LAUNCH YOUR CAREER WITH CREATIVITY

ARTS MANAGEMENT & ENTREPRENEURSHIP

- Expert Faculty
- Customized Tracks
- Arts Incubation Lab
- Internships
- Distinguished Partnerships

For more information scan the QR code or visit, OU.EDU/FINEARTS/AME
ARTS MANAGEMENT
Arts management converges the artistic and business elements of a career in the arts by applying business administration skills and processes to the art world. While arts management is largely associated with the nonprofit sector, there are numerous opportunities with for profit companies. Benefit from OU’s extensive alumni network and distinguished partnerships.

ARTS ENTREPRENEURSHIP
Did you know that professional workers in the arts are 3.6 times more likely to be self-employed than the average worker? Enroll and learn how business and entrepreneurial skills not only help you develop as an artist, but also as a professional, supporting artists and comfortable navigating a complex and dynamic industry you will soon enter.

POSITIONS AME GRADUATES MAY PURSUE:
- Executive Director
- Artistic Director
- Program and Project Directors
- Marketing Director/Coordinator
- Social Media Specialist
- Artist and Representation Manager (A&R)
- Booking Agent
- Artist Manager
- Development Director
- Special Events Coordinator
- Exhibition Planner
- Financial Manager
- Volunteer Coordinator
- Box Office Manager
- Education Coordinator
- Community and Corporate Relations Manager
- Manager of Artistic Outreach
- Donor Relations Manager
- Grants Manager
- Director of Patron Services
- Facility Manager
- Museum Registrar

CONTACT US TO SCHEDULE YOUR VISIT AND SIT IN A CLASS
**AME GRADUATE CERTIFICATE**

12 Credit Hours

- AMGT 5013 - Overview of Arts Management and Entrepreneurship

**IN ADDITION, CHOOSE TWO OF THE FOLLOWING***:
- ENT 5902 - Entrepreneurial Process
- ENT 5912 - Capitalizing the New Venture
- ENT 5942 - Launching the New Venture
- ENT 5992 - ENT Growth Strategies
- LS 5612 - Employment Law
- MGT 5112 - International Management
- MGT 5712 - Negotiations

* This is only a small selection of possible options

**IN ADDITION, CHOOSE ONE OF THE FOLLOWING**:
- DRAM G4853 - Theatre Management
- ARTC 5943 - Business of Art
- AMGT 5173 - Artists Management
- DANC 5743 - Dance History: Early Roots
- DANC 5753 - Dance History: Development
- MUSC 5323 - History of Opera
- MUSC 5373 - History of American Music

**AME MINOR - FINE ARTS MAJORS**

15 Credit Hours

- AMGT 2013 – Marketing in the Arts
- AMGT 3013 – Fundraising for the Arts
- AMGT 3023 – Entrepreneurial Mindset in the Arts

**IN ADDITION, CHOOSE TWO OF THE FOLLOWING**:
- ARTC 4943 – Business of Art
- DRAM 3853 – Theater Management
- AMGT 4173 – Artist Management
- AMGT 4030 – Internship in the Arts
- AMGT 4970 – Arts Incubation Lab
- AMGT 4990 – Independent Study

**AME MINOR - NON-FINE ARTS MAJORS**

18 Credit Hours

- AMGT 2013 – Marketing in the Arts
- AMGT 3013 – Fundraising for the Arts
- AMGT 3023 – Entrepreneurial Mindset in the Arts

**IN ADDITION, CHOOSE THREE OF THE FOLLOWING**:
- ARTC 4943 – Business of Art
- DRAM 3853 – Theater Management
- AMGT 4173 – Artist Management
- AMGT 4030 – Internship in the Arts
- AMGT 4970 – Arts Incubation Lab
- AMGT 4990 – Independent Study

**AME GRADUATE CERTIFICATE STRUCTURE**
ONLINE MASTER DEGREE STRUCTURE

ONLINE M.A. IN ARTS MANAGEMENT
30 Credit Hours

- AMGT 5013 - Overview of Arts Management and Entrepreneurship
- AMGT 5033 - Entrepreneurial Mindset in the Arts
- AMGT 5223 - Marketing in the Arts
- AMGT 5233 - Financial Management and Budgeting in the Arts
- AMGT 5263 - Fundraising and Development in the Arts
- AMGT 5243 - Leadership and Strategic Thinking in the Arts

IN ADDITION, CHOOSE TWO OF THE FOLLOWING:
- DRAM G4853 - Theatre Management
- ARTC 5943 - Business of Art
- AMGT 5173 - Artists Management
- LSMS 5163 - Museum Management and Leadership

IN ADDITION, CHOOSE TWO OF THE FOLLOWING*:
- AMGT 5030 - Internship in the Arts
- AMGT 5213 - Arts Incubation Lab
- AMGT 5990 - Special Topics

*Can be repeated for credit

Meet Dr. Lucia Colombari
Assistant Professor of Art History and Arts Management
lucia.colombari@ou.edu

Dr. Lucia Colombari is Assistant Professor of Art History and Arts Management in the Weitzenhoffer Family College of Fine Arts at the University of Oklahoma. A native of Bologna, Italy, she specializes in twentieth century art history and visual culture, exhibition practices in museums and world’s expositions, transnational exchange, and cultural diplomacy. She built a career in cultural organizations, including the Bagatti Valsecchi Museum and the Corriere della Sera Foundation in Milan, with a focus on leadership, curatorial practice, and public engagement. She now works fluently across disciplines and sectors and at the intersection of theory and practice. Dr. Colombari returned to the academic world to earn a Ph.D. in Art and Architectural History at the University of Virginia. She holds an M.A. in Art History from the University of Bologna, an M.A. in Art Administration from the Cattolica del Sacro Cuore University in Milan, and a B.A. in Humanities from the University of Bologna. An Ivano Becchi Award supported her work at the Denver Art Museum and first brought her to the United States. She serves as a committee member for the Italian Art Society, devoted to the study of Italian art and architecture.

Meet Dr. Stan Renard
Associate Dean and Associate Professor and Coordinator of the Arts Management and Entrepreneurship Programs
stan.renard@ou.edu

Dr. Stan Renard is Associate Dean and Associate Professor and Coordinator of the Arts Management and Entrepreneurship programs in the Weitzenhoffer Family College of Fine Arts at the University of Oklahoma. Renard is also the Director of the Arts Incubation Research Lab (AIR Lab), a National Endowment for the Arts Research Lab. The lab’s research team studies the intersection of the arts, entrepreneurship, and innovation at its incubation stage with a research agenda that intends to understand the economic potential of artists as non-conventional entrepreneurs and the impact of the digital divide upon arts-based entrepreneurs. In addition, he is a touring and recording artist, and the founder and arranger of the Grammy-Nominated Bohemian Quartet and the Executive Director of the Monteux School & Music Festival in Hancock, ME. Dr. Renard holds a Doctorate in Musical Arts (DMA) from the University of Connecticut as well as a Doctorate in International Business (DBA) from Southern New Hampshire University. Previously held collegiate appointments include the University of Texas at San Antonio, Colby College, the University of Massachusetts, Amherst; the University of Connecticut, Storrs; Providence College, Eastern Connecticut State University, Southern New Hampshire University, and the University of California at San Diego. Dr. Renard is a member of the Yamaha Master Educator Collective, Music Business & Entrepreneurship Group.
WEITZENHOFFER FAMILY COLLEGE OF FINE ARTS
ARTS MANAGEMENT AND ENTREPRENEURSHIP
The UNIVERSITY of OKLAHOMA

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