For More Information
College of Visual and Performing Arts
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The Master of Arts in arts administration program combines current theoretical study and academic research as well as applied practice to prepare reflective leaders to work with professional skill, creative initiative, and humane integrity in non-profit arts environments.
**Program Description**

This low-residency degree program is designed for individuals with experience in non-profit arts organizations who seek to enhance their effectiveness and advance their ongoing careers as arts administration professionals. The 36-hour degree program is spread out over two years of full-time enrollment. Classes meet three weekends during the fall and spring semesters. In the summer, classes meet three weekends as well as one full week for the summer institute. The curriculum encompasses study in non-profits arts governance, finance, marketing, legal and policy issues, community engagement. Students also meet individually with their faculty mentors every month to reflect upon their field-based practicum and thesis research. The summer institutes include visits to arts institutions in the region. The course instructors are all working professionals in arts administration with diverse experience in marketing, governance, law, grant-writing, advocacy and leadership.

Winthrop University is a member of the Association of Arts Administration Educators (AAAE), the international professional organization that promotes standards of education in arts administration.

**Admission Requirements**

Review of applications begins on February 15 for fall semester admission. In addition to meeting Winthrop University general admission requirements, applicants should:

1. Hold a baccalaureate degree in an arts or business management discipline
2. Have an overall undergraduate grade-point average of 3.0 on a 4.0 scale
3. Submit an essay describing their background in the non-profit arts environment and their reasons for pursuing this degree program
4. Submit a current curriculum vitae
5. Submit two letters of recommendation from educational or arts professionals

**Required Program**

**YEAR ONE**

AR TA 600: Principles and Practices of Arts Administration (3)
AR TA 610: Leadership, Management, and Organizational Structure (3)
AR TA 650: Arts Administration and the Law (3)
AR TA 685: Field Based Practicum I (3)
AR TA 686: Field Based Practicum II (3)

**YEAR ONE SUMMER INSTITUTE I**

AR TA 670: Policy and Advocacy (3)

**YEAR TWO**

AR TA 620: Marketing the Arts (3)
AR TA 630: Financial Analysis, Budgeting, and Fiscal Management (3)
AR TA 640: Sustainability: Funding, Development and Grants (3)
AR TA 695: Thesis Research I (3)
AR TA 696: Thesis Research II (3)

**YEAR TWO SUMMER INSTITUTE II**

AR TA 660: Community Engagement (3)

**MAAA Graduates**

Students and graduates of the program have worked at organizations such as:

- Flagstaff Symphony Orchestra
  Flagstaff, Arizona
- Arts and Science Council
  Charlotte, North Carolina
- Bechtler Museum of Modern Art
  Charlotte, North Carolina
- McColl Center for Visual Art
  Charlotte, North Carolina
- The North Carolina Museum of Art
  Raleigh, North Carolina
- The South Carolina State Museum
  Columbia, South Carolina
- Clinton Junior College Gallery
  Rock Hill, South Carolina
- Spartanburg Philharmonic Orchestra
  Spartanburg, South Carolina

Applicants can apply online at [www.winthrop.edu/graduateschool](http://www.winthrop.edu/graduateschool). Click **Apply Now** to begin.

Ideal candidates come to the program with at least one year of professional work in the non-profit arts environment and an aspiration to advance to a leadership role in the field. Previous applied experience with a non-profit arts organization is essential for success in the program, because students will draw upon their work experience as context for the concepts and materials presented in the curriculum. Interested individuals who do not have professional work experience in the non-profit environment are encouraged to volunteer for a non-profit arts organization for at least a year before applying for admission to the program.