

Research Report: Executive Masters in Arts Administration

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Program Listing:

1. **Claremont University**, Executive Masters in Arts Administration, Claremont, CA
2. **University of Zurich**, Executive Masters in Arts Administration, Zurich, Switzerland
3. **University of New Orleans**, Performing Arts Executive Program Certificate, NOLA
4. **American University**, Arts Management Executive Education, Washington DC

Summary:

Claremont University's Program is the only program in the United States that offers a full Executive Masters in Arts Administration, which they established in 2009. This program requires full residency and takes at least two years to complete. They have an impressive listing of coursework. The advantages that we may have in comparison with them include 1) low residency (other certificate programs in executive arts management stress the value of continued employment for executives), and 2) location in a major metropolitan city with robust practicum opportunities, so that even if the student doesn't attend the school physically, they can be connected to a larger network.

The University of Zurich seems to have established the first Executive MA in Arts Administration in 2004, and requires full-time residency for most of the two years, with the exception of a mandatory 10 month internship.

The University of New Orleans Certificate program offers a graduate certificate, which can be completed in one year. Coursework takes place online, and students meet occasionally at major industry conferences.

The American University Executive education program is non degree-granting, and is designed as more of a professional development seminar that takes place over 3, 5, or 10 days with an established group. It does not appear to cater to individual students.

Program Profiles:

1. **Claremont University**, Executive Masters in Arts Administration, Claremont, CA

Notes:

- Claims to be the only MA Executive Arts Administration program in the U.S.
- Received \$100,000 grant from the Ralph M. Parsons foundation to fund student fellowships over the next two years. [Read more.](#)

Program Description:

The Executive Master of Arts in Arts Management at Claremont Graduate University provides an opportunity for **mid-to-high level executives** in the nonprofit and philanthropic arts and cultural sectors to immerse themselves in a learning environment with their peers in the creative capital of the world.

Executive Arts Management participants bring real-world experiences and diverse backgrounds in the arts to their course of study with the ultimate goal of unlocking their full potential as leaders. Executive Arts Management is a joint program of the School of Arts and Humanities and the Executive Management Program at the Peter F. Drucker &

Masatoshi Ito School of Management. *Princeton Review* has ranked *The Drucker School* fifth in 2009 for Best Faculty. *The School of Arts & Humanities* is devoted to transdisciplinary scholarship and research that expands thinking and creativity.

Program Structure and Coursework:

- 48 unit degree
- Takes 2 years full time, must be completed in five years
- Full time, full residency

Courses: Marketing Management; Finance and Accounting for Nonprofits; Organizational Behavior; Theory and Practice of Arts Management; Arts and Cultural Policy; the 21st Century Nonprofit leader: Building a Sustainable Resource Engine; Practice-Based Research for Arts Leaders; Arts Management Consulting Practicum; Culture, Creativity, and Communities; Arts Education: Collaborating for Future Success; Social Technologies for Arts Managers; Museum 2.0: Exhibits and Display in the Museum Without Walls.

Contact:

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2. **University of Zurich, Executive Masters in Arts Administration, Zurich, Switzerland**

Notes:

- No specific course information available.
- Seems to be the first program established.
- Full time residency

Program Description:

This post-graduate Master's program at the University of Zurich was launched in 2004 by the director of the Zurich Opera, Alexander Pereira, and is directed by Dr. Gerhard Brunner. The aim of the program is to prepare leaders for the arts industry who are capable of confronting the increasingly difficult social and economic conditions faced by it, using a wide range of social, artistic and business skills.

Work experience, in addition to education, is a pillar of any professional qualification. Theory is not at the center of successful management, but rather leadership and responsibility.

Program Structure and Coursework:

30 people are admitted maximum.

The program is divided up into two types:

1. Master program (28 months compulsory internship for a total of 10 months)
2. Diploma program (28 months, at least 20 occupied modules, including at least 10 test modules, internships optional)

Graduates of the diploma program, assign the master's course along the same course units (modules), selecting from the total number of 34

modules offered to personally desired. When applying, it is necessary to enroll in the compulsory modules.

