

Graduates with a Liberal Studies Arts and Entertainment Management concentration will be able to:

- Communicate effectively and clearly the role and influence of the Arts in society
- Demonstrate an understanding of the social, economic political and technological contexts of arts management
- Demonstrate an understanding of ethical and legal issues surrounding the arts and arts management
- Demonstrate an understanding of financial data and use data to inform management decisions
- Work within and communicate effectively within varied organizational structures to achieve managerial and organizational goals
- Apply market based theories to develop effective marketing, fundraising and audience development strategies
- Use available tools and resources to problem solve critical and varied issues related to Arts Management
- Demonstrate leadership in the arts.