

Arts Management Catalog, 2025-26

CERTIFICATE

The certificate in arts management from Hollins University gives students the opportunity to connect their major or minor in one of the arts with career interests in various fields of arts management. In addition to course work, students will complete two internships in an area of arts management. The program concludes with a final project of the student's creation, in support of her particular area of interest within the field. Because it is a certificate program, students will be able to complete the requirements for the program through prudent choices in their general education courses and electives, thereby not adding to their total credit hours for the bachelor of arts degree. For more information, see the chair of the department of intended major or minor.

REQUIREMENTS FOR A CERTIFICATE IN ARTS MANAGEMENT:

18 credits plus internships

- BUS 100: Introduction to Business (4)
- ART/DANC/FILM/MUS/THEA 175: Introduction to the Study of Arts Administration (4)
- Two courses (8 credits) from the following*
 - ART/DANC/FILM/MUS/THEA 276: Philanthropy and the Arts (4)
 - BUS 125: Principles of Financial Accounting (4)
 - BUS 223: Business Law and Ethics (4)
 - BUS 228: Marketing (4)
 - BUS 252: Organizational Behavior (4)
 - BUS 244: Introduction to Entrepreneurship (4)
 - COMM 231: Writing for the Print Media I (4)
 - COMM 244: Social Marketing and Campaigns (4)
 - COMM 322: Public Relations Principles (4)
 - COMM 343: Organizational Communication (4)
 - Final project in the junior or senior year, registered as an independent study in the major or minor department (2)
- Two internships in the area of arts management, either short-term or full-term

*A SPECIAL TOPICS, or other relevant course, may be substituted with permission of the student's major/minor advisor.

COURSES IN ARTS MANAGEMENT:

ART 175: INTRODUCTION TO THE STUDY OF ARTS ADMINISTRATION (4)

What is happening behind the scenes at an art museum, an opera production, or a dance performance? This course explores the commonalities and peculiarities of the administration of various arts organizations through site visits, guest experts, and written projects such as grant proposals and strategic plans. Also listed and described as DANC 175, FILM 175, MUS 175, and THEA 175. No prerequisite. (r)

ART 276: PHILANTHROPY AND THE ARTS (4)

This course is helpful to students interested in arts management as well as anyone anticipating a career in the nonprofit sector. The two major components of the course are the understanding of philanthropy in the U.S. and the attainment of skills necessary to obtain philanthropic gifts. Assignments may include grant writing, site visits, and oral presentations. Also listed and described as DANC 276, FILM 276, MUS 276, and THEA 276. No prerequisite. Offered Term 2.