

Lu Zhang

### **Plan of Study & Academic Advising Assignment**

My plan of study is divided into three parts: the part 1 is the introduction of the degree requirements of the MA in Arts Management, which also includes the program's "Plan of Study"—the program requirement; the part 2 is the study plan of the spring semester; the part 3 is the self-check for the fall semester.

#### **Part 1: introduction of the degree requirements of the MA in Arts management**

The MA in arts management is a 36-credit program of study that requires students to complete a 24-credit core and then select 6 credits of approved elective courses. Students also need to finish internal and external internships. Each student has one advisor who offers suggestions before students choose courses they are going to take for coming semester. Here is the detail information of the courses:

##### **Core Requirements (24 credits)**

- AMGT 601 – Fund Raising/Development I Credits: 3
- AMGT 602 – Seminar in Arts Management Credits: 3
- AMGT 603 – Arts and Society Credits: 3
- AMGT 604 – Public Relations and Marketing Strategies for the Arts I Credits: 3
- AMGT 606 – Board of Directors Management Credits: 3
- AMGT 704 – Finance and Budgeting for Arts I Credits: 3
- AMGT 705 – Finance and Budgeting for Arts II Credits: 2
- AMGT 710 – Arts Policy Credits: 3
- AMGT 795 – Capstone in Arts Management Credits: 1

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- CVPA 600 – CVPA Graduate ProSeminar Credits: 0 (must be taken within the student's first 2 semesters)

Students are required to successfully complete AMGT 602 – Seminar in Arts Management within their first 12 credits. Elective courses at the 600 or higher course level are not allowed to take unless students have finished and/or registered for at least 12 core course credits. Students can take AMGT 710 Arts Policy only after they have completed AMGT 603 Arts and Society. The course AMGT 795 Capstone in Arts Management demands students to finish one thesis in their last semester before graduation.

**Electives (6 credits)**

- AMGT 504 – Professional Development Arts Management Credits: 1
- AMGT 505 – Academic Writing in Arts Management Credits: 1
- AMGT 511 – Introduction to Grant Writing Credits: 1
- AMGT 512 – Grant Writing in the Arts Credits: 3
- AMGT 525 – Introduction to Technology for PR and Marketing in the Arts Credits: 1
- AMGT 526 – Applied Technology Projects for PR and Marketing in the Arts Credits: 1
- AMGT 527 – Selected Readings for PR and Marketing in the Arts Credits: 1
- AMGT 545 – Introduction to Technology for Programming and Project Management in the Arts Credits: 1
- AMGT 546 – Applied Technology Projects for Programming and Project Management in the Arts Credits: 1
- AMGT 547 – Selected Readings for Programming and Project Management in the Arts Credits: 1

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- AMGT 555 – Introduction to Technology for Fundraising and Development in the Arts Credits: 1
  - AMGT 556 – Applied Technology Projects for Fundraising and Development in the Arts Credits: 1
  - AMGT 557 – Selected Readings for Fundraising and Development in the Arts Credits: 1
  - AMGT 599 – Special Topics in Arts Management Credits: 1-6
  - AMGT 607 – Fund Raising/Development II Credits: 3
  - AMGT 608 – Public Relations and Marketing Strategies for the Arts II Credits: 3
  - AMGT 609 – Facilities Management Credits: 3
  - AMGT 610 – Gallery Management Credits: 3
  - AMGT 620 – Legal Aspects in Arts Management Credits: 3
  - AMGT 630 – Viral Marketing and Social Media for the Arts Credits: 3
  - AMGT 640 – Programming and Project Management in the Arts Credits: 3
  - AMGT 650 – Major Gifts and Capital Campaigns Credits: 3
  - AMGT 706 – Festivals and Special Events Credits: 3
  - AMGT 711 – Directed Readings and Project Credits: 1-6
  - AMGT 752 – Arts Entrepreneurship Credits: 3 OR 6
  - AMGT 760 – Current Issues in Arts Management Credits: 3
  - AMGT 780 – Arts Consultancy Credits: 3

Students are required to finish 6-credit elective courses. The Pathway accelerate students have rights to transfer course EAP 508 into the MA program which can cover 4 credits.

**Internships (6 credits)**

- AMGT 740 – Internal Internship Credits: 2

- (Or 2 credits of approved electives for those students who have a minimum of 2000 hours of previous work in an arts management or related field)
- AMGT 790 – External Internship Credits: 1-4 (Students must take a total of 4 credits)

For information about the Internship Program, or to arrange for an internship, students are asked to contact the Assistant Director, Professor Nicole Springer. The Internal Internship is not allowed to begin until students have successfully complete 9 credits. The External Internship requires students to gain 12 credits before take. As a first step in the internship process, it is suggested that students familiarize themselves with the Graduate Internship Guide (PDF).

## **Part 2: study plan of the spring semester**

To graduate in 2016 summer, as an INTO students, I need to finish 9 core credits so that I can start my external internship in the summer vocation. Since I have finished AMGT 602 and AMGT 606 in the pathway program, I will take AMGT 601, AMGT 604, AMGT 704 in the coming semester. All these three courses are related to finance in arts management and these courses do not require high level of reading and writing which can allow me one more semester to improve my academic writing in English.

The arts management area professionals are expected to own high level of writing skills as well as excellent social skills so that they can manage and coordinate the arts to bridge the arts with artists and the public. The need for bridging the arts with applied managerial skills requires arts managers to cultivate an ongoing relationship management

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in both the private and the public area. Each arts manager is expected to bring a strong network to arts organizations. For this reason, it is necessary for me to keep on practice my writing skills by making full use of the writing center and to practice my social skills and build up my network by participating in more volunteer activities in fundraising parties or other arts activities.

### **Part 3: self-check for the fall semester**

I've established my goals for this semester before the class began. Since then, my four goals in academic area—1) adjust in the American academic life in the first month; 2) really involve in the major courses' class discussion before November; 3) improve the American Accent; 4) improve the writing skills—instruct my actions every moment in my abroad life. By now, the first semester is closing to the terminal, it's time for me to turn back and assess my mid-term behavior.

Honestly, I'm proud of my behavior for I got used to George Mason much faster than I expected and took a positive attitude to take part in the academic life: making American friends, participating in fundraising volunteer activity, and making full use of resources to improve my English and my understanding in arts management area. I'm involved in my major courses and get high grade up to now. However, my improvement in accent and writing are much slower than I thought. That's why I have adjusted my study plan and schedule by consulting my writing tutor and my pronounce teacher.