

ARTS LEADERSHIP + BUSINESS

SUMMER/FALL 2021 COURSE OFFERINGS

ABOUT THE ARTS LEADERSHIP + BUSINESS MINORS

The undergraduate and graduate minors in Arts Leadership and Business provide an educational foundation to explore current and emerging professional practices in a variety of creative industry fields. The program is open to all majors and provides students with hands-on professional development, entrepreneurial studies designed for the creative sector, and foundations in arts administration.

DIVERSE CURRICULUM

The Arts Leadership and Business curriculum is designed to accommodate students with diverse career interests, whether students wish to work for arts organizations or become entrepreneurs.

Faculty and instructors have extensive professional experience in their fields, offering students exposure to their arts organizations or businesses, as well as professional networks and resources. The curriculum for the minor utilizes teaching and learning approaches that are case-study and/or problems-based to gain real-world exposure to current arts administration issues. Arts Leadership and Business electives are offered through rotating problems and advanced topics courses that explore non-profit and for-profit arts administration structures.

In addition, the Arts Leadership and Business minor requires a rigorous internship with an arts organization, business, or government agency to gain work training under the mentorship of a professional arts leader. Through course work and internship opportunities, students are better prepared to make informed decisions about career choices in the complex environment of the creative economy.

ALBS UNDERGRADUATE MINOR = 18 CREDIT HOURS

ALBS GRADUATE MINOR = 15 CREDIT HOURS

*Available for graduate credit



**FOR MORE INFORMATION
PLEASE CONTACT**

Regina Chavez Puccetti
rchav217@unm.edu

ALBS 2110 THE BUSINESS OF BEING AN ARTIST (3 CREDITS)

CRN	SECTION	DAYS	TIMES	LOCATION	INSTRUCTOR	EMAIL
68829	005		Online		Jessamyn Lovell	jlovell@unm.edu

COURSE DESCRIPTION: This course is designed to provide an introduction for students who may be entrepreneurially-minded and/or desiring a successful career in the arts or as a practicing creative or innovator in any of the many complementary arts professions. Through video lectures, readings, exercises and assignments the course will introduce students to fundamentals of business planning and career development strategies. Students will be guided through a personal/professional strategic planning process as a basis for developing their own career. Students will explore the financial and legal requirements of starting an arts business including an introduction of branding and marketing basics. The course will conclude with students having created their own arts career plan as a platform for entering the creative sector.

ALBS 2120 MAKING THE PROMOTIONAL VIDEO (3 CREDITS)

CRN	SECTION	DAYS	TIMES	LOCATION	INSTRUCTOR	EMAIL
70659	001	M	3PM-5:30PM	Mesa del Sol 100	Adam Turner	adam00@unm.edu

COURSE DESCRIPTION: Learn to market yourself and your artwork. Acquire the skills to promote a business or non-profit organization. In this course, you will learn the latest strategies for creating promotional videos: short, eye-catching movies for distribution on social media, websites, or TV. Plan, shoot, and edit promos that will capture the attention of your target audience. Discover the tactics that will ensure your message gets through. Promotional video making is one of the most sought after skills in the digital media marketplace. Become an expert in the art of visual persuasion. Prerequisite: FDMA 1210 Digital Video Production I or permission of instructor. Crosslisted with FDMA 2280.003.

* Please note: Mesa del Sol is located off campus at 5700B W. University Blvd. SE 87106 (about 15 minutes from main campus). Free round-trip shuttle bus service will be provided. Parking is free.

ALBS *325 FINANCIAL MANAGEMENT IN THE ARTS (3 CREDITS)

CRN	SECTION	DAYS	TIMES	LOCATION	INSTRUCTOR	EMAIL
69654	001	TR	8:00-9:15am	Remote Synchronous	Joni Thompson	jthompson1@unm.edu

COURSE DESCRIPTION: This course will present basic concepts of budgeting and the use of standard financial reports as essential tools of effective financial management with a focus primarily in the arts industries. The course aims to de-mystify the elements of basic financial management and familiarize students with the concepts and practices of sound financial management and decision-making. The course will also address ways of promoting fiscal responsibility. This course is well-suited for students who are unfamiliar with financial concepts. This class will use a lecture-discussion format. Available for graduate credit. Prerequisite ALBS 2110 for undergraduate students. No prerequisites for graduate students.

