongoing demands of a professional arts practice through continual learning.

Arts and Cultural Management Major Learning Outcomes

1. Critically reflect on the role that artists and cultural organizations play socially, culturally, and politically.
2. Advocate strategically for the importance of arts and culture in society.
3. Identify and secure a diversity of revenues and resources to support strategic initiatives.
4. Exhibit the financial literacy necessary to manage the long-term sustainability of cultural organizations.
5. Plan and implement strategies that increase community engagement, public interest, and patron participation.
6. Analyze the production and consumption of culture nationally and internationally.
7. Plan and promote programs, spaces, projects, and social events related to the arts and cultural sector.
8. Anticipate, identify, and respond to trends that impact the cultural sector.
9. Prepare, present, and implement strategic operational plans of the arts and culture organization.
10. Manage and support human resources in the cultural sector within a variety of governance structures.
11. Lead and support others in an accountable, sustainable, and ethical manner.

Admission Requirements

Applicants must be admitted to one of the following:

Regular Admission

To be evaluated through the Office of the University Registrar

Applicants have a minimum overall average of 65 percent, with no course grade lower than 50 percent, in the following high school courses:

- ELA 30-1 or 75% in ELA 30-2
- Four subjects from Group A, B, C, or D

Notes:

- Applicants are strongly encouraged to present a broad range of subjects in order to benefit from the breadth of learning and to increase flexibility of future program and course choices.
- A maximum of two Group B subjects may be presented; they must be from different disciplines.
- A maximum of one Group D subject may be presented. Group D subjects used for admission must be 5-credit or any credit combination of at least 5 credits (e.g. two 3-credit subjects).

Applicants with nine or more post-secondary-level credits must also present a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale. Applicants with a diploma or 24 or more university-level credits will be considered under Previous Post-Secondary Work.

Mature Admission

To be evaluated through the Office of the University Registrar

Applicants must be 20 years of age or older and have been out of full-time high school at least one year by the beginning of the intake term. Applicants must have the following:

- ELA 30-1 with a minimum grade of 65 percent (or equivalent)

OR

- Six credits of university level English with no grade less than C-

Applicants with nine or more post-secondary level credits must also present a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale. Applicants with a diploma or 24 or more university-level credits will be considered under Previous Post-Secondary Work.

Previous Post-Secondary Work

To be evaluated through the Office of the University Registrar

Admission in this category does not imply or guarantee the transfer of any coursework and/or credential unless a block transfer agreement (internal or external) is in effect and published in the calendar by the Office of the University Registrar. In addition, transfer of coursework does not imply or guarantee that an applicant will be admitted.

Applicants must have successfully completed one of the following with a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale. from a recognized institution:

- A diploma (minimum of 60 credits)

OR

- A minimum of 24 university-level credits

Additional Admission Criteria

To be evaluated through the Program

Studio Arts

Applicants are required to submit a portfolio and a statement of intent to be assessed by a committee of Studio Arts faculty.

Successful applicants will demonstrate in their portfolio:

- Formal skills: aesthetic sensibility, basic understanding of composition, colour, tone, perspective;
- Technical abilities: an interest in working with a variety of mediums and subjects, demonstrating skill, craftsmanship, diversity; and
- Demonstrates experimentation and conceptual engagement

Successful applicants will demonstrate in their statement of intent:

- The ability to express ideas well in writing;
- How this MacEwan University program is aligned with their interests and goals; and
- An interest in learning about the theories and practice of historical and contemporary art.

Music Theatre Performance

Applicants are required to audition and submit a cover letter and resume.

An audition panel will assess:

- Acting abilities (objectives, actions, creative risk-taking);
- Singing abilities (breath, phonation, resonance, range, articulation); and
- Dancing/movement abilities (physicality, gesture, alignment).

The cover letter will include:

- How this MacEwan University program is aligned with the applicant's interests and goals.

The resume should include:

- Previous training;
- Previous performing experience; and
- Special skills (e.g. languages, gymnastics, juggling, etc.)

Theatre Production

Applicants are required to submit a brief statement of intent outlining:

- Why they are interested in the program;
- The career that they are seeking through the completion of the program; and
- A description of the last theatre production they attended.

Applicants offered admission to the Theatre Production major are required to submit current, valid standard first aid certification (including Level C CPR) by the published document deadline.