MASTER'S DEGREE REQUIREMENTS*

1) Core Component (28 credits)
Core courses address the study and management of the arts in social and cultural contexts. The focus is on arts and cultural management, information management, and cultural policy. All of the following are required to be taken for a grade:

- AAD 550 Art in Society (4)
- AAD 510 Cultural Administration (4)
- AAD 510 Arts Learning Policy & Practice (4)
- AAD 510 Media Management Praxis (4)
- AAD 510 Issue in Cultural Management
- AAD 562 Cultural Policy (4)
- AAD 565 Marketing the Arts (4)
- Management Course (4, minimum with advisor approval)

2) Technology Component (minimum 6 credits; first course is optional as a skill-leveling course; second and third courses are required). The following are required to be taken for a grade:

- AAD 583 Information Design and Presentation (Fall–3, optional)
- AAD 584 Advanced Information Design and Presentation (Winter–3, required)
- AAD 585 Multimedia in Arts Administration (Spring–3, required)

3) Professional Practice Component (minimum 6 credits across all three courses). The following courses are taken pass/no pass:

- AAD 604 Internship I (1)
- AAD 604 Internship II (4-6) – summer enrollment is required
- AAD 606 Internship III (1)

4) Research Component (Credit minimum depends on option). Master’s candidates will write either a master’s degree project, a master’s degree thesis, or a capstone paper. In all cases, required courses in Research Methods and Research Proposal will prepare students for writing the thesis, capstone, or project. The following courses are taken pass/no pass unless otherwise noted:

- AAD 508 Research Writing (1)
- AAD 630 Research Methods (4, graded)
- AAD 631 Research Proposal (3)

   If Thesis: AAD 503 Master’s Degree Thesis (9, minimum)
   Research Methods Elective

   If Capstone: Capstone Electives (6-8)
   AAD 601 Reading (1-6)

   If Project: AAD 601 Research (6, minimum)

5) Area of Concentration & Electives component (variable, minimum 16-20 credits, depending on research option)

- Community Arts Management
- Media Management
- Museum Studies
- Performing Arts Management

- AAD 508 P.A. Industry: Standards & Practices Seminar (1)
- AAD 510 African American Cultural History in Eugene
- AAD 510 Public Folklore and Cultural Programming
- AAD 510 The Cultural Museum (3)
- AAD 510 Interpretive Exhibits Studio (3)
- AAD 510 Planning Interpretive Exhibits (2)
- AAD 520 Event Management
- AAD 522 Arts Program Theory (4)
- AAD 524 Conference Management (4)
- AAD 529 Museum Education (4)
- AAD 530 Youth Arts Curriculum and Methods (4)
- AAD 551 Community Cultural Development (4)
- AAD 609 Practicum (1-6)