

SYLLABUS: Arts Management Professional Seminar I
Course number: 93-847 (0 units)
Meeting Times: Thursdays, 12:30pm -1:50pm
Room: 1202
Instructors: Jessica Bowser Acrie, jabowser@andrew.cmu.edu & Matthew Spangler, mspangler@andrew.cmu.edu
Advisor Hours: by appointment | Schedule with Jessica using [Calendly](#) | Schedule with Matthew on Handshake
Canvas: <https://canvas.cmu.edu/courses/41847>

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
- Recognize biases and power dynamic issues in the employment search process and identify strategies to combat these issues

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, including 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 towards attendance.) This semester there will be 13 classes (including Speaker Series, workshops, and panels). Of the 13 classes, 8 classes are open to both cohorts. There will be 5 classes specifically for MAM 1s and 1 class specifically for MAM 2s.
 - MAM 2s Attendance: For attendance purposes, 80% of attendance for MAM 2s for Fall 2024 will mean attending 7 classes
 - 80% attendance for MAM 1s will mean attending 10 classes this Fall 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.

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. Additional information can be found here: [Carnegie Mellon University Policy on Academic Integrity](#).

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. Additional information can be found here: [CMU DEI](#)

SCHEDULE OF CLASSES & ASSIGNMENTS – *Subject to change*

Please be sure to regularly consult the online version of the syllabus (not the printed version distributed in class), as guest schedules and reading assignments may change.

Date	Topics	MAM 1, MAM 2, or Both
August 29	Overview of course and syllabus	Both
September 5	Networking Workshop/Elevator Pitch	MAM 1*
September 12	Carnegie Mellon University onsite visits: Visit iDeaTe	Both
September 19	Network New York & DC Colloquium Overview Overview of Industry Resources & Conferences Elevator Pitch Assignment	Both
September 26	Resume Workshop and Big Interview Overview	MAM 1*
October 3	Carnegie Mellon University onsite visits: Purnell Theatre and The STUDIO for Creative Inquiry	Both
October 10	Time Management Workshop	MAM 1*
October 17	No Class for Network New York	No class
October 24	MAM Speaker Series: Betty Siegal, Director, Office of Accessibility and VSA at The John F. Kennedy Center for the Performing Arts Arts & Accessibility: Where We Are; Where We Need to Go	Both
October 31	Spring 2025 Registration Overview / Quiz Review /Elevator Pitch Make-Up /	Both
November 7	Internship Prep – (MAM 1s Only) – Room 1202 Preparing for Life After Graduate School (MAM 2s Only) – Room TBD	MAM 1 MAM 2
November 14	Internship Panel 2 nd Year students will speak to 1 st year students about their Internship Search. Discuss Internship Spreadsheet Assignment	MAM 1
November 21	MAM Speaker Series: Cecile Shellman, author of <i>Inward, Outward, Onward, Upward: A lifelong journey towards Anti-Oppression and Inclusion in Museums</i>	Both
November 28	Thanksgiving Break – No Class	No Class
December 5	MAM End of the Year Lunch and Small Talk Networking Exercise	Both

*Class schedule and assignments are subject to change.

Homework Assignments

Assignment	Date Due
Build a Handshake account. Upload your current resume. Make your profile & resume PUBLIC in Handshake.	September 13
Present your Elevator Pitch in Class	September 19
Meet with your Career Advisor for a Resume Review	October 11
Complete the MAM Art Management Seminar Canvas Quiz	October 11
Complete an interview in Big Interview. Send to Matthew Spangler for review by this date.	October 25
Meet with your Academic Advisor prior to Spring 2023 Registration	November 8
Meet with the Program Director by this date.	November 1
Submit 1 Internship Spreadsheet listing 10 potential summer internship employers/positions with deadline and application requirements	November 29
Complete 1 Virtual Mock Interview (Opportunities to do Virtual Mock Interviews with Arts Management Professionals will be provided by Career Services in November & December)	December 6
Upload REVISED Resume (after it is reviewed by Career Advisor) in Handshake. Make the resume public.	December 6

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		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		