The program of the University of Zurich linked the academic claim with the principles of a school master. Supported by two faculties, the philosophical and the economics, it aims at a common view of artistic and economic topics, an interplay of theory and practice. Both programs are Bologna compliant.

The various modules of the course carry this tension between the commercial know-how, leadership and communication skills and a solid understanding of artistic production and its role in society.

Law, public and society

Performing Arts

Fine arts

Business management

Authors, works, rooms

Arts Administration

This training program offers aspiring managers a comprehensive training program for the overall management of complex artistic and cultural establishments.

- Leaders from the arts, culture and media, directors, managers and directors of renowned cultural arts organizations will contribute their professional experience. They guarantee - in person - the exchange of practical knowledge and proven professional experience reflected.
- Lecturers of the University of Zurich and other universities put a further emphasis by focusing on scientific, legal and ethical issues of corporate governance.
- Full-time internships in established businesses and respected arts and cultural establishments offer the space to transform the acquired knowledge into practical skills.

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3. University of New Orleans, Performing Arts Executive Program Certificate, NOLA

Notes:

Low residency program. Online courses, in-person classes at major industry conferences. Accommodates full-time employment while enrolled in the program. Specific to performing arts. Certificate-level program.

Program Description:

The new CPAE Program is offered as a professional overview course focused on the management aspects of performing arts tour booking and presenting. It is offered by the University of New Orleans Graduate Program in Arts Administration in association with Arts Northwest and the National Association of Performing Arts Managers and Agents (NAPAMA).

Two tracks are offered: artist booking representation and performing arts presenting. These include:

- Online classes for access worldwide.
- In person classes at major industry conferences.
- Accommodation of simultaneous full time employment in the class schedule (all online classes take place in the evenings, U.S. Central Standard Time and are available for online viewing by students at a later time or date).

Why should you enroll?

The program will increase your capacity to advance in the field through the CPAE Program without the time and expense of a more extended and time-intensive degree.

Advantages include the following:

- Fill gaps in your knowledge;
- Update on the latest industry trends;
- Improve your employability and qualifications for advancement;
- Attend evening classes that do not conflict with your work;
- Take online classes from anywhere in the world.

Career benefits

Professional certification indicates that a person has taken specific courses and passed a competency exam to demonstrate a high level of knowledge and expertise.

Completion of the CPAE certificate program:

- Enhances professional stature among peers.
- Recognizes those who have gone beyond expectations to be the best that they can be.
- Makes a statement to those with whom business is being conducted.
- Provides a leveraged position from which to negotiate and build career success.
- Hones skills and updates latest best practices.
- Raises professional standards for the overall industry.

Program Structure and Coursework:

- 24 credit certificate program, completed within 1-2 years.

Courses: Overview of Performing Arts Presenting; Arts and the Law; Planning for Success- Profit and Not-for-Profit; Marketing and Social Networking; Raising the Money; Artful Negotiating 101; Curating a Series/Building a Roster; Budgeting and Financial Management; Finale: Time Management, Handicapped Access, Final Details, etc.

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4. American University, Arts Management Executive Education, Washington DC

Notes:

- Short term, non-degree granting
- 3, 5, 10 day workshops
- Appears to be more of a professional development service for orgs.

Program Description:

The Arts Management Program at American University, one of the top in the United States, is pleased to announce its newest program, Arts Management Executive Education (AMEE). Held at the American University campus, the three, five or ten-day program includes day-long courses in arts management and private meetings with leaders in arts management organizations and government in Washington, DC. The city is the hub of US cultural policy-making, arts advocacy, and cultural studies. It also is the headquarters of well-known cultural institutions and arts organizations, including the National Endowment for the Arts, the Smithsonian Institution, the John F. Kennedy Center for the Performing Arts, and many more.

Available to government and arts leaders, this program can be tailored to the needs of your group or team. The cost does not include travel, lodging, food, or translators. A minimum of 20 participants is required.

Program Structure and Coursework:

- Seminar structure: 3, 5, and 10 day programs
- Combination of coursework and private meetings with arts leaders.

Courses can include:

- Overview of Arts Management Best Practices in the United States and Abroad
- Comparative Cultural Policy/Cultural Diplomacy
- Resources for the Arts
- Marketing the Arts
- Public and Private Partnerships in the Arts

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