

# ARTS & ENTERTAINMENT MANAGEMENT MINOR - NYC

Campus: NYC

## 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>