

Bachelor of Arts in Arts Management



WHAT DO STUDENTS LEARN?

Chatham's arts management program combines courses from business and the arts to prepare you for a leadership role in the art community through expertise in strategic planning, management, marketing, and artistic planning. In addition to building your technological skills and a rich grounding in the implications of an internationalized world, you will learn to identify business opportunities within the art world as you plan, organize, lead, and control the use of resources to accomplish performance goals in art organizations big and small.

WHAT DO GRADUATES GO ON TO DO?

Graduates of Chatham's arts management program are well-prepared for careers including:

- Arts consultants
- Arts marketing strategists
- Arts policy analysts, lobbyists and researchers
- Art exhibition coordinators
- Community education directors
- Personnel in arts and arts-related organizations
- Entrepreneurs in visual technology
- Fundraising and philanthropy
- Grant writing
- Managers of animation and visual technology organizations
- Media relations
- Museum and gallery administration
- Production management personnel

The arts management program provides a framework of questions you will need to pose to create dialogues between artists, the community, and institutions. You will explore issues and practices relevant to the visual arts, media arts, and music with courses from one or a blend of these departments, depending on your interests—and whichever you choose, you will gain a critical awareness of contemporary processes and an understanding of the roles that the arts play in all facets of contemporary life. As part of the University's mission, you will be encouraged, through your work, to engage people with issues of sustainability and the environment, gender and identity, civic engagement, and global understanding as interrelated concepts.



PROGRAM HIGHLIGHTS

- All students complete a capstone seminar that channels the knowledge they've accumulated into a discipline-specific project under close faculty guidance. Chatham is one of the few universities across the country that offers such an independent and student-driven program.
- Through a partnership with Carnegie Mellon University, you may qualify to obtain a bachelor's and master's degree in arts management with only one additional year of study.
- The Chatham University Art Gallery exhibits artwork by students and by international, national, and local artists, providing students with a chance to work up close and in-person with renowned pieces of art and historical artifacts.
- Our equipment includes a printmaking lab with screen-printing, woodcut, intaglio, etching, monotype, and linocut supplies; a sculpture lab; a woodworking shop; a ceramics lab with potter's wheels and kilns; and painting studios with natural light. You can also make use of the latest audio-visual and recording equipment, such as broadcast quality camcorders; tripods; dollies; lighting equipment; audio mixers; digital cameras; digital and analog photography labs; and digital editing and sound labs.
- Chatham is walking distance to many of Pittsburgh's best loved arts institutions and organizations, including the Carnegie Museum of Art, Pittsburgh Filmmakers, Carnegie Music Hall, and Frick Fine Arts Museum.

SAMPLE COURSES

Principles of Marketing

This course introduces students to the basic concepts of marketing strategy and management. Basic marketing concepts such as strategic segmentation, targeting, positioning, product design, pricing, promotions and distribution are covered. Environmental sustainability is analyzed from the consumer perspective.

Intro to Visual Culture

Visual Culture can be understood as the practice of scrutinizing visual items in both elite and popular culture; of determining how and what they mean to a variety of audiences; and of examining how those meanings might slip, change, or be changed according to both context and audience. Students examine a broad range of visual materials - from paintings to films - through the term of study.

Media Literacy

This course introduces students to the Macintosh computer interface and related media practices. Students explore digital foundations, media related histories, theoretical frameworks and critical examination of production elements as they discover how computers are radically changing the way image makers create and present their work.

► [www.chatham.edu/
artsmanagement/curriculum.cfm](http://www.chatham.edu/artsmanagement/curriculum.cfm)

INTERNSHIPS

Students have interned at a variety of settings, including organizations such as the

- Carnegie Museum of Art
- The Mattress Factory
- The Andy Warhol Museum
- Pittsburgh Center for the Arts
- Silkscreen Film Festival

▶ **Apply online at
apply.chatham.edu**

LEARN MORE

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*Read faculty bios, browse course descriptions, and
learn about program requirements at
chatham.edu/artsmanagement*