

## PROPOSED ARTS & CULTURAL MANAGEMENT PROGRAM FOR CEDAR ROCK

Arts & Culture contribute much to the Canadian economy and society as a whole, and their importance in Cedar Rock is indisputable.

These on-line courses, which are to be affiliated with other university/colleges for credit, allow students to develop and expand their understanding of arts and culture, so that these historical and current components of civilization continue to retain their positive influences in our daily lives.

**Information:** Contact Arts On The Plaza 's Office

**University Transfer:** See [www.acat.gove.bc.ca](http://www.acat.gove.bc.ca) for course transferability

**Fees:** \$152.00 per credit

Required textbooks are extra; all online courses have a \$25.00 e-tech fee.

### **Foundations of Art & Cultural Management (ACM 100) 3 Credits**

Students examine critical issues and trends facing cultural managers today by looking at the breadth and diversity of the sector, various organizing models and methods. Students also examine significant historical events that influenced the development of the arts in Canada and abroad, and explore the challenges inherent in balancing the needs of funders, artists and patrons.

Dates: Sept 15 to Jan 15

### **Accounting for Arts & Cultural Management (ACM 105) 3 Credits**

In this course, students prepare record and interpret financial information used in decision-making. Students practice generally accepted 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.

Dates: Sept 15 to Jan 15

### **Publicity & Media Relations in the Arts (ACM 109) 3 Credits**

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, photo call/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.

Dates: Sept 15 to Jan 15

### **Introduction to Audience & Resource Development (ACM 112) 3 Credits**

Students explore principles of marketing and fundraising while examining how these concepts are used to shape communications and resource development in the cultural sector. Students explore methods of relationship building with audiences, including individuals and organizations, for a variety of resource development goals focusing on earned and contributed revenue.

Dates: Sept 15 to Jan 15

### **Project Management in Arts & Culture (ACM 203) 3 Credits**

In this course, students develop practical strategies for project planning across a range of arts and cultural contexts. 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.

Dates: Sept 15 to Jan 15

### **Performing Arts Management (ACM 225) 3 Credits**

In this course, students analyze the complexities of managing live performing arts including facility/operations management, front-of-house management, programming and touring. Students also describe the relationship with unions and associations, risk management strategies, technical terminology used in performance venues and emerging issues and trends in the performing arts.

Dates: Sept 15 to Jan 15

### **Managing in the Music Industry (ACM 227) 3 Credits**

In this course, students examine the complex role of the artist manager. Studies include an overview of the Canadian music industry, key competencies of the artist manager, contract terms and the legal language of agreements. Students also examine the manager's role in developing the artists' career, including recording and touring, and how to establish a career as a competent and ethical manager.

Dates: Sept 15 to Jan 15

### **Applied Audience & Resource Development (ACM 122) 3 Credits**

Pre-requisite: ACM 112

In this course, students integrate and apply the principles of audience and resource development to marketing and fund development campaigns. Students develop key messages and plan for the development of marketing and fundraising materials in various formats and media for a variety of audiences.

Dates: Feb 01 to May 31

### **Human Resources in Arts & Cultural Management (ACM 123) 3 Credits**

In this course, students examine the differing roles of boards of directors, volunteers and paid personnel in relation to the skills and competencies of an arts manager. Emphasis is placed on the governance function of the board, and on the processes of recruitment, supervision, motivation, and evaluation for all three stakeholder groups.

Dates: Feb 01 to May 31

### **Managing and Leading in Arts & Culture (ACM 120) 3 Credits**

Pre-requisite: ACM 100

In this course, students study the principles of management and discuss the complexities of leading in the cultural sector. Students examine and reflect on the influences of personality type, perception, motivation and stress on interpersonal effectiveness and the impact of power, politics, change and organizational culture on the organization.

Dates: Feb 01 to May 31

### **Integrated Project Management (ACM 223) 3 Credits**

Pre-requisite: ACM 203

In this course, students design and complete a project from definition to completion. Working in teams, students collaborate with an arts or cultural organization or artist of their choice, to complete a project or special event of mutual interest. Drawing on the skills developed in previous courses, students develop a project plan, execute the plan and evaluate the results.

Dates: Feb 01 to May 31

### **Advanced Audience & Resource Development (ACM 232) 3 Credits**

Pre-requisite: ACM 122

In this course, students apply advanced techniques and strategies related to marketing and fund development in the cultural sector. Students research potential partnerships and prepare case statements and funding proposals, leveraging benefits and shaping proposals to the needs and interests of potential funders. Students also engage in audience research to identify consumer trends and audience preferences and use this information to prepare a comprehensive audience development plan.

Dates: Feb 01 to May 31

### **Museum/Gallery Management (ACM 226) 3 Credits**

In this course, students examine the functional role of museums, public galleries, commercial galleries and artist-run centres, and their varied organizational structures. Students study issues and trends in collections management and develop mandates, policies and procedures, programming and exhibition plans.

Dates: Feb 01 to May 31

### **Advocacy in the Cultural Sector (ACM 201) 3 Credits**

Pre-requisite: ACM 100

The focus of this course is on developing the knowledge and skills necessary to become a successful advocate in the arts and cultural sector. Students study federal, provincial and municipal cultural policies and government structures relevant to arts organizations, conduct policy related research and construct persuasive arguments and campaigns in support of the arts. Trends and emerging issues affecting arts and culture are also examined.

Dates: Feb 01 to May 31

### **Independent Study (ACM 230) 3 Credits**

Pre-requisite: ACM 223

This course offers students the opportunity to write a major research paper, to manage a project for Cedar Rock or to undertake a project of interest during their final term of study. Before beginning a course of independent study, students are required to consult with the chair and to present a proposal, the estimated number of hours required to complete the project or paper, a list of required resources and a detailed project evaluation plan.

Dates: Feb 01 to May 31