



ONLINE MA IN ARTS MANAGEMENT

DEVELOP ENTREPRENEURIAL AND LEADERSHIP
SKILLS IN ARTS MANAGEMENT

DELIVERY FORMAT

100% Online

TIME TO COMPLETE

15+ Months

CREDIT HOURS

30

TIME COMMITMENT

10 to 20 hours weekly

START DATES

Fall, Spring

COST

Earning an online MA in Arts Management equips you with the skills to stand out in a fast-changing creative industry, while opening doors to higher earning potential, career growth, and new professional opportunities. Tuition and fees total \$30,450 (\$1,015 per credit hour). This cost does not include books, additional materials, or participation in the Arts Incubation Lab intensive.

AT A GLANCE

Turn your passion for the arts into career momentum with the OU Online Master of Arts in Arts Management. In just 15 months of fully online study, you'll gain the strategic skills needed to lead in today's creative economy—from fundraising and financial management to marketing and arts administration.

Whether you're launching your career or advancing to the next level, this program transforms creative professionals into confident, purpose-driven leaders who make an impact in galleries, theaters, nonprofits, and cultural organizations across the country.

WHAT CAN I DO WITH AN MA IN ARTS MANAGEMENT?

You'll gain the creative, innovative, entrepreneurial skills and business acumen to boost your career and become a leader in arts and culture organizations. Accelerate your career in these areas:

- Promoting Own Career and Company
- Bookings and Event Promotion
- Stage Production and Management
- Broadcasting
- Recording Industry
- Blogging and Music/Arts Journalism

INDUSTRY INSIGHTS

- Median Pay: \$84,400
- Job Outlook: Research indicates that job postings that preferred or required a master's degree advertised a median salary \$36,800 higher than the total field of postings
- Job Openings: In 2020, there were 42,365 total postings for art management professionals

Source: U.S. Bureau of Labor Statistics

PROGRAM OUTCOMES: WHAT YOU'LL LEARN

The MA in Arts Management is ideal for students from artistic backgrounds who want to build business expertise, as well as professionals with business experience who are passionate about supporting artists and working in creative organizations. Whether your goal is to lead in operations, production, education, or outreach, this program equips you with the tools to thrive.

- Build artistic sustainability, entrepreneurial success, and the ability to drive creative and social change in business
- Gain the knowledge and leadership skills to advance your career in arts and culture organizations
- Stay relevant and impactful in a rapidly evolving field that values innovative, forward-thinking leaders
- Engage in ethical decision-making that is sensitive to issues of access and belonging to inform leadership practices in arts management
- Apply critical thinking, evidence-based strategies, and creative problem-solving to real-world challenges

TO APPLY: [HTTPS://ONLINE.OU.EDU/ADMISSIONS/GRADUATE/](https://online.ou.edu/admissions/graduate/)

FOR MORE INFO: [HTTPS://ONLINE.OU.EDU/PROGRAM/MA-IN-ARTS-MANAGEMENT/](https://online.ou.edu/program/ma-in-arts-management/)

COURSE DETAILS

Courses blend applied knowledge in finance, marketing, and negotiation with hands-on, arts-focused projects that emphasize ideation, action, pitching, planning, and strategic execution. Students complete credit hours of practicum through a customized mix of internships, independent study, and the Arts Incubation Lab (additional cost), gaining real-world experience that directly supports their career goals.

*Students will also choose 6 hours of fine arts electives and 6 hours of practicum electives from approved course lists.

COURSE STRUCTURE

You'll earn 30 credit hours across 10 courses – six core courses, two elective courses and 2 practicum courses. Most courses are eight weeks long, and you'll take two 8-week courses during a semester.

Courses are a mix of asynchronous and synchronous content, with live sessions offered once per week on a weeknight. Attendance in live sessions is strongly recommended but not mandatory. Students may be required to watch the recording and complete an assignment based on it if they do not attend in real time.