ALBS *365 SOCIAL MEDIA FOR ARTS MARKETING (3 CREDITS) **SUMMER 2021 CRN 29574**						
CRN	SECTION	DAYS	TIMES	LOCATION	INSTRUCTOR	EMAIL
29574	001		Online	Online	Joni Palmer	palmerjonim@unm.edu
68830	001		Online	Online	Joni Palmer	palmerjonim@unm.edu

COURSE DESCRIPTION: The emphasis of this course is on developing a web presence and using social media tools for arts marketing and promotion. Real world projects and case discussions will assist in understanding social media marketing practices and strategies. Social Media has become much more than a means for person-to-person communication and content sharing. Brands, both personal and corporate, have had to adapt to find their place in the conversation. This course will integrate today's best practices with tools and strategies for effective marketing. Arts managers and arts entrepreneurs have to find their place in the online conversation without becoming added noise. Standing out by engaging your audience is more important than ever. We will explore various social media channels and how they're used, as well as discover content planning, measurement and evaluation, and more. ALB 375-001 Producing for Film and Digital Media (3 Credits)

ALBS 375 PRODUCING FOR FILM AND DIGITAL MEDIA (3 CREDITS)						
CRN	SECTION	DAYS	TIMES	LOCATION	INSTRUCTOR	EMAIL
70202	001	M	5:30-8PM	Hartung 200	Hank Rogerson	hrogerson@unm.edu

COURSE DESCRIPTION: Students will learn the many roles of a producer in films, television, and digital and streaming platforms. The course aims to give the student a real-world lead-out towards how to become a producer and learn the responsibilities and leadership required by the profession. Through project-based learning, lectures, discussions, and workshops we will cover preproduction, production and post, budgeting, breakdowns, scheduling, and dealing with clients, as well as the strategies and skills involved. The course will approach the different ways of producing in the industry work spaces and how to adjust to the creative and economic dimensions of a project. Crosslisted with FDMA 375.001.

ALBS *450 BUSINESS PLANNING FOR THE ARTS (3 CREDITS)						
CRN	SECTION	DAYS	TIMES	LOCATION	INSTRUCTOR	EMAIL
68831	001		ONLINE	ONLINE	Katie Dukes-Walker	dukeskatie@unm.edu

Course Description: This course teaches emerging artists the planning skills needed to start a for-profit business. We will begin the course by examining how an idea becomes a real business. Student work will culminate by developing a for-profit arts business plan. Students are not expected to start a real business by the end of this course. Available for graduate credit. Prerequisite ALBS 2110. No prerequisites for graduate students. Crosslisted with MSST 429/529.002.

ALBS *470 ADVANCED TOPICS: LEADERSHIP FOR CREATIVES (3 CREDITS)						
CRN	SECTION	DAYS	TIMES	LOCATION	INSTRUCTOR	EMAIL
70172	001	TR	9:30-10:45AM	Center for Arts 1019	Regina Puccetti	rchav217@unm.edu

COURSE DESCRIPTION: This course is designed to examine leadership concepts and practices, and focus on what it means to be a good leader in creative and cultural enterprises. Emphasis in the course is on the practice of leadership. The course will examine topics such as the nature of leadership, recognizing leadership traits, developing leadership skills, handling conflict and addressing ethics in leadership. Attention will be given to helping students to understand and improve their own leadership performance. Students seeking leadership career positions or who wish to augment their leadership acumen will find this course particularly useful. Crosslisted with MSST 429/529.004. and FA 395.001.

ALBS *470 ADVANCED TOPICS: GALLERY MANAGEMENT (3 CREDITS)						
CRN	SECTION	DAYS	TIMES	LOCATION	INSTRUCTOR	EMAIL
69655	003	M	5:30-8PM	Center for Arts 1018	STAFF	

COURSE DESCRIPTION: This course will introduce students to the essential aspects of gallery management including curating, programming, installation, marketing, artist contracts, and more. The course will consist of relevant readings and class discussion, site visits to gallery spaces, guest lectures from professionals in the field, and hands-on practical experience working in art spaces. Crosslisted with MSST 429/529.001.

ALBS *495 ARTS LEADERSHIP + BUSINESS INTERNSHIP (3 CREDITS)						
CRN	SECTION	DAYS	TIMES	LOCATION	INSTRUCTOR	EMAIL
69656	001	M W	8:00-9:15AM	Remote Synchronous	Regina Puccetti	rchav217@unm.edu

COURSE DESCRIPTION: This course is required for all students who are completing their ALBS undergraduate or graduate minor. The purpose of the internship is to provide students in their junior or senior year with a capstone to their ALBS studies and an entry point for their professional arts career. The internship is a professional experience in which the student is asked what specific skill sets they would like to focus on during their internship and are matched with an organization seeking similar skills. Students are required to complete 150 hours of work on-site and/or remote under the supervision of a designated mentor within the organization. While working on tasks assigned, interns should seek to make connections between knowledge gained from prior ALBS courses and the reality of the work experience. Self-reflection and self-evaluation assignments are a significant part of the internship experience. Prerequisite ALBS *451. Restricted to students completing their ALBS minor. Permission of the ALBS program required.

FOR MORE INFORMATION PLEASE CONTACT

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