

# ARTS & ENTERTAINMENT MANAGEMENT MINOR - NYC

**Campus:** NYC

New York City is one of the world's great epicenters for arts and entertainment. If your goal is to work in these industries, the Arts and Entertainment Management minor is an excellent way to boost your competitiveness in this field. This minor is designed for students with an interest in pursuing a career in the arts or entertainment industries. It is open to students in any major, but is particularly suited to performing arts students who want to learn the business side of the industry; media and communication students who want to develop industry-specific business skills; and business majors who want to learn more about this particular set of industries. The program leverages our New York City location as one of the arts and entertainment capitals of the world.

## Minor Requirements

Code	Title	Credits
<b>Required Courses</b>		
MGT 235	Arts and Entertainment Management	3
Select one of the following:		3
BUS 101	Contemporary Business Practice	
MAR 201	Principles of Marketing	
MGT 150	Managerial and Organizational Concepts	
<b>Elective Courses</b>		
Select two courses from Group A and one course from Group B or select three courses from Group A:		9
<i>Group A Electives</i>		
MGT 312	Event Management	
MGT 365	Managerial Negotiations	
MGT 370	Managing Creativity	
MGT 371	Managing Entertainment Projects	
MGT 372	Managing Stakeholder Relationships in the Arts	
MGT 373	Technology Innovation and the Arts	
MGT 374	New Venture Creation for the Arts and Entertainment Industry	
MGT 375	Management in the Business of Music	
MGT 394A	Management Internship	
<i>Group B Electives</i>		
MAR 221	Fundamentals of Advertising and Promotion	
MAR 363	Special Events Marketing for Arts, Entertainment and Sports	
MAR 366	Sports Sponsorship	
LAW 317	Sports and Entertainment Law	
<b>Total Credits</b>		<b>15</b>