

# ARTS MANAGEMENT



Alizey Khan came to the College of Charleston because of the Arts Management Program - one of the few in the country designed expressly for undergraduate students. What's the best thing about it? The fact that it's truly career oriented: "There's a strong focus here on getting students into the field professionally, and for me, that's huge."

Alizey knows that working in the arts management field is about far more than gallery exhibitions or museum programming. That's why she appreciates the broad scope of courses taught in this program. Financial accounting is a required class, as are courses in business law and economics. Alizey was particularly enthusiastic about her class in marketing, fundraising and grant writing.

"In that course, I had to assemble an entire marketing and fundraising portfolio for an arts organization. Included in that were detailed grant proposals. Now, I'll be able to show prospective employers that I've been through that process. That's a skill I'll be able to use in the future no matter what I do."

As much as Alizey appreciates the knowledge she's gleaned from the classroom, she also knows the value of having hands-on experience. When she heard that this program emphasizes internships, she knew that it would

be a perfect fit for her. "In just a few years, I've helped organize exhibitions, and installed sculptures, huge photographs and paintings at a number of galleries in town, as well as at the College's Halsey Institute. In the process, I've also been able to work alongside the artists, and that has given me a unique perspective."

Another big advantage, she says, are the opportunities that only a place such as Charleston can provide for those interested in arts management. "This location is incredible. Charleston has such an active arts scene, and that translates into a lot of different learning opportunities. I can choose between high-end art galleries or grassroots-style art collectives. Also, I can just drop by an art studio right near campus that one of my professors manages and observe the work she is doing."

If you're interested in arts management and want real-world education in the field, check out our program.

## COLLEGE of CHARLESTON

We offer a practical degree in arts management. Our program is uniquely situated within an active arts community - a setting that provides students numerous opportunities for internships, career networking and participation in special projects.

Local artists, administrators, managers and other arts professionals augment our course offerings. Introduction to the Music Industry is taught by Grammy Award winning musician Mark Bryan of Hootie and the Blowfish, Getting Music to the Marketplace is taught by a *New York Times* music industry writer and ask.com blogger, and Building Participation in the Arts is taught by the Director of Museum Relations for the Gibbes Museum of Art.

### Facts

Our graduates have secured impressive roles in the arts, including:

Manager, the Suzanne Farrell Ballet, Kennedy Center for the Performing Arts

Associate Director of Special Events, Carnegie Hall

Executive Director, Colleton County Arts Council, S.C.

Communications Manager, Oakland Museum of California

Executive Director, Creative Spark Center for the Arts, Charleston, S.C.

### Opportunities

Our faculty members are well connected in the arts, both in Charleston and elsewhere, meaning that internship and networking opportunities abound for our students.