

SYLLABUS: Arts Management Seminar II Spring 2024

Course number: 93-849 (0 units)

Meeting Times: Thursdays, 12:30-1:50PM

Zoom Meeting: <https://cmu.zoom.us/j/91658779860?pwd=eS84MnUxWVFzNU5MWm45R2dYU3dMQT09>

Canvas Site: <https://canvas.cmu.edu/courses/30146>

Instructors: Jessica Bowser Acrie & Matthew Spangler

Room: 1204

Advisor Hours: By Appointment | Schedule Zoom or in-person meeting with Jessica in [Calendly](#)
Schedule Virtual or in-person meeting with Matt in Handshake

COURSE DESCRIPTION

Success requires active engagement and investment in your life and career. Empowering students with a holistic perspective of their lives and careers, this seminar-style course will incorporate training elements of professional and career development, leadership development, and life skills in order to foster optimal professional and personal growth for Master of Arts Management students. With the guidance of MAM academic and career advisors, MAM students will learn to create both their experience as graduate students as well as their trajectory into their careers and transition into their roles as alumni. Self-assessment, guest speakers, lectures, workshops, industry field trips, conferences, and cross-cohort peer experiences will provide the basis for an engaging and reflective course to cultivate thoughtful investment of this essential component of success.

LEARNING OBJECTIVES

By the end of this class, students will:

- Understand the job/internship search process including the documents and preparations required to apply for employment in the U.S.
- Effectively introduce yourself in a professional setting at planned and unplanned networking opportunities
- Identify various career paths and trajectories across the arts industry
- Cultivate strong relationships with peers within and across cohorts that are cross-cultural and interdisciplinary

ATTENDANCE, PARTICIPATION and EVALUATION

This is a pass/fail course. Successful completion of the course means you must meet the following expectations:

- **Attend 80% of sessions.** Attending class means physically being present at the Thursday sessions that include workshops, guest lectures, panels, and other designated activities. If a session of this course is offered remotely, attending remotely will count towards attendance. (Watching a recording of this class will not count to attendance.) This semester there will be 11 classes (including Speaker Series, workshops, and panels). Of the 11 classes, 6 classes are open to both cohorts. There will be 5 classes specifically for MAM 1s.
 - MAM 2s Attendance: For attendance purposes, 80% of attendance for MAM 2s for Spring 2024 will mean attending 5 classes
 - 80% attendance for MAM 1s will mean attending 8 classes this Spring of 2024
 - You will note in the schedule that there are weeks listed as "Both", "MAM 1", and "MAM 1* ". Both means that both cohorts should plan to attend, MAM 1 means only MAM 1s should attend, and MAM 1* means this class is for MAM 1s but MAM 2s are welcome and should attend if they are interested in the class topic that day.
- **Submit 100% homework assignments on time.** Homework is not graded but must be completed and turned in on time as specified below in Homework Section.
- **Perform the appropriate deliverables for this semester as noted in the “Checklist for Success”.**
 - Some of the activities on the “Checklist for Success” can be counted as both (e.g., class attendance and attendance at a speaker series). This occurs by design and will make it easy for students to achieve the checklist requirements and the course attendance minimum.

SUPPORTING RESOURCES

We will provide relevant articles, chapter excerpts, study guides and other content to enhance your professional and academic growth as a MAM student and arts manager in the field. Resources will be stored and shared in Canvas or on CMU Box.

ACADEMIC CONDUCT

Students are subject to [Carnegie Mellon University's policies on academic integrity](#).

Plagiarism is a serious offense and can result in failing the course and other disciplinary action. Plagiarism includes, but is not limited to:

- Presenting another writer's work as your own;
- Cutting and pasting content verbatim without using quotation marks to indicate a direct quote or paraphrasing content without citing the source in-text using parenthetical references, footnotes, or endnotes in addition to listing each source on the Works Cited, References, or Notes page in a manner consistent with the format detailed in an approved style guide;
- Providing incomplete or incorrect information about the source cited.

Failure to comply with our academic integrity policies will result in a failed grade for the assignment, and the violation will be reported on your university academic record.

RESPECT FOR DIVERSITY

It is our intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit. It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups.

SCHEDULE OF CLASSES & ASSIGNMENTS – *Subject to change*

Date	Topics	Which Cohort	Remote
1/18	Overview of Spring Syllabus (15 mins) Workshop: Cover Letters Matt Spangler	BOTH (15 min) MAM 1*	
1/25	Workshop: Interview Prep Matt Spangler	MAM 1*	
2/1	Summer Internships Virtual Employer Panel: 3-5 arts internship employers will join via Zoom to discuss their Summer 2024 opportunities	MAM 1*	Yes
2/8	Workshop: LinkedIn & Leveraging Your Online Networking Jessica	BOTH	
2/15	Internship & Job Application Work Session: Bring an internship or job application that you are working. Jessica and Matt will be there to answer questions and assist you on applications.	BOTH	
2/22	MAM 2s Exit Strategy Jessica (ROOM TBD) International MAM 1 Required Internship Meeting Matt	MAM 2 -Room TBD MAM 1 - 1204	
2/29	MAM Speaker Series: Jeff Poulin presents <i>How to Advocate for the Arts at the Local, State, and Federal Levels</i>	Both	
3/7	NO CLASS SPRING BREAK	BOTH	
3/14	MAM Speaker Series: Aubrey Begauer presents <i>Run it Like a Business</i>	BOTH	
3/21	No class – Experience Cleveland is Friday 3/22	BOTH	
3/28	Fall 2023 Registration Overview Jessica	MAM 1	
4/4	Systems Synthesis Preparation	MAM 1	
4/11	NO CLASS CMU Carnival	BOTH	
4/18	MAM Alumni Panel: Finding and Starting Your First Job After Graduation	BOTH	
4/25	MAM 1s Attend a Systems Project Next Week!	MAM 1	

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*Class schedule and assignments are subject to change.

Homework Assignments

Cohort	Assignment	Date Due
MAM 1	Submit a sample Cover Letter to Canvas	February 15
MAM 1	Meet with your career advisor to discuss your internship goals. Upload date of meeting.	By March 3
MAM 1	Attend an academic advising meeting with your advisor before selecting F23 courses. Upload date.	By April 12
BOTH	Complete 1 Mock Interview (Opportunities to interview with Arts Management Professionals will be provided in April & May 2023)	By April 26
MAM 1	Must attend one spring MAM Systems Synthesis presentation during Finals Week	
MAM 2	Meet with your career advisor and Program Director to discuss career goals	By April 26

CHECKLIST FOR SUCCESS By the end of your MAM academic career (**2 years!!!**), you should have completed the following activities (at minimum):

Description	Fall 1	Spring 1	Fall 2	Spring 2
Academic Advising				
Academic Advisor meetings	X	X	X	X
Program Director meeting (intro/exit interview)	X			X
MAM Speaker Series				
Speakers (4)	X	X	X	X
Career Services Activities				
Mock interviews (4)	X	X	X	X
Career Services meeting (Can include: cover letter writing, salary negotiation, internship/job search, informational interview strategy) (4)	X	X	X	X
Resume review (2)	X		X	
Professional Development				
Arts industry conference (1)	X			
MAM Experience trip (2 -- 1 each academic year)	X		X	
Attend a MAM Systems group final presentation	X			
Attend one CFA lecture series (Multiple. Attend 1 lecture over 2 years.) List of Lecture Series at CMU: - School of Art Lecture Series - Center for Arts & Society Lecture Series - Steiner Speaker Series (STUDIO for Creative Inquiry) - School of Architecture Lecture Series - Center for the Arts in Society Lecture Series	X			