



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.

## For More Information

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# Arts Administration

MASTER OF ARTS



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# WINTHROP

UNIVERSITY

Rock Hill, South Carolina

## 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

ARTA 600: Principles and Practices of Arts Administration (3)

ARTA 610: Leadership, Management, and Organizational Structure (3)

ARTA 650: Arts Administration and the Law (3)

ARTA 685: Field Based Practicum I (3)

ARTA 686: Field Based Practicum II (3)

### YEAR ONE SUMMER INSTITUTE I

ARTA 670: Policy and Advocacy (3)

### YEAR TWO

ARTA 620: Marketing the Arts (3)

ARTA 630: Financial Analysis, Budgeting, and Fiscal Management (3)

ARTA 640: Sustainability: Funding, Development and Grants (3)

ARTA 695: Thesis Research I (3)

ARTA 696: Thesis Research II (3)

### YEAR TWO SUMMER INSTITUTE II

ARTA 660: Community Engagement (3)

## Admission Requirements

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.

## 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