

MA Arts Management
 Course Overview
 1 Year Full Time, 2 Years Part Time
 (APEL Option for working arts professionals)

Apply Through: UCAS Conservatoires
 Institution Code: R59
 Course Code: 705F (F/T) 700 (P/T)
 Application Fee: £25

This course overview provides a detailed summary of the MA Arts Management course as offered from September 2019. Please note that whilst the information reflects the programme offered to date, it may be subject to amendment and change in future years. Students are always consulted on such change and details are made available to applicants holding offers. In order to progress through the courses students *normally* have to pass all modules and achieve 180 credits.

The MA Arts Management programme provides a professional training for graduates of any discipline who wish to work within the field of arts management in the creative sector, or for those who have worked in this area and seek a formal, recognised qualification.

We build skills through practical opportunities available in the college's active arts programme, which ranges from opera, theatre and drama to external events such as BBC's Young Musician of the Year and Cardiff Singer of the World. Students gain experience across a range of disciplines from marketing and customer relationship management to venue operations and creative learning.

Our students finish their training by undertaking an extended professional placement within one of our partner organisations. We are working with a range of arts companies and venues, from small to large, to provide on-the-job training that develops and enhances each student's arts management practice.

Our students come from a mix of backgrounds - we have people who come straight from undergraduate courses with no arts experience to mature and part-time students, some of whom are already working in an arts organisation. Our MA programme is designed to appeal to recent graduates as well as to emerging and mid-career arts professionals. Offering a range of study options ensures that we can tailor learning to suit the individual, whether it's full-time over one year or part-time over a number of years if someone needs to fit their study around their work.

Our lecturing team are all experienced arts practitioners who work with guest lecturers from a number of high profile arts organisations throughout the UK to deliver the course.

The course consists of the following modules, all of which are core:

Module Code	Module Title	Credits (Level 7)
AM7012	Fundraising	10
AM7013	Marketing & Public Engagement	10
AM7014	Learning and Participation	10
AM7015	Working in the Creative Sector	10
AM7016	Work Placement	40
AM7017	Professional Placement	40
AM7018	Managing Cultural Organisations 1	20

AM7019	Managing Cultural Organisations 2	20
AM7020	Managing Cultural Organisations 3	20

Modules AM7012, AM7013, AM7014, AM7015

All four of these skills modules will typically be delivered on an intensive basis throughout the Autumn term, with part-time students studying two of the set in Year One and two in their second year of study.

Module AM7012 Fundraising

Through this module you will gain an insight into the diverse way in which organisations are funded and the skills to produce professional standard fundraising proposals. The focus will be on you developing a strategic approach to fundraising as well as applying learned skills to create investible plans in a professional setting.

Module AM7013 Marketing and Public Engagement

You will gain a comprehensive overview of marketing the arts at campaign level including marketing principles, setting objectives, identifying markets, developing marketing mix programmes, monitoring and evaluation.

Module AM7014 Learning and Participation

This module will give you a detailed insight into the issues surrounding equality and diversity in the arts and practice of arts based work in education and community contexts. You will devise original and relevant projects and gain practical arts management skills in the areas of educational and community involvement.

Module AM7015 Working in the Creative Sector

The module introduces you to the range and complexity of organisations in the creative sector, as well as providing an insight into the role a venue can play in a community. You will learn how different sizes and types of venue are managed and programmed, consider how touring organisations work and be introduced to Project Management and Creative Producing. Front of House roles are also covered in terms of Operations, Ticketing and CRM.

Module AM7016 Work Placement

This module will generally be delivered in the Spring term, with students undertaking two distinct and separate placements within the College's Arts Centre (short external placements may be available - these will be considered in advance by the course team on a year by year basis). After taster sessions towards the end of the Autumn term, students can elect which area of arts management they wish to follow for each placement. Students will, however, need to discuss the appropriateness of each placement prior to its commencement with the Head of Programme. Each placement will be mentored throughout and assessed both on an interim and summative basis. The placement period is punctuated by a series of compulsory masterclasses across various arts management disciplines.

Module 7017 Professional Placement (Work Based Learning)

This module places students directly into a professional working environment within one of our partner organisations, significantly developing and enhancing their arts management experience, while giving autonomy for their learning. The practical experience gained will also help to develop their career aspirations alongside building individual professional networks. Students can elect to work at the College's professional venue (Venue 13) at the Edinburgh Fringe Festival or can arrange their own placement should they wish, as long as it falls in line with the Placement Policy guidelines of the College and QAA framework. Each placement will be mentored throughout and assessed both on an interim and summative basis. As part of the learning process, students are required to keep an ongoing Professional Development Plan in the form of a portfolio of their work. This will act as a useful tool when seeking professional engagements.

Modules AM7018, AM7019, AM7020 Managing Cultural Organisations 1, 2 & 3

These modules form a suite that underpins all learning relating to management and leadership in the creative sector.

AM7018 runs across the first two terms and is divided into different areas of study, reflecting current arts management strategy and practice. The module has been designed so that new and innovative working methods can be incorporated into the content with the ability to expand or contract areas of study as required.

Current study blocks:

Block A	Arts Administration
Block B	People and Performance
Block C	Management and Leadership
Block D	Digital Strategy Development and Management
Block E	Equality & Diversity in the Arts
Block F	International Arts Management

AM7019 is delivered in the Spring term with students studying all areas relating to the financial management of commercial, not for profit and charitable bodies.

AM7020 is typically delivered in the summer term and provides students with practical consulting skills for the world of arts management. The module uses the Harvard Business School 'Case Method' to help prepare students to produce a business consultancy plan or feasibility study based on an arts based case study. Students may, in some circumstances, produce an arts based consultancy project of their own as long as it allows them to adequately meet all learning outcomes for the module and is agreed in advance with the Head of Programme. Alongside this module, a number of CPD sessions help prepare students to enter the world of work.