

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	Issues in Cultural Management
AAD 510	Cultural Administration (4)	AAD 562	Cultural Policy (4)
AAD 510	Arts Learning Policy & Practice (4)	AAD 565	Marketing the Arts (4)
AAD 510	Media Management Praxis (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, <i>optional</i>)
AAD 584	Advanced Information Design and Presentation (Winter-3, <i>required</i>)
AAD 585	Multimedia in Arts Administration (Spring-3, <i>required</i>)

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) -- <i>summer enrollment is required</i>
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)	If Thesis:	AAD 503	Master's Degree Thesis (9, minimum)
AAD 630	Research Methods (4, graded)		_____	Research Methods Elective
AAD 631	Research Proposal (3)	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 522	Arts Program Theory (4)
AAD 510	African American Cultural History in Eugene	AAD 524	Conference Management (4)
AAD 510	Public Folklore and Cultural Programming	AAD 529	Museum Education (4)
AAD 510	The Cultural Museum (3)	AAD 530	Youth Arts Curriculum and Methods (4)
AAD 510	Interpretive Exhibits Studio (3)	AAD 551	Community Cultural Development (4)
AAD 510	Planning Interpretive Exhibits (2)	AAD 609	Practicum (1-6)
AAD 520	Event Management		