

ARTS & ENTERTAINMENT MANAGEMENT MINOR - NYC

Campus: NYC

Minor Requirements

Code	Title	Credits
Required Courses		
MGT 235	Arts and Entertainment Management	3
Select one of the following:		3
MAR 201	Principles of Marketing	
MGT 150	Managerial and Organizational Concepts	
Elective Courses		
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 376	Management in the Business of Performing Arts	
MGT 394A	Management Internship	
MGT 397E	Topic: Special Topics in Management: Managing Concert Touring and Promotion	
<i>Group B Electives</i>		
MAR 221	Advertising Strategy & Creative	
MAR 363	Special Events Marketing for Arts, Entertainment and Sports	
MAR 366	Sports Sponsorship	
LAW 317	Sports and Entertainment Law	
Total Credits		15