Practicum Courses

- Internship and Independent Study courses are 14 or 16 weeks
- The Arts Incubation Lab is about two weeks of total intensive work and experiences

OVERVIEW OF ARTS MANAGEMENT AND ENTREPRENEURSHIP

Credit Hours: 3

This class will present an overview and historical perspective of the field of arts entrepreneurship and management. Readings will be supplemented by guest speakers and visits to professional organizations, enhancing the student's understanding of the diversity of the professional opportunities in arts administration and arts management.

ENTREPRENEURIAL MINDSET IN THE ARTS

Credit Hours: 3

This course is designed for students who are intent on developing artistic sustainability, entrepreneurial success, and creative/social change. A career in tomorrow's art industry benefits from a mindset that welcomes change, fast-paced decision-making, and a rock-solid foundation of values, work ethic, and reasoning. This course is delivered through various arts-focused exercises/projects dealing with ideation, action, marketing, pitching, plans and strategy.

MARKETING IN THE ARTS

Credit Hours: 3

This course will examine the challenges of audience development and discussion of the role of art in contemporary society. This course will explore the basics of negotiations (distributive and integrative bargaining) before delving into current examples in the arts industry and explores the basics of marketing (planning, implementation, analysis) as well as how these principles relate to social media.

FINANCIAL MANAGEMENT AND BUDGETING IN THE ARTS

Credit Hours: 3

This class will examine financial models, accounting, and contractual practices of successful culture-based organizations. Arts managers are expected to understand how to apply best financial management and budgeting practices to cultural organizations. This course provides an overview of best practices for budgeting for artistic ideas for entrepreneurs and will explore long-range planning implications and budget forecasting models for arts organizations.

FUNDRAISING AND DEVELOPMENT IN THE ARTS

Credit Hours: 3

This course explores approaches to the development of capital for projects, whether for artists or arts organizations, including techniques for facilitation of individual donations, corporate/foundation contributions, and government grants. Students will learn important frameworks and tools for organizing avenues of financial support, including workback and follow-up schedules, drafting appeal letters, managing deadlines, cultivating requests, and writing with key governing values.

LEADERSHIP AND STRATEGIC THINKING IN THE ARTS

Credit Hours: 3

This course is for students who are intent on developing sustainability and use design-thinking strategies to achieve their goals as entrepreneurial artists or by serving culture-based organizations. The course provides best strategic practices for leaders of arts organizations, encouraging students to determine the importance of planning and decision-making, and will address the importance of strategic thinking, change management, and leadership.

FINE ARTS ELECTIVES

Artist Management

Credit Hours: 3

This course explores the role, importance, and function of artist managers and artistic teams, and how they impact the career of the artist and their brand. Students will examine the principles of leadership dynamics and motivation to focus and empower current and potential managers. This course provides the tools necessary to manage artists' careers across various artistic disciplines.

Innovative Approaches to Museum Leadership

Credit Hours: 3

This course prepares students to lead effectively in the constantly evolving museum landscape. It cultivates the field knowledge, professional skills, and innovative mindset necessary to practice leadership at all organizational levels. Students will be introduced to the organizational structures, policies, and practices of museum governance, including topics such as museum mission, strategy, and administration.

The Global Arts Market

Credit Hours: 3

This course offers an in-depth exploration of the art business world. It equips students with a practical understanding of the various aspects of the art industry, including galleries, auction houses, art fairs, foundations, museums, and artist collectives. Through the analysis of case studies and real-world examples, students will learn about the economic, legal, and ethical considerations underpinning the art market.

Theatre Management

Credit Hours: 3

This course focuses on the study of the fundamental operations of commercial, professional non-profit, stock, dinner, and university theatre in the United States.

PRACTICUM ELECTIVES

Internship I in The Arts

Credit Hours: 1-3

Students arrange for and work in a focused professional work experience.

Arts Incubation Lab

Credit Hours: 3

This course is based on experiential learning and runs concurrently with an external competitive program for entrepreneurial projects in the professional arts marketplace. Students in this course will have the opportunity to build on the basics of entrepreneurship and management skills acquired within the courses of the Graduate Certificate in Arts Management and Entrepreneurship.

Independent Practicum

Credit Hours: 3

The Independent Practicum in Arts Management allows students to work independently on a project of their choice under the guidance of a faculty advisor. The course is centered around completing an independent project tied to the student's career aspiration, featuring regular check-ins and guided research, all organized using project management.

WHY CHOOSE OU ONLINE FOR AN MA IN ARTS MANAGEMENT

OU Online delivers high-quality, affordable undergraduate and graduate programs in a flexible, fully online format—backed by the reputation of a top-tier public institution. The Weitzenhoffer

Family College of Fine Arts upholds a legacy of excellence in the arts, with faculty, staff, and students dedicated to advancing the arts in Oklahoma, across the nation, and around the world.

FACULTY EXPERTISE

The MA in Arts Management curriculum is designed and taught by industry leaders and expert faculty who bring real-world experience and insight into every course. You'll learn from innovative professionals across the creative sector, including museum directors, arts entrepreneurs, startup founders, and music festival program managers.

ROBUST STUDENT SUPPORT

OU Online provides comprehensive student support services, including academic advising, online tutoring, mental health counseling, and career development resources. The program is designed to support working professionals, enabling you to develop your leadership and arts management skills while maintaining full-time employment.

GLOBAL ALUMNI NETWORK

With a global network of more than 250,000 alumni, becoming a Sooner connects you to a powerful community of arts leaders. You'll gain access to professionals working in creative organizations worldwide, helping you expand your network and accelerate your career.

COST & FINANCIAL AID

An online Master of Arts in Arts Management is a powerful investment in your future. With 78% of OU Online graduates reporting that the skills they gained made them more competitive in their careers, this program delivers real value and long-term impact.

Tuition and fees total \$30,450 (\$1,015 per credit hour). This cost does not include books or additional materials.

The optional Arts Incubation Lab offers a unique, immersive experience but is not included in tuition and is not eligible for financial aid. The lab carries a \$2,940 program fee, which covers housing, site visits, activities, in-country travel, and three meals.

Once admitted, students must submit a \$350 nonrefundable deposit within two weeks. This deposit secures your place in the upcoming class and is applied toward tuition.

Financial aid, merit and need-based scholarships, and employer tuition assistance may be available to help reduce costs. For questions about financial aid for your online program, contact the Online Aid office at onlineaid@ou.edu.

A nonrefundable deposit of \$350 is required upon admission to secure your place in the program. This deposit guarantees your spot in your first semester of courses and will be applied toward your first semester's tuition.

** Please be aware that tuition and fees may change, as determined by the Oklahoma State Regents for Higher Education.*

TRANSFER CREDIT

You can transfer up to 12 credit hours of graduate-level coursework per Graduate College policy and with approval of the department.

LEARN MORE ABOUT FINANCIAL AID: [HTTPS://ONLINE.OU.EDU/COST-AND-AID/GRADUATE/](https://online.ou.edu/cost-and-aid/graduate/)

TAKE THE NEXT STEP

To apply to the online Arts Management degree, you must hold a bachelor's degree from a regionally accredited college or university (or the international equivalent).

APPLICATION PROCESS

- Complete the online application – <https://gograd.ou.edu/apply/>
- Submit a current resume
- Submit transcripts
 - Note: unofficial transcripts can be provided for an admissions decision, but all official transcripts must be provided by all institutions where the student earned graduate credit or are degree-bearing (bachelor's and above)
- 300–500–word personal statement describing your career goals and how the MA AM program aligns with those goals
 - How will you get to your goals? Address any educational history, including any GPA disparity in undergrad GPA

APPLICATION TIMELINE

Applications are accepted on a rolling basis. Admissions may continue until two weeks before the start of classes.

A nonrefundable deposit of \$350 is required upon admission to secure your place in the program. This deposit guarantees your spot in your first semester of courses and will be applied toward your first semester's tuition.

STEP 1

Contact an Enrollment Coach to discuss your qualifications and interest in the program.

STEP 2

Complete the online application at <https://gograd.ou.edu/apply/>

STEP 3

Provide supplemental materials, including a resume, official transcripts, and a personal statement.

TO APPLY: [HTTPS://GOGRAD.OU.EDU/APPLY/](https://gograd.ou.edu/apply